



## ***Lecture 6***

***Values, interests, norms as the  
spiritual basis of personality***





***Aim:*** Features of personal development in terms of social norms, desires, values and interests.

**Plan:**

- 1. Social environment**
  - 2. Social Values And Norms**
  - 3. Desires and values of modern society**
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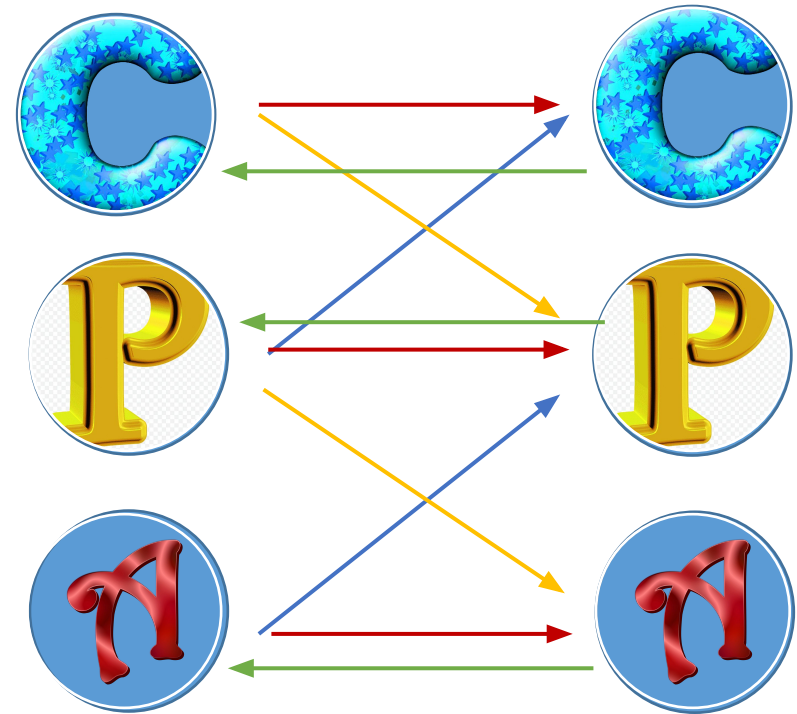
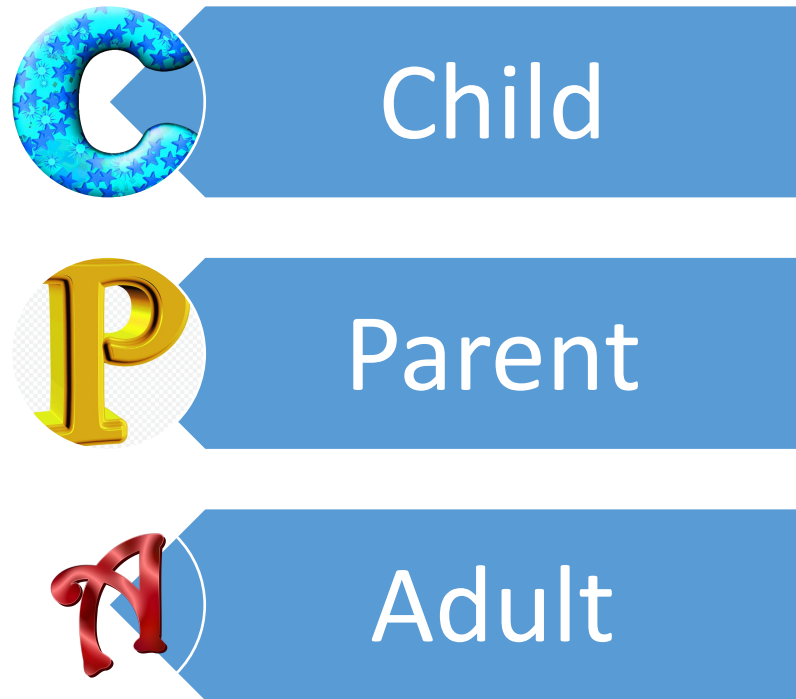
# ***Social environment***



The **social environment**, **social context**, **sociocultural context** or **milieu** refers to the immediate physical and social setting in which people live or in which something happens or develops. It includes the culture that the individual was educated or lives in, and the people and institutions with whom they interact. The interaction may be in person or through communication media, even anonymous or one-way, and may not imply equality of social status. The social environment is a broader concept than that of social class or social circle.

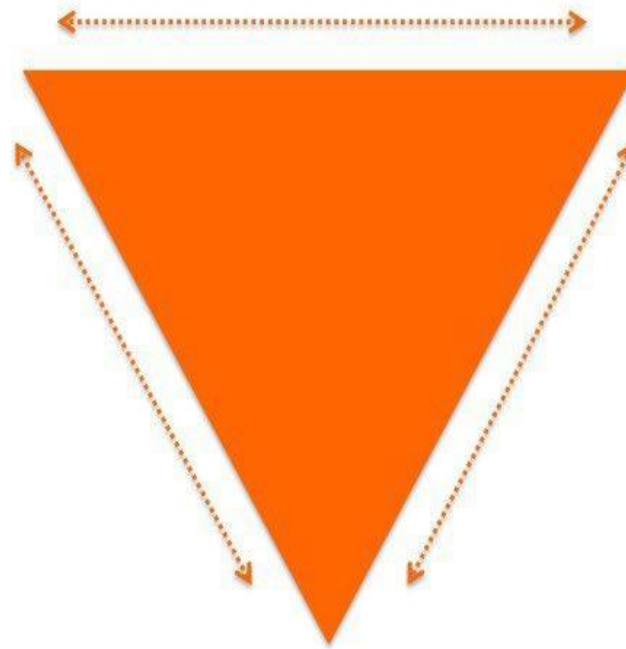
# Transactional Analysis

Dr. Eric Berne «Games people play»



# *Karpman drama triangle*

**RESCUER**  
'saves' people  
he sees as  
vulnerable.  
Works hard,  
offers "help"  
unasked for.



**PERSECUTOR**  
unaware of his  
own power and  
therefore  
discounting it.  
Power used is  
negative and often  
destructive.

**VICTIM**  
overwhelmed by  
own vulnerability ,  
doesn't take  
responsibility for  
own situation



# ***Social environment***

Man lives in particular geographical conditions and that he has for his society a definite pattern of economic activities; yet social man is as much the product of his social environment as he is of physical surroundings and economic conditions.

The social environment is all the pieces of our community. The social environment is often influenced by both the natural and built environments. The social environment is not simply a passive recipient of whatever novelty people generate.



# ***Social environment***

## **Aspects of the social environment include:**

- The economy
- Income and employment rates
- Local employment opportunities
- Poverty and related issues
- Community involvement and participation
- Housing – choice, affordability, quality
- Safety and security
- Leisure and recreation – a variety of low cost organized and unstructured opportunities for all ages
- Lifelong learning opportunities
- Social cohesion and social support networks
- Arts and culture
- Heritage



# Values And Norms

Values and norms are evaluative beliefs that synthesize affective and cognitive elements to orient people to the world in which they live.

Values and norms involve cognitive beliefs of approval or disapproval. Although they tend to persist through time and therefore foster continuity in society and human personality, they also are susceptible to change.

The evaluative criteria represented in values and norms influence the behavior of subject units at multiple levels (e.g., individuals, organizations, and societies) as well as judgments about the behavior of others, which also can influence behavior.





## Values



The term value has two related yet distinct meanings. The value of an object or activity is what the object or activity is worth to a person or community.

As long as people believe they share the same values, there is no need to define those values. But when people try to ascertain a definition of something like freedom or true friendship, heated debates can ensue.

Values are not goals of behavior. They are evaluative criteria that are used to select goals and appraise the implications of action.



# Norms

A norm is an evaluative belief.

A norm is a belief about the acceptability of behavior.

A norm indicates the degree to which a behavior is regarded as right versus wrong, allowable versus unallowable. It is an evaluative criterion that specifies a rule of behavior, indicating what a behavior ought to be or ought not to be. Because a norm is a behavioral rule, it produces a feeling of obligation.



# Norms

A norm is less general than a value because it indicates what should or should not be done in particular behavioral contexts.

A norms often derive from values, they have their basis in conceptions of morality, aesthetics, and achievement and often in a combination of those conceptions. The basis of a norm tends to affect its strength, or the importance attached to it.

A norm involves an evaluation of what an actor ***should*** do, whereas a custom involves an expectation of what an actor ***will*** do.





# The spiritual basis of personality

Spirituality is a broad concept with room for many perspectives. In general, it includes a sense of connection to something bigger than ourselves, and it typically involves a search for meaning in life.





# The spiritual basis of personality

Spirituality is the aspect of humanity that refers to the way individuals seek and express meaning and purpose and the way they experience their connectedness to the moment, to self, to others, to nature, and to the significant or sacred.



Spirituality means any experience that is thought to bring the experienter into contact that meaningful.

The spiritual dimension tries to be in harmony with the universe, and strives for answers about the infinite, and comes into focus when the person faces emotional stress, physical illness, or death.

# The spiritual basis of personality

***Spirituality is a personal experience that creates a system of personal beliefs when searching for the meaning of life.*** It stands for something greater in life than the physical or material world.

According to Dr. Seppala's research, spiritual people engage in practices known to reduce levels of stress. For example, spiritual people are more likely to:

- ✓ Volunteer or donate to the poor.
- ✓ Meditate to cope with stress. Forty-two percent (42%) of spiritual people meditate when stressed rather than overeat or indulge in unhealthy coping behaviors.
- ✓ Live with a built-in community. After food and shelter, social connection is the top predictor of health, authentic happiness, and longevity.





*Thank you for your attention!*

