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LABOR VALUES OF MODERN YOUTH OF ALMATY: REALITIES AND PROSPECTS

The article examines the dynamics of labor values of modern Kazakhstani youth. The purpose of this article is to show the hierarchy and directions of changing the labor values of young people in the conditions of modernization of Kazakhstani societies. The scientific significance is the identification of gender characteristics of the labor values of young worship. The practical significance lies in the compilation of the hierarchy of the life values of young people.

The article is based on the results of field research conducted by the authors in Almaty (January-April 2014). The study involved young people from 16 to 29 years old. Sampling – 500 respondents (individual standardized interview). The youth of 7 districts of Almaty were attracted, which confirms the representativeness of the conducted research. At 95% of the correct interval, the statistical error does not exceed $\pm 3.1\%$. The information obtained during the research was processed by the computer program SPSS 17.0. The main results of the research show that for young people the values of personal character as family and health remain the main values. There are observed among the Kazakhstan youth such tendencies in relation to labor activity, as inertness, consumer and dependent mood. Representations of the Kazakhstani youth about labor values are analyzed on the basis of the criteria of the choice of the profession and employment strategy, taking into account the gender specifics. A comparative analysis of the hierarchy of life values of modern Kazakhstani youth in a gender aspect shows the desire and closeness of women to «autonomous values (self-development)», and men have the most «material values». The data show the orientation of the youth of Russia and Kazakhstan to material values as a desire to achieve high wages and financial position. Nevertheless, «interest in labor» and «labor outcomes» are important for Kazakhstani youth. The value of the conducted research is that the correlation of labor values with real motives for choosing a profession and strategies for employment of Kazakhstani youth is revealed. The results of the work can be used to write scientific works on this topic and teach special courses in the specialty «Sociology».

Key words: Kazakhstan, youth, social values, labor values, value orientations, material values, autonomous values, hybrid values.

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**Алматы қаласының қазіргі заманғы жастарының еңбек құндылықтары:
шындықтары мен перспективалары**

Мақалада қазіргі қазақстандық жастардың еңбек құндылықтарының динамикасы қарастырылады. Осы мақаланың мақсаты – қазақстандық қоғамды жаңғырту жағдайында жастардың еңбек құндылықтарын өзгерту иерархиясын және бағыттарын көрсету. Ғылыми маңызы – жас ғибадаттың еңбек құндылықтарының гендерлік сипаттамаларын анықтау. Практикалық маңызы жастардың өмірлік құндылықтарының иерархиясын жасауда жатыр. Мақала Алматыдағы авторлар жүргізген далалық зерттеулердің нәтижелеріне негізделген (2014 жылғы қаңтар-сәуір).

Зерттеуге 16 жастан 29 жасқа дейінгі жастар қатысты. Сынамаларды іріктеу – 500 респондент (жеке стандартталған сұхбат). Алматы қаласының 7 ауданының жастары тартылды, бұл жүргізілген зерттеулердің өкілеттігін растайды. Дұрыс интервалдың 95%-ында статистикалық қателік $\pm 3.1\%$ -дан аспайды. Зерттеу барысында алынған ақпарат SPSS 17.0 компьютерлік бағдарламасы арқылы өңделді. Зерттеудің негізгі нәтижелері жастардың денсаулығы мен денсаулығы сияқты жеке мінез-құлықтың құндылықтары негізгі құндылықтар болып қала беретіндігін көрсетеді. Қазақстандық жастар арасында инерциялық, тұтынушы және тәуелді көңіл-күй сияқты еңбек белсенділігіне қатысты үрдістер байқалады. Гендерлік тұрғысынан мамандық және жұмыспен қамту ынталандыру стратегияларды таңдау өлшемдеріне сәйкес жұмыс құндылықтар туралы қазақстандық жастардың өкілдігі талданады. Гендерлік тұрғысынан қазіргі заманғы Қазақстан жастарының өміріндегі құндылықтар иерархиясының салыстырмалы талдауы әйелдердің «автономды құндылықтарға (өздігінен даму)» ұмтылуы әрі жақындауы және ал ерлерге «материалдық құндылықтар» тән. Деректер жоғары жалақы мен қаржы жағдайына қол жеткізу ниетімен Ресей мен Қазақстанның жастарына материалдық құндылықтарға бағдар береді. Соған қарамастан, «еңбекке деген қызығушылық» және «еңбек нәтижесі» қазақстандық жастар үшін маңызды. Жүргізілген зерттеулердің құндылығы еңбек құндылықтарының кәсіпті таңдауға нақты себептері мен қазақстандық жастарды жұмысқа орналастыру стратегиялары анықталды. Жұмыстың нәтижелері осы тақырып бойынша ғылыми жұмыстар жазу және «Әлеуметтану» мамандығы бойынша арнайы курстар жүргізуге арналған.

Түйін сөздер: Қазақстан, жастар, әлеуметтік құндылықтар, еңбек құндылықтары, құндылық бағдарлары, материалдық құндылықтар, автономды құндылықтар, гибридік құндылықтар.

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Трудовые ценности современной молодежи г. Алматы: реалии и перспективы

В статье рассматривается динамика трудовых ценностей современной казахстанской молодежи. Цель данной статьи – показать иерархию и направления изменения трудовых ценностей молодежи в условиях модернизации казахстанского общества. Научной значимостью является выявление гендерных особенностей трудовых ценностей молодого поколения. Практическая значимость заключается в составлении иерархии жизненных ценностей молодежи. Статья основывается на результатах, проведенных авторами полевых социологических исследований в г. Алматы (январь–апрель 2014 г.). В исследовании была задействована молодежь от 16 до 29 лет. Выборка – 500 респондентов (индивидуальное стандартизированное интервью). Была привлечена молодежь 7 районов г. Алматы, которая подтверждает репрезентативность проведенного исследования. При 95% верного интервала статистическая ошибка не превышает $\pm 3,1\%$. Информация, полученная в ходе проведенного исследования, была обработана компьютерной программой SPSS 17.0. Основные результаты исследования показывают, что для молодежи основными ценностями остаются ценности личного характера, как семья и здоровье. Наблюдаются среди казахстанской молодежи такие тенденции по отношению трудовой деятельности, как инертность, потребительское и иждивенческое настроение. Проанализированы представления казахстанской молодежи о трудовых ценностях по критериям мотивов выбора профессии и стратегии занятости с учетом гендерной специфики. Сравнительный анализ иерархии жизненных ценностей современной казахстанской молодежи в гендерном аспекте показывает стремление и близость женщин к «автономным ценностям (саморазвитие)», а мужчинам присущи больше всех «материальные ценности». Данные показывают ориентированность молодежи России и Казахстана к ценностям материального характера как стремление достичь высокой зарплаты и материального положения. Тем не менее важными для казахстанской молодежи являются «интерес к труду» и «результаты труда».

Ценность проведенного исследования заключается в том, что выявлена корреляция трудовых ценностей с реальными мотивами выбора профессии и стратегиями занятости казахстанской молодежи. Итоги работы можно использовать при написании научных работ по данной теме и преподавании специальных курсов по специальности «Социология».

Ключевые слова: Казахстан, молодежь, социальные ценности, трудовые ценности, ценностные ориентации, материальные ценности, автономные ценности, гибридные ценности.

Statement of the problem and direction of the research.

The problem of the transformation of labor values occupies a special place in the functioning of new socio-economic relations in Kazakhstan. The transition to market relations destroyed the old system of labor motivation of the individual, and the new system of labor orientations is at the stage of formation. Social changes in the Kazakh society led to a shift in value priorities in the world of work and professional attitudes of modern youth. There is a reassessment of the value orientations of the individual. Especially the attitude of modern youth towards work has changed. If during the Soviet period labor was perceived as a duty of man, now every person can freely choose the sphere of labor activity. On the one hand, in modern society labor is the foundation of the well-being of the individual and his family. Labor values become the basis of employment, entrepreneurship, productivity and quality of labor, life and material well-being of a person. Consequently, labor is estimated by young people as a basis for self-development, self-sufficiency and self-realization. Market relations make their adjustments in the implementation of value orientations of young people. On the other hand, among young people, there is a tendency to intensify the processes of standardization of cultural consumption and recreational behavior, approved by the passive-consumer attitude to the labor process. For modern youth in general, a change in the orientation of life orientations from the social (collectivist) component to the individual is typical (Karavaeva, 2004: 38). Sharing this opinion, it should be noted that in market relations, internal motivation and attitude towards the work of the individual is the determining indicator of the strategy of career choice and career development. So, according to the results of Russian scientists, consumer orientations prevail in the social, including labor values of modern youth (Karpukhin, 2003). Among the youth there is also an inertia and a dependent mood.

The object of the study is the youth of Almaty.

The purpose of the study is a comprehensive analysis of the labor values of Kazakhstani youth. The task was set by conducting a specific sociological study to show the main types and directions and motivational structure of the labor values of young people. When writing the article, methods of monographic and desk research, analysis of statistical and secondary data on the research topic were used. The sociological research was carried out by questioning and processed by the program SPSS 17.0. In the study of this problem the following hypotheses are posed:

- labor values depend on the attitude to work and the choice of profession;
- motives for choosing a profession affect the formation of material, autonomous and social values;
- labor values are gender specific.

The significance of this work is that this problem is examined from the sociological point of view.

Increased interest in the study of labor values of young people in Almaty is determined for several reasons: First, young people are a special labor, intellectual and cultural potential of the society; secondly, social adaptation and the formation of social, incl. labor values of young people occurs at the decisive stage of life for any person, when the world outlook and leading directions of his life position are formed, a specialty is acquired, the foundations of social behavior are laid; Thirdly, the labor values of young people influence the attitudes of life, the way of life of young people; Fourth, young people become the most dynamically adapting to new conditions among social groups. At the same time, due to the fact that young people are only «at the beginning of their life's journey,» it is least protected from the impact of social dysfunctions of the transformation process. On the other hand, tracing the form and pace of the formation of value orientations of young people will make it possible to provide the structure of labor values for young people in Kazakhstan society as a whole.

Before analyzing the current state of labor values of modern Kazakhstani youth in an applied aspect, we will focus on some theoretical problems.

In the modern scientific literature on the study of social values, a number of trends are singled out.

In the concept of E. Durkheim, the influence of value-normative systems on man and society is analyzed (Durkheim, 1991). M. Rokić formed two value sets of 36 values (sets of values) called «Rokeach Value Scale» (Rokeach, 1989; Rokeach, 1973). In the classification of social values, the value scale of Rokich is a methodology for studying this problem. At the present time, Russian scientists single out the values attainable by people; common to all people values; values based on culture, habitat, social institutions, personal qualities of a person. This typology is applicable in system analysis of this problem.

To the researchers investigating the problem of values as an indicator of the socialization of the individual, one can include Schwartz and W. Bilski (Schwartz., Bilsky, 1990). Ronald Inglehard, on the basis of many years of research, concludes that the state develops when autonomous values are formed

(Inglehart, 2008: 141). The study of autonomous values as a type of labor values is a new direction in sociological science. This direction makes it possible to reveal the level of conscious and purposeful attitude to labor activity.

Based on the monographic analysis in this area, we have identified the following groups of researchers of the social values of the individual.

The first group of scientists associate the formation of values with the basic social orientations of the individual and social groups. Interesting is the opinion of J.T. Toshchenko, who stresses that «the basic values ... characterize the basic orientations of people both in life in general and in the main spheres of their activity: in labor, in politics, in everyday life, etc.» (Zimin, 2012: 75). Among the new trends, it should be especially noted the attempts of Russian scientists to enrich the methodology and methods of sociological research of value orientations (Toshchenko, 2014; Yadova, 2012; Selivanova, 2013; Khairullina, 2012; Petrov, 2008). In this direction labor values are studied taking into account the labor behavior of a person in various social institutions. Particular attention is paid to comparative analysis of traditional and modern values of youth.

The second group of scientists, studying values, emphasize the motivational structure of the work behavior of the individual. In this direction we share the position of IA. Surin, which defines values as the beliefs of people, social groups, society, but claims that not any, but only in relation to the goals to which they should strive. (Surina, 1999: 95).

The third group of scientists emphasizes the importance of goal-setting in the price structure. This group can be attributed to the theoretical statements of LG. Yuldasheva. It defines values as meaningful, generally accepted and shared beliefs in society about the goals that people should strive for, and the main means to achieve them (Yuldashev, 2011: 147).

The fourth group of scientists study values from the socio-psychological point of view. Characteristics of values from the personal and psychological point of view are analyzed in the studies of V.S. Maguna (Magun, 2010) and A.O. Milanchenko (Milanchenko, 2012). Philosophical and sociological characteristics of value orientations are set forth in the research of A.N. Nysanbaeva and GS. Abdirayymova (Nysanbaev, 2011; Abdirayymova, 2005).

Characterizing the value system of modern youth, sociologists identify the following trends: 1. The increased level of education and lack of

coherence in the social and personal meaning of education in the youth environment; 2. Recognition of the social significance of youth participation in public life and the desire to assert itself in the non-productive sphere, mainly in the sphere of leisure; 3. Priority of consumer orientations over creative, creative; 4. Ousting the values of national culture with Western patterns of behavior and symbols; 5. Weak individualization and selectivity of culture associated with the dictates of group stereotypes (Man'ko, Ohanian, 2008: 56).

An analysis of the study of value preferences of modern youth shows the effectiveness of applying the methodology of system analysis. The study of the macro, -mes and micro factors that influence the formation and change in the structure of the value orientations of a given social group allows a deeper and more reliable analysis of the correlation of labor values with the motives for choosing a profession, attitude toward the profession and the strategy of youth employment.

Methodology and method of research.

The article is based on the results of field research conducted by the authors in Almaty (January-April 2014). The study involved young people from 16 to 29 years old. Sampling - 500 respondents (individual standardized interview). The youth of 7 districts of Almaty were attracted, which confirms the representativeness of the conducted research. At 95% of the correct interval, the statistical error does not exceed $\pm 3.1\%$. The information obtained during the research was processed by the computer program SPSS 17.0. Also, the authors conducted a desk study (traditional analysis of documents). Within the framework of this methodology, the analysis of documents from secondary theoretical and monographic sources was carried out.

Results and discussion

Dynamics of value orientations of modern youth. The dynamics of value orientations of young people in Kazakhstan can be traced by the results of the studies carried out by the Institute of Philosophy and Political Science of the Ministry of Education and Science of the Republic of Kazakhstan in 2010, the World Values Survey in Kazakhstan in 2010-2014. and the authors of this article. In the study of the Institute of Philosophy and Political Science of the Ministry of Education and Science of the Republic of Kazakhstan in 2010, the following hierarchy of life values of respondents is presented: family - 63.7%; health - 58.0%; prosperity - 34.9%; well-being - 31,7%; labor - 31.5%; professionalism - 22.15% (Nysanbaev, 2011). On this basis, A.Nysanbayev focuses on universal, dominant,

stable, unstable (variable), insignificant (small) values. The dynamics of changes in the value orientations of young people can be shown on the basis of a comparative analysis of the results of the World Values Survey in Kazakhstan 2010-2014, in which the family (91.4%), health (91.1%), friends (53.9%), free time (51.1%), religion (24.3%), politics (9.5%). The following values are less important: politics (61.0%), religion (44.9%), free time (12.7%), friends (9.4%), work (7.7%), family (0, 8%.) (World Values Survey 2015). In a study conducted by S.V. Yavona, among the vital goals for young people in Russia, «high earnings, material prosperity» (19%) are taken first, then «it's a matter of soul, an interesting job» (15%) and, finally, «good relations in the family» 12.1% [Javon, 2012]. In the studies conducted by the Russian scientist S. Magun from 1991 to 2004, It was shown that in the Russian society in the structure of labor values the respondents preferred a high salary (96.0%), reliability of the workplace (80.0%), interesting work (72.0%). (Magun, 2000; 2003; 2006).

Measuring the hierarchy of labor values towards stable work shows the impact of market relations, strong competition in the labor market on the professional strategies of modern youth. In such a situation, the person is important not only the size of the salary and the content of labor, but also the guarantee of the workplace is of particular importance. In this respect,

young people are a socially vulnerable group. At the beginning of the labor path, it is on the periphery of the labor market. Therefore, young people, along with high wages, are more concerned about the stability of the work. On the other hand, young people in the labor market are characterized by a high level of potential and actual professional mobility. In this respect, we can not say that this indicator is important for all segments of the youth. Our results confirm and supplement the past conclusions of the world study of values about the preferences of modern youth regarding work. The obtained results indicate that the dominant trend is the maximization of earnings, not by raising the level of qualifications and career growth, i.e. self-improvement, but by minimizing risks and labor costs.

Consequently, for Russian youth, «high earnings, material prosperity» is paramount importance, and for the youth of Kazakhstan - a family. It should be noted that in the Kazakhstan studies conducted in 2010-2014, the growth of family values among young people is shown.

These results are confirmed by the studies carried out by the authors of this article (Table 1). The top five values of youth in Almaty include values: «family happiness» (68.2%), «own health», «health of loved ones» (53.2%), «striving for interesting and profitable work» (51, 4%), «to become a good specialist (32.4%), achieve their fair work (31.0%), reach wealth (25.2%).

Table 1 – Life values of youth in Almaty (% of respondents)

Life values	Answers
Family happiness	68,2%
Own health, health of loved ones	53,2%
Striving for interesting and profitable work	51,4%
Execution of the debt to the Almighty	34,4%
Become a good specialist	32,4%
Total reach by their fair work	31,0%
To help society, the fulfillment of human duty	25,4%
Reach wealth	25,2%

The results of our research are comparable with the results of other authors, indicating such priorities for young people as love, family, health, friends, material prosperity, favorite work. The obtained results show that the dominant value in the world of work is material values. As well as peculiar to

this social group, the youth of Kazakhstan strives to achieve a high salary and financial position. Nevertheless, for young people, personal values, such as family and health, remain core values.

The structure of labor values of modern youth in Kazakhstan based on the results of a specific

sociological study. Labor values occupy a special place in the structure of the life values of young people. When studying the labor values of young people, it is important to focus not on quantitative and qualitative indicators of work. In the modern community in the era of the fourth stage of the world scientific and technological revolution and the third stage of social modernization in the Kazakh society, the value of labor acquires a new qualitative level. In the modern world economy, the development of automation, computerization and the introduction of digital technology forces work to rise to a new qualitative level of development. Consequently, the quality of labor primarily depends on the quality, structure and content of the individual's personal values.

In the research plan, we have isolated autonomous, material, status, social and hybrid labor values (Table 2).

Autonomous values include personal and professional development (31.0%), independence and autonomy (4.8%), work should be interesting (44.8%), the opportunity to work independently (30.0%), creative freedom and opportunity (10.4%), higher education, the result of labor (36.8%), initiative and diligence (30.0%). This group of young people has a high professional potential and is a dignified reserve in the economic and administrative sphere of Kazakhstan.

The structure of material values consists of such components as financial condition, salary (47.4%), working conditions (26.2%), job security and stability (37.0%), material welfare (22.2%), the availability of work with the necessary equipment, high technologies and other values that relate to material goods (26.2%). On the one hand, the status of material values is directly related to material well-being. The desire of young people for high-paying work can be the result of a low level of material well-being, i.e. is caused by the need to adjust the material and financial situation. Consequently, the structure of the needs and value orientations of modern Kazakhstani youth is very complex. Also, for the respondents, the «guarantee of preserving the workplace» is of no small importance. stability of work (7.7%).

On the other hand, the desire of 47.4% of respondents to «profitable work» shows the significance of material values for modern youth. This fact can be associated with difficulties of a material nature at the start of life. Often, young people face the problems of scanty wages, inaccessibility to high-paid jobs, unsettled housing

and household problems. In these conditions, the orientation of young people to material values is related to life situations, orientation and dependence on highly paid work.

Structural values are mainly manifested through values such as career (31.0%), power, prestige and influence. Structural values are characteristic of young people aged 25-29 years, those who have certain professional experience and are oriented toward raising their social status. Structural values are interrelated with autonomous values in the world of work.

Social values include the relationship in the group (7.0%), altruism, the utility of labor for society (5.7%), assistance to the needy (3.9%), social safety of labor (3.4%), social responsibility, job satisfaction. These values are typical for all groups of respondents. A low level of social values is a spin-off of individual youthful assumptions in the world of work.

Hybrid values are held back by the fact that they combine inactive values above these types of values. This type of values includes the use of official position (6.2%), corruption (0.6%), light work, flexible work schedule (9.6%), lobbying, faith in luck, violation of discipline, coercion and willingness to use any methods to achieve their goals, etc. It is encouraging that young people in the structure of labor values are less focused on hybrid values, Modern youth understands that a good salary does not come easily. Easy work can not become the basis of a good salary. The provision of a «social package and social guarantees» is not important for young people, and we associate this with a decrease in the paternalistic values of youth, as well as the insufficiency of the level of the social package. When the size of the social package is minimal, young people seek to achieve their own well-being by means of high wages. It can be concluded that for modern youth it is more feasible to achieve a high social position, not through social benefits, but through good work and high wages. The analysis of the received data confirms that the modern youth in the hierarchy of labor values gives high priority to «high wages» (47.4%), «interesting work» (44.8%), job security (37.0%). A feature in changing the labor values of young people is that they place an important place in the labor activity not only on the size of their income. «Interest in labor» (44.8%) and «labor results» (36.8) occupy a significant place in the structure of their labor preferences.

Table 2 – Labor values of young people in Almaty (% of those surveyed)

Youth labor values	Answers
High salary	47,4%
Interesting job	44,8%
Guarantee of preservation of the workplace	37,0%
Results of labor	36,8%
Good relations with colleagues at work	33,6%
Good conditions for career growth	31,0%
Opportunity for personal and professional growth	30,0%

According to these indicators, it is possible to determine the level of competitiveness of modern youth in the labor market. High interest and motivation of modern youth for professional activity leads to high productivity and quality of their work. This is confirmed by the results of the study. (36.8%) of the respondents noted the importance of the achievement of the results of labor. Young people understand that the modern labor market requires the employee to be highly motivated, motivated, productive in relation to work.

Gender specificity of labor values of Kazakhstan youth.

In the gender perspective, the influence of traditional values prevails in the life values of Kazakhstani youth. Men and women almost equally prefer family happiness. «Family happiness» was chosen by 14.6% of men and 13.3% of women. Consequently, the importance of family values is understood and shared by men on a par with women. The variant «Striving for interesting and profitable work» is preferred by the male half of the respondents. (men - 11.5%, women - 9.7%). And in the answer to the question: «Women are the most popular women (men - 1.9%, women - 2.6%). If you compare the answers to the above questions, then there is an orientation of men to «high-profit work», and women - to «work on the soul.» The tendency of men to high-profit work is evident from the answer to the question: «To achieve wealth». (men - 6.0%, women - 4.4%). To the question: «Do not lag behind the rhythm of life» was answered positively by 3.1% of men, 4.5% of women. The predominance of women in this matter shows the essence of women: to keep up with «fashion», to be no worse than others. Modern women of a younger age are more adapted, ready to accept social changes. It should also be noted that among young people, 3.5% of men and

6.0% of women want to «live among educated and cultured people.» Modern young girls tend to keep up with the demands of the modern labor market. Economic freedom and competitiveness play an important role for them. The results of the research showed qualitative changes in the motivational structure of a modern young woman in Kazakhstan.

So, if the hierarchy of the life values of modern Kazakhstani youth is grappled in a gender aspect, women's desire and closeness to «autonomous values (self-development)» is observed, and men have the most «material values». Given the small difference in responses between men and women, it is impossible to draw unequivocal conclusions in the gender perspective of the value orientations of modern youth. This trend is confirmed by the results of the research conducted by the World Values Survey in Kazakhstan in 2010-2014. To the question: «You agree with this statement that it is not the best way to work for achieving autonomy, independence» - yes 56,2% of young people answered. Of these, 63.1% of women and 48.7% of men. Indifferent to the achievement of autonomy and independence of 30.4% of respondents. Of these, 37.4% of men and 25.5% of women. 13.4% of respondents disagree with this statement. Of these, 13.9% of men and 11.3% of women.

In the gender perspective, men (11.6%) are more eager for interesting and lucrative work than women (9.7%). Men are the most responsible in professional activities. 2.6% of women and 1.9% of men are motivated to work in the chosen profession. The respondents' answers show that women have the value of «work in the chosen profession». According to the results of the survey, 6.0% of men and 4.4% of women are striving to achieve wealth, i.e. certain well-being. Values, how to be a good specialist (men-6.5%, 6.7% - women), achievement of all

fair labor (men-6.4%, 6.3% -women), achievement of worthy status in society (male- 3,8%, 3,5% - women), freedom and independence (men-3,6%, 3,5% - women) are important for men and women.

For young people, values such as the desire for honor and recognition (men-2.2%, women-2.9%), quality education (men-2.6%, women-2.6%), career growth (men-1,7%, women-1,1%), aspiration to easy and highly paid work (men-1,2%, women-1,4%).

For men in professional work, high wages are important (men -17.6%, women- 14.9%), freedom in the labor process (men -6.4%, women-4.2%). It was revealed that men prefer material values more. It should be noted the importance of material values for women. In market conditions, the proportion of women seeking economic freedom is growing. Consequently, the competitiveness of women in employment is also growing.

For women, good working conditions are important (men - 14.3%, women - 14.9%), interest, importance and content of work (men -10.8%, women- 13.4%), Recognition of work by society (men-5.6%, women-7.8%), Social package and social guarantees (men -3.8%, women - 4.3%). On the following questions, the respondents' answers coincide: good conditions for career growth (men -15.4%, women - 15.3%), stability and job security (men -14.6%, women- 14.3%), work in prestigious company, good relations with colleagues and with management (men -11.4%, women-11.0%). Comparison of the results of respondents' answers shows that men tend to the desire for material values, and for women to social values. For women, the content of labor is of great importance, to do what you love.

Strategies to achieve the labor values of Kazakhstan's youth. One of the directions of the research was to identify strategies for achieving the labor values of modern Kazakhstani youth. According to the content of labor motivation of Kazakhstan youth, the following classification is given:

The first group, motivated by the achievement of a high level of income through professional growth. The results of the study confirm the presence among the youth of a group that places first on the labor dedication, the content of labor and personal achievement, i.e. career. This group is characterized by high labor motivation, high creative potential and is the main engine of future social and economic changes in the society.

Among the young people it is especially possible to single out a group that considers «zealous and interesting work» a guarantee of high financial position and reliable employment. In this group, the

self-giving and creative character of labor activity comes first, and the achievement of a high level of well-being.

Attention is also drawn to that part of the youth, which refers to labor as a way of comfortable and selfless pastime. This group of young people is characterized by individually oriented motivation in relation to work. For them it is important to have comfortable working conditions and satisfaction of personal interests in the labor process.

The motives for achieving the labor values of young people in Kazakhstan differ in the following areas.

The first group of respondents to trust in labor values trusts only themselves (68.1%). Among them, 66.7% of men and 69.3% of women. These data show that young people are characterized by a decrease in paternalistic views and an increase in individualistic attitudes. Representatives of this group are focused on improving their own situation, that is, they are aimed at achieving a certain social status and entrepreneurial activity. At the same time, it should be noted that self-confidence rises by 20-29 years. As the age increases, a person acquires confidence in himself and in his professional activity. This group of young people is distinguished by self-confidence, in their professional and personal abilities. They are characterized by rationality, high level of professional mobility and the introversion of social behavior. Analysis of research data shows that «interest in labor» and «labor outcomes» are also important for modern youth. On these indicators it is possible to determine the level of competitiveness of modern youth in the labor market. High interest and motivation of modern youth for professional activity leads to high productivity and quality of their work. This is confirmed by the results of the study. 7.6% of respondents noted the importance of the achievement of labor outcomes. Young people understand that the modern labor market requires the employee to be highly motivated, motivated, productive.

The second group, motivated by the achievement of a high level of income in an easy way, making minimal efforts (resources of parents, good acquaintances, etc.). Respondents are focused on supporting relatives and friends (11.4%), on luck (9.9%). This group of young people is characterized by extravagance, infantilism, insecurity and orientation of assistance from outside. In this group also a low level of social, including labor, adaptation and identification. This group includes young people from 18-21 years old, who are at the stage of professional development.

The third group - with a low level of labor motivation. For this group is not interested in the size of income and the quality of welfare. This attitude is the result of the inertia and insecurity of young people in their professional abilities. Young people in this group are not completely sure of themselves and in their professional competencies (33.0%). They are extroverted, not oriented to professional changes, social activity at a low level. Some of the youth of this group are sure that if they lose this job, they will not be able to find a new job and may remain unemployed (37.0%).

A comparison of the results obtained by Kazakhstani and Russian researchers shows the general and the difference in the structure of the labor values of modern youth.

Proceeding from the listed data it is possible to draw the following conclusions:

1. The most important basic values for modern Kazakhstani youth are «family», «health», «high financial position», «good work»;

2. Kazakhstan youth in labor values focuses on «income size», «labor content», «stability» and «performance»;

3. Young people in the structure of labor values less focus on values such as easy and lucrative work, the availability of social benefits and extra days off, the possibility of using office, receiving bribes.

4. Value orientations in relation to labor directly affect the level of professional mobility of modern youth.

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