

## ПСИХОЛОГІЯ ОСОБИСТОСТІ

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### ON THE QUESTION OF THE PLACE OF HEALTH VALUE IN THE SYSTEM OF VALUE ORIENTATIONS OF AN INDIVIDUAL RESEARCH

*The article presents one of the aspects of a comprehensive study of the system of value formations of an individual. The aim of the article is to study the place of health value in the system of value orientations of an individual with the analysis of the conscious and unconscious attitudes of subjects to this value, as well as their perception of the place of health in the system of significant spheres of life and reality. The following were used: the method of "Value" and "Accessibility" in different spheres of life O.B. Fantalova, Color test of relationships O.M. Etkind and Repertoire J. Kelly's test of role constructs. The study group consisted of 70 people aged 20 to 50 years old. The results of the study show that the value of "health" is an organic component of the value system, which is harmoniously related to work, business qualities, intellectual achievements, material well-being, and personal life. In addition, the subjects recorded a fairly balanced harmonious attitude to the value of health in its conscious and unconscious aspects. At the same time, the value of "health" demonstrates a meaningful connection and interdependence with the values that reflect material well-being and intimate-personal relationships in the "picture of the world" of the subjects. According to the results, in the minds of the subjects between health and values such as intellectual achievement; work and business qualities; the degree of satisfaction with own "I" and the factor of the development of own existence in time, there are certain meaningful connections, but not strong enough in their motivating potential. At the same time, there is a contradiction between the value of health and compliance with social expectations and an active attitude to life. This contradiction reflects the lack of active life position in our society to maintain and increase health as our own life resource. Further study of attitude to the value of health will help to understand the value-based features of individual well-being.*

**Keywords:** value orientations, attitude, meaningful formations, value of health, system of significant spheres of life.

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**Introduction and current state of the problem research.** The global situation of a prolonged pandemic necessarily raises the question of rethinking

human values and goals. This trend is especially relevant in relation to the value of health. Moreover, the actualization of the value of health differs in the

shift of emphasis in the perception of the essence of health only as the presence of physical, physical well-being towards the recognition of the importance of its psychological factors. Such as emotional stability, stress resistance and mechanisms of self-regulation of an individual. On the other hand, the relevance of the study of attitudes to the value of health in modern Ukrainian society is due to the contradictions between the growing demands for human competence in the formation, maintenance and maintenance of health and the weak formation of values to own health.

Classical is the idea of health as a basic resource of an individual, which he is able to manage. However, the successful use of this resource requires a certain meaningful attitude to the value of health and an active subjective position on obtaining the appropriate results. This view is reinforced by the emergence of a set of theories of human behavior regarding the preservation and strengthening of the potential of health as a resource. This list includes: the theory of beliefs about health (Rosenstock I., 1988), the theory of common sense and self-regulation (Leventhal H., 2003), the theory of causation (Ajzen I., 1991), the theory of social learning (Miller S.M., Bandura A., 2000), the theory of search of sensations (Zuckerman M., 1994), the theory of stages of behavior change (Prochaska J.O., 1997).

It is established that the basis of human activity aimed at achieving satisfaction with own health is the continuous interaction of his personal factors with the processes and situations of life, which dictate certain requirements for health. This interaction is assessed on the basis of cognitive, emotional and content-value factors. As you know, the basis of human evaluation is a system of its values. The place of health in the system of value orientations of an individual is the substantive basis of human activity to preserve and strengthen health, its destruction or indifference to his condition. The issues of the specific role of value-based formations in the functioning of an individual, his productivity and adaptability are actively studied (Perevozna T., 2015). At the same time, the most integrative phenomenon, which at the substantive level forms a circle of variables that determine the subjective system of evaluation and attitude to the environment is the picture of the world (Bolshakova A., 2018). Psychological aspects of forming a value attitude to own health are studied separately (Serdyuk L., 2015); the link between health as a value related to quality of life, which is limited by mental and physical health (Dobewall H. et al., 2018); health as value in combination with other types of values that govern attitudes, intentions and behaviors related to human health (Aavik T. et al., 2017). It is also argued that the assessment of abstract values alone is not enough to predict specific behaviors that

correspond to a healthy lifestyle: neither the quality of diet nor alcohol consumption are related to health or general values of life (Stapleton A. et al., 2020).

At the same time, at the present stage of the study of the structural-hierarchical organization of the substantive sphere of personality, not enough attention is paid to determining the place of the value of "health" in the picture of the world of personality. The relevance of this study is the need to form a systematic view of the phenomena that determine human behavior in the field of protecting, maintaining and strengthening own health.

**Aim and tasks.** Determining the place of the value of health in the system of value orientations of an individual with the analysis of the conscious and unconscious attitude to this value.

Based on the goal, the following tasks were set: 1) to investigate the subconscious level of attitude to leading values and the place of health in the relevant hierarchy; 2) to study the conscious attitude to these values, in particular the values of health; 3) conduct a comparative analysis of conscious and unconscious hierarchies of values and, accordingly, the place of health values in these hierarchies; 4) identify the place of health in the system of semantic parameters, which forms the "picture of the world" of the subjects; 5) To create an integrative idea of the attitude to the value of health in the research group.

**Research methods.** To study the conscious hierarchy of values, the method of "The ratio of value and accessibility in different spheres of life" was used by E.B. Fantalova, based on the technique of studying the value orientations of M. Rokich (Fantalova E., 1992). The method of pairwise comparisons was used. Indicators of "value" were considered by us as a reflection of a conscious assessment of the value in their lives of these highlighted 12 values.

To assess the unconscious emotional attitude to these values, the Color Test of A.M. Etkind's relations was used, the methodological basis of which is a color-associative experiment (Etkind A., 1980). This technique allows you to explore the deep levels of personality, bypassing the influence of protective mechanisms of consciousness. A set of color stimuli from M. Luscher's eight-color test was used as a stimulus material. The subject was instructed to choose the appropriate color for each of the 12 values. At the end of the associative procedure, the colors were ranked from most to least attractive. In our study, the results of this technique were considered as a reflection of the unconscious attitude to the list of terminal values of M. Rokich. As one of the leading methods that allows to obtain an array of data on the value formations studied in their own formulations, the method of J. Kelly's repertoire lattices in its classical version was used

(Francella F., 1987). The results were processed using the methods of discriminant analysis. Structural diagnostic coefficients of blocks and edges were determined. The procedure for calculating the structural coefficients of the blocks was that the gradation of the constructs forming the isolated blocks was estimated from 1 to 10 points. The sum of points in each block determined its "weight". Its change from block to block reflected the structural coefficient of each connection between them, i.e. the diagnostic coefficients of the edges. Mathematically, this is the value of the linear discriminant function.

The construction of the information graph model became an integrative embodiment of the used procedures of mathematical data processing. It is based on the structural-diagnostic coefficients of the edges, which demonstrate the set of relationships between the blocks in the graph model. The criterion for determining the relevant relationships (direct, inverse, strong, weak) was the absolute mathematical value of the coefficients. J. Kelly's repertoire test of role constructs allowed to study the system of values, to identify qualitative features of individual consciousness, to describe the system of semantic parameters that form the "picture of the world" of the subjects and to determine the place of health values in this system.

The study group consisted of 70 people aged 20 to 50 years. Gender, educational and other socio-demographic indicators were not considered in the study.

**Research results.** The results obtained using the method of E.B. Fantalova show that the structure of

value orientations of the subjects demonstrated a high subjective value of the intimate-personal sphere (values: "family happiness", "health", "love", "the presence of faithful friends"). At the same time, the low significance of such values as "active life", "cognition", "creativity", "the beauty of nature and art" was recorded. Regarding the values of "freedom", "self-confidence", "materially secure life" and "interesting work", a neutral value position was revealed. These results were considered by us as conscious hierarchical structures. The results obtained using the method of A.M. Etkind, as a reflection of unconscious hierarchies of values from the basic list of E.B. Fantalova demonstrate a set of the most emotionally significant values for the studied values "health", "beauty of nature and art", "love", "active life". A neutral position was expressed regarding the values of "creativity", "self-confidence", "the presence of loyal friends". At the same time, the values of "interesting work", "knowledge", "family happiness" and "materially secure life" turned out to be the least subconsciously attractive. The comparative characteristics of hierarchies of value systems, built on the basis of conscious and unconscious choices, were studied, which allowed to distinguish the substantive features of both deep, figurative and verbal levels of attitude to basic life values.

The results of the comparative analysis of the rankings of terminal values in the conscious and unconscious aspects are presented in Table 1.

**Table 1.** Comparative characteristics of value hierarchies by two methods

Place	Unconscious choice	Conscious choice
1	Health	Health
2	The beauty of nature and art	Family happiness
3	Love	Love
4	Active life	Having faithful friends
5	Creativity	Freedom
6	Self-confidence	Self-confidence
7	Having faithful friends	Materially secure life
8	Freedom	Interesting work
9	Interesting work	Cognition
10	Cognition	Creativity
11	Family happiness	Active life
12	Materially secure life	The beauty of nature and art

As can be seen from the above data, the positions of many values ("the beauty of nature and art", "family happiness", "active life", "materially secure life", etc.) significantly different. Which reflects the differences in the conscious and unconscious aspects of the attitude to the leading values of life, as well as the lack of balance of value systems of the subjects as a whole. At the same time, there is an obvious consistency between

conscious and unconscious attitudes towards the value of health. In addition, the results demonstrated the high importance of this area of life (first position in both hierarchies). Which demonstrates, in general, a fairly harmonious view of the subjects about the place of the value of "health" in their lives.

Reconstruction using the method of repertoire gratings of real factors of evaluation of personality

and determination of their place allowed to approach the description of the peculiarities of the value-content functioning of the consciousness of the subjects. In analyzing the results, we considered them as a reflection of the system of attitudes of the subjects in their own evaluation factors. The content of these factors demonstrated the existence of a system of significant areas of life that have the greatest value load and guide the behavior of an individual. Which reflects the leading bases of

classification of the reality of these persons, behind which stands the system of value orientations. The obtained data testify to the presence of 9 blocks, which present the areas of living space of these individuals, which reflect the significant areas of their existence. These spheres of life have the greatest value for the studied and form the most significant values. The relationships between the resulting spheres of life reflect the relationships of the respective value orientations in their systems.

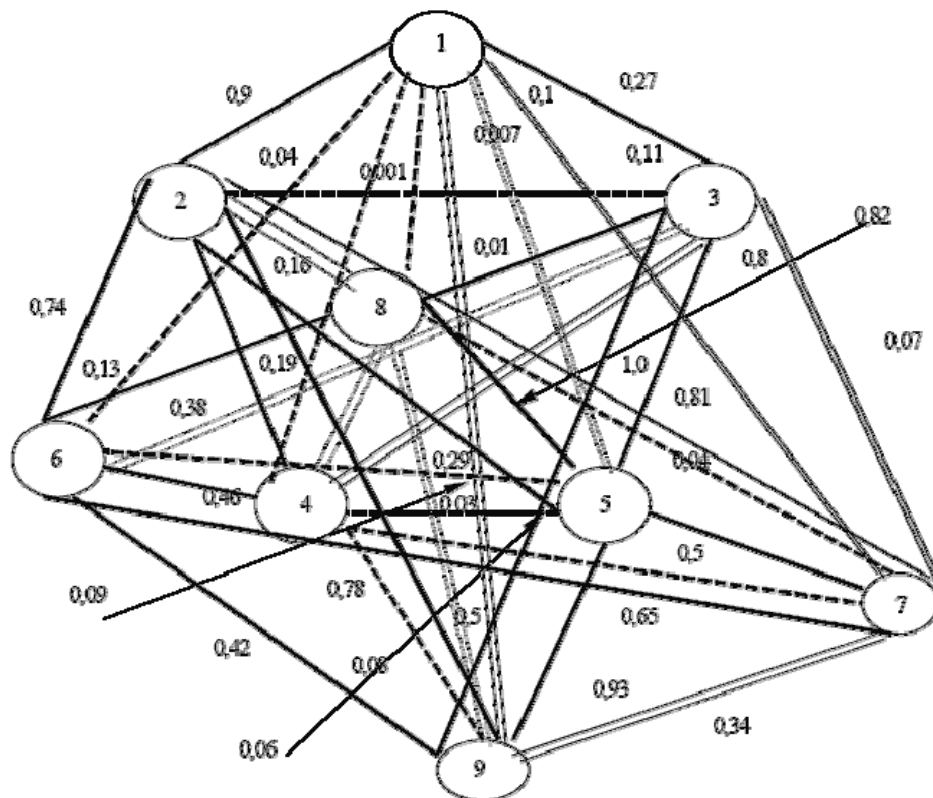


Figure 1. Information graph model of significant spheres of life

Designation: 1 block - intellectual achievements; Block 2 - intimate and personal relationships; Block 3 - prosocial trends and compliance with social expectations; Unit 4 - health; Unit 5 - work and business qualities; Block 6 - material well-being; Block 7 - the degree of satisfaction with their own "I"; Block 8 - active attitude to life; Block 9 - the development of their own existence in time. — strong direct connections; === strong feedback; - - - weak direct connections; = = = = weak feedback.

The results of the system analysis demonstrate the presence of 9 groups of blocks that present areas of living space relevant to the subjects: material well-being, intellectual achievements, intimate-personal relationships, work and business qualities, health, compliance with social expectations, active attitude to life and development own existence in time. The identified system patterns reflect the complex and multifaceted nature of the relationship between these

spheres of life. First of all, the presence of a group of vertices of the graph model, which have strong mutual positive connections and practically no negative ones, is noteworthy. The large number of positive relationships and their interdependent nature allows us to speak about the separation of the core of the psychological system of significant areas of life, which form such values as intellectual achievement, intimate personal relationships, health, work and business relationships and material well-being. This situation, in our opinion, reflects the high level of the ratio of values associated with these spheres of life in the value-semantic structures of these individuals.

In addition, the system patterns presented in the graph model demonstrate the complex and diverse relationships of the value of "health" with other blocks. First of all, the graph model, built on the basis of the obtained constructs, reflects the strong direct

connections of the vertex, which presents health with the vertices, which reflect material well-being and intimate-personal relations. The presence of the above connections demonstrates the meaningful connection and interdependence of the relevant values in the "picture of the world" of the subjects. Which, in our opinion, indicates a sufficient level of internalization of social norms and adaptive capabilities of the subjects, and reflection in their minds existing in society ideas about the need for good health for a successful intimate and personal life and material well-being. Conversely, the positive impact of material well-being and a satisfying personal life on health and rehabilitation opportunities. At the same time, the unit that presents health is associated with strong feedback from the third unit (prosocial trends and compliance with social expectations) and with an active attitude to life. That is, in the minds of these people there is a certain contradiction between the value of health and compliance with social expectations and an active attitude to life. In our opinion, this contradiction reflects the lack of active life position in our society to maintain and increase health as our own life resource. However, as can be seen from the graph model, there were direct weak links with such important areas of life as intellectual achievement; work and business qualities; the degree of satisfaction with one's own "I" and the factor of the development of own existence in time. That is, according to the perceptions of these individuals, there are certain meaningful connections between the relevant values. But not strong enough in their motivating potential. The presence of the above-described positive connections of the above-mentioned spheres of life with the factor of development in time, in our opinion, could reflect the purposeful nature of the respective value orientations and correlate them with a certain time perspective and general lines of self-realization. In this case, we can state the weak potential of these values to act as meaningful regulators of the goals corresponding to the values of "health" in various life situations. While other leading values have strong positive connections with the factor of development in time and take part in the formation of the leading lines of self-realization of these people and the peculiarities of the organization of their meaningful formations. We can say that the presence of time perspective is a structuring factor of the value-content sphere. While the value of "health" from this point of view occupies a peripheral place in this structure. The isolation of the "self-satisfaction" block and its weak connections with the "health" block reflects the presence in the subjects' minds of a weak influence of self-health assessment on self-satisfaction assessment, although such influence is recognized. Researchers also recognize a definite but insignificant link between

health and intellectual achievement, as well as work and business skills.

**Discussion.** The conducted psychological research allowed to obtain data on the peculiarities of the conscious and unconscious attitude of the individual to the terminal values. These data indicate a significant difference in the value positions of the subjects. The level of value consistency of conscious and unconscious positions was 50%. Thus the harmonious relation in both investigated aspects took place concerning 25% of values. These values were "health", "love" and "self-confidence" with a high subjective value of the first two values. It is noteworthy that in terms of the value of "health" according to the results of both methods there was the highest rate of subjective significance. This fact presents a harmonious attitude to this value, which is to recognize the paramount importance of this value, which reflects the basic nature of the needs associated with this value and their priority and stability. This article also discusses the results obtained using the Kelly method as a reflection of the system of relations studied in their own factors of reality. The content of these factors reflected the leading foundations of the classification of substantive and social reality, which is the system of value orientations. Analysis of the features of the semantic functioning of consciousness in the form of a system of significant spheres of life, which reflect the relationship of leading value orientations, allows us to note a number of patterns of functioning of this system. First of all, a fairly high structure of the system of value orientations was revealed. The semantic constructs of the subjects' consciousness are filled with traditional content; they fit quite harmoniously into their picture of the world, which adequately reflects the social reality. This indicates a sufficient internalization of social norms and sufficient adaptive capabilities of these people. In addition, value orientations are organized by a semantic perspective, which forms the main meaningful lines of their life and quite adequate to their psychological content. The spheres of life activity that are the most significant for the studied and have the greatest value potential are highlighted. These areas of life are: health, intimate and personal relationships, work and business qualities, material well-being. In addition, the factor of development in time is singled out as one that determines the leading motivational tendencies and structures the general line of self-realization of an individual, what harmonizes a person's life, provides a sufficient level of integrity. The connection with past experience and reference to the time perspective determines the ability of value orientations to play the role of effective regulators in various social situations, which creates an opportunity for the necessary mechanisms of self-regulation and

adaptive resources. In addition, the results show that the value of "health" is an organic component of the value system, which is harmoniously associated with work, business qualities, intellectual achievement, material well-being and personal life. Thus, this value is part of a system of significant areas of life that have the greatest value load and guide the behavior of an individual. At the same time, the value of "health" demonstrates a meaningful connection and interdependence with the values that reflect material well-being and intimate-personal relationships in the "picture of the world" of the subjects. According to the results, in the minds of the subjects between health and values such as intellectual achievement; work and business qualities; the degree of satisfaction with own "I" and the factor of the development of own existence in time, there are certain meaningful connections, but they are insufficient in their motivating potential. At the same time, there is a contradiction between the value of health and compliance with social expectations and an active attitude to life. This contradiction reflects the lack of active life position in our society to maintain and increase health as our own life resource. The problem of studying the value of "health" in the system of value orientations of an individual and its influence on the formation of the appropriate position and behavior in relation to a healthy lifestyle requires further study. Determining the features of the influence of structural and dynamic characteristics of the value-oriented sphere on the subjective psychological significance of specific motives of a person's life will promote its harmonization and self-realization.

### Conclusions

1. The value of "health" occupies a leading place in the hierarchy of terminal values, built on the unconscious attitude of the subjects.

2. Conscious attitude to the value of health also demonstrates the high importance of this value in the study group. In the hierarchy of terminal values, built on the basis of conscious ranking, this value occupies the first position.

3. A comparative analysis of conscious and unconscious hierarchies of values and, consequently, the place of health values in these hierarchies shows the highest consistency between the 12 terminal values between conscious and unconscious attitude to this value with its harmonious assessment as the most significant value.

4. A number of values have been identified, which form the main semantic line of existence of these individuals and determine the leading areas of their lives. These areas of life are: health, intimate and personal relationships, work and business qualities,

material well-being. Thus, the value of "health" is at the core of meaningful personality formations.

5. The value of "health" has a meaningful connection and interdependence with the values that reflect material well-being and intimate relationships, which demonstrates the connection of the relevant spheres of life in the "picture of the world" of the subjects. Also, this value had a certain degree of meaningful connection with such values as intellectual achievements; work and business qualities; the degree of satisfaction with one's own "I" and the factor of the development of own existence in time. However, indicators of this ratio show a weaker motivating potential of these values, while meaningful connection and interdependence are not found for the value of "health" with the values of "compliance with social expectations" and "active attitude to life". This fact reflects the insufficient formation in the minds of the subjects of an active life position on the preservation and increase of health as their own life resource.

Further research of the content-forming structures of the personality, which determine the formation of a constructive meaningful attitude to the value of health and an active subjective position on the successful use of this resource, meets the current needs of society and an individual.

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## ДО ПИТАННЯ ДОСЛІДЖЕННЯ МІСЦЯ ЦІННОСТІ ЗДОРОВ'Я В СИСТЕМІ ЦІННІСНИХ ОРІЄНТАЦІЙ ОСОБИСТОСТІ

У статті представлено один з аспектів комплексного дослідження системи ціннісних утворень особистості. Метою статті є дослідження місця цінності здоров'я в системі ціннісних орієнтацій особистості з аналізом усвідомленого та неусвідомленого ставлення досліджуваних до даної цінності, а також їх уявлення про місце здоров'я в системі значущих сфер життєдіяльності та оцінювання дійсності. Були використані: методика «Співвідношення «цінності» та «доступності» в різних життєвих сферах» О.Б. Фанталової, Кольоровий тест відношень О.М. Еткинда та Репертуарний тест роліових конструктів Дж. Келлі. Досліджувану групу склали 70 осіб віком від 20 до 50 років. Результати проведеного дослідження свідчать, що цінність «здоров'я» є органічною складовою системи цінностей, котра гармонійно пов'язана з роботою, діловими якостями, інтелектуальними досягненнями, матеріальним добробутом та особистим життям. Крім того, у досліджуваних зафіксовано досить збалансоване гармонійне ставлення до цінності здоров'я в його усвідомленому та неусвідомленому аспектах. Разом з тим, цінність «здоров'я» демонструє змістовну пов'язаність та взаємну зумовленість з цінностями, котрі відображають матеріальний добробут та інтимно-особистісні стосунки в «картині світу» досліджуваних. Згідно з результатами, у свідомості досліджуваних між здоров'ям та такими цінностями як інтелектуальні досягнення; робота та ділові якості; ступінь задоволення власним «Я» та фактором розгорнутості власного існування у часі існують певні змістовні зв'язки, але не досить сильні за своїм мотивуючим потенціалом. В той же час, виявлене протиріччя між цінністю здоров'я та відповідністю соціальним очікуванням і активним ставленням до життя. Дане протиріччя відображає недостатню сформованість в нашому суспільстві активної життєвої позиції щодо збереження та примноження здоров'я як власного життєвого ресурсу. Подальше дослідження ставлення до цінності здоров'я стирятиме розумінню ціннісно-змістовних особливостей благополуччя особистості.

**Ключові слова:** ціннісні орієнтації, ставлення, змістовні утворення, цінність здоров'я, система значущих сфер життєдіяльності.

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