

1. Исследование данной темы затрудняется недостаточностью доступного материала, скудностью и обрывочностью информации по данной теме.

2. Заболеваемость оспой в России и странах Европы не имеет статистически значимых различий.

3. На долю оспы от общего числа смертей в России приходится больший процент, нежели в странах Европы, однако подобное расхождение может быть связано с различием применяемых для статистической оценки методов.

4. Меры профилактики оспы, включавшие в себя инокуляцию и вакцинацию, были развиты в России и странах Европы примерно одинаково. При этом Россия занимала авангардные позиции, по оперативности введения инноваций уступая лишь Великобритании.

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ПОВЕДЕНИЕ ЧЕЛОВЕКА КАК РЕЗУЛЬТАТ СОЦИАЛИЗАЦИИ. ДИНАМИКА В СОВРЕМЕННОМ ОБЩЕСТВЕ

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Аннотация

Введение. в результате социализации формируется поведение, которое соответствует общепринятым нормам. Если процесс усвоения опыта и ценностей нарушен, поведение человека будет отклоняться от этих норм. **Цель исследования** – изучить применение теории личности, представленной основателем гуманистического психоанализа, в клинической практике. Кроме того, цель исследования - опросить студентов, чтобы выявить присущие им социальные типы характера и тем самым определить преобладающие черты личности в развивающемся обществе. **Материал и методы.** Было проведено эмпирическое исследование среди людей, обучающихся в медицинском университете. 44 студентам предлагалось ознакомиться с тестом, результаты которого определяют социальный тип участника по теории личности Э. Фромма. **Результаты.** на основании проведенного теста было выявлено, что 15 человек относятся к рецептивному типу, 12 – к накапливающему, также 12 – к рыночному и 5 – к эксплуатирующему. **Выводы.** особенности поведения личности и уровень его социальной адаптации предопределяют его ведущую роль в контексте конкретного социального института, а также влияют на формирование психики и черт характера в зависимости от окружающей его среды.

Ключевые слова: поведение, человек, социализация, теория личности, потребности, общество, развитие.

HUMAN BEHAVIOUR AS A RESULT OF SOCIALIZATION. DYNAMICS IN MODERN SOCIETY

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Abstract

Introduction. The result of socialization is behavior that conforms to generally accepted standards. If the process of assimilation of experiences and values is disturbed, a person's behavior will deviate from these standards. **The aim of this study** is to explore an implementation of the personality theory presented by founder of humanistic psychoanalysis in clinical practice. Additionally, it seeks to survey students to discern their inherent social character types, thereby determining prevalent personality traits in a developing society. **Material and methods.** an empirical study was conducted among people attending a medical university. 44 students were asked to familiarize themselves with a test, the results of which determine the social type of the participant according to E. Fromm's personality theory. **Results.** based on the test it was found out that 15 people belong to the receptive type, 12 - to the hoarding type, also 12 - to the marketing character type and 5 - to the exploitative type. **Conclusion.** peculiarities of a person's behavior and the level of his social adaptation predetermine his leading role in the context of a particular social institution, as well as affect the formation of psyche and character traits depending on his environment.

Keywords: behavior, human, socialization, personality theory, needs, society, development.

INTRODUCTION

The central and much-debated issue that humanity has encountered throughout its existence is undoubtedly the nature of human personality. The presence of significant discrepancies in people's behavior poses a significant challenge to fully understanding the discipline of personality psychology. Psychoanalysis, represented prominently by Erich Fromm, stands as a significant trend in contemporary behavior studies, serving as the foundational theory for our research.

Erich Fromm was a disciple of the founder of psychoanalysis, Sigmund Freud, who also proposed his theory of personality. In the early stages of his work on the study of human psychology, Fromm greatly supported his teacher; however, he later moved away from Freud's concept and proposed his own, thereby creating a new direction in psychoanalysis – humanistic psychoanalysis [1]. At the time, as now, Sigmund Freud's research was largely considered authoritative, yet it insufficiently revealed the motives behind personality behavior. According to his theory, the primary driving force of human behavior is the life instincts – eros, which includes all forces serving the purpose of maintaining vital processes and ensuring species reproduction, and death – thanatos (the basis for aggression, killings, and suicides) [2]. In his view, human behavior is governed by irrational forces of the psyche, not laws of social development; intelligence serves as a mean of masking these forces rather than actively reflecting reality. Fromm, in turn, proposed the idea that society passes a regression of the instinctive component of humans, and their behavior is based on sociocultural needs such as: the need for collectivity, the need for self-assertion, the need for affection, the need for self-awareness, the need for cultural patterns, norms of behavior, and a system of orientation. Based on these needs, individuals undergo their own socialization, and upon its completion, they develop

typical behavior unique to them. [3] This study was based on Erich Fromm's theory of personality to identify the characteristic behavior shaped by socialization in contemporary society. Fromm identified five social character types prevalent in modern societies, representing the interaction of existential needs and the social context in which people live. He categorized them into two major classes: four unproductive types (receptive, exploitative, marketing, and hoarding) and one productive (healthy, unattainable in society) type [4].

The aim of the study is to explore an implementation of the personality theory presented by founder of humanistic psychoanalysis in clinical practice. Additionally, it seeks to survey students to discern their inherent social character types, thereby determining prevalent personality traits in a developing society. The relevance of this work lies in the fact that the characteristics of personality behavior and its level of social adaptation prejudice its leading role in the context of a specific social institution and influence the formation of the psyche and character traits both depending on the environment surrounding it and beyond.

MATERIAL AND METHODS

During the preparation of the work, an empirical study based on the original Fromm's research was conducted among individuals studying at a medical university. Forty-four students from different faculties at the age from 17 to 23 years old were asked to get acquainted with a test presented in English class, the results of which determine the social type of the participant according to Erich Fromm's personality theory. The cohort was defined based on factors that were necessary to study people's behavior in contemporary society, therefore the main aspect was the age of respondents. The testing part was not limited in time and participants could take the test in tranquil environment, so the results must have been as much accurate as possible. Students were required to familiarize themselves with 48 terms in the test and rate how well each word apply to their personality on a scale from 1 (not at all) to 5 (very well). All the collected information was processed manually via calculation ratings of each person. The results were divided into 4 groups for any type: scores from 12 to 24 were low, from 25 to 48 – medium and from 49 to 60 – high. Identification of every type was counted pursuant to most relatable characteristics a person has chosen.

RESULTS

The results obtained pursuant to the conducted research reflect the personality type of each participant and their characteristic behavior as a result of skills and traits acquired during socialization. Based on the conducted test it was identified that the receptive personality type appeared the most among participants, followed by hoarding and marketing types (fig. 1). The exploitative type was inherent to fewest group of respondents. The cohort selected for this work also shows the characteristics relevant for the modern generation, on the basis of which conclusions are drawn about the dynamics of social development.

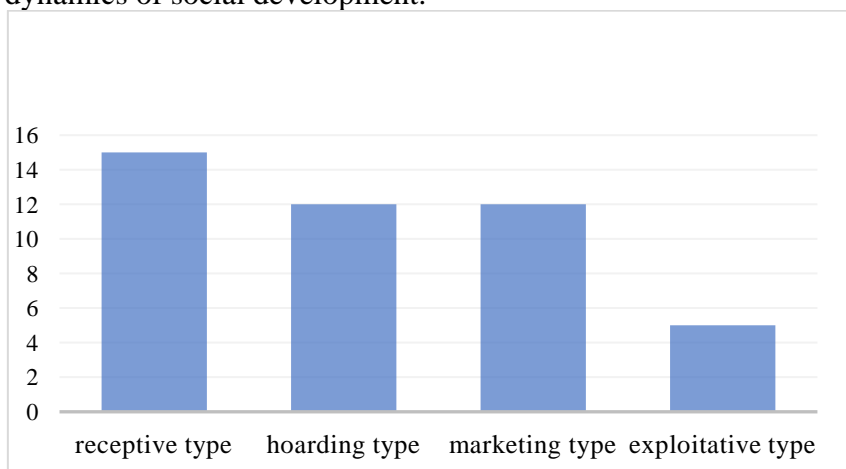


Fig. 1 Results of the study

DISCUSSION

The congruent results are presumably caused by the transformation of modern society into a society of individualists, where personal experiences and needs come to the forefront. Consequently, among non-conformist individuals (those who reject the majority's points of view), there is a tendency

to isolate oneself and "withdraw inward" leading to the development of behavioral patterns characteristic of the receptive type, therefore this type appeared the most. A huge number of individuals belonging to the hoarding type (seeking to possess as many material goods as possible) and the marketing type (believing that personality is valued as an item that can be sold or traded advantageously) is also conditioned by globalization and the popularity of capitalism, where consumption reflects the familiar rhythm and lifestyle of the average person. The exploitative type manifested less frequently. However, in a consumption-oriented society, such individuals are likely encountered in a much higher percentage: it is easier for people to manipulate something already existing for easy profit than to create a unique product nowadays.

Although explaining behavior psychology with absolute accuracy is still impossible, the advantage of the research lies in its foundation on a sufficiently comprehensive concept of personality, whose ideas are particularly relevant in our times of civilizational transformation, instability, and uncertainty, and can reflect the dynamics of societal change [5].

Utilizing insights into human behavior in clinical practice significantly enhances healthcare quality. The ability to work with patients, considering their individual needs, helps create an effective teamwork between medical personnel and patients, reduces recovery time, and improves treatment outcomes. This is an additional component in the essential role of patient-centered medicine, which helps meet the needs and expectations of patients on their own path to recovery. In the future, research on human behavior resulting from socialization can be expanded through collaborative scientific developments with other fields such as neurobiology, genetics, sociology, and anthropology, which can shed light on the biological, genetic, and cultural factors determining behavior and socialization. This will enable a deep and comprehensive understanding of the connection between socialization and behavior.

CONCLUSION

1. By studying one of the most popular concepts of psychoanalysis, it can be confidently stated that this branch of psychology vividly illustrates the behavioral characteristics of individuals and their motivations during social adaptation.

2. Through the test, we observe that the assessment categories of humanistic psychoanalysis are also relevant in our time and correspond to the psychological changes of modern individuals.

3. Research on human behavior is significant in clinical practice and lays the groundwork for further studies not only in the field of psychology and psychotherapy but also in other branches of medicine.

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