

PSIHOLOGIA SOCIALĂ

THE IMPACT OF MASS MEDIA ON VALUE SYSTEM FORMATION DURING WARTIME

INFLUENȚA MASS-MEDIA ASUPRA FORMĂRII UNUI SISTEM DE VALORI ÎN TIMP DE RĂZBOI

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Abstract

The article examines the influence of mass media on the formation of individual value systems in the context of the modern world. The authors argue that media products can significantly impact the formation and development of personal values. A total of 45 respondents, aged from 20 to 50 years old, took part in the study, divided into three age groups of 15 people each: the first group of 20-30 years old, the second group of 30-40 years old, the third group of 40-50 years old.

Statistical analysis of the data revealed significant differences in the evaluation of values such as health, communication, kindness, love, social status, and leadership, based on age ($p < 0.01$). The findings confirm the hypothesis that the media products consumed by individuals influence their value systems, particularly during wartime conditions.

Keywords: value system, informatization, influence, consciousness, mass media, public opinion, war.

Rezumat

Articolul examinează influența mass-media asupra sistemului de valori individuale în condițiile lumii moderne. Autorii concluzionează că produsele media pot avea un impact semnificativ asupra formării și dezvoltării valorilor personale. La studiu au participat 45 de respondenți, cu vârste cuprinse între 20 și 50 de ani, împărțiți în trei grupe de vârstă a câte 15 persoane fiecare: primul grup de 20-30 de ani, al doilea grup de 30-40 de ani, al treilea grup de 40-50 de ani.

Analiza statistică a rezultatelor a confirmat prezența diferențelor semnificative statistic în evaluarea valorilor precum sănătatea, comunicarea, a ajuta și a fi amabil cu ceilalți, dragostea, statutul social ridicat și gestionarea oamenilor în funcție de vârstă ($p < 0,01$.) iar ipoteza că produsele media consumate influențează sistemul de valori individuale în condiții de război s-a confirmat.

Cuvinte-cheie: sistem de valori, informatizare, influență, conștiință, mass-media, opinia publică, război.

Introduction. Modern media have long been an integral part of our lives. The media also has a significant influence on public opinion, public consciousness, and the general outlook of people. In contemporary society, particularly in times of conflict, mass media play a crucial role in disseminating information about the events unfolding at the front and within the nation as a whole.. The influence of the media is becoming more and more comprehensive and today it is turning into one of the most powerful factors of influence on the process of socialization of the individual, in particular on the formation of his value orientations [7].

The virtualization of mass media contributes to the intensification of the spread of influence in modern society. The relevance of this issue in today's world is difficult to overestimate. The problem was investigated by such foreign scientists as S. Morgan, A. Klimburg, D. Bryan, S. Thompson, S. Kara-Murza, S. Rastorguev, and others [2]. The problem of values and value orientations is devoted to the research of such scientists as E. Spranger, A. Maslow, J. Holland, M. Rokich, V. Frankl, and S. Schwartz [3].

Researchers such as K. Shirkey, D. McQuail, and L. James have deeply studied the issues of social and mass communication, revealing the complex relationships between people, information, and media. Among domestic scientists researching the information sphere, it is worth highlighting the works of Y. Polishchuk, S. Hnatyuk, and N. Seilov, who reveal the danger of the manipulative influence of the mass media on society. [2].

In terms of impacting people's emotions and moods, electronic media remain uncontested in attracting the largest audiences. In the mass media, especially on

television, the problem of increasing the efficiency of activity is closely related to the level of organization of the creative process, forms, and means of socio-political education of the population [1].

A person's values shape his worldview and express his attitude toward material and spiritual goods. These values are an internal component of personality, which is determined by life experience and socialization. The cultural sphere is the area of realization of human potential through communicative processes that contribute to the creation, distribution, and consumption of cultural values. With the emergence of media culture in the information society, mass media have become a powerful system that influences the formation of cultural patterns and meanings [6].

B. Potyatynyk claims that authoritarian control over the flow of mass communication is a form of undeniable, undeniable influence of the mass media on the audience. He claims that this involves the belief that he exerts an undeniable and entirely predictable influence [3; 5].

D. Rashkov claims that certain media events directly or indirectly cause certain changes in social life. In other words, it can be concluded that the media have a direct influence on the values of society, which, in turn, influence the value systems of individual individuals, including the personality [9; 8].

Mass media is one of the key social institutions that significantly influences the population as a whole, in particular, certain age and social groups. It is important to consider two main aspects of this influence. First, mass media greatly contribute to the assimilation of various social norms and the formation of value orientations in people of different ages in such areas as politics, economics, health, and law. Sec-

ondly, the media perform the role of informal education and enlightenment for various categories of the population. It is important to note that media users receive quite diverse, contradictory, and unsystematized information on various aspects of social and political life [1].

N.V. Shevchenko notes that social media often promote material values such as wealth, success, and popularity. Young people can be encouraged to buy fashionable clothes, expensive gadgets, and other material goods. Social networks often create an unrealistic image of an ideal appearance. Young people compare themselves with these images and may feel dissatisfied with their appearance [2; 8].

Given Russia's ongoing military and informational aggression against Ukraine, the influence of mass media (inside and outside) on public opinion, and sentiments among various categories of citizens and ethnic groups among various civil and ethnic communities is very great. It is important and relevant to study the role of the media in this process and the role of the public in the media [4].

Therefore, in theoretical analysis, it can be stated that the influence of the media is becoming more and more comprehensive and today it is turning into one of the most powerful factors influencing the process of socialization of an individual,

in particular, the formation of his value orientations. That is why the study of this phenomenon is now extremely important and promising.

The purpose of the study is to investigate the socio-psychological components of the influence of mass media on the formation of the system of personal values in the conditions of war.

Research hypothesis. Consumed media products impact the individual's value system in wartime conditions.

Tools used To understand the influence of the mass media on the value system, we conducted an empirical study for which we chose the following method: the S.S. test. Bubnova «Investigation of the real structure of the value orientations of the individual»; author's questionnaire «Investigation of the influence of mass media on the website of the system of values in conditions of war». A non-parametric method of mathematical statistics was used for the statistical processing of empirical data - the Mann-Whitney U test.

The research group consisted of **45 respondents** aged 20 to 50, 15 men and 30 women. The respondents were divided into three age groups of 15 people each: the first group of 20-30 years old, the second group of 30-40 years old, and the third group of 40-50 years old. Distribution by age and gender is shown in Table 1.

Table 1.

Distribution of research participants.

№ group	Age	Gender	Number of participants		
			According to the article		In general
1	From 20 to 30 years old	Women	60 %	9 people	15
		Men	40 %	6 people	
2	From 30 to 40 years old	Women	66,(6) %	10 people	15
		Men	33,(3) %	5 people	
3	From 40 to 50 years old	Women	73,(3) %	11 people	15
		Men	26,(6) %	4 people	

In the first group, 60% of the respondents were women, that is 9 people, and 40% were men - that is 6 people from the number of respondents of the first group. In the second, 66,(6)% of women – 10 people, and 33,(3)% of men – 5 people from the number of respondents of the second group. In the third group, 73,(3)% are women, that is, 11 persons and 26,(6)% are men, that is 4 persons from the number of respondents of the third group.

Research results. In the course of the study, media preferences were first determined using the questionnaire «Investigation of the influence of mass media on the formation of the value system in conditions of war».

To begin with, it was determined which source of information the respondents preferred during the war. The results are shown in Figure 1.

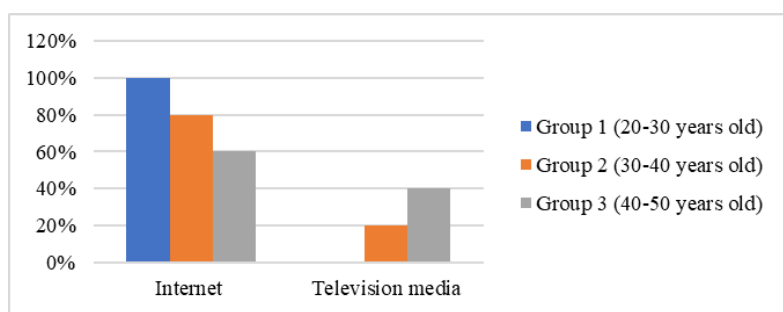


Figure 1. Indicator of priority of information sources by age indicator during wartime

All members of the group prefer the Internet to a greater extent, while the highest activity is observed in Group 1, which included respondents aged 20-30 years - 100%, which indicates its importance for the young generation during the war, according to Group 2 (30-40 years) - 80% and Group 3 (40-50 years) - 60%. Support for television media increases with the age of participants. If in Group 1 (20-30

years old) this type of media does not have any support, in Group 2 (30-40 years old) already 20%, and Group 3 people aged 40-50 years this indicator is the highest - 40%. Print media was also studied, but as the main channel of information, it did not gain popularity.

It was determined what types of media the researched use regularly in wartime conditions. The results are shown in Figure 2.

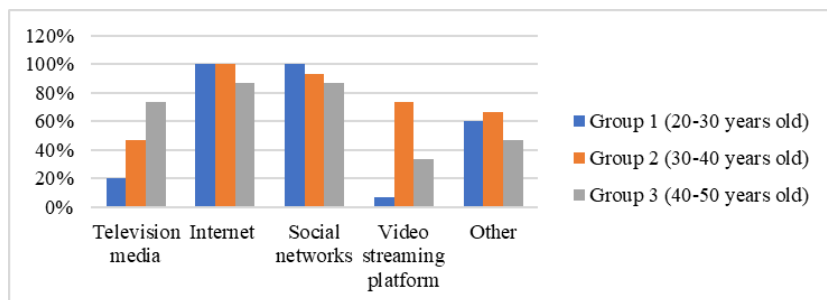


Figure 2. Indicator of the popularity of the media resource in wartime conditions

20% of Group 1 (20-30 years old), 47% of Group 2 (30-40 years old), and 73% of Group 3 (40-50 years old) regularly use television. All groups, except for Group 3, which consists of people aged 40-50, who scored 87%, actively use the Internet (100%). The highest level of use of social networks is observed in the youngest (20-30 years old) Group 1 - 100% and Group 2 (30-40 years old) - 93%. The oldest (40-50 years old) Group 3 also uses them, but less actively (87%). The popularity of video-streaming platforms fluctuates: Group 2, namely those surveyed aged 30-

40 years, has the highest rate - 73%, while young people - Group 1 (20-30 years) (7%) hardly use these platforms. Group 3 (40-50 years old) shows an average level of use - 33%. The indicator of the «Other» category is quite high in Group 1 (20-30 years old) - 60% and Group 2 (30-40 years old) - 67%, and lower in Group 3 (40-50 years old) - 47%. Radio or print media have also been mentioned, but are not a priority permanently in a wartime environment.

It was found out which social networks are popular in wartime and presented in Figure 3

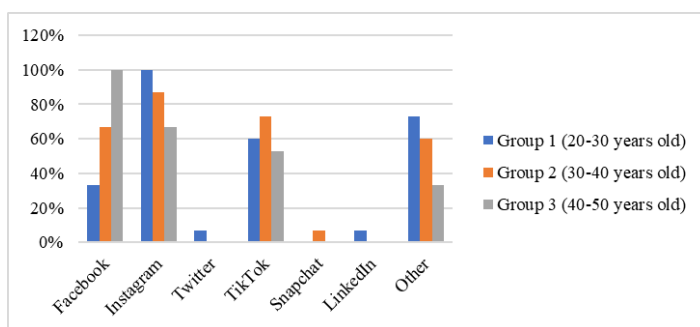


Figure 3. Indicators of the popularity of social networks during the war

The use of Facebook increases with age, from Group 1 (20-30 years) - 33% to Group 2 (30-40 years) - 67% and reaches 100% in Group 3 (40-50 years). Instagram is the most popular platform among all groups, with the highest value among younger people 20-30 years old, in Group 1 - 100%, followed by the middle (30-40 years old) Group 2 - 87% and the oldest (40-50 years old) Group 3 - 67%. The use of TikTok is also significant, especially in Group 1 (20-30 years) - 60% and Group 2 (30-40 years) - 73%, but decreases in Group 3 (40-50 years) - 53%. The use of Twitter, Snapchat, and LinkedIn is very low in all groups, indicating that these platforms are not popular among respondents. A significant proportion of users in

all age groups indicated the use of other platforms (73% in the younger group, 60% in the 30-40-year-old group, and 33% in the 40-50-year-old group). None of the respondents indicated that they do not use social networks at all, which indicates the active use of at least one platform by each of the participants.

Data on Internet and television use priorities (Figure 4.) vary among different age groups.

The lowest percentage of using message services is observed among the older, 40-50 years old, Group 3 - 13%, while young people of Group 1 (33%) use them more often. In all age groups, finding the necessary information is the highest pri-

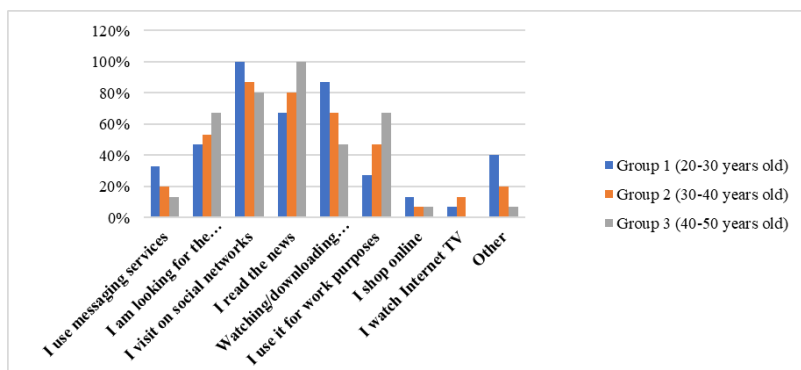


Figure 4. Priority goals of mass media use

ority, and it increases with age. Group 3 (40-50 years): - 67% is the most active in searching for the necessary information, while Groups 1 (20-30 years) - 47% and 2 (30-40 years) - 53% have lower indicators. Group 1, which includes respondents aged 20-30, pays maximum attention to social networks (100%), but even in older groups social networks remain significant, although they are decreasing in popularity (87% and 80%). Reading the news is also an important aspect that increases with age. Group 3 (40-50 years old) (100%) is the only one that completely defines reading news as the primary purpose when using the Internet (67% in Group 1 (20-30 years old) and 80% in Group 2 (30-40 years old)). Video/audio viewing and downloading: Here there is a significant decline in usage from Group 1 (20-30 years) (87%)

to Group 3 (40-50 years) (47%). The percentage of use for work purposes increases from the youngest (20-30 years) - Group 1 (27%) to the oldest (40-50 years) study participants in Group 3 (67%). All groups have low rates of online shopping, but Group 1 (20-30 years old) has a slightly higher rate (13%) compared to Groups 2 (30-40 years old) and 3 (40-50 years old), which each have 7 %. The use of Internet TV is quite low among all age groups, with the highest rate in Group 2 (30-40 years) (13%), but it is completely absent in Group 3 (40-50 years) (0%). In Group 1 (20-30 years old) (40%), the «Other» indicator is quite high, unlike other groups.

The efficiency and effectiveness of information search can be influenced by the level of purposefulness (Figure 5.), it varies among groups.

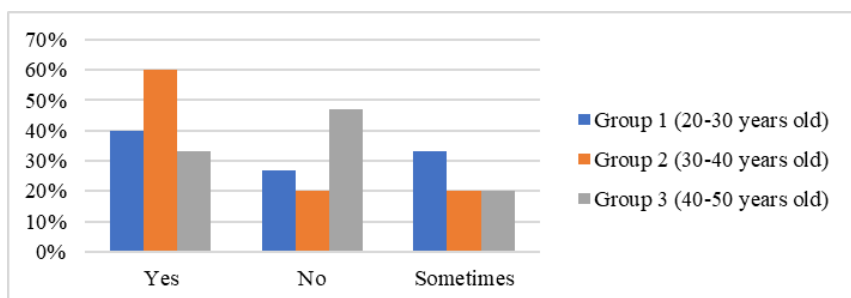


Figure 5. Indicators of purposeful use of mass media (by age criterion)

Group 2 (30-40 years old) - 60% has the highest percentage of respondents of the three groups (Group 1 (20-30 years old) - 40%, Group 3 (40-50 years old) - 33%) who set themselves the goal of finding required material before entering the network. The largest percentage of people who do not set a goal for themselves is observed

in the older (40-50 years) Group 3 - 47%. All three age groups have similar rates of occasional goal setters (33% in Group 1, 20% in Group 2, and 20% in Group 3).

The influence of social networks and television on the emotional state of the participants in the three groups was also found. The results are shown in Figure 6.

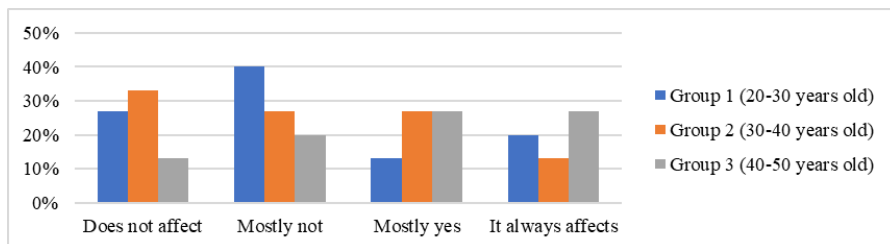


Figure 6. Quantitative indicators of the influence of mass media on the emotional state of the individual in the conditions of martial law

The largest percentage of respondents who believe that being on social networks and watching television do not affect their emotional state is observed in Group 2 (30-40 years old) - 33%. Group 1 (20-30 years) has 27%, and Group 3 (40-50 years) has the lowest rate - 13%. The youngest (20-30 years old) Group 1 - 40% has the largest percentage of respondents who answered «mostly no». Groups 2 (30-40 years) - 27% and 3 (40-50 years) - 20% have lower indicators. In all groups, there is a certain percentage of respondents who believe that social networks and television affect their

emotional state, but the indicators are not very high. Groups 2 (30-40 years old) and 3 (40-50 years old) have 27% each, while Group 1 (20-30 years old) has only 13%. The largest percentage of respondents who believe that being on social networks and watching television always affects their emotional state is observed in the older (40-50 years old) Group 3 - 27%. Group 1 (20-30 years) has 20%, and Group 2 (30-40 years) - 13%.

One of the tasks was to determine the impact of the media on the beliefs and views of respondents from different age groups, which are shown in Figure 7.

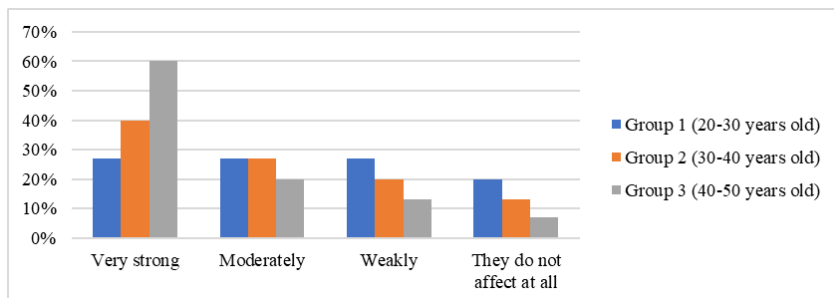


Figure 7. Quantitative indicators of media influence on beliefs and attitudes

The older (40-50 years old) Group 3 has the highest percentage of respondents - 60%, who believe that the media has a strong influence on their beliefs and views. Group 2 (30-40 years old) also has a significant figure - 40%, while the youngest (20-30 years old) Group 1 has 27%. All groups have the same indicator (27% in Group 1 (20-30 years) and Group 2 (30-40 years)) regarding moderate media exposure. In Group 3 (40-50 years old), only 20% of respondents believe that the media has a moderate influence. Group 1, which included people aged 20-30, has the largest percentage of respondents - 27%, who

believe that the media has a weak influence on their views. Group 2 (30-40 years) - 20%, and Group 3 (40-50 years) - only 13%. In Group 3 (40-50 years old) there are only 7% of respondents who believe that the media does not influence their beliefs at all, while for the younger group, this figure is higher - 20%. Group 2 (30-40 years old) has 13% of respondents who also do not consider the media influential.

Bloggers and TV channels are one of the sources of influence on the formation of the audience's attitude to events in the world. The respondents' answers to this question are given in Figure 8.

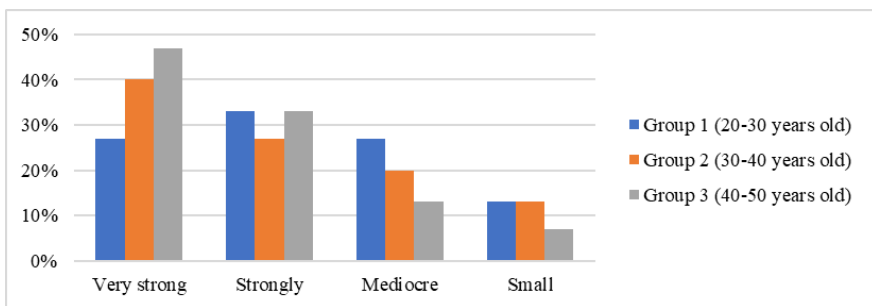


Figure 8. Quantitative indicators of the influence of the mass media on the formation of the audience's attitude to events in the world

A significant part of respondents believe that blogs and TV channels have a strong or very strong influence on their perception of events. This influence increases with age: 27% of younger users (ages 20-30) consider it very strong, 40% in the age group 30-40 and 47% in the age group 40-50. In Group 1 (20-30 years old), 33% of respondents believe that the media has a «strong» influence. Group 2 (30-40 years old) has a slightly lower percentage - 27%. Group 1 (20-30 years) - 27% and Group 2 (30-40 years) - 20% have indicators indicating a moderate influence of the media. In Group 3 (40-50 years old), this indicator is even low-

er - 13%. The percentage of those who believe that the media has «virtually no influence» on attitude formation is small in all groups, ranging from 7% to 13%, while none of the groups indicated that the media does not influence at all.

Different age groups indicate different frequencies of opinion change after viewing media sources (Figure 9.).

In the first (20-30 years) group, 27% of respondents indicated that their opinions do not change. In the second and third (30-40 years and 40-50 years) groups, this indicator is lower (13% and 7%, respectively). A significant proportion of respondents from all groups (33% in the

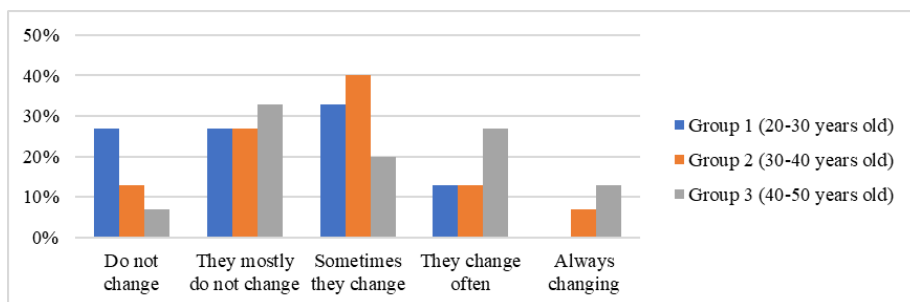


Figure 9. Indicators of change of beliefs after viewing media sources

first, 40% in the second, and 20% in the third) noted that their opinions «sometimes» change. In the younger Groups (20-30 years and 30-40 years), 13% of the respondents indicate that their beliefs change often, while in the older (40-50 years) Group 3, this indicator increases to

27%. Only a small percentage of respondents from all groups (0%-13%) noted that their opinions change all the time.

It was also determined which media platforms the respondents experienced a change in values after watching. The results are shown in Figure 10.

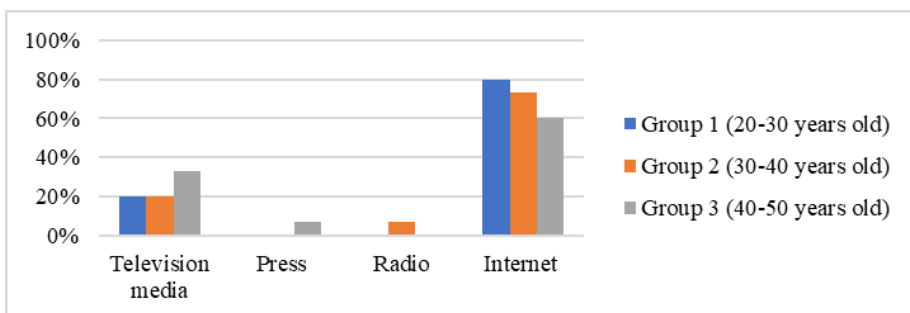


Figure 10. Indicators of the impact of media platforms on changing values

In all groups, the largest percentage of respondents noted that they experienced a change in values after browsing the Internet. In Group 1 (20-30 years old), this indicator reaches 80%, in Group 2 (30-40 years old) - 73%, and in Group 3 (40-50 years old) - 67%. Television has a significant but less significant influence on value change compared to the Internet. Group 3 (40-50 years) (33%) reported the highest percentage, while Group 1 (20-30 years) only accounted for 20% and Group 2 (30-

40 years) 27%. Compared to the Internet and television, the press and radio in today's world have less influence on the formation of values (7%).

Analyzing the data shown in Figure 11., it is possible to conclude the signs that affect respondents' trust in information in the media.

For the younger (20-30 years old) Group 1, the most important criterion is the news source, as 47% of respondents pay attention to it. In the second and third

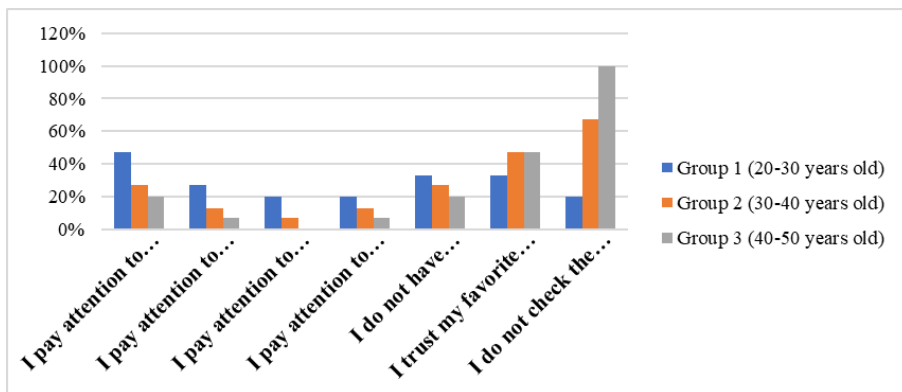


Figure 11. Priority signs of influence on trust in information in the media

(30-40 years and 40-50 years) groups, this indicator is lower (27% and 20%, respectively). In the first Group (20-30 years old), 27% of respondents pay attention to the versatility of information, while in the second and third Groups (30-40 years old and 40-50 years old), this indicator decreases to 13% and 7%, respectively. The majority of respondents from Group 1 (20-30 years old) (20%) take into account who owns the media, while among the older (30-40 years and 40-50 years) second and third groups, this indicator is much lower (7% and 0%). Within all groups, a certain value of recommendations from friends and relatives is observed. This criterion has 20% in Group 1 (20-30 years) and 13% in Group 2 (30-40 years), but is less significant in the older (40-50 years) Group 3 - 7%. About a third of respondents from Group 1 (33%) do not have de-

fined signs of trust and rely on intuition, while in older Groups this share decreases to 20%. About a third of respondents from each group indicated that they trust their favorite media to which they are accustomed (33% in Group 1 (20-30 years old), and 47% in Groups 2 and 3 (30-40 years old and 40-50 years old, respectively)). Insufficient checking of information is most pronounced in Group 3 (40-50 years old), where 100% of respondents indicate that they sometimes do not check information at all, while in Groups 1 and 2 (20-30 years old and 30-40 years old) this indicator is smaller and is only 20% and 67%, respectively.

Based on the data presented in Figure 12, several important conclusions can be drawn regarding the attitude of different age groups to the influence of the media on their beliefs and trust in information.

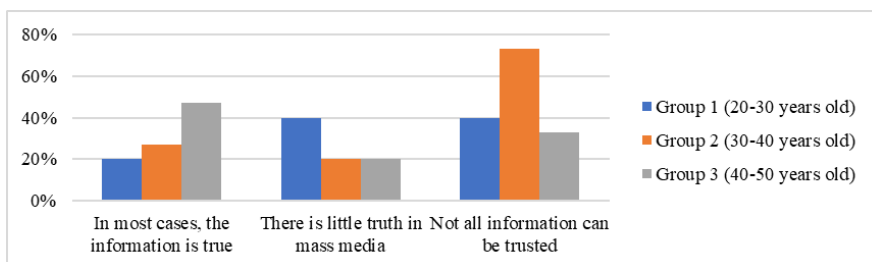


Figure 12. Indicators of trust in information in the mass media.

None of the respondents of all groups believes that all information in social networks, Internet blogs, and TV channels is true. Senior Group 3, which includes respondents aged 40 to 50, has the highest percentage (47%) of respondents who believe that the information is true in most cases. Younger respondents (20-30 years old) Group 1 has 40% of respondents who believe that there is little truth in mass media. The middle (30-40 years old) age

Group 2 also indicates reduced trust, but to a lesser extent (20%). Group 3 (40-50 years old), in turn, has 20% of respondents who agree with this statement. In Group 1 (20-30 years old) 40% and in Group 2 (30-40 years old) 73% of respondents noted that not all information can be trusted. In the end, it was found out which platforms are considered the most vulnerable to the spread of misinformation. The obtained data are shown in Figure 13.

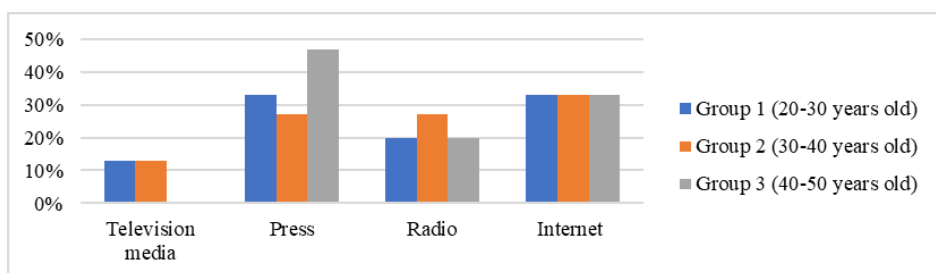


Figure 13. Indicators of the vulnerability of media platforms to the spread of disinformation

Both television and radio have the lowest rates of vulnerability (13% for television in the first (20-30 years) and second (30-40 years) groups and 20% for radio in the first (20-30 years) and third (40 -50 years old) groups). In Group 3 (40-50 years old) - 47% of respondents consider the press to be the most vulnerable to the spread of misinformation, which is the highest indicator

among all groups, in Group 1 (20-30 years old) this indicator is 33%, and in Group 2 (30 -40 years) - 27%. All three groups (33% each) equally identify the Internet as a platform vulnerable to misinformation.

The results of S.S. Bubnov's method «Diagnostics of the real structure of the value orientations of the individual» are shown in Table 2.

Table 2

Average indicators of the value system by age groups.

Average indicators by age groups Characteristics of values	Group 1 (20-30 years old)	Group 2 (30-40 years old)	Group 3 (40-50 years old)
Pleasant pastime, relaxation	3,73	3,60	3,73
High material well-being	3,27	3,53	3,80
Search and enjoy the beautiful	3,47	3,07	2,73
Help and mercy to other people	4,13	4,87	3,33
Love	4,60	3,80	3,20
Learning new things about the world, nature, and people	4,33	4,00	3,73

High social status and people management	3,20	4,13	4,60
Knowing and respecting people and influencing the environment	4,00	4,13	4,20
Social activism to achieve positive changes in society	3,33	3,87	4,07
Communion	3,73	3,07	2,33
Health	4,93	4,07	3,33

Having a good time and recreation are of great importance to people of all ages, with a similar level of importance of this value in all groups, with an average score of around 3.73. From the data, it can be seen that older Groups 2 and 3 (30-40 years and 40-50 years) attach more importance to material well-being (3.53 and 3.80, respectively). The 20-30-year-old group has the lowest score (3.27). In the category of seeking and enjoying the beautiful, a clear downward trend is visible: Group 1 (20-30 years) has an average score of 3.47, while in Groups 2 and 3 (30-40 and 40-50 years, respectively) it decreases to 3.07 and 2.73. According to the characteristic of help and mercy to other people, the highest score is 4.87 in Group 2, which includes persons aged 30-40, in Group 1 the score is 4.13, and in Group 3 this indicator decreases to 3.33. The results of the value of love indicate a significant striking difference between Group 1 of 20-30-year-olds (4.60) and the other Groups, where the figures are much lower (3.80 for Group 2 and 3.20 for Group 3). All groups have fairly high indicators of the category of learning new things, however, the younger Group 1 (20-30 years old) has the highest score of 4.33 compared to the older Groups 2 and 3 (4.00 for people 30-40 years old and 3.73 for 40- 50 years). The indicators of the high social status and people management category increase with each subsequent group, the older Group 3 (40-50 years old)

has the highest score of 4.60, Group 1 received 3.20 points, and Group 2 - 4.13. Knowledge and respect of people and influence on the environment are important for people in all age categories, therefore there are no significant differences in the results of the groups (in Group 1 (20-30 years) - 4.00, in Group 2 (30-40 years) - 4.13, Group 3 (40-50 years old) - 4.20). According to the characteristics of social activity, Group 3 of people 40-50 years old has the highest score of 4.07, compared to younger people: Group 1 (20-30 years old) - 3.33, and Group 2 (30-40 years old) - 3.87. The value of communication received the lowest points in the older Group 3 - 2.33, in Group 1 persons aged 20-30 years the highest score was 3.73, in Group 2 (30-40 years old) it was slightly lower - 3.07. According to the health characteristics, the highest indicator was recorded in Group 1 (20-30 years old) and was 4.93, in contrast to the older groups 2 and 3 (4.07 and 3.33, respectively).

The Mann-Whitney U-test correlation coefficient was used for statistical analysis of the research results. The analysis showed statistically significant differences in the assessment of values such as health, communication, helping and being kind to others, love, high social status, and managing people depending on age ($p < 0.01$). Comparison of health value indicators in Group 1 - 20-30 years and Group 3 - 40-50 years using the criterion

showed statistically significant differences between the results at the interval $p \leq 0.01$ ($U_{emp.} = 39.0$). Differences between the results of Groups 2 and 3 (30-40 years and 40-50 years, respectively) were also found, which are statistically significant at the $p \leq 0.01$ level ($U_{emp.} = 38.0$) for the item help and mercy to other people. The differences between the results of Groups 1 and 3 (20-30 years and 40-50 years, respectively) in the value of love are also statistically significant at the $p \leq 0.01$ interval ($U_{emp.} = 42.5$). The value of communication in Groups 1 and 3 (20-30 years and 40-50 years, respectively) is also different and the differences between the results are statistically significant $p \leq 0.01$ ($U_{emp.} = 52.0$). Comparison of indicators of high social status and people management using the criterion also showed statistically significant differences between the results of groups 3 and 1 (40-50 years and 20-30 years, respectively) at the interval $p \leq 0.01$ ($U_{emp.} = 52.0$).

Conclusions. Therefore, based on the results of the research, we observe that according to the questionnaire «Investigation of the influence of the mass media on the formation of the value system in the conditions of war», the Internet is the main source of information for all groups, especially the younger ones. Support for television media increases with the age of participants. Print media as the main channel of information is not popular. The largest percentage of respondents who believe that being on social networks and watching television do not affect their emotional state is observed in Group 2 (30-40 years old). The older (40-50 years old) Group 3 has the highest percentage of respondents who believe that the media has a strong influence on their beliefs and attitudes. A

significant part of the respondents believe that blogs and TV channels have a strong or very strong influence on their perception of events, this influence increases with age. In all groups, the largest percentage of respondents noted that they experienced a change in values after browsing the Internet. Insufficient verification of information is most loudly observed in Group 3 (40-50 years old). None of the respondents of all groups believes that all information in social networks, Internet blogs, and TV channels is true. Both television and radio have the lowest rates of vulnerability to fakes.

The results of S.S. Bubnov's methodology «Diagnostics of the real structure of the value orientations of the individual» show differences in the indicators of different age groups. Having a good time and relaxing are of great importance to people of any age, with a similar level observed in all groups, with an average score of around 3.73. Older Groups 2 and 3 (30-40 and 40-50 years) attach more importance to material well-being. In the category of seeking and enjoying the beautiful, a clear downward trend is visible: Group 1 (20-30 years) has an average score of 3.47, while in Groups 2 and 3 (30-40 and 40-50 years, respectively) it decreases to 3.07 and 2.73. According to the characteristic of help and mercy to other people, the highest score is 4.87 in Group 2, which includes persons 30-40 years old, in Group 3 this indicator decreases to 3.33. The results of the value of love indicate a significant striking difference between Group 1 of 20-30-year-olds (4.60) and the other Groups, where the figures are much lower (3.80 for Group 2 and 3.20 for Group 3). All groups have fairly high indicators of the category of learning new things, however, the younger Group 1

(20-30 years old) has the highest score of 4.33 compared to the older Groups 2 and 3 (4.00 for people 30-40 years old and 3.73 for 40- 50 years). The indicators of the high social status and people management category increase with each subsequent group, the oldest Group 3 (40-50 years) has the highest score of 4.60. Knowledge and respect of people and influence on the environment are important for people in all age categories, therefore there are no significant differences in the results of the groups (in Group 1 (20-30 years) - 4.00, in Group 2 (30-40 years) - 4.13, Group 3 (40-50 years old) - 4.20). According to the characteristics of social activity, Group 3 of people 40-50 years old has the highest score of 4.07, Group 1 (20-30 years old) - 3.33, and Group 2 (30-40 years old) - 3.87.

The value of communication received the lowest scores in the older Group 3 - 2.33, in Group 1 persons aged 20-30 years the highest score was 3.73, in Group 2 (30-40 years old) it was slightly lower - 3.07. According to the health characteristics, the highest indicator was recorded in Group 1 (20-30 years old) and was 4.93, in contrast to the older groups.

Summing up the research and analysis of the results, statistically significant differences in the evaluation of values such as health, communication, helping and being kind to other people, love, high social status, and managing people depending on age are noticeable ($p < 0.01$). So, the hypothesis that consumed media products impact the system of individual values in wartime conditions is confirmed.

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