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**Issues of work values in the value system of the youth: a sociological analysis**

We make a review on M. Rokeach, S. Schwartz, W. Bilsky, R. Inglehart, M. Gladwell scholars' opinions, comments about value, work ethics and work value. Then, a research carried out among youth of seven districts of Almaty city is presented. The aim of the research is to identify orientation of life value of the youth including work value. The co-researchers compared the results of the responses of 500 young respondents aged between 16 and 29 with the opinions of the above mentioned scholars. The main values of the youth of Almaty city identified in the research are family happiness, the health of close people and of himself/herself, striving for an interesting and high income job, fulfilling the duties to Creator, becoming a good specialist and gaining all by honest labour. In this paper, we discovered that a society which consumes only, is in need of safety, tolerant to corruption, unconcerned about knowledge, family and work, not attentive to spiritual values is usually subject to regress rather than progress. While a society which strive for such spiritual values as creativity, family happiness, honest worker, profound knowledge, humanity, fairness and courtesy, etc. is always progressive but not regressive. Youth values are analyzed according to their age groups. Having analyzed the results of the survey, the researchers found out that there is an unbalance in values among the youth. They tried to clarify the unbalance between terminal values and instrumental values. The researchers comment that inharmoniousness of values nowadays is not because the youth have no values at all but they do not value their values. There is no individual without values, but it is possible that individuals weaken their values and degrade themselves. We try to prove the necessity of establishing national model of educating young generation in this work. Except for family education given by parents, a set of mechanism of methods, instructions (books, audio, video etc.) should be prepared, which enables children to be competitive, to know the right and the wrong, to be aware of history, religion, traditions, language and mentality.

**Key words:** work value, values, the youth, achievement, ethics, education.

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**Жастардың құндылықтар жүйесіндегі еңбек құндылықтарының мәселелері және оның болашағы: социологиялық талдау**

Мақалада М. Рокич, Ш. Шварц, У. Билски, Р. Инглхард, М. Гладуэлл секілді ғалымдардың құндылық, еңбек этикасы мен еңбек құндылығына қатысты ой-пікірлері, ғылыми зерттеу нәтижелері қарастырылады. Алматы қаласының жеті ауданының жастарының арасында жүргізілген зерттеуі ұсынылады. Жастардың өмірлік құндылықтар жүйесіндегі еңбек құндылығын анықтайтын сұрақтардың жауап нәтижелері сарапталып, жастардың көзқарасы бойынша өмірлік құндылықтарға жету жолдары мен оған әсер ететін негізгі факторлар қарастырылады.

**Түйін сөздер:** еңбек құндылығы, құндылық, жастар, жетістік, этика, тәрбие.

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**Проблемы и будущее трудовых ценностей в системе ценностей молодежи: социологический анализ**

Данная статья рассматривает труды социологов, как М. Рокич, Ш. Шварц, У. Билски, Р. Инглхард, М. Гладуэлл, касающиеся трудовой этики и ценностей. Представлены данные социологического исследования, проведенного среди молодежи семи районов г. Алматы. Проанализированы результаты вопросов, определяющих роль трудовых ценностей в системе жизненных ценностей молодежи, пути достижения жизненных целей, основные мотивы для достижения успеха глазами молодежи.

**Ключевые слова:** трудовые ценности, ценности, молодежь, успех, этика, воспитание.

Problems every society faces just corresponds with values this society share. In other words, the progressiveness or regressiveness of education, health issues, family institutions, culture, economy and political democratization in a society depends on the values shared by the majority. For example, if the majority share the values of consuming only, being in need of safety, being tolerant to corruption, being unconcerned about knowledge family and work, being not attentions' to spiritual values, then it shows that this is a regressive society rather than progressive. While if the majority share the value of striving for creativity, or such spiritual values as family happiness, honest worker, profound knowledge, humanity, fairness and courtesy, then this society is a progressive one. These values are handed down from generation to generation with participation of the youth and this is proved by history of humanity. A profound study into the values shared by the youth nowadays allows us to avoid possible disadvantages in future society. There are a number of research works devoted to understand the youth in a scientific way. Basing on the results of these researches, we found out that the main values shared by the youth are family, health, a good material condition, gaining a good job opportunity. By presenting a hierarchy of values as the result of our review and research work done in the framework of our dissertation, we tried to find answers to the following issues: significance of the values shown in the research work for the youth, the factors influencing the change of the values of the youth, the position of the terminal and instrumental in the life of the youth and the quality of work values.

Now we discuss comments of some acknowledged scholars in the world for understanding the values nowadays. Milton Rokeach said that the values are concrete methods of behavior based on individualistic and collective views, or firm belief that they are ultimate life objectives. Milton Rokeach gave the following features to the values:

- Values start from individuals, cultures and societies;
- The influences of values can be found in all social phenomena which can be studied.
- Values for wellbeing of people are less;
- All people may have the same values, but they are divers in level;
- Values are organized in a certain system.

Considering the good and the bad, the right and the wrong and forming a subjective element in identifying the need of the sole, Values take an institutional decision. Having a great significance, val-

ues direct people to have right behavior and form their stable regime [1]. Milton Rokeach established a *Rokeach value scale* which consists of two sets of values including 18 values each. The first Terminal value is people's ultimate aim, desire, understanding and belief. In other words, a person may have a dream to strive for in life. Beliefs or conceptions about ultimate goals of existence which are worthy surviving for. Second one is Instrumental value, which is methods and ways aimed at achieving the terminal values or striving for beautiful characteristics [3, p.42-49]. When to discuss Milton Rokeach's ways of understanding the values, sets of terminal and instrumental values should be mentioned.

S. Schwartz and W. Bilsky are the scholars who studied values profoundly [4]. They showed the following features of values.

- Value is conception and belief;
- Value is about condition and character gained after achieving an aim;
- Values have extra-situational features;
- Values control people's choice and assessment, character and being;
- Values are classified by relative significance [3, p.42-49].

Ronald Inglehart has been studying the values from the applicational perspective. He began to put forward the term Post-materialism since 1970. His scientific ideas are based on the results of *World value survey* conducted all over the world in 1980s. According to his research, when western societies acquire the individualistic value, they gained further development especially when they transformed from materialistic values to the post materialistic values, i.e. individuals gained more development when economic and physical safety values in human are redirected to autonomy, self-expression values [5]. He sought answer to the question: Does a state nowadays develop when autonomy values are established or when a new political system is established? After years of research, Inglehart came to the conclusion that a state develop when the autonomy values are established in the society.

*Research methods.* The aim of the research is to identify the content of life values, particularly of work value of the youth. To gain the results of the research, the digital method is used. The digital method allows us to measure the volume and spreading of the studied parameters. The way of collecting data of digital method: a private standardized interview. Research objects: The youth in Almaty city aged from 16 to 29. Selection volume: 500 respondents. The selected volume is represented by

the youth from seven districts of Almaty city. Statistical error is not more than  $\pm 3,1\%$  when confidence interval is 95%. The research data is analyzed with the help of computer program SPSS 17.0.

According to the laws about the youth policy now functioning in our state, the citizens of the Republic of Kazakhstan aged from 14 to 29 are referred as the youth [6]. This age group is common in most countries of the world. However, we take the age group from 16 to 29 in our research work. The basis for this selection is Labour Cod of the Republic of Kazakhstan [7], of which article 1, chapter 30 states that citizens reached age 16 have the right to conclude labour contracts, i.e. with the exception

of some situations, citizens reached age 16 are allowed to labour. The second reason is that age 16 is the period for most young people to enter university to choose a discipline, and for specialized school students, it is the time they pay serious attention to what they have been studying. Moreover, the fact that the economic activeness of human starts from 16 is also taken into account.

*The research results.* One of our research goals is to identify the position of work values among the basic values. The first question to the respondents is aimed at clarifying the hierarchy of the life values of the youth. The first table shows the responses of the youth to the question: What are your basic life values?

**Table 1** – Responses to the question: What are your basic life values? N=500 (2452)

Answers	Responses		Control percentage
	Num.	percentage	
Family happiness	341	13.9%	68.2%
Your health and of close people	266	10.8%	53.2%
Striving for interesting and high income job	257	10.5%	51.4%
Fulfilling the duties to Creator	172	7.0%	34.4%
Being a qualified specialist	162	6.6%	32.4%
Reaching all with honest labour	155	6.3%	31.0%
Being helpful to the society, fulfilling humanitarian duty	127	5.2%	25.4%
Being rich	126	5.1%	25.2%
Being still and content for what you have	115	4.7%	23.0%
Living among learned and educated people	101	4.1%	20.2%
Keeping up with the pace of life	95	3.9%	19.0%
Taking a good position in the society	89	3.6%	17.8%
Freedom and independence	88	3.6%	17.6%
Having fun, living relaxed	69	2.8%	13.8%
Striving for fame, power	64	2.6%	12.8%
Quality education	63	2.6%	12.6%
Taking the desired profession, specialty	55	2.2%	11.0%
Gaining social respect and acknowledge	43	1.8%	8.6%
Making a career	33	1.3%	6.6%
Taking an easy job with a good income	31	1.3%	6.2%
Total:	2452	100.0%	490.4%

The top five values according to the respondents are *Family happiness, Your health and of close people, Striving for interesting and high income job, Fulfilling the duties to Creator, Being a qualified specialist*. The results of the sociological study shows us that most important values in modern society are family, health and work. Family institution

still has a significant position in present day youth consciousness. This proves that traditional values will continue to influence generations.

The research shows that work values follow family and health which are considered to be the most important values in people's life. The high position of work values among the life values of

the youth shows that work plays a significant role in present day youth's life. If we consider the issue from the other perspective, the high percentage of the choice of *Striving for interesting and high income job* shows that materialistic value among the work values is the most important value for the youth. We consider the reason for this tendency is that there are difficulties in beginning of the youth's life. It is common that most young people face the problems of absence of high income jobs, housing problems or insufficiency of income. The supremacy of materialistic values have close connection with life facts. Looking into this issue from a new perspective, we can see that the reason present day youth put the high income jobs in the supreme position means they are oriented to paid jobs and also dependent on them.

We can also see from the above table that consumption values like *Taking an easy job with good income* and *Having fun, living relaxed* are not so important among the youth. This, in turn, denied the stereotype that present day youth are loafers - parasites. One important fact to mention is that *quality education* (2.6%) is not among the popular values of the youth. We believe that this is because the youth are convinced that many things in life can be attained without a quality education.

To identify the gender features of the research results, we analyzed the responses of male and female youth. According to the analysis the life values of the youth have no major differences in the gender aspect. To mention the existing differences, Family happiness is more popular among male youth rather than female. 14.6% (164) male youth chose family happiness while female ratio is a bit lower than male, 13.3% (177).

This shows that traditional social values are still in supreme positions. In Kazakh society, males have been the dominant and responsible figures in family life. While if the males lose control over their family, it is they are to blame first, they are considered to be weak. For these reasons, not just female youth, but male youth also feel the family responsibilities. *Striving for interesting and high income job* is favored by more male, 11.5% (129) than female, 9.7% (128). *Taking the desired profession, specialty* is mostly chosen by the female respondents: male 1.9% (21), female 2.6% (34). By comparing the responses to the above two choices we can see that male youth want high income job while female youth mostly desire a profession they like. In *Being rich* variant, *male respondents* shows high activeness and we can also be convinced here that male youth want high income positions. The ra-

tio of male respondents here is 6.0% (68), whereas the female's is 4.4% (58). *Keeping up with the pace of life* is favored by 3.1% (35) male youth while the ratio of female respondents to this choice is 4.5% (60). We suppose that this result is the reflection of the tendency among women: Being Fashionable and Being as good as others. *Fulfilling the duties to Creator* is chosen by 6.0% (67) male respondents and 7.9% (105) female respondents. *Living among learned and educated people* is favored by 3.5% (39) male youth and 4.7% (62) female respondents. If to compare the whole hierarchy of values we can see that women youth are fond of autonomous (self-fulfilling) values whereas male youth tend to favour materialistic values. However, as these indicators do not show significant differences, we still cannot give an ultimate assessment.

The next question to the youth is aimed at identifying the way they realize what they consider the most valuable to them. The responses to the question *How would you realize what you consider the most valuable* is given in the following table.

To the question *How would you realize what you consider the most valuable?* majority of the respondents answered with *Believe in myself* (68.1%). This shows that the youth believe themselves and their abilities in realizing their dreams, i.e. the paternalist view is weakening whereas an individualistic view is growing among the youth. The growing individualistic view among the youth may positively affect the youth in personal achievement and entrepreneurship oriented behavior. It is necessary to bear in mind that all entrepreneurship and personal achievement is aimed at improving personal conditions. And, for improving personal condition, it is not necessary to harm others. There are a number of respondents who chose *I believe in my friends and close people* (11,4%) and *It is a stroke of luck* (9,5%). While looking through the responses, other information and comments of the youth on the social networks, we found that the youth usually misinterpret the term *a stroke of luck*. Some believe that *luckiness* is an instant good fortune. For instance, winning a lottery, marrying a rich young male/female intentionally, getting acquainted with a man of influence, being in the right place in the right time and taking the chance. This is like a case where people gain achievements by chance in a lucky condition without any hard and constant work. Cases of many successful figures in the world show that achievements do not come by chance. It is better to understand the success as the fruit of hard work, i.e. the success is the result of years of hard work, constant pursuit, work and self-fulfillment. Here, we would like to quote Malcolm

Gladwell's *Outliers: The Story of Success* [8, p. 40-50]. It is an issue about the terms *achievement* and *luckiness* in the book which we would like to come up with. The author mentioned the psychologist Anders Ericsson's 10 000 hour principle. Anders Ericsson and his colleagues carried out an experiment among the students of Berlin Music Academy. They collect different people practicing a certain profession. Each of them started playing violin at the age of five on average. They were asked how many hours they spent every day to master violin. As a result, from the age of five to 7 or 8, all of them played 2-3 hours each week. However, this tendency was disturbed after the age of 8. The excellent students of the Academy played 6 hours each week at the age of 9, 8 hours at the age of 12. And from the age of

14 to 20, they played 30 hours each week. This is the practice of the excellent students. The students spent 10 000 hours playing violin from the age of 5 to 20. While those players whose violin skill is medium spent 8000 hours from the age of 5 to 20 and those players whose skill is poor spent 4000 hours altogether. Anders Ericsson conducted similar experiments in many other fields and found out that excellence occurs only when the person practices one skill 10000 hours average. Anders Ericsson said that everyone who wants to be excellent in his field should spend years in specialization. Ericsson claims he has not found a single person who is excelled without any hard work and constant practice. We believe that these facts are also actual in our present day society.

**Table 2** - The results of the question: How would you realize what you consider the most valuable? N=483

Answers	Responses	
	N	percentage
Believe in myself	329	68,1
Belive in friends and close people	55	11,4
I believe in my relatives	29	6,0
With help of society	24	5,0
Depends on Luck	46	9,5
Total	483	100,0

All the youth nowadays want to achieve a certain success. The success in their conception may vary diversely. Nonetheless, all of them strive to gain the achievement by hard work. Hence, the following

question to the respondents identifies what the youth relate the conception of *success* with. The result of the respondents' responses to the question *What do you relate the success with* is presented in table 3.

**Table 3** - The result of the question: What do you relate the conception success with? N=498 (919)

Answers	Responses		Control percentage
	N	percentage	
A successful family with children	278	30.3%	55.8%
Self-fulfillment in education and creativity	242	26.3%	48.6%
Career achievement and professionalism	162	17.6%	32.5%
Material wellbeing and being rich	142	15.5%	28.5%
Gaining social acknowledgement and authority	95	10.3%	19.1%
Total	919	100.0%	184.5%

The majority of the respondents related the conception of success with *A successful family with children*. *Family* mentioned above is the main

value for the youth, and it is also an objective for the young people to strive for. For the youth of Almaty, *Self-fulfillment in education and creativity*

is the second objective which they believe a sign of success. The second place of this answer shows us the intellectual capacity of the young Almaty citizens and their creative oriented character. It is clear that Almaty is a center for the intellectuality of the state. We can relate the objective *Career achievement and professionalism* with the values of *Striving for interesting and high income job* and *Being a qualified specialist*. *Material wellbeing and being rich* and *Gaining social acknowledgement and authority* are also among the top five objectives of the youth. People's attitude towards success and strategies for gaining it may change.

For example, a creative development may become the main objective of a person. However, the difficulties, need for material wellbeing may change this objective against the person's will. This is a universal fact to all human being.

There are various answers for the question how a man can achieve success in the society. For example, some people say that in order to achieve success, acquaintances and financial capacity play a significant role. Although we cannot deny this fact, we still want to know the responses of the youth to the question how a man can achieve life success. The results of the survey is given in table 4.

**Table 4** - The results of the question: How a man can achieve life success? N=499 (943)

Answers	Responses		Control percentage
	N	percentage	
By constant and industrious work	372	39.4%	74.5%
By constantly updating one's knowledge	179	19.0%	35.9%
By believing the creator	153	16.2%	30.7%
By gaining high income	71	7.5%	14.2%
With the help of influential acquaintances	69	7.3%	13.8%
By marrying successfully	68	7.2%	13.6%
With the help of rich parents	31	3.3%	6.2%
Total	943	100.0%	189.0%

39.4% of the respondents believe that *constant and industrious work* can lead them to life success. This survey and the ones above prove that the youth nowadays believe they can achieve success through honest labour. This tendency indicates that the importance of work values in the society is growing. *By constantly updating one's knowledge* is chosen by 19.0% respondents. We can consider this as that the young people not only value work but also consider that knowledge is a chance to upgrade their work. Alongside with positive responses there are negative answers too. For example, Achieving the life success *With the help of influential acquaintances* was chosen by 7.3% young people, whereas *By marrying successfully* was preferred by 7.2% respondents. 3.3% of the youth answered that rich parents can help them achieve life success. The ratio of the responses are not too low. They are a significant fraction of the community. These answers show that there are some young people who are skilled in corruption and making the use of acquaintance.

In the above part we presented a system of popular values among the youth. Those positive values

which ranked high among our young people proved that the youth have a positive value attitude. Nonetheless, according to our sociological study, there are imbalance between terminal and instrumental values. For example, although *forming and having a successful family* may be a person's highest value, his behavior may be controversial. Not taking the responsibilities, not fulfilling the duties, misunderstanding, inattentiveness, cutting the relations and divorcing may occur [9]. The health care is also highly valued by our young people. However, according to the Bloomberg agency data, the health indicator of our state is in 111th place [10]. Although this fact is not just about the youth but about the whole nation, it occurs that we may forget to keep a healthy diet, to lead a healthy life style, to develop ourselves both physically and spiritually. We know the importance of religion and faith, but may spoil simple humanitarian principle. Our young people believe that being a qualified specialist is important but they are not active in learning a new language, acquiring a new technology, everyday self-fulfillment, leading a versatile life. In other

words, the value characteristics of our youth may not be realized in their true life. Hence, the balance among the values is lost and the individuals hardly ever become the holders of a full, stable value system. The reason for this is not because some young people have no values at all, but they do not value their values. An individual cannot live without any values, but it is possible that individuals weaken their values and degrade themselves. People should be cognitive in achieving the values which are chosen by themselves cognitively.

In the above parts we tried to make an analysis over the pros and cons of the youth's values. The values of the youth are not formed in one day, they form through long time. In this essence, we believe that in order to form positive values among the youth it is necessary to carry out a state-level and well-rounded complex work with them. The work with the youth should start when the youth's values, world view, attitudes and character begin to form. Present day youngsters are tomorrow's youth. Formation of their values, world view, attitudes can be separated into several phases.

– *Family education.* Parental rearing, parental examples, what parents tell, show about work, their attitude towards work will affect children's socialization process. For example, parents may educate their children to choose every way, to show no mercy on others, to go corrupt in achieving success or they may teach them to be successful by working honestly but without unfair deeds. Even though they do not teach, they may affect children with their own deeds. All these upbringing affect children when they choose their career, choose their work strategies. Family education is similar to foundation of children's values. Its formation will affect the following steps of his/her development. So this is a very important phase. We consider it is necessary to build a national model. Except for family education given by parents, a set of mechanism of methods, instructions (books, audio, video etc.) should be prepared, which enables children to be competitive, to know the right and the wrong, to be aware of history, religion, traditions, language and mentality. Parents never teach their children bad things. However, we believe that it is necessary for every family to learn ways of educating competitive children from the experts;

– *Schooling phase.* We hardly can say that the competitive spirit among the youth is high. Children should know well what is success and what is failure from the early age. For example, a child goes to the kindergarten. When the child finishes the first

year in kindergarten, he/she is not obliged to take any exam according to the curricular. However, we should prepare an examination system for our children so that they become stronger. And the exam should be harder for transforming from first year to the next. According to the national curricular, in 11 years of schooling, children are supposed to take examinations. This system should be even tougher when they enter the university. Entering a university should be hard while graduating should be even harder. A number of research show us that the majority of successful people usually attended out-of-class activities, did sports in their free time when they were young. Sport teaches children the success as well as failure. If children can spend their time effectively when they are young, they will also get used to spending time positively when they grow up. The education system should also oriented to this;

– *Work training phase.* For choosing a good specialization, being a qualified specialist, forming good work ethics and having a series of stable work values, training for work also affect children. For example, children should know what work is when they are still at school. This is because children hardly understand work. For instance, they litter in the yard. In this case they should be punished to clean the yard. By this way, they understand the hard work of the people who clean the yard and try not to litter the next time. In Japan, school children are supposed to wash the toilets every week. The main reason for this is that the children learn about the adults' labour and keep the sanitary this way. In American schools and universities, students are allowed to work as teaching assistants. In European universities, bachelors can assist professors' research works, for which they get paid. There are many other example where students and children can be educated to labouring. What we need to do is preparing a certain mechanism for training our young people for labour;

– *The youth policy.* The work with the youth is usually carried out according to state youth policy. The state youth policy is reflected in today's young people's life. We have written about the youth problems in our other articles. In this article, we just want to mention the general coverage of the youth problems by The Youth Policy Law of the Republic of Kazakhstan. The law mentions categories such as the youth, young family, talented youth, young entrepreneur. For example, school children, university students, young scientists, young working people, young job seekers, young disabled people, village

and city youth can also be named as the categories of the law. Their problems are also correspond to their category. For school children and university students, study and self-cognition are the main issues. While after the age of 21 job security-after the age of 25 marriage, housing and kindergarten issues will be main problems. Young people who run business, do scientific research and work are in need of governmental support. While for jobless and disabled young people, the social support are the main

issue. The law should also have as a regulating function for all these issues and problems. Not only showing these issues but also include some norms and mechanisms for solving them.

We discussed the importance of value the youth and tried to clarify problems of the youth in this article. The issues about the youth life values should be talked profoundly. Issues, motives and values which motivate the youth to work should be discussed in a wide circle.

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