**Conformity in the structure of personal values**

**and a comparative analysis of its intensity**

**in different social and cultural groups**

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***Abstract***

In this study, we rely on the structure and content of the values' spectrum proposed by Israeli researcher Sh. Schwartz who defines basic values as free from situations goals organized into a complex fundamental system, which differ in their subjective importance for each person or any group, and to some extent serve as guidelines because of this significance. Each value is due to the universal needs of human existence: biological needs, the needs of coordination of social interaction, requirements related to the survival and well-being of social groups (Schwartz et al., 2012 a). Saying above necessarily leads to the conclusion that a detailed study of the value structure (the significance of individual values, and correlations between values and with other variables) at the individual and group levels can help explain individual decisions, attitudes and individual and group behavior. Conformity is one of the value's constructs in the structure of the Schwartz'a spectrum of values. Moreover, he differs interpersonal conformity as an unwillingness to upset and disappoint others, and social conformity - the desire to conform to the rules, laws and formal social norms. According to Schwartz, the importance of both types of conformity correlates with conservatively colored social orientation and is connected with the desire to get rid of anxiety. Values similar with conformity include following (respect, acceptance, responsibility for the maintenance and adherence to) the traditions, cultural and religious practices, ideas, and partly modesty (recognition to be less significant in the broader context of the events taking place in their group and in society as a whole) and the desire to social security and stability. Opposition to these values are values of individual orientation: dominance and control over the people on the one hand (related to the need for self-assertion) and independence in cognitive and behavioral aspects, on the other hand (need openness to change). In our empirical study residents of four cities Moscow, Kirov, Tashkent (Uzbekistan), Baku (Azerbaijan) both sexes and all ages and nationalities total number of 1,700 people took part. The latest version of the Schwartz's inventory adopted in Russian, consisting of 57 points and allows to determine attitudes toward 19 different values (Schwartz et al., 2012 b) was used.. We have found differences in the preferences of values related with conformity given by age and place of residence. In Moscow sample the most nonconformist group were middle-aged people, comparing with all other groups where focus on this value tends to grow with age. Gender differences were found only in a situation of social conformity (women demonstrated more conformity in all four samples).