

THE VALUE ORIENTATIONS OF KALININGRAD YOUTH: CONSISTENT PRIORITIES AND THEIR UNDERSTANDING

The paper aims to study the system of the value orientations of Kaliningrad youth. The study was conducted in stages, using quantitative and qualitative methods in the period from April to June 2022. At the first stage a topic guide was developed, and five focus groups were held with representatives of young people aged 18–35 years living in Kaliningrad. At the second stage, a sociological survey of Kaliningrad youth was conducted (n=899). It was revealed that family, love and friendship dominate in the value system of the studied age group of the Kaliningrad population. At the same time, there is a high demand for such social values as justice and equality. These concepts are related for young people, most of whom consider justice, first of all, as equality of opportunity. Collective and individualistic values were shown to coexist in the minds of young people: stating the priority of personal interests, respondents often mentioned their willingness to sacrifice them for the sake of the interests of society. Some gender and age differences were found in the perception of several values, in particular love and freedom.

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