

THE TRANSFORMATION OF SOCIAL RELATIONS AS A DRIVE TOWARD THE INTEGRATION OF VALUE-ORIENTED SYSTEMS

A TRANSFORMAÇÃO DAS RELAÇÕES SOCIAIS COMO MOTOR DA INTEGRAÇÃO DE SISTEMAS ORIENTADOS PARA OS VALORES

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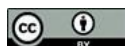
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Abstract

Amid the evolving socio-cultural landscape, the study of value transformation gains particular significance. The concept of metamodernism provides a new framework for analyzing the mechanisms behind the formation of contemporary socio-cultural values. This article considers the key directions in the transformation of values within Russian society during the metamodern era and the factors influencing their development. The relevance of this topic is emphasized by the growing polarization of values, increasing tensions between traditional and innovative mindsets, and the pressing need to develop adaptive models for intergroup interaction. The methodological framework of the study is based on qualitative approaches

Resumo

Num contexto sociocultural em constante evolução, o estudo da transformação de valores assume particular importância. O conceito de metamodernismo oferece um novo quadro para analisar os mecanismos subjacentes à formação dos valores socioculturais contemporâneos. Este artigo analisa as principais tendências na transformação de valores na sociedade russa durante a era metamoderna e os fatores que influenciam o seu desenvolvimento. A relevância deste tema é enfatizada pela crescente polarização de valores, pelas tensões crescentes entre mentalidades tradicionais e inovadoras e pela necessidade premente de desenvolver modelos adaptativos para a interação intergrupar. O quadro metodológico do estudo



widely used in sociology, including qualitative analysis of academic literature and an expert survey. Forty experts participated in the study. The survey helped identify the priority values of contemporary society, primarily social responsibility, continuous innovation, and adaptability, as well as the key mechanisms driving their development, such as education, media, and civic engagement. The results show that in the context of metamodernism, values focused on adaptability, resilience, digital and environmental literacy, and tradition tend to prevail. These findings confirm the necessity of developing interdisciplinary strategies to reconcile values-based orientations amid socio-cultural uncertainty.

Keywords: Socio-Cultural Values. Youth. Communication Tools. Information Mechanisms. Digitalization.

baseia-se em abordagens qualitativas amplamente utilizadas na sociologia, incluindo a análise qualitativa da literatura acadêmica e um inquérito a especialistas. Quarenta especialistas participaram no estudo. O inquérito ajudou a identificar os valores prioritários da sociedade contemporânea, principalmente a responsabilidade social, a inovação contínua e a adaptabilidade, bem como os principais mecanismos que impulsionam o seu desenvolvimento, tais como a educação, os meios de comunicação social e o envolvimento cívico. Os resultados mostram que, no contexto do metamodernismo, tendem a prevalecer valores centrados na adaptabilidade, na resiliência, na literacia digital e ambiental e na tradição. Estas conclusões confirmam a necessidade de desenvolver estratégias interdisciplinares para conciliar orientações baseadas em valores num contexto de incerteza sociocultural.

Palavras-chave: Valores Socioculturais. Juventude. Ferramentas de Comunicação. Mecanismos de Informação. Digitalização.

1 INTRODUCTION

Values form the foundation of any culture. and a system of values defines a society's cultural uniqueness and identity. Each culture builds a distinctive values-based system. whose essential characteristic is the capacity for transformation. The issue of value transformation becomes particularly relevant. On the one hand. this occurs during new historical periods and times of sociocultural change. and on the other hand. during periods of rapid development of information and communication mechanisms. The issue of value transformation becomes especially significant during new historical periods. in times of socio-cultural change and reevaluation. In the contemporary socio-cultural landscape frequently described through the concept of metamodernism. socio-cultural values acquire a new meaning and demand thorough investigation. Metamodernism is an emerging trend in contemporary culture. philosophy. and. most relevantly for this article. sociology. where it appears as a distinct system of socio-cultural norms. worldviews. and practices (Ramazanov et al.. 2021; Pipere & Martinsone. 2022). The socio-cultural transformations resulting from metamodernism are often viewed as contributing to the

erosion of traditional value-based systems. Therefore, in the context of metamodernism, the transformation of traditional values and the emergence of new ones that define a society's uniqueness become particularly relevant (Suo & Zaytseva, 2024).

Metamodernism did not emerge in isolation from the broader flow of historical processes. Its roots can be traced back to both modernism and postmodernism. However, it is not a direct continuation of these paradigms. It is a new, alternative mode of knowing, interpreting, and experiencing reality. At its core, metamodernism represents a complex framework of life for both contemporary youth and humanity as a whole within a new sociocultural space marked by continuous transformations and fluctuations across all communities (Bratash & Emelyanenko, 2024). This refers to a specific, synthetic form of human existence in which multiple paradigms coexist within a single society (Khlyshcheva, 2021). In metamodernism, people of different "epochs" coexist.

Under the conditions of metamodernism characterized by a synthesis of rationality and affectivity, irony and sincerity, socio-cultural values are transforming in a context of systemic uncertainty and multipolarity. The postmodernist deconstruction of universals, rejection of normativity, and prioritization of relativism have led to the erosion of shared foundations for social consensus. As a result, conflicts between social, cultural, and ideological groups have intensified (Semenov et al., 2025; Yakovleva et al., 2025).

In the metamodern era, these conflicts do not dissipate but become more complex due to the coexistence of competing discourses and ongoing attempts to synthesize them. This gives rise to a paradoxical situation: on the one hand, there is a declared need for dialogue and inclusion; on the other hand, polarization and social tension are growing. The modern socio-cultural landscape represents a non-linear, adaptive system in which the predictability of social processes is significantly limited. The values that emerge in this context are often situational and prone to generating conflict.

Thus, a key challenge of our time is the search for sustainable strategies for managing value diversity, particularly through information and communication mechanisms. This requires not only adaptive mechanisms for responding to changing conditions but also the development of new models of intergroup interaction that can reduce social frustration and conflict. In this regard, an interdisciplinary approach becomes particularly relevant as it allows for considering both structural and symbolic

factors that contribute to the reproduction of socio-cultural contradictions (Gasarov. 2024; Litvinenko. Gaisina et al.. 2021).

2 LITERATURE REVIEW

At the current stage, metamodernism has become a priority area in contemporary cultural studies, philosophy, art history, and sociology. Most contemporary scholars explore the concept of metamodernism through analyses of architecture, visual arts, literature (Zakirzyanov, 2014; Zakirzyanov et al., 2016), and cinema (Markova & Mamukina, 2019; Gibbons, 2017; Liu & Zaitseva, 2024). They also highlight the cultural and historical prerequisites for the emergence of the metamodern condition (or even era), which they interpret as a relaxation of the critical tension that postmodernism maintained toward the symbols and narratives of earlier epochs (Gibbons et al., 2019). Metamodernism is investigated as a new cultural paradigm resulting from the synthesis and integration of preceding paradigms while simultaneously transcending them.

Scholars claim that postmodernism and metamodernism represent two distinct cultural-philosophical frameworks, each reflecting a different approach to interpreting reality, society, art, and culture. They differ in several key characteristics, each of which expresses a unique response to the changing cultural, social, political, and technological conditions of society at the stages of its development (Yousef, 2017).

The metamodern condition can be described as an attempt to reconcile the optimism and belief in progress typical of modernism with the skepticism and relativism of postmodernism. This synthesis gives rise to a new mode of perceiving the world that acknowledges both the interconnections and contradictions between these two approaches.

Scholars emphasize that metamodernism functions primarily as a descriptive theory, i.e., it seeks to bring coherence to the fragmented realities of contemporary existence, moving beyond the deconstructive methods of postmodernism toward a (re)construction of existing knowledge, experience, values, and a sense of present historicity. While the core mission of postmodernism was to break down, dismantle, and deconstruct outdated models of thought and being, metamodernism aims to find a middle path, appropriating and reinterpreting various philosophical traditions (Nizhnikov &

Lagunov. 2024) without rejecting any of them or adopting any one as a fixed worldview (van den Akker et al.. 2019; Pashkurov et al.. 2022).

Metamodern methodology neither dismisses the achievements of modernity nor ignores the critical concerns of postmodernism. Like a pendulum, it swings between paradigms without fully subscribing to the logic of meaning-making inherent in either one.

Unlike postmodernism, metamodernism unfolds in the Internet age, where virtuality has become a habitual condition of human existence, and hypertextual communication is the norm. As a result, metamodernist intentions shift toward constructing a model of society in which the challenges posed by the intrusion of virtual communication into human life have already been addressed and overcome (Smolyaninova & Ivanova. 2024; Auyelbek. et al.. 2022). Hanzl Freinacht views metamodernism as a development of “a mature stage in which human beings take responsibility as co-creators of our own socially constructed universe” (Freinacht. 2017, p. 77). Freinacht defines responsibility as the core content of the metamodern condition.

Metamodernism captures the transformation of social relations in the early 21st century, aiming toward the integration of value-based systems and the development of a socially and environmentally responsible economy (Freinacht. 2017). It proposes a model grounded in emotional engagement, sincerity, and a rejection of postmodern irony, while still preserving a plurality of perspectives (Ceriello. 2018). As Freinacht emphasizes, metamodernism combines the pursuit of social integration with a deep respect for individual freedom (Freinacht. 2017).

The postmodernist deconstruction of universal concepts has led to the fragmentation of values and intensified conflicts among different social groups, particularly among young people. The metamodernist attempt to synthesize opposing perspectives often fails to achieve effectiveness as it can overlook strategies not aimed at dialogue but rather at polarization (Morrissey. 2021). This is especially evident in the growing division between traditional and non-traditional values, reinforcing trends toward value-based isolationism.

Scholars argue that metamodernism exerts an ambiguous influence on the value-based system. On the one hand, it promotes innovation and progress (Koromyslov. 2020). On the other hand, it preserves stable traditional reference points that carry historical

experience and cultural identity (Inglehart & Welzel. 2011. p. 29; Gasanov. 2024; Chernikova. 2014). However, in the context of ongoing social changes, values are reinterpreted, and the skills needed to apply them are gradually lost, posing a risk of eroding the traditional system of norms (Myasnikova & Shlegel. 2020; Mazkina. 2022; Ayramtsev. 2020).

Contemporary sources highlight the contradictory nature of metamodernism: despite its proclaimed value flexibility, a high level of tension between various ideological and cultural positions remains. This stipulates the need to develop mechanisms for aligning values in the context of socio-cultural uncertainty.

The objective of this article is to analyze the theoretical and practical aspects of contemporary socio-cultural values under the conditions of metamodernism.

The study tasks are as follows:

- 1) To examine the social aspects of metamodernism as the focus is on the formation of contemporary socio-cultural values in this context;

To identify and justify the directions and mechanisms shaping modern socio-cultural values.

3 METHODS

This article employed a comprehensive methodological approach that combines literature analysis with expert surveying to examine the theoretical and practical dimensions of contemporary socio-cultural values in the context of metamodernism.

Based on a review of existing literature on the topic, we explored the social aspects of metamodernism. To guide the analysis, the following research questions were formulated:

1. What are the core socio-cultural values that reflect the needs and goals of contemporary Russian society in the context of metamodernism?
2. What are the primary mechanisms driving the development of socio-cultural values in contemporary Russian society under the conditions of metamodernism?

The collected material underwent qualitative analysis and was subsequently submitted for evaluation by an expert panel. The selection criterion for the experts was at least three publications on the research topic in peer-reviewed journals.

An online survey was conducted among a sample of 40 experts. The participants were asked to rank the core socio-cultural values that reflect the needs and goals of contemporary Russian society in the context of metamodernism and the primary mechanisms driving the development of these socio-cultural values under metamodern conditions.

4 RESULTS

As a result of the study, we identified the core socio-cultural values reflecting the needs and goals of contemporary Russian society under the conditions of metamodernism (Table I).

Table 1

Socio-cultural values reflecting the needs and goals of contemporary society in the context of metamodernism

No.	Values	Ranking	Impact
1	Continuous innovation	2	0.16
2	Social responsibility	1	0.19
3	Digital competence	4	0.09
4	Flexibility and adaptability	3	0.12
5	Global awareness	5	0.10
6	Collaboration and communication	8-9	0.06
7	Personal autonomy	8-9	0.06
8	Ethical leadership	12-13	0.01
9	Economic efficiency	10-11	0.02
10	Openness and tolerance	12-13	0.01
8	Self-regulation	6-7	0.08
9	Environmental awareness	10-11	0.02
10	Healthy lifestyle	6-7	0.08

Source: Original research and results of the expert survey; the concordance coefficient is $W=0.63$ ($p<0.01$), indicating a strong agreement among expert opinions.

Table 2

Mechanisms for the development of socio-cultural values

No.	Stages	Ranking	Impact
1	Media and information technology	2	0.21
2	Education and upbringing system	1	0.26
3	General social projects and initiatives	4	0.14
4	Changing consumer culture	3	0.17
5	Active civic participation in decision-making	5	0.11
6	Artistic and cultural expression	7	0.03

7	Cooperation of the public sector, business, and public organizations	6	0.08
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Source: Original research and results of the expert survey; the concordance coefficient is $W=0.67$ ($p<0.01$), indicating a strong agreement among expert opinions.

5 DISCUSSION

The mechanisms for developing socio-cultural values under the conditions of metamodernism (Table II) may include the following key directions:

- Media and information technologies influence the formation of values through the dissemination of information, the creation of cultural content (Gribkova & Korepina, 2024), and interaction in the online environment (Semenova & Lazutova, 2024). The rapid exchange of information can affect which values gain relevance in society (Akhmetshin, et al., 2024a; Akhmetshin et al., 2024b).
- The education and upbringing system plays a crucial role in shaping values (Chelysheva & Sapozhnikova, 2024; Afanasiev, et al., 2016). Educational content and approaches to upbringing can be adapted to new realities, including uncertainty and ongoing changes in the socio-cultural environment (Khammatova et al., 2021).
- The conditions of metamodernism may encourage the emergence of shared social projects and initiatives aimed at addressing pressing social problems and challenges (Akhmetshin et al., 2024b; Aubakirova et al., 2021).
- Shifts in consumer culture can influence social values. Increased attention to environmental issues, ethical consumption, and support for local initiatives may emerge as new values in the context of metamodernism.
- Active civic participation in decision-making processes can foster values based on collective responsibility and citizen engagement (Afanasev et al., 2017).
- Artistic and cultural expression can serve as a means of articulating new values, as well as a tool for self-definition and identity-seeking in the metamodern context (Medvedev et al., 2024; Tekuhev & Gribkova, 2024).
- Collaboration of the public sector, business, and civil society organizations can contribute to the development of values that consider the interests and needs of different social groups.

- These directions and mechanisms, as demonstrated by the research findings, contribute to the formation of new values (Table 1), whose content and development are adapted to the conditions of metamodernism:
- The continuity of innovation supports ongoing improvement and development, fosters creative thinking, and encourages openness to new ideas (Abirov et al., 2022; Gorbunova & Mikhutkina, 2024; Kalimullina, 2024).
- Social responsibility focuses on addressing issues related to ecology, ethics, and social justice, as well as active participation in solving global challenges (Sapryka et al., 2025).
- Digital competence aims at developing skills in technology and digital literacy, maintaining privacy, and promoting the ethical use of digital tools (Ukolova & Afanasyev, 2023; Gallyamova, 2024).
- Flexibility and adaptability emphasize the ability to respond quickly to changes in both professional and personal life and adjust to new conditions and challenges.
- The value of global consciousness involves fostering intercultural understanding and respect for diversity, as well as a mindful approach to global challenges and their resolution (Wagner et al., 2024).
- The value of cooperation and communication emphasizes the importance of collaboration and interaction among people, active listening, and the development of communication skills (Putra, 2024).
- Personal autonomy ensures support for independence and freedom of choice, along with recognizing the importance of personal growth and self-realization, which is especially important for the younger generation.
- Moral leadership reflects a commitment to high standards of ethics and justice, and the development of leadership qualities grounded in moral values.
- Economic efficiency in the context of metamodernism focuses on the rational use of resources, the development of entrepreneurial thinking, and financial planning skills.
- Openness and tolerance imply receptiveness to diverse perspectives, opposition to discrimination, and learning to accept human differences.

- Self-regulation emphasizes the ability to manage one's emotions and actions, fostering skills in self-control and self-discipline.
- Environmental awareness promotes a responsible attitude toward natural resources and the environment, encouraging participation in ecological preservation and sustainable development initiatives.
- The value of a healthy lifestyle highlights the importance of physical and mental well-being, maintaining an active lifestyle, and balanced nutrition.

Thus, the development of contemporary socio-cultural values can occur along various paths and under the influence of multiple mechanisms. In the context of metamodernism, the growing importance of personal self-determination and individual freedom plays a key role (Myasnikova & Shlegel, 2020; Gaisina et al., 2022). People value the opportunity to express their unique identities and beliefs within society. Russian society may cultivate values that support individual creativity and self-expression. The rising uncertainty common to metamodern conditions can stimulate the need for personal expression and individual development.

Given this increasing uncertainty, social values may become more flexible and adaptable. Flexible values help society more effectively address challenges and respond to social, economic, and technological changes (Mazkina, 2022). The growth of unpredictability in metamodern conditions may encourage societies to embrace and accept diversity. The significance of respecting different cultures and viewpoints may shift to better reflect new realities. People are becoming more open to differences in culture, religion, and other aspects of identity.

The development of socio-cultural values may also be closely tied to the growing importance of innovation and technology (Agin, 2024; Belikova, 2024). Society increasingly values technological progress, recognizing its impact on nearly all aspects of life, including the economy, education, communication, etc. (Ayramtsev, 2020; Gorbunova & Yakimchuk, 2024; Polovchenko, 2024; Gaisina, Shaykhislamov et al., 2022; Gaisina, Litvinenko et al., 2022).

It is also essential to emphasize the significance of community and solidarity in Russian society, as there is a rising awareness of the importance of social inclusion. Under metamodern conditions, Russian society may seek values that promote unity and mutual

support. The importance of citizen participation in decision-making and the expression of individual opinions is also increasing, making active civic engagement another key value in the metamodern context.

The growing scale of environmental and social challenges is also driving a reevaluation of values, particularly in terms of ecological responsibility and social justice. Increased awareness of environmental threats is prompting people to place greater value on sustainable lifestyles.

These socio-cultural values are not universal. They may vary depending on cultural, geographical, and other contexts.

6 CONCLUSION

Describing the current socio-cultural landscape as a metamodern condition allows for a detailed analysis of how worldview principles and values-based systems in Russia are being shaped in the first quarter of the 21st century from the perspective of metamodernism as a leading cultural-philosophical paradigm. Metamodernism emerged as an emotional response to the crisis of postmodernism. While postmodernism played a vital role in deconstructing outdated modes of reflecting on thought and culture, it failed to produce meaningful alternatives for human self-understanding. Metamodernism is both a successor to and a reaction against postmodernism, engaging in the reconfiguration of traditional values rooted in modernist thought. It attempts to build a bridge between the cultures of modernism and postmodernism, offering an authentic model for interpreting the contemporary state of society.

The oscillation between modern and postmodern elements enables overcoming contradictions between the two paradigms. It moves beyond postmodern irony and skepticism, returning to traditional narratives and ideals, albeit with a critical, self-aware stance. From a historical perspective, metamodernism can be associated with the post-Cold War period and the ongoing era of digitalization that defines the 21st century. Metamodernism is the chronological successor of postmodernism and a response to it, and its boundaries remain fluid, shaped by ongoing social and technological transformations.

The transformation of values in the context of metamodernism is an evolutionary process in which “natural selection” occurs. i.e.. values most suited to life under specific conditions endure. This selection follows the evolutionary law: values that prove more effective under the circumstances are preserved and spread. This evolutionary principle leads to two main outcomes. First. the dominant values tend to align with the prevailing living conditions. Second. when these conditions change. values usually begin to shift too. but only after a significant amount of time has passed. allowing for the recognition of the new reality and experimentation with alternative principles of life.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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