

## DYNAMIC CHANGES IN CULTURAL AND PHILOSOPHICAL VALUES

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**Abstract.** This article examines how cultural and philosophical values have changed over the course of historical development, as well as the features of these changes. It considers how social, political, and economic transformations in society affect the system of cultural and philosophical values. In addition, the transformation of cultural and philosophical values in the context of globalization, scientific and technological progress, and the information society is analyzed. The main goal of the article is to study the constantly evolving nature of cultural and philosophical values and to determine their significance in modern society. The article discusses dynamic changes in the value orientations of young people in the context of modern societal development. Significant differences in value orientations between young people, namely Generation Z (Gen Z) and Millennials (Gen Y), determine the relevance of the article. Since youth is the driving force of social change and the bearer of the future, it is especially important for society to study the values that guide them.

Value orientations represent a system of internal principles that determine an individual's life goals, behavior, and worldview. The values of young people are formed depending on the socio-economic situation, family upbringing, the education system, culture, and the information environment. The article examines the features of the formation of value orientations of modern youth from a philosophical and scientific perspective, based on academic sources and specific sociological research. The study shows that over time, increased activity on social networks, TikTok streaming, and blogging can sometimes weaken the spiritual orientation of young people and lead to the predominance of consumerist attitudes. Therefore, the purpose of the article is to emphasize the importance of teaching young people critical thinking skills and fostering respect for spiritual and moral values

**Key words:** Zoomers, millennials, blogging, national culture, childfreedom, autonomy, RedFlag, values.

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## *Introduction*

Today, changes in cultural and philosophical values are phenomena closely related to the development of society. Each historical period has its own worldview and system of values. These values are formed as a result of the social structure and cultural experience of society.

Values are fundamental concepts that determine the meaning of human life, the rules of behavior in society, and cultural traditions. They form the spiritual foundation of human civilization; therefore, the study of their transformation helps to understand the spiritual development of society. Modern research shows that cultural values are closely associated with globalization, technological advancement, and social change, all of which contribute to the formation of new worldviews. In philosophy, values are studied within the field of axiology; they reflect the historical experience, spiritual life, and social relations of society, shape people's worldviews, and establish moral norms.

Cultural values preserve historical experience, develop spiritual culture, regulate social relations, and form national identity. As one of the key categories determining the meaning of human life, norms of behavior, and cultural traditions, values play a central role in society. From a cultural and philosophical perspective, they constitute the spiritual foundation of human civilization. Therefore, studying how they change over time allows us to better understand the path of society's spiritual development.

Modern philosophical research shows that changes in cultural values are closely related to the processes of globalization, technological development, and social transformations. These changes influence the formation of new worldview orientations in society. Among modern youth, such values as education, self-development, career building, and material independence are becoming increasingly important. At the same time, freedom, the right to personal choice, and self-expression are also highly valued. This trend is largely driven by globalization and digital technologies. At the same time, traditional values have not lost their significance. Family, respect for parents, morality, and love for national culture and language continue to occupy an important place in the minds of young people. However, the acceptance of these values is now combined with a modern perspective that differs from previous generations.

Social networks and mass media have a significant influence on the value orientations of young people. The modern information environment offers a wide range of opportunities - from entertainment and communication to education and business activities. However, excessive engagement with social media platforms, such as TikTok, and the pursuit of popularity through likes and online recognition can sometimes lead to the strengthening of consumerist attitudes.

In addition, modern beauty standards promoted online may contribute to the loss of individuality among young people. Practices such as cosmetic procedures and appearance modification are often perceived as forms of self-care, reflecting changing attitudes toward identity and self-expression.

At the same time, there are noticeable shifts in personal and spiritual values. Young people tend to prioritize independence, set their own life conditions, delay marriage, and focus on career development, travel, and personal growth. Many are actively engaged in entrepreneurship, social media, and other modern economic activities.

Thus, the influence of the information space, especially social networks, on the value orientations of young people is significant and multifaceted. On the one hand, it broadens their worldview; on the other hand, it may contribute to the dominance of pragmatic and consumer-oriented attitudes. In this regard, the development of critical thinking and the strengthening of spiritual and moral values among young people become urgent issues.

The value orientations of young people are one of the most important indicators of societal development. The value system of modern youth is formed through the interaction of traditional and contemporary values. The development of values based on national culture, while also meeting global demands, is a shared responsibility of the state, educational institutions, and the family.

From a scientific perspective, the systematic study of youth value orientations is essential for ensuring social stability. The sustainable development of society is directly linked to the values held by young people, who, as a social group, are highly receptive to change and new ideas. Therefore, one of the most pressing tasks is the scientific analysis of the values that guide young people, including the key factors influencing their life goals and social positions, as well as the relationship between traditional and modern values in the context of globalization and the information environment. Value orientations determine a person's behavior, life goals, and social activity. Therefore, studying the value system of youth makes it possible to improve social policy, as well as systems of education and upbringing.

Value orientations represent a system of internal principles that shape an individual's social behavior, life purpose, attitudes, and decision-making. During youth, these orientations are actively formed and are highly sensitive to socio-cultural changes in society. They develop through an individual's social experience and are influenced by socio-economic conditions, the cultural environment, family upbringing, and the education system.

At the present stage, values such as education, professional success, material well-being, personal freedom, and self-realization are becoming priorities among young people. This trend is closely related to globalization, the market economy, and the development of digital technologies. At the same time, traditional values—particularly family, morality, respect for elders, and attitudes toward national culture and language — also occupy an important place in the value system of youth. However, these values are no longer expressed in the same rigid forms as before, but are instead adapted to modern lifestyles and new social realities.

The influence of the information environment, especially social networks, on the value orientations of young people is significant. On the one hand, it can broaden their worldview; on the other hand, it may contribute to the strengthening of consumerist and pragmatic attitudes. In this regard, the development of critical thinking and the reinforcement of spiritual and moral values among young people have become urgent tasks. According to a sociological study titled *“Characteristic Features of Millennials and Zoomers,”* more than 160 Millennials and 165 Generation Z representatives participated in the survey. In total, the study involved 325 respondents aged 14 to 48. The results showed that family is considered the primary value for the majority of young

people in Kazakhstan: 80.1% of respondents identified it as the most important life value. This indicator has remained consistently high over several years. As part of the same study, it was noted that 72.9% of young people use their native language daily at home, which indicates the preservation of values related to national culture and language.

Another research paper, *“Between Traditions and Globalization: Value Orientations of Kazakhstan Youth,”* surveyed 450 students in major cities of Kazakhstan, including Almaty and Astana [1]. The results of this study identified significant differences and trends in the value orientations of young people. In particular, it showed that the importance attached to friendship and work among young people is lower compared to the adult population. For example, only about 38% of young respondents considered friendship an important value, whereas among adults this figure was approximately 84%.

### ***Methodology***

The study demonstrated that both traditional and modern elements coexist within the value system of young people in Kazakhstan. These include a combination of such aspects as family, social status, education, and professional development.

Modern sociological research has shown that material values also play a significant role, especially during periods of economic and social transformation. For instance, studies of youth in Europe and Russia indicate the predominance of rational (material) values. This is reflected in the fact that many young people seek employment abroad, most commonly in countries such as Korea, Turkey, Great Britain, and the United States [2].

Other studies have examined the ethnic and social characteristics of youth value orientations, highlighting the important role of ethnic identity in shaping behavior and social relations.

### ***Philosophical Significance of Cultural Values***

Cultural values constitute a fundamental dimension of social life, reflecting the historical development of a society, the specific features of its spiritual culture, and the character of interpersonal and institutional relationships. They provide normative and semantic frameworks through which individuals interpret reality, evaluate social phenomena, and regulate their behavior.

Within philosophy, the systematic study of values is carried out in Axiology, a field concerned with the essence, structure, and functions of values in human existence. From an axiological perspective, values represent socially recognized ideals and standards that express conceptions of truth, justice, beauty, dignity, and freedom. They serve as reference points for both personal self-determination and collective development.

The significance of cultural values can be understood through several interrelated functions. First, they preserve and transmit the accumulated historical experience of a

community. Second, they sustain the continuity of spiritual culture by linking successive generations. Third, they regulate social interaction by establishing shared norms and expectations. Finally, they contribute to the formation of national and cultural identity, enabling individuals to perceive themselves as members of a particular historical and cultural tradition.

Cultural values are embodied in language, moral principles, religious beliefs, artistic practices, scientific achievements, and educational institutions. In this sense, they form the conceptual foundation of the spiritual life of society and shape the broader cultural environment in which human activity unfolds.

**Historical Evolution of Philosophical Values.** The understanding of values has undergone substantial transformation throughout the history of philosophy, reflecting changes in social organization and intellectual paradigms.

In ancient philosophy, values were closely associated with truth, wisdom, virtue, and cosmic order. Thinkers such as Plato and Aristotle regarded the pursuit of the good life as the central aim of philosophy and viewed moral excellence as the condition for achieving human fulfillment.

During the Middle Ages, philosophical reflection on values was largely shaped by religious doctrine. Faith, spiritual devotion, and the orientation of human life toward divine purposes were considered the highest values.

The Renaissance introduced a renewed focus on human individuality and creative potential. Values such as personal dignity, freedom, and self-expression became increasingly prominent.

In the modern era, the rise of scientific thought and rational inquiry transformed the philosophical landscape. Reason, empirical knowledge, and progress came to be viewed as essential foundations of civilization.

Contemporary philosophy places particular emphasis on human rights, democratic governance, pluralism, cultural diversity, and tolerance. These priorities reflect the growing complexity of modern societies and the ethical challenges generated by globalization.

### Determinants of Value Transformation

Changes in value systems are influenced by a range of interconnected historical and social processes.

### Scientific and Technological Development

Technological innovation reshapes patterns of communication, labor, and everyday life. The expansion of digital technologies has created new cultural forms and raised ethical questions concerning privacy, responsibility, and human autonomy.

**Globalization.** Globalization intensifies interaction among cultures, facilitating the exchange of ideas and practices. At the same time, it increases the importance of preserving cultural distinctiveness and historical continuity.

### Socio-Political Change

Political reforms, social movements, and major historical events alter prevailing conceptions of justice, authority, and individual rights. In democratic contexts, freedom, equality, and civic participation assume particular significance.

### Education and Cultural Institutions

Education plays a decisive role in transmitting established values and fostering critical reflection. Through educational and cultural institutions, societies reproduce and revise their normative foundations.

### Cultural Values in the Contemporary World

In the twenty-first century, cultural values are being reconsidered under the influence of technological transformation, environmental concerns, and expanding global interdependence. In contemporary society, particular significance is attached to a set of values that define the ethical and social foundations of public life. These include personal autonomy, the recognition and protection of fundamental human rights, respect for cultural differences, openness to dialogue among representatives of diverse cultural traditions, and responsibility for the preservation of the natural environment. Together, these values reflect the growing awareness of the need to balance individual self-realization, social justice, and sustainable development.

At the same time, national cultures continue to serve as essential sources of historical memory and collective identity. The central challenge for contemporary societies lies in balancing participation in global processes with the preservation of their unique cultural heritage.

Cultural values perform a foundational role in the organization and development of social life. They preserve historical experience, establish normative standards, and shape the worldview of individuals and communities. Philosophical analysis of values makes it possible to understand both the mechanisms of cultural continuity and the dynamics of social transformation. In this regard, the study of cultural values remains essential for interpreting the moral and intellectual trajectories of modern civilization.

### **Cultural and Value Transformations in Kazakhstan**

The formation of cultural and philosophical values in Kazakhstan is based on national traditions, as well as historical and spiritual heritage. Core values of Kazakh culture include morality, hospitality, respect for elders, unity, and social cohesion.

In modern Kazakh society, particular attention is paid to both preserving and modernizing national culture. In the context of globalization, the development of intercultural dialogue and mutual understanding becomes increasingly important. At the same time, the value orientations of youth reflect both traditional and modern influences. While family remains a key value, young people increasingly prioritize education, personal development, and material well-being. Comparative studies show clear differences between the value systems of younger and older generations, highlighting the impact of social change.

In Kazakhstan, differences between Generation Z and Millennials are especially noticeable due to economic, cultural, and linguistic factors, which play a significant role in shaping their value orientations. Конец формыКонец формы



Table No. 1. - Characteristic features of millennials and Zoomers

| Characteristics and features            | The millennials (1981-1996)                                                                                                                                                                                                                                            | Zoomers (1997-2012)                                                                                                                                                                                                                                                                                    |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Attitudes Toward Work and Career</b> | <b>Millennials (Gen Y):</b><br>For Millennials, it is important to “find themselves” and engage in work they are passionate about. Career growth, status, and the search for meaning play a significant role. Work is often viewed as a key means of self-realization. | <b>Generation Z (Gen Z):</b><br>For Generation Z, stability and mental well-being are primary priorities. Work is seen as only one part of life. They are highly aware of burnout and place great importance on maintaining a work–life balance.                                                       |
| • Money and consumption                 | <b>Millennials (Gen Y):</b><br>Millennials tend to spend money on experiences such as travel and personal impressions. They are more likely to invest in long-term goals, including mortgages, and believe in achieving “big goals.”                                   | <b>Generation Z (Gen Z):</b><br>Generation Z demonstrates greater financial prudence and often prefers minimalism. They tend to avoid excessive consumption and favor a more flexible lifestyle.<br>«                                                                                                  |
| Mental health                           | <b>Millennials (Gen Y):</b><br>Among Millennials, discussions about mental health have become more open over time; however, there is still internal pressure to “be strong.”                                                                                           | <b>Generation Z (Gen Z):</b><br>For Generation Z, mental health is normalized. Therapy, setting personal boundaries, and saying “no” are widely accepted. Prioritizing oneself is not viewed as selfish.                                                                                               |
| Social values                           | <b>Millennials (Gen Y):</b><br>Millennials generally strive for tolerance and support social justice, but often in a more moderate form.<br>e                                                                                                                          | <b>Generation Z (Gen Z):</b><br>Generation Z tends to be more principled and expressive in their views. Inclusiveness, gender equality, and environmental awareness are considered core values. Neutrality is often perceived as a lack of support. Striving for tolerance. Support for social justice |
| Technology and information              | <b>Millennials (Gen Y):</b><br>Millennials use social networks primarily as tools for communication and professional development.                                                                                                                                      | <b>Generation Z (Gen Z):</b><br>For Generation Z, the online and offline worlds are deeply integrated. They prefer short, visual content, respond quickly to information, and tend to critically filter and question sources.<br>Use social networks as tools.                                         |

|                                                                         |                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Socio-Historical Environment</b><br>that education leads to success. | <b>Millennials (Gen Y):</b><br>Millennials grew up during the transitional period of the 1990s, characterized by economic instability. Their worldview was shaped by a “survival strategy,” with limited trust in institutions but a belief                                                                          | <b>Generation Z (Gen Z):</b><br>Generation Z was born in independent Kazakhstan during a period of relative stability and digitalization. They grew up alongside global digital platforms such as TikTok, YouTube, and Netflix.                                                                                                                                                                             |
| <b>Family and Tradition</b>                                             | <b>Millennials (Gen Y):</b><br>Millennials tend to balance tradition and modern life. Early marriage is generally considered normal.                                                                                                                                                                                 | <b>Generation Z (Gen Z):</b><br>Generation Z prioritizes personal choice. Delayed marriage or even rejection of marriage is more common. They actively rethink traditional gender roles.                                                                                                                                                                                                                    |
| <b>Attitudes Toward Education and Success</b>                           | <b>Millennials (Gen Y):</b><br>For Millennials, higher education is seen as a key social elevator. A university diploma is highly valued and is associated with stability and career success. This perspective is often reinforced by parental expectations: “Study well, get a stable job, and secure your future.” | <b>Generation Z (Gen Z):</b><br>Among Generation Z, confidence in the value of a diploma has decreased. Greater emphasis is placed on practical skills, self-learning, and alternative education formats such as online courses, blogging, and IT training. Early financial independence (ages 18–22) is considered important, and dropping out of university is increasingly seen as an acceptable choice. |
| <b>Work Culture</b>                                                     | <b>Millennials (Gen Y):</b><br>Millennials tend to accept hierarchical structures in the workplace. Leaving a job is often perceived as a risk, and authority figures (e.g., managers) are generally respected.                                                                                                      | <b>Generation Z (Gen Z):</b><br>Generation Z is less tolerant of authoritarian management styles. They openly express dissatisfaction, are willing to leave toxic work environments quickly, and prefer flexible, creative, and international work settings over traditional or public-sector employment.                                                                                                   |
| <b>Mental Health</b>                                                    | <b>Millennials (Gen Y):</b><br>Mental health issues are often endured rather than openly discussed. Seeking psychological help may still be perceived as uncomfortable or stigmatized                                                                                                                                | <b>Generation Z (Gen Z):</b><br>Generation Z openly discusses anxiety and depression. Therapy is viewed as a normal and necessary practice. Concepts such as self-care, emotional intelligence, and professional psychological support are widely accepted.                                                                                                                                                 |



|                                  |                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Language and Identity</b>     | <b>Millennials (Gen Y):</b><br>Language is often perceived primarily as a practical communication tool.                                                                                                                       | <b>Generation Z (Gen Z):</b><br>For Generation Z, the Kazakh language is strongly associated with identity. They are more sensitive to issues of language, culture, and decolonization. At the same time, they активно consume English-language content. The rise of Kazakh-speaking digital youth has become especially noticeable in the past 5–7 years.                                                                                                                                                                                                                            |
| <b>Labor Market Conflict</b>     | <b>Millennials (Gen Y):</b><br>The dominant logic is “endure first, then grow.” Long-term employment in one organization is associated with reliability and career progression.                                               | Generation Z follows the logic that “time and mental well-being are valuable.” Salary is not the only motivator; flexibility, remote work, and project-based employment are highly valued. Authoritarian leadership is often seen as a “red flag.”                                                                                                                                                                                                                                                                                                                                    |
| <b>Sources of Conflict</b>       | <b>Employers (often Millennials or Gen X):</b><br>“Young people are lazy and impatient.” High staff turnover is viewed negatively.<br>Employer (mostly millennial / Gen X): «Youth is lazy, impatient» personnel instability. | <b>Generation Z Employees:</b><br>ployee:»This system wants to use me» “This system exploits me.” There is a strong demand for fairness, flexibility, and respect.                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Conflict in the education system | <b>Millennial Experience:</b><br>University education is considered a mandatory stage. A diploma equals social capital. are seen as authority figures, and parents emphasize: “Without a diploma, you will not succeed.”      | <b>Generation Z Experience:</b><br>University is viewed as only one of many possible paths. Alternatives such as online platforms (e.g., courses, video content, bootcamps) are widely used. There is a strong expectation for immediate practical outcomes from education. Many question: “Why spend four years studying theory without earning income?”<br>In Kazakhstan, it is increasingly possible to build a career without a diploma in fields such as IT, design, and SMM. However, in professions like medicine, law, and education, formal qualifications remain essential. |

## *Results and Discussions*

### **Analysis of Value Orientations of Millennials and Zoomers in Kazakhstan**

From the examination of the characteristic features of Millennials and Zoomers, detailed information is presented in **Table 1**, based on the results of a sociological study. An interview titled “*Characteristic Features of Millennials and Zoomers*” was conducted, involving more than 160 Millennials and 165 Zoomers. The questions and responses from this interview are summarized in Table 1.

The main findings of the interview can be summarized as follows:

- **Millennials** prioritize “finding themselves” in their work and career. They focus on doing what they love, career growth, status, and meaningful work. For them, work serves as a means of self-realization.
- **Zoomers (Generation Z)** prioritize stability and mental health. Work is seen as only one part of life. They are highly aware of burnout, and maintaining a work–life balance is essential.

The value orientations of young people serve as a key indicator of societal development. The value system of modern youth is shaped through the interaction of traditional and modern values. Developing values among young people, based both on national culture and global requirements, is a shared responsibility of the state, educational institutions, and families [3]. From a scientific perspective, systematic research on the value orientations of youth is crucial for ensuring social stability.

Regarding **education and career success**, Millennials tend to value higher education and university diplomas as essential for achieving stability and social mobility. In contrast, Zoomers increasingly pursue alternative paths to success, including online courses, self-education, blogging, social media management (SMM), IT, and other creative or entrepreneurial activities. Some Zoomers achieve financial independence and professional success at an early age, reflecting a shift from traditional models of career progression.

The study “*Between Traditions and Globalization: Value Orientations of Kazakhstan Youth*” surveyed young people in major cities of Kazakhstan and highlighted generational differences. For example, the importance of friendship and work was rated lower among Zoomers than Millennials. Only ~38% of young people considered friendship important, compared to ~84% among adults [4]. These findings demonstrate the coexistence of traditional and modern elements in the value system of Kazakh youth, including family, social status, education, and professional development.

### **Cultural Identity and Socialization**

Among youth, cultural identity is often transitional, with identity formation not entirely dependent on the immediate environment but seeking more permanent forms. Socialization institutions including family, schools, media, military, and public organizations play a critical role in shaping value orientations, though sometimes inconsistently.

Electronic media occupy a significant portion of young people’s leisure time and act as an important tool for forming their spiritual world, cultural values, and social attitudes.

Concerns About Mental and Creative Potential

The future of society depends on the values adopted by today’s youth. Unfortunately, recent research indicates a decline in the mental and creative potential of the younger generation, partly due to worsening physical and mental health. Reports show a rising number of health issues among young people, including developmental deviations.

Surveys and sociological studies reveal that young people often rate their intellectual and creative abilities lower than previous generations. Understanding their aspirations and achievements is crucial for guiding societal development. An example of these findings is summarized in **Table 2**. The survey results regarding the spheres of achievement among young people can be summarized in four categories:Конец формы

Table No. 2. - Spheres of achievement

| Spheres of Achievement<br>Among Young People | Those<br>who have<br>achieved<br>success | Those who<br>have not yet<br>achieved suc-<br>cess but are<br>confident they<br>can. | Those who want<br>to achieve but<br>feel it is impos-<br>sible | Those for whom<br>achievement was<br>never part of<br>their life plans |
|----------------------------------------------|------------------------------------------|--------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------------|
| Getting a good education                     | 62                                       | 31                                                                                   | 10                                                             | -                                                                      |
| Getting a prestigious job                    | 20                                       | 67                                                                                   |                                                                | 14                                                                     |
| Creating a strong family                     | 23                                       | 71                                                                                   | 10                                                             | -                                                                      |
| Creating your own business                   | 6                                        | 38                                                                                   | 41                                                             | 16                                                                     |
| Being a rich man                             | -                                        | 50                                                                                   | 24                                                             | 27                                                                     |
| Doing what you love                          | 33                                       | 45                                                                                   | 24                                                             | 5                                                                      |
| Become famous                                | -                                        | 15                                                                                   | 12                                                             | 67                                                                     |
| Visiting different countries<br>of the world | 18                                       | 55                                                                                   | 17                                                             | 23                                                                     |

Main Spheres of Aspiration Among Young People

Based on sociological research, the primary areas in which young people strive for achievement can be grouped as follows:

1. Getting a Prestigious Job

Many young people prioritize securing a respected and stable position in their professional field. This reflects their desire for career growth, social recognition, and financial independence.

1. Creating a Strong Family

Establishing a family is a central value for many youth, especially in maintaining cultural and traditional continuity. This includes forming lasting relationships, raising children, and fostering mutual support within the household.

## **2. Creating One's Own Business**

Entrepreneurship is increasingly valued, particularly among Generation Z. Young people aim to establish their own ventures, achieve financial independence, and express creativity and innovation in their professional activities.

### **Value Orientations and Social Attitudes of Young People**

Young people today place greater emphasis on education and personal fulfillment than on material wealth. Their primary values are often associated with engaging and meaningful work rather than mere earnings. Freedom and autonomy are preferred over material well-being. This is reflected in survey results showing that fewer young people associate their dreams with material consumption (owning property, earning large amounts of money, traveling, or living in abundance) compared to non-material goals, such as creating a family, raising children, or pursuing education.

Among those considered “prosperous” youth:

- 84% believe that their current and future financial situation primarily depends on their own efforts.

- 67% stated, “My success largely depends on myself.”

- 33% believe their success depends mainly on the country’s economic situation.

When asked about risk and achievement:

- 48% agree, “To succeed in life, one must take risks.”

- 45% prefer a gradual approach: “It is better to avoid risks and build a career step by step.”

- 53% support self-made material success: “Those who do not seek success will live poorly, and that is fair.”

- 48% emphasize social responsibility: “Those who work hard should help the less fortunate.”

- 32% believe any income is acceptable, regardless of its source.

- 75% assert that income must be earned honestly.

- 72% consider freedom essential to the meaning of life.

- 65% prioritize conscience and moral principles over material gain.

- Only 23% believe that survival requires disregarding moral norms.

These results indicate that young people value personal responsibility, freedom, and ethical behavior, while still recognizing the role of material security.

### **Changing Value Orientations Over Time**

Value orientations among youth are dynamic and influenced by prevailing social, economic, and cultural circumstances. Modern youth tend to prioritize personal interests over public ones, emphasizing freedom and individual responsibility. However, life experiences—such as unrequited love, family conflicts, divorce, irresponsibility, and excessive freedom—significantly impact the development of socialization and personality from childhood. Both positive and negative childhood experiences influence the psyche and the process of self-development.

### **Survey on Moral and Social Values**

To study the value orientations of younger students, a sociological survey was conducted. Respondents are asked questions such as:

- “Which values are most important in your life?”

- “What can increase your interest in moral values?”
- “Does work give you moral satisfaction, or are you working for money?”
- “What kind of society would you like to live in?”
- “If you were Minister of Health, what changes would you make?”
- “If you were the head of state, what would you do for the enlightenment of the country?”

As most respondents were future medical professionals, they focused on issues related to medicine, healthcare, public health, suicide prevention, patriotic education, and societal well-being.

**Responses regarding the health system included:**

- Improving the efficiency of healthcare departments.
- Providing assistance to disabled individuals and patients.
- Minimizing the incidence of medical mistakes and improving the overall quality of healthcare services.
- Maintaining environmental sustainability through effective waste disposal and responsible management of natural resources.
- Integrating the principles of bioethics and deontology, as well as introducing health and anatomy education at early stages of schooling.
- Strengthening efforts to prevent and treat socially significant and rare diseases, including cancer, HIV/AIDS, and tuberculosis.
- Fostering social solidarity by promoting respect for older generations and support for vulnerable members of society.
- Encouraging healthy lifestyles through regular physical activity, balanced nutrition, psychological well-being, and the cultivation of forgiveness and self-discipline.
- Supporting the development of a competitive national film industry capable of producing high-quality domestic productions.
- Combating corruption and reinforcing transparency and accountability in public institutions.
- Improving social welfare by increasing pension payments and student scholarships.

**Priorities and Life Aspirations**

Survey findings suggest that contemporary youth place the greatest importance on material stability and personal well-being. The highest-ranked priorities include:

- Financial prosperity and confidence in one’s economic future (84.8%);
- Access to secure and adequate housing (81.1%);
- Preservation of physical and mental health (82.6%).

Secondary priorities include family formation, raising children, and emotional relationships (69–76%).

Despite their clear goals, many young people struggle with dedication, patience, and attention to societal issues, partly due to workload and personal challenges. This highlights the importance of moral education and cognitive guidance to foster responsibility, empathy, and social awareness among the younger generation.

## *Conclusion*

### **Changes in Cultural and Philosophical Values Among Youth**

The transformation of cultural and philosophical values is a natural and ongoing phenomenon in societal development. Social, political, and technological changes drive the renewal of value systems. Today, the adaptation of cultural values to contemporary historical realities is a crucial task. This adaptation contributes to the spiritual growth of society, the preservation of cultural diversity, and the advancement of human civilization.

Generational differences are evident in how youth perceive and interact with society. Millennials tend to live within established systems, exercising control and seeking to adapt these systems to their own needs. For them, traditional values such as family duty, respect for elders, and obedience carry significant weight. Social expectations play a strong role: for girls, the pressure often relates to age and marriage, while for boys, societal norms emphasize masculinity and assertiveness.

In contrast, Generation Z (Zoomers) places greater emphasis on personal boundaries, emotional security, and independence from parental authority. They prioritize convenience and efficiency in daily life, often relying on services such as food delivery or professional cleaning. Zoomers are also more willing to end toxic relationships, including those with abusive or manipulative individuals, reflecting a stronger sense of personal agency.

The values of youth serve as a mirror of societal development. Their ability to combine modern and national values is a shared responsibility of families, schools, and the state. Only a younger generation that is conscious, responsible, and grounded in strong values can secure a prosperous and stable future for the country. Конец формы

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**Бияздыкова К.А., Джекебаева М.А.**

**Динамические изменения культурно-философских ценностей**

**Аннотация.** В этой статье исследуется, как менялись ценности в культуре и философии в ходе исторического развития и особенности этих изменений. Рассматривается, как социальные, политические и экономические изменения в обществе влияют на систему культурных и философских ценностей. Кроме того, анализируется наличие нового содержания культурно-философских ценностей в условиях глобализации, научно-технического прогресса и информационного общества. Основная цель статьи-изучить постоянно меняющийся характер культурных и философских ценностей и определить их значение в современном обществе. В статье рассматриваются динамические изменения ценностных ориентаций молодежи в ходе развития современного общества.

В статье рассматриваются динамические изменения ценностных ориентаций молодежи в ходе развития современного общества. Существенные различия в ценностных ориентациях между молодыми, то есть зумеровскими (Gen Z) поколениями и миллениалами (Gen Y) составляют актуальность статьи. Поскольку молодежь является движущей силой социальных изменений, хозяином будущего, изучение того, какими ценностями они руководствуются, имеет первостепенное значение для общества.

Ценностные ориентации - это система внутренних позиций, определяющих жизненные цели, поведение, мировоззрение индивида. Ценности молодежи формируются в зависимости от социально-экономической ситуации, семейного воспитания, системы образования, культуры и информационного пространства. В статье исследуются особенности формирования ценностных ориентаций современной молодежи с научной философской точки зрения на основе источников и конкретных социологических исследований. Исследование показало, что активность в социальных сетях с течением времени, тик-ток-стрим, блогерство иногда могут ослабить духовную ориентацию молодежи и привести к преобладанию потребительского отношения. Поэтому цель статьи-популяризация важности обучения молодежи критическому мышлению, оценке духовно-нравственных ценностей.

**Ключевые слова:** зуммеры, миллениалы, блогерство, национальная культура, чайлдфри, автономия, редфлаг, ценности.

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### Мәдени-философиялық құндылықтардың динамикалық өзгерістері

**Аңдатпа.** Бұл мақалада мәдениет пен философиядағы құндылықтардың тарихи даму барысында қалай өзгергені және осы өзгерістердің ерекшеліктері зерттеледі. Қоғамдағы әлеуметтік, саяси және экономикалық өзгерістердің мәдени және философиялық құндылықтар жүйесіне қалай әсер ететіні қарастырылады. Сонымен қатар, жаһандану, ғылыми-техникалық прогресс және ақпараттық қоғам жағдайында мәдени-философиялық құндылықтардың жаңа мазмұнға ие болуы талданады. Мақаланың басты мақсаты – мәдени және философиялық құндылықтардың үнемі өзгеріп отыратын сипатын зерттеп, олардың қазіргі қоғамдағы маңызын анықтау. Мақалада қазіргі қоғамның дамуы барысындағы жастардың құндылықтық бағдарларының динамикалық өзгерістері қарастырылған. Жастар, яғни Зумерлер (Gen Z) мен миллениалдар (Gen Y) арасындағы құндылықтық бағдарларындағы елеулі айырмашылықтар мақаланың өзектілігін құрайды. Жастар – әлеуметтік өзгерістердің қозғаушы күші, болашақтың иесі болғандықтан, олардың қандай құндылықтарды басшылыққа алатынын зерттеу қоғам үшін аса маңызды.

Құндылықтық бағдарлар дегеніміз – жеке тұлғаның өмірлік мақсаттарын, мінез-құлқын, дүниетанымын айқындайтын ішкі ұстанымдар жүйесі. Жастардың құндылықтары әлеуметтік-экономикалық жағдайға, отбасы тәрбиесіне, білім беру жүйесіне, мәдениет пен ақпараттық кеңістікке тәуелді түрде қалыптасады. Мақалада қазіргі жастардың құндылықтық бағдарларының қалыптасу ерекшеліктері ғылыми философиялық тұрғыдан дереккөздерге және әлеуметтанулық нақты зерттеулерге сүйене отырып, зерттелген. Зерттеу көрсеткендей, заман ағымына қарай әлеуметтік желілердегі белсенділік, тик-ток стрим, блогерлік айналысу кейде жастардың рухани бағдарын әлсіретіп, тұтынушылық көзқарастың басым болуына әкелуі мүмкін. Сондықтан мақаланың мақсаты - жастарды сыни ойлауға, рухани-адамгершілік құндылықтарды бағалауға үйрету маңыздылығын дәріптеу.

**Түйін сөздер:** зумерлер, миллениалдар, блогерлік, ұлттық мәдениет, чайлдфри, автономия, редфлаг, құндылықтар.

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