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## THE INSTITUTIONAL TRANSFORMATION OF THE DIGITAL VALUES OF UKRAINIAN SOCIETY

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**Abstract.** *This article examines the impact of digitalization on the values of Ukrainian youth as a driving force of Ukrainian society. The method of social research was used alongside econometric models to test the hypotheses. An online survey was conducted from November 2020 to January 2021, in which 115 young people took part. The results showed that traditional values (absolute and family) have a high level of priority for Ukrainian youth. The importance of social values is differentiated and heterogeneous, and digital values are*

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also becoming increasingly important. However, at present they occupy the lowest position in the structure of values. The results of this study can be useful for the development of public institutions, building a modern youth regional policy, and in the formation and adaptation of development strategies for universities, public institutions, and non-governmental organizations.

**Keywords:** *values, institutional transformation, social research, digitalization of society, traditional values*

**JEL Classification:** *A14, D46, J17, O15.*

## **Introduction**

In the modern world, the aggravation of information confrontation in various spheres of public life actualizes the study of problems of interdisciplinary forms of the manifestation and influence of information as an institution of public administration. The active institutional and informational transformation of society in the 21st century has radically changed the traditional systems of production and exchange of goods, the relationship (interaction) between hierarchical structures, network systems in public administration and the management of corporations, employment and consumption, and economic and social organization. The theory of information asymmetry and the practice of information speculation in the policies of governments, political institutions, NGOs, legal entities, and individuals raises the question of the genesis of the identification of the political and socio-economic essence, and the verification of information in the development of society. Making effective management decisions in the public sphere requires adequate scientific perception and the monitoring of the institutional role of information in terms of an ecumenical (interdisciplinary) approach, involving the synthesis of logical and historical perspectives.

The logical and historical development of information as a factor in the progress of society and the institution of public administration is substantiated by communications, the destruction of organizational hierarchy, and economic forms of coexistence between citizens, companies, and state.

The results of an empirical study on the values of the youth of Ukrainian society in the context of global change are presented. The results of this study revealed a gradual transformation of the value orientation of Ukrainian youth under the influence of the challenges of the 21st century.

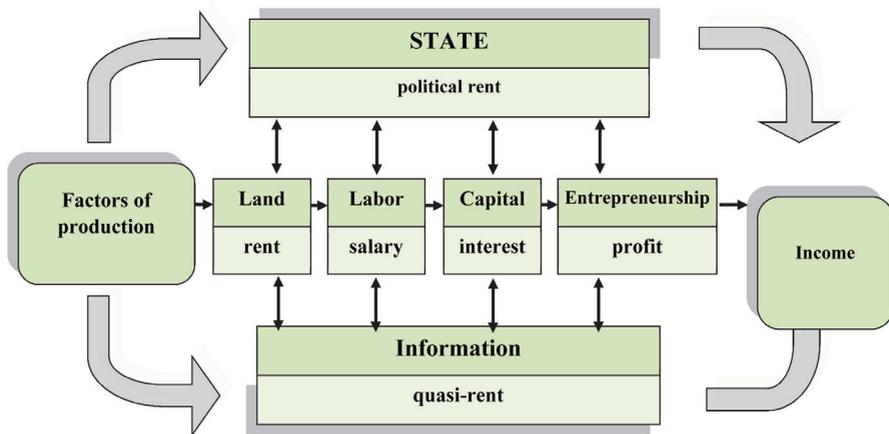
## **Literature Review**

The study of the genesis of the institutional role of information in public administration involves the use of retrospective interdisciplinary analysis of the evolution of economic and institutional factors in society. As a theoretical and methodological basis for the study of information as an economic factor of development and as an institu-

tion of public administration, the works of scholars on the theory of the socio-economic factors of production (Smith 2007; Ricardo 2007; Mill 2007; Marx 1961; Polanyi 2014) and the theory of the post-industrial society (Bell 1986 – pre-industrial, industrial, and post-industrial society; Toffler 1982 – “first”, “second”, and “third” wave of civilization; Castells 2000 – information society) are relevant. The starting point in the analysis of the genesis of information is the work of representatives of institutional theory, and the work of scientists on the modern digital economy. Information asymmetry theory (Akerlof and Schiller 2010), North’s theory of institutional change, and social choice theory (North 1990; Dijck 2020) are used as theoretical and methodological foundations for the evolution of the institutional environment in which information is identified as a factor of the transformation of public administration. The theory of the new institutional role of the state in the era of the information society and the theory of digital transformation (Dunleavy et al. 2006) form an important theoretical basis for the transformation of society. The works of international scholars such as D. Waldo, M. Wilber (1927), W. Wilson, P. Drucker, G. Wright, F. Taylor, and A. Faiol, who laid the basic components of a systematic interpretation of management processes, are devoted to the fundamental theoretical foundations of public administration.

Scholars pay attention to various aspects of the transformation of society’s values, in particular: the relationship between the dominant system of values and the transformational potential of communities, and the system of values as a factor of transformation in societies (Metelva 2016); the change of educational values in the conditions of transformation between the industrial society and the ensuing society (Manzelli 2004); and the possibilities and limits of determining the processes of values transformation in a transitional society (Matusevych 2018). Artjukhovich (2015) considers the transformation of moral values in the information society, and notes that the “consistent and correct use of modern achievements of the information society will not only improve the intellectual level and creativity of the individual but also contribute to the moral development and improvement”.

A retrospective analysis of surrounding theory and global historical experience allows for the conclusion that at each stage of social progress (Fig. 1) each factor of production was given a decisive role.



**Figure 1.** The modern system of factors of production and income (Malyi 2020)

At present, the impetus for radical change in all spheres of human activity is information, and it occupies a leading role in comparison with such economic factors of production as land, labour, capital, and entrepreneurship. At each historical stage of the development of modern society, the role of the leading factor of production was performed by land (18th century – teachings of physiocrats), labour (18th century – labour theory of value), capital (19th century – Marxism and marginalism), organization/entrepreneurship (Schumpeter 1934), the state (second half of the 20th century – Keynesianism), or information (21st century).

The information revolution and the technologies of its delivery to the consumer have made radical changes in the system of relations between people and companies, between different levels of hierarchical management structure, between consumers and producers, and between managers and subordinates. They have also revolutionized the system of education and the affirmation of values. The results of this research demonstrate that there is a close link between a country's socio-political attractiveness and the level of their information and communication development. However, this is not equal for different countries, which are grouped by their level of ICT, human development, and democracy. Additionally, a country's level of information and communication technology has a significant effect on social and political development (Gavkalova et al. 2020). Human awareness of the dangers of the challenges of the 21st century has led to the emergence of concepts such as social entrepreneurship (Schumpeter 1934), environmental economics (Daly and Farley 2004), and cyclical economics (Geissdoerfer et al. 2017).

Over the last decade, the processes of the introduction of digital transformation and new innovative products into the economy have become widespread, which have radically changed the format of interaction with the consumer towards focusing on the needs and interests of each individual. These processes are superimposed on the need to address issues of energy and financial security. Changing human values and novel technological ways of communicating with each other, with companies, and with pub-

lic authorities make fresh demands on the institutional provision of new “rules of the game”. The provision of these rules is impossible without a critical rethinking of the informatisation of society and the development of new approaches to localization and the economic and informational security of the country. The dynamics of online digital platforms have influenced the very essence of democratic processes and political communication, and there are numerous breaches of privacy and security threats caused by social networks (Dijck 2020). Support for sustainable societal values such as tolerance, democracy, and transparency is increasingly undermined by the global “exports” of US technology companies that dominate Internet infrastructure to distribute cultural online goods such as: news, videos, social conversations, and private communication (Geltzer and Gosh 2018).

## Methodology

Global civilizational development acquires new features, values in society change, the environment changes, natural reserves of energy resources and minerals are depleted, the population on earth grows, and both short- and long-term changes occur in various spheres of human activity. This cannot affect qualitative and quantitative indicators of economic development, the evolution of organizational and economic forms, and the means of exchange of goods and information. That is, there is an evolutionary change of the paradigm of social existence on a planetary scale, along with which there is a gradual change of values and social relations in developed countries and a radical (revolutionary) transformation of economic and other spheres in post-socialist countries.

The study of the genesis of the institutional role of information in society and its impact on the development of mankind, along with its accompanying system of values, allowed us to put forward the following hypotheses.

Hypothesis 1. Digital transformations in all spheres of human life lead to changes in the values of society, and of youth in particular.

Hypothesis 2. There is heterogeneity of priorities in the value orientations of youth in Ukraine.

Consider a complex, interdisciplinary, multidimensional category of “values”. Human values are studied by an entire field of philosophy – axiology – and in social science, there is a direction of study dedicated to the sociology of values. In sociology, values are considered as norms or regulators of activity, highlighting values-norms, values-ideals, and values-goals links. In psychology, the concept of a value is equivalent to a set of mental phenomena, including life position (L. Bozhovich), personal meaning (O. Leontiev), and psychological relations (V. Myasishchev). In pedagogy, the study of the problem of values is carried out in conjunction with other important areas of education and upbringing in the system of civic, national, moral, aesthetic, labour, and family education (Kremin 2008).

Values play the role of integrating, socializing, and communicating foundations in the life of a society, providing it with spiritual-volitional unity, a high level of self-awareness, and the organization of its members. Social values are formed gradually as a set of

habits, methods of human life, and specific forms of behaviour passed down from generation to generation (Radula 2004).

Value – the property of a social object to meet certain needs of the social subject (person, group of people, or society) – represents the concept by which the socio-historical significance for society and the personal meaning for a person of certain real phenomena are characterized (Radula 2004). Value is the significance of certain realities in terms of meeting material and spiritual needs and human interests; it is something that a person can value that is meaningful and important to them (Kremin 2008).

Among the more stable values, three groups can be distinguished: 1) traditional values – absolute and family (these are the basis of the spiritual sphere of man); 2) social values – civic and national (these reflect the social significance of man, and his inclusion in the social community); and 3) digital values – new values that have emerged under the influence of the technological revolution, technological development, and digitization.

Since young people have a much greater ability to adapt to the processes of digitalization, the tendency to change values is particularly noticeable in this category of society. Youth is an important component of modern Ukrainian society, the bearer of intellectual potential, and a determining factor of socio-economic progress (Ministry of Justice, n.d.).

A sociological survey conducted in Ukraine among young people aged 14–34 – “Digital technologies in youth work” – indicated that almost all young people use the Internet every day. Most young people use a mobile phone/smartphone (93.8%) or a personal computer/laptop (65.9%) to access the Internet. On the Internet, respondents usually communicate on social networks (92.8%), search for information for study and work (86.2%), use e-mail (82.2%), and use messenger services such as Skype, Viber, Messenger, etc. (82.2%) (State Institute of Family and Youth Policy, 2020).

The entry of digital technologies into all spheres of life affects the overall picture of the value orientations of young people. To identify the values of the youth of Ukrainian society and their respective transformation, the authors conducted a sociological study. The organization and conduct of the study included the following stages:

- 1) preparatory (the development of the program and research tools);
- 2) field (the collection of primary sociological information);
- 3) information processing;
- 4) analysis of the received information, and the preparation of the final documents containing conclusions and recommendations.

An appropriate program was developed to prepare a sociological study (Table 1).

**Table 1.** Program of sociological research into the values of the youth of Ukrainian society

<b>Methodological section</b>		
1.	Research problem	The challenges of the 21st century affect all spheres of society, the state, and the value orientations of young persons
2.	Object of study	Youth as a socio-demographic group of Ukrainian society and the driving force of its development
3.	Subject of study	The values of the youth of Ukrainian society
4.	Aim of the study	Identifying the values of young people as a result of the challenges of the 21st century
5.	Objectives of the study	Defining the manifestation of a group of youth values: absolute (traditional), family, public, national, and digital. Comparison of the results of the value orientations of youth with the results of previous research.
<b>Procedural (methodical) section</b>		
1.	Determination of the sample	Sample population: 115 respondents mostly aged 17–25 who, according to the UN and UNESCO, are classified as young persons
2.	Term	November 2020–December 2021
3.	Definition of methods of collecting sociological information	Method: online survey
4.	The structure of tools for collecting sociological information	The questionnaire consisted of 2 blocks, which included 5 questions. In the first block, each respondent was asked to select 2 to 6 values that were most important to them from a list of absolute human, national, social, family, and digital values. In the second block, it was necessary to assess the significance of these groups of values on a 5-point scale (where 1 was least significant, 3 average significance, and 5 most significant) The information was collected via the Internet, using the Google Forms tool.
5.	Logical scheme of primary sociological information processing	Processing of primary data; Analysis and interpretation of the obtained data; Comparison of survey results with previous studies; Generalization of conclusions

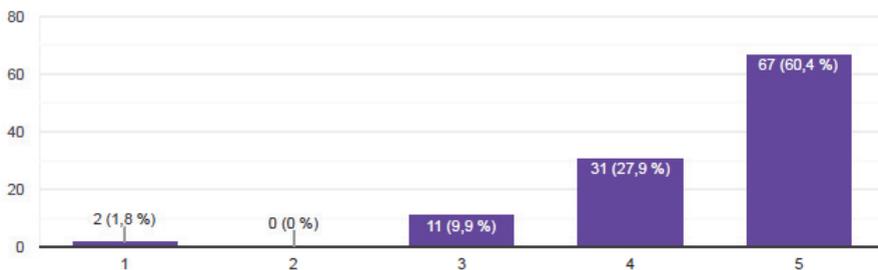
## Results

The results of the first block (the online youth survey) allowed for primary data on the value orientations of young people to be obtained. This was then summarized based on groups of values:

- absolute (honesty, love, justice, truth, kindness, freedom, dignity, faith, generosity, forgiveness, etc.);

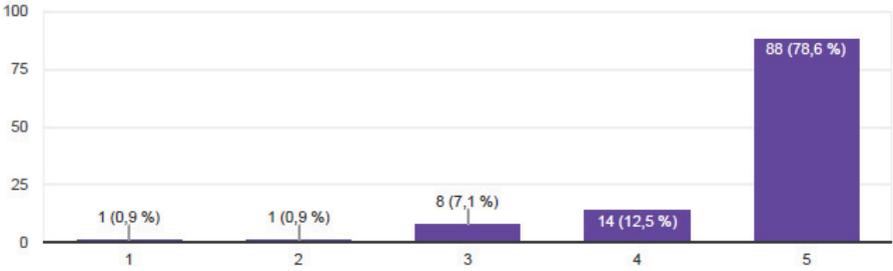
- family (care for children, care for parents, family loyalty, consent and trust in the family, the mutual love of parents, respect for ancestors, etc.);
- civil (equality of citizens before the law, right to life and self-worth, right to freedom of thought, tolerance of other people's views, respect for the law, etc.)
- national (attention to the ecological state of the region, state of independence of Ukraine, the desire to build a just system of government, love for native culture, language, and traditions, historical memory, etc.);
- digital (digital technologies, energy efficiency, digital public services, the ability to use the latest technologies, remote monitoring, remote work, communication on social networks, e-market, etc.).

The results of the second block of the study revealed the significance of each group of values for modern youth. These results were then processed, and are presented in Figures 2–6.



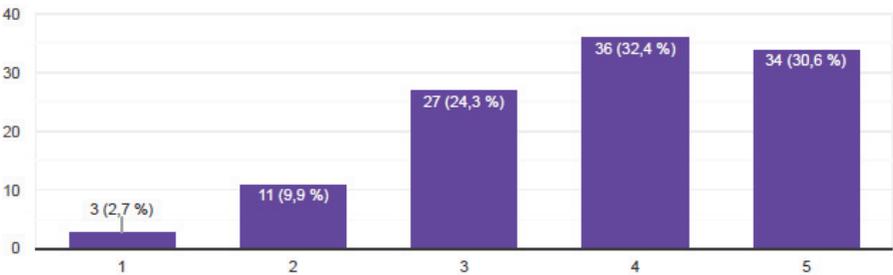
**Figure 2.** *The importance of absolute values for young persons (developed by the authors based on their research)*

As can be seen in Fig. 2, 60% of young people believed that absolute values were of paramount importance, 28% attached a fairly high significance, and a small percentage (1.8%) considered this category of values not to be significant. The results of the survey showed that in 2020 honesty became an important value of life for 79% of young people surveyed, while in 2014 this value was identified as important by only 26% of respondents.



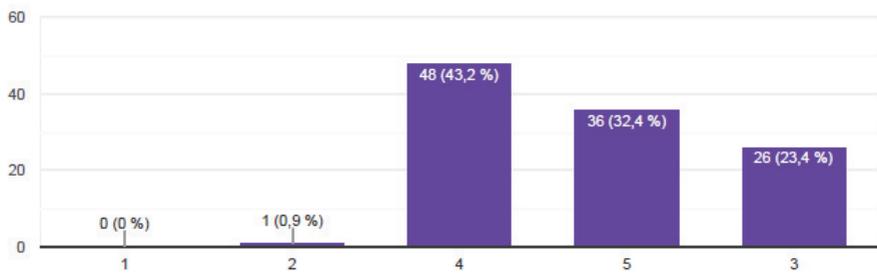
**Figure 3.** *The importance of family values for young persons (developed by the authors based on their research)*

As can be seen in Fig. 3, family values had the highest significance for the majority of young people (78.6%), 12.5% believed that they had a fairly high significance, and a small percentage (1.8%) considered this category of values not significant at all. This indicates that family values are of the greatest importance in Ukrainian society for most young people – an idea reinforced by the fact that 70% of respondents identified caring for children and parents as having the greatest value in their lives.



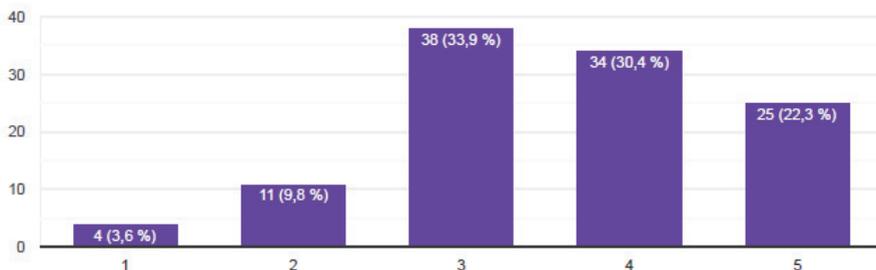
**Figure 4.** *The importance of national values for young persons (developed by the authors based on their research)*

As can be seen in Fig. 4, the significance of this group of values had a completely different distribution than absolute and family values. National values were not high-priority for all young people, which confirms hypothesis 2. However, 30.6% of respondents still gave this block of values the maximum significance, these values were fairly significant for 32.4% of respondents, and only 12.6% considered this category of values not significant. The group of national values includes attention to the ecological situation, which had a significance of 61.9% – the highest in this group. These results also suggest that the desire of Ukrainians to build a just state structure has sharply increased, as the importance of this value has increased from 4.9% to 45.1%.



**Figure 5.** *The importance of public values for young persons (developed by the authors based on their research)*

Public values were characterized by the fact that a large proportion of young people (43.2%) attached average importance to them in their lives. In the group of public values, the importance of equality of citizens before the law increased from 46.1% in 2014 to 78.1% in 2020, and tolerance for other people's views increased from 26.9% to 56.1% in the same period.



**Figure 6.** *The importance of digital values for young persons (developed by the authors based on their research)*

A similar situation was observed with digital values. Again, the most frequent response of young people (33.9%) was to attach average importance to them in their lives. Only 13.4% did not feel that these values were significant in their lives, and 22.3% considered them highly significant.

The analysis of the results of the social survey of the values of the youth of Ukrainian society was carried out based on descriptive statistics using the STATISTICA program package (Table 2).

**Table 2.** *The descriptive statistics of the results of the social study of the values of the youth of Ukrainian society*

Variable	Valid N	Mean	Median	Mode	Frequency of Mode	Minimum	Maximum	Std.Dev.	Skewness	Kurtosis
National values	111	3.783784	4.0000	4.0000	36	1.0000	5.0000	1.073697	-0.58804	-0.366037
Absolute values	111	4.450450	5.0000	5.0000	67	1.0000	5.0000	0.817299	-1.82190	4.2222614
Public values	111	4.072072	4.0000	4.0000	48	2.0000	5.0000	0.771206	-0.24598	-0.926699
<b>Family values</b>	112	4.669643	5.0000	5.0000	88	1.0000	5.0000	0.727682	-2.54029	7.029489
Digital values	112	3.580357	4.0000	3.0000	38	1.0000	5.0000	1.053851	-0.35680	-0.362429

As can be seen from Table 2, on average, the values given most priority among young people were absolute and family values. The distribution of the survey results for all blocks of values had a right-hand bias, as evidenced by the asymmetry coefficient. This was largest for family and absolute values, at  $-2.54$  and  $-1.2$ , respectively.

Interestingly, there was no relationship between the significance of the proposed value blocks for young people, except for between digital and public values. The correlation coefficient between these blocks was  $0.53$ , and the regression equation was:

$$y = 2.46 + 0.45x \quad (1),$$

where  $x$  represents public values, and  $y$  represents digital values.

The analysis of the obtained results in comparison with previous research on the value orientations of youth in Ukraine testifies to their gradual transformation. In particular, while family and absolute values have maintained their leading positions, the manifestation of public and national values has increased. Besides this development, digital values have become more important, which confirms hypothesis 1.

Transformation of values is an important factor in the development of society as a whole, and specifically in the main areas of cultural, economic, political, and social change.

In this regard, it is worthwhile highlighting some important aspects.

1. Recently, increasing attention is being paid to the knowledge economy, the innovation economy, the circular economy, and economic culture, which are related to the human factor. Therefore, "it is necessary to identify those attitudes, values, beliefs that support economic development, prosperity and prosperity of the nation. Determinants here are the dominant values of the basis of well-being. Prosperous societies that are supporters of the future, education, success, and skill, supporters of the ideals of freedom, community, and justice. The greatest engine

of progress is human creativity. The fastest-growing society, which most successfully helps its people to realize their creative potential” (Harech 2018).

2. The concept of the circular economy is aimed at decoupling economic growth and development from the consumption of finite resources, which is gaining popularity due to the problems faced by humanity in the 21st century. However, the introduction of this economic concept in different countries around the world is occurring at different rates, which is associated not only with the economic and technological level of development but also with the values in each society regarding the ecological condition of its regions. In Ukraine, this value is growing stronger. According to the social survey conducted in this paper, 61.9 % of young people consider this value a priority.
3. The digitalization of society leads to the development of the digital economy and the corresponding requirements for labour resources, the availability of digital skills, and the values of employees. It should be noted that “a new generation has already emerged, which plays a key role in the success of digital economy companies due to their technological skills. This generation is characterized by the rejection of useless work, titles, bureaucracy, with an inherent desire to work in cross-functional teams, continuous development, and self-expression” (Ustenko and Ruskykh 2019).
4. The development of society and the economic growth of the state is associated with a number of factors, among which a significant place is occupied by the transformation of values, the changing of consciousness of people, their priorities, their life goals, and the direction of their activity. Such a transformation is not rapid and must take a certain evolutionary path. At the same time, in crisis conditions (during internal and external threats) these processes can be accelerated due to the development of civil society, reforms in all its main areas, and the interpenetration of cultural, economic, and social factors.

The results of this empirical study can be used to shape youth policy and educational work in higher education institutions in Ukraine.

## **Conclusions**

The studies presented in this paper allow us to draw the following conclusions.

1. The driving force behind the development of society is youth. The analysis of the results of the empirical study of the value orientations of young people in Ukraine revealed the largest support for the group of traditional values in 2020. This group contained family values and absolute values. At the same time, there is increasing growth and attention towards public and national values. The proposed new group of digital values occupied the middle position. The results of the research testify to the gradual transformation of the value orientation of the youth of Ukrainian society under the influence of the challenges of the 21st century. Hypotheses 2 is accepted;

2. Digital values are becoming increasingly important. However, whether this affects the priority of other values in society has not been established in this study. This is a direction for the further research of the authors.

Thus, like all global processes currently taking place, the process of digitalization will have positive and negative effects on the future of society. On the one hand, it provides endless opportunities in some areas of human existence. However, it also poses global challenges in others. New systems of human life change the system of values, culture, and traditions. They can also lead to psycho-emotional devastation, and can significantly deepen inequality in society based on the different levels of availability of new technologies for different groups. Such inequality can differentiate countries as a whole based on the level of use of advanced technologies, which will lead to a polarization of priorities in the values of the societies in these countries. At the same time, the latest technologies provide ample opportunities in the single-world space for communication, training, and employment, and allow for the solving of global economic problems by:

- creating new solutions to economic crises by increasing the intensity of scaling the introduction of cryptocurrency systems and the use of other new technologies which provide significant advantages in the international market;
- overcoming the problem of overproduction by personalizing interaction with clients, virtual logistics, and personal unmanned delivery;
- creating and providing smart cities and smart settlements, which will increase the economic efficiency of their operation and reduce negative impacts on the environment;
- improving the quality of life of the elderly population through advances in medicine;
- solving energy saving problems;
- providing access to lifelong learning for all segments of the population without spatial and temporal constraints.

It is important to have a global vision of society, to take measures to prepare humanity for change, to develop strategies for information and technological development, and to establish common moral and ethical norms of human existence.

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