



FACTORS INFLUENCING THE FORMATION OF SOCIAL ACTIVITY

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Abstract: *In modern conditions, these factors have a contradictory effect on the formation of a socially active person among the younger generation. The article presents the results of the author's empirical study of factors influencing the formation of social activity.*

Keywords: *social activity, factors of influence, external and internal factors In addition to the motives that encourage a person to act, there are also factors that influence the formation of social activity - external and internal.*

External factors include factors of the surrounding social and natural environment in which a person exists and functions. And internal factors include the genetic and natural characteristics of a person, such as the level of culture, human character, the level of his involvement in society, his consciousness.

Also, external factors include the state, the country's economy, the activities of some social institutions, such as the family, education, and the media. Consider the influence of each factor in detail¹.

For example, the state, through institutions, as well as some state programs, provides a basic level of education for the individual in order to achieve the goal of forming the social activity of the individual.

The family, in turn, by its influence ensures the involvement of the individual in the cultural sphere of life, teaching morality, reading traditions, as well as the general familiarization of the individual with society and social activities. But a given social institution is not always able to be a factor influencing social activity, this happens when members of this institution are not able to influence and involve the individual in certain social processes.

But sometimes the principle of transmission from generation to generation works. When more experienced family members represented by grandparents and great-grandfathers have a more powerful influence on the activities of the individual, this is explained by the fact that they have more experience or they have more authority over the individual. One way or another, this institution plays an important role in shaping the social activity of the individual.

The next social institution that influences the formation of social activity is educational institutions (schools, colleges, institutes, universities). Undoubtedly, their role in shaping the desire of young people for social activity is very large and not only great, but also mostly has a positive impact. First, the knowledge gained from the educational process forms the basis necessary for participation and contribution to public life. Secondly, the educational process is able to organize social activity through educational activities, for example, olympiads, conferences, competitions. These events are also types of social activity, since they make a positive contribution not only for the participants, but also for society. And, thirdly, educational

¹ Adrienko , EV Personality activity as a criterion of social development / EV Adrienko . - Novosibirsk: NGPU, 1998. - S. 146-147.



institutions to a greater extent are the organizers of certain social, socio-political, cultural, sports events. Moreover, it is educational institutions that can attract young people to participate in events. This can be achieved by encouraging participants - certificates, diplomas, increased scholarships, and the prospect of development in a particular area. And also to recruit participants through social networks, presentations, advertising of a particular association, detachment, circle, club.

Another social institution that can play both an auxiliary role in the institution of education for involvement in social activities, and an independent one is the media. The auxiliary role of this institution is, as mentioned above, in the advertising of an event, association, club, circle of an educational institution. The independent role of the media in the formation of social activity is to create virtual associations, groups, clubs. And also in the conduct of socially useful activities - charitable foundations, educational sites, accounts with useful information.

These were external factors that influence the formation of the social activity of the individual. Next, consider the internal factors of the individual, which make her desire to participate in the public life of society.

The first factor is the purposefulness of the person. This factor has a powerful force in life, because it is able to change its course dramatically in order to achieve the goal. Let's say a student has a goal to become an activist in their school. To achieve this goal, the student must actively participate in the social life of the educational institution, as well as outside it. Another student, for example, dreams of becoming a famous artist or comedian, for this he should also start small - active participation in the creative life of the educational institution or also outside it. The process of social activity can act both as the goal itself and as a tool with which a person will achieve his goal.

The second factor is the banal interest that drives the personality. Interest, though banal, but plays an important role in the life of a person. It develops in a person the desire to learn something new, to try it on himself, to experience any emotions. This factor has the following relation to social activity: for example, this or that association, club has an interesting program or feature, many people will be interested in experiencing it for themselves, trying to take part, thereby they will become socially active at least for that period of time as long as their interest works.

These are, perhaps, the two main internal factors of the personality that influence the formation of social activity. Other internal factors, such as self-interest, coercion, and others are a kind of the first factor - goals.

If we designate the influence of all factors on the process of forming social activity schematically, then it will look like this (see Fig. 7).

Summing up, we can conclude that the structure of the motives of social activity is a dynamic system of motivational components and factors that form various motives that encourage a person to perform certain actions and deeds, which determines the degree of his activity and the direction of behavior to achieve specific socially significant goals.

With a systematic approach, social activity appears as an internally multifaceted phenomenon, as a unity of the subjective and objective, as a system of values and orientations expressing the interests of certain social communities, as a system of feelings, knowledge, volitional components, as a creative attitude. Social activity is associated with the transformation of interest into a factor of action, with cognition and goal setting.

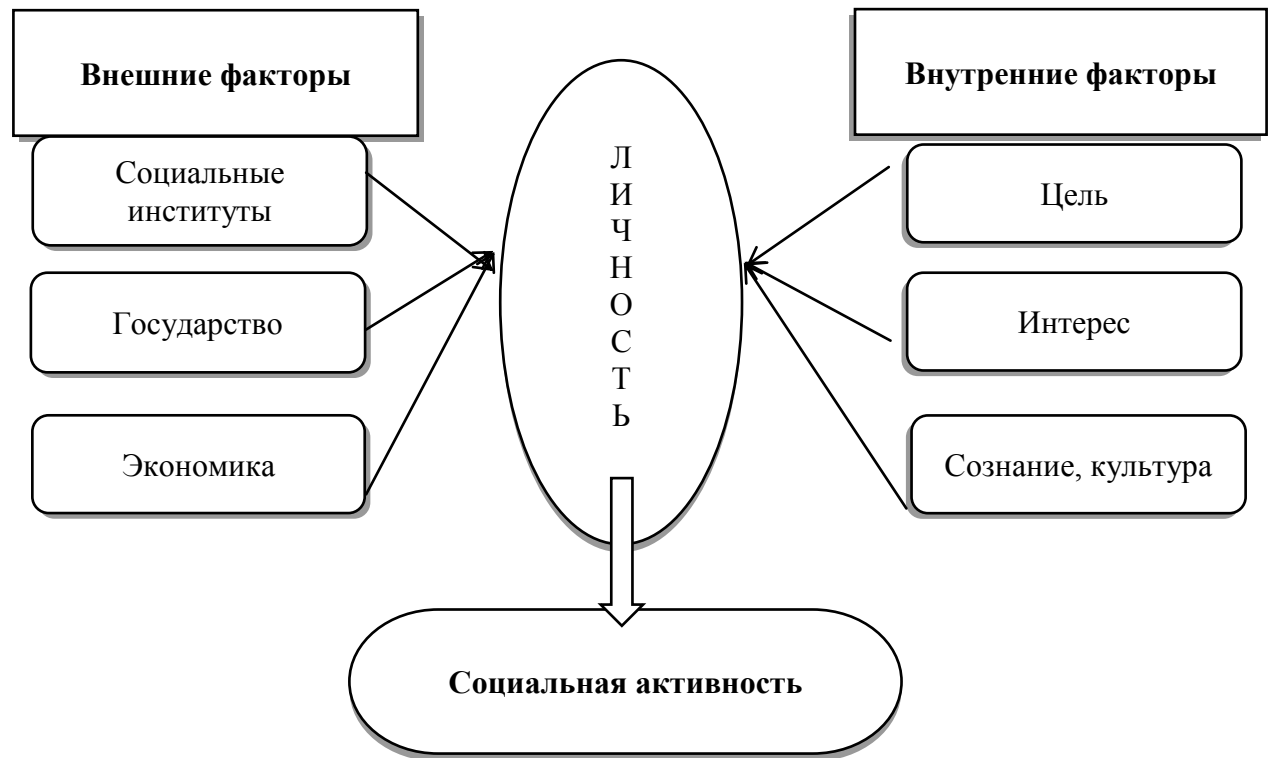


Рис. 7. Факторы социальной активности

A significant factor in defining the concept of social activity is that the indicator and expression of social activity is the activity that has certain quantitative and qualitative characteristics in their relationship. In addition, the activity must have the property of independence, which means that it is not imposed on the personality from the outside, but comes from the internal need of a person, which is generated by his needs. This is exactly what is depicted in the scheme of factors, there can be a large number of them, but all of them, first of all, affect the personality, and only after that the need for social activity comes from the personality itself.

All types and directions of personality activity interact with each other. They are also capable of developing on their own. For example, if a person is deprived of the opportunity to develop his physical activity, he can develop and assert his social activity without obstacles. The social activity of the individual is based on three foundations: worldview - obligation - will.

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