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## THEORETICAL FOUNDATIONS FOR THE STUDY OF THE COGNITIVE COMPONENTS OF PERSONALITY

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*The article provides a theoretical and methodological analysis of the problem of values and value orientations of the personality in the history of the development of psychological science. The main approaches to defining the concepts of "value," "personal values," "value orientations," and "the value sphere of the personality" are considered.*

*The diversity of terminological interpretations of this problematic in modern psychology is determined. The evolution of scientific concepts about values is highlighted – from philosophical comprehension and early psychological concepts to modern systemic and post-non-classical approaches. Emphasis is placed on the role of values in the structure of the personality, their interrelation with the motivational, cognitive, semantic, and regulatory spheres of the psyche. The contribution of representatives of humanistic and existential psychology to the study of the problem of values and value orientations of the personality is considered, as well as modern approaches to understanding the value sphere of the personality as a complex, open, dynamic system that is in a process of constant formation and self-development. The correlation of individual and social values, as well as the functions of values in the regulation of behavior and life activity of the personality, are analyzed. The significance of value conflicts as a*

*factor in the development of the personality, the formation of its self-awareness, decision-making, and the construction of a life perspective is revealed. The necessity for further research into the value sphere of the personality, taking into account the modern methodological possibilities of post-non-classical psychology, is substantiated.*

**Keywords:** *values, value orientations, value sphere of the personality, personal values, social values, self-awareness, semantic sphere, value conflict, personality development, post-non-classical psychology.*

**Introduction.** In the conditions of modern social transformations, the problem of the development of the value sphere of the personality acquires special relevance. The formation of values occurs in close interconnection with cognitive processes that ensure the perception, comprehension, and interpretation of information, influencing the formation of personal meanings, life priorities, and behavioral regulation. That is why the study of cognitive factors in the development of the value sphere of the personality is an important direction of modern psychological science. The theoretical foundations for the study of personal values were formed in the works of representatives of philosophical, sociological, and psychological science, and a significant contribution to the development of the psychology of values was made by M. Rokeach, S. H. Schwartz, G. W. Allport, A.H.Maslow, C. R. Rogers, and V. E. Frankl, who considered values as the basis of motivation, self-realization, meaning-making, and the regulation of personality behavior. In the studies of U. Neisser, J. Bruner, J. Piaget, G. A. Miller, R. J. Sternberg, and D. Reisberg, the regularities of the development of thinking, perception, memory, categorization, decision-making, and the formation of cognitive schemas acting as the basis for a person's interpretation of surrounding reality are revealed. A significant contribution

to the study of individual cognitive features was made by H. A. Witkin and D. R. Goodenough, who substantiated the concept of cognitive styles as relatively stable individual ways of perceiving, analyzing, organizing, and processing information that determine the characteristics of a personality's cognitive activity. In Ukrainian psychology, the problem of the value sphere of the personality is highlighted in the scientific works of I. Bekh, M. Boryshevskyi, S. Maksymenko, T. Tytarenko, I. Yershova-Babenko, M.-L. A. Chepa, and others, as a system-forming component of the personality that ensures its spiritual development, self-awareness, life self-determination, and activity regulation. Despite a significant number of studies devoted to cognitive and value problematics, the issue of the role of cognitive factors in the development of the value sphere of the personality remains insufficiently systematized. The integration of classical and modern psychological approaches to explaining the interrelation of cognitive development, meaning-making, and the formation of personal values requires special attention. This determines the necessity for theoretical generalization of existing scientific approaches and determining the place of cognitive factors in the development of the value sphere of the personality.

**Purpose of the Article.** The purpose of this article is to provide a theoretical analysis of scholarly approaches to the study of the personality's value domain and to substantiate the role of cognitive factors in its development based on classical, non-classical, and post-non-classical psychological concepts.

**Objectives of the Study.** To analyze the principal theoretical approaches to understanding the concepts of "value," "value orientations," and the "personality's value domain." To generalize the evolution of scholarly perspectives on the problem of values within classical, non-classical, and post-non-classical psychology. To determine the role of cognitive processes and cognitive factors in the formation and

development of the personality's value domain. To characterize contemporary psychological approaches to the study of the structure, functions, and mechanisms underlying the development of the personality's value domain. To identify promising directions for future research on the relationship between the cognitive domain and the value domain of personality.

The issues of human values and value orientations have been considered in scientific psychology at all stages of its formation and development, remaining invariably relevant [1]. Nevertheless, a unified general psychological theory of personal values has not been developed. Also, terminological unity in this area has not been achieved. Therefore, in the terminological field of general psychology, a large number of terms are ultimately related to this problematic. Some of them are considered identical, for example, personal values and value orientations of the personality [1]. Others focus on various aspects of the value sphere of the personality: values themselves [2], individual/personal values [3], value representations [1], value constructs [4], value formations [5], value relations [6], value-style regulation [7], "value representation," that is, "knowledge, representations of the subject about what is a value" [8]. Various relations are established between individual terms: value orientations are an element of the cognitive and motivational spheres, while personal values belong to the semantic sphere [1]; value orientations constitute the relation of personal values to needs, motives, and goals, and possess the properties of consciousness, relative stability, and are realized in actions and behavior; "at the same time, the unit of value orientation is value, and its unit, in turn, is meaning" [9]; actual values are called "the objective side of the moral self-awareness of the personality," and value orientations are "the conscious choice of values, the ability of the personality to submit to public expediency under certain circumstances"

[10]. The term "value" was first introduced into the dictionary of the humanities by R. Lotze [11] as a criterion of the ethical in behavior. Further, the history of the evolution of the issue under study resembles the maturation of a child: from the adolescent rejection of the parental (philosophical) interest in the question of "values" by behaviorists and psychoanalysts, who excluded values from the field of scientific cognition, and their youthful absolutization in the "psychology of the spirit" [12], defining values as the spiritual basis of the personality derived from the universal human spirit and serving as a basis for personality typologization by its dominant values, to the comprehension of the place and significance of values in the personality structure. In the development of representations about the value sphere of the personality in "biologizing" theories, a certain general regularity is revealed, which consists in the initial rejection of the significance of personal values and then the gradual acceptance of the idea of the social conditionality of value orientations. The problem of values occupies a special place in humanistic and existential psychology (C. Rogers [13], A. Maslow [14], G. Allport [15], V. Frankl [16], etc.). The opposition of "social" and "individual" values is interpreted as a source of dramatic personal processes, and the formation of personality is determined by liberation from influence: initially from the objective, and then from the directly social. The presence of influence is considered as a decrease in the level of regulation, a regress caused by personal unformedness or deformation.

A mature personality resists the impacts of the social environment, which is evaluated in this context generally negatively. Depending on the approach used by the researcher, the focus of considering personal values changes. Thus, specific scientific approaches focus the study of values within their scientific fields: 1) the social approach considers the place and role of values in the genesis of personality, the process of personality's

assimilation of social values, the role of values in human cognition of the social world, as well as the process of value regulation of social behavior; 2) within the psychological-pedagogical approach, the emphasis is placed on the formation of value orientations through the organization of the experience of awareness, experiencing, mastering, and realizing social values in the educational and upbringing process; 3) the psychopathological approach is directed towards studying the characteristic features of personal values associated with distortions of self-regulation processes and the mediation of behavior [94]. Depending on the approach used, as a classificatory basis for distinguishing types of values, researchers propose: 1) the motivational aspect - criteria determining the choice of motives, goals of activity, and acceptable ways to achieve them;

3) the functional component of value orientation; 4) the social aspect; 5) the driving component; 6) the meaning-making aspect; 7) the systemic aspect – the hierarchical level content of the personality structure: abstract values, property-values, and behavior-mode values; 8) the regulatory aspect – as a regulatory mechanism of behavior or activity. Values in the representation of modern psychology have several levels of realization – individual (personal) and supra-individual (social); among the latter, in turn, a distinction is made between group (collective) and societal (cultural – material and spiritual) values. Individual and supra-individual values have different principles of organization, logic of functioning, and processes of generation [9]. Supra-individual (social) values in the broadest sense are defined as a set of social phenomena (material, ideal, behavioral) that perform regulatory, integrative, and motivational functions in the social system. Individual values are the dominant component of the personality structure, which reflects the experience accumulated by the personality in its individual development, "the axis of consciousness around which human thoughts and feelings revolve, and from the point of view of which many life

questions are resolved" [6]. Thus, the change in approaches to studying personal values at the classical and non-classical stages of science development occurred in tune with the expansion of the methodological capabilities of psychology according to the principle from the particular to the more general. At the same time, the concepts of "value," "personal values," etc. were considered and refined. Among the terms relating to this structure of the personality, various types of structuring the personality's value system were considered, depending on the foundations chosen by the authors of theories of values, its functions and place in the personality structure, and the process of value formation in ontogenesis. The crown of the non-classical stage in the development of science became the systemic approach to studying the psyche/personality/personality structures (including personal values), within which the consideration of personal values was mainly limited to value structures analyzed through the prism of consciousness, reflection, and comprehension. In modern psychology, a direction has been formed that also considers another criterion for distinguishing the level of values – their attribution to the reflexive or non-reflexive levels of the mental [18]. The presence in the value system of the personality of non-reflexive processes, formations, structures that are in the process of formation within the value system or in the process of entering into it, as well as the transition to the post-non-classical stage in the development of science, focusing its view on the features and regularities of the process of Becoming, rather than Being, led to the introduction into the axiological field of psychology of a new generalizing term – the value sphere of the personality. This term is increasingly widely used in psychology, yet its exact formulation still does not exist. Attempts to consider this term take place in the works of I. V. Yershova-Babenko [19], based on post-non-classical views on the nature of the psyche, personality, value, and cognitive spheres of the personality. Psycho-synergetics, a

scientific field developed by the author, is a post-non-classical methodology for studying the psyche. The psyche is considered as a hyper system of synergetic order, an open self-organizing nonlinear system having a phase structure and a hierarcho-nonhierarchical structure "centered along the axes of space and time (including wandering ones, spatio-temporal simultaneously), events, values, etc., but at the same time an integral structure existing in many dimensions simultaneously" [19]. Various levels of the system of psychic reality – the personality, its cognitive, value, and emotional spheres – are considered as wholes, "a nonlinear whole in a nonlinear whole," and also have their internal centeredness both within their micro-whole, between connected micro-wholes, and relative to the axis of the macro-whole. The author asserts that the psyche, and in accordance with the principle of fractality, the personality / value sphere of the personality / cognitive sphere of the personality, etc. contain "a multitude of attractor structures formed, at a minimum, during the life of the given subject. This multitude can be classified as consisting of at least 4 types of structures: Type I structures are exhaust, 'dead' shell structures; Type II structures are mature or 'old' structures created by the given subject a long time ago; Type III structures are 'young' or immature structures of recent origin; Type IV structures are structures 'frozen' under the influence of stress or disease, i.e., non-developing, halted. Structures of the last three types are structures of different ages, having different rates of development. As a result of this, their age may not correspond to the 'passport' age of a person. Besides, Type III structures generate, for example, 'childish' actions in adulthood. And, conversely, Type II structures generate 'senile' behavior of fatigue, loss of interest, and decreased activity. Type IV structures are distinguished by the fact that, despite being exhausted, they consume the energy of the organism, occupy 'illuminated' and maintained space in the personality structure, thereby expending a certain amount of energy like an

'extra light bulb.' Thus, the development of ideas about personal values took place throughout the entire history of the development of scientific psychology, and today it also needs further development, taking into account the methodological capabilities of the post-non-classical stage of the development of science.

L. Romanyuk proposed a model for the formation of a value in the "value field" of the personality. According to the author, in modern Ukraine, changes in external conditions have caused a disruption of the interiorization processes of youth's assimilation of societal values due to the threshold difference between the modern social norms and those traditional for our ethnos: "Recently, however, there has been a sharp increase in social stratification, an unprecedented heterogeneity of society, where class values associated with survival and personal well-being prevail. Socially significant values have receded into the background, selfish tendencies prevail... The results show that there have been changes in the value preferences of young people: the importance of individual orientations is growing (for some, this is rest and entertainment, for others - a good and comfortable life, for third parties - their own well-being and career, for fourths - the well-being of the family, health, good (well-paid) work)" [20]. One of the prerequisites for the existence and development of the value sphere of the personality is the situation of value conflict, in which a person is faced with the need to make a choice between two mutually exclusive forms of behavior, to give preference to one of two values. According to G. Hofstede, most people are actually in a state of value conflict, which, being a guiding factor in the development of both the value sphere of the personality and the entire personality of the individual, in its extreme manifestations can cause the emergence of "value stress": negative experiences, disorientation in decision-making, and in making behavioral choices; even mentally playing out choice options can cause a state of

extreme psychological tension [21]. These states prompt either a search for a creative approach to resolve the conflict or displacement into the unconscious sphere, as a result of which the conflict begins to have a negative impact on the state and functioning of the individual. In this context, the contradictions giving rise to the conflict can be observed: 1) in the value system of society – the level of the mega-environment; 2) between the values of society or the immediate environment and the person – the level of the macro-environment; 3) the value preferences of the person themselves – the level of the internal or mini-environment. Conflicts of the first and second (mega and macro) levels affect the state of the value sphere of the personality indirectly, exerting the most destructive impact on the value environment of the personality during transition periods (periods of situational or normative instability) or during a resonant coincidence of problematic value conflicts of the social environment and the internal value environment of the personality. At the same time, the most significant factor affecting the triggering of the destructive level of value conflict is precisely intrapersonal factors: the general state and the presence of tension concentrators within the personality, the stage of development of the personality as a whole, and within its structure, the value sphere [19]. Thus, intrapersonal conflict plays an ambiguous role in human life: it can act both as a source of personality development and as a cause for the development of neurotic reactions. By overcoming a conflict situation, a person acquires the opportunity for the interiorization and conscious acceptance of moral values, for acquiring new adaptive skills, and for self-realization. If a way out of the conflict is not found or the use of psychological defenses does not lead to the elimination, minimization of feelings of anxiety or fear, then such a conflict is a source of personal uncertainty, instability of behavior, and the inability to achieve consciously set goals. According to N. Maksymchuk, "Every second young man or woman has a conflict in the value sphere

between professional and other personal values." At the same time, the professional choice of young people is influenced not only by the prestige of the chosen profession but also by the value system adopted by social and professional groups, families, or the individual themselves []. Thus, the development of the value sphere of the personality is a complexly determined and multifaceted process characterized by a high degree of inter-individual variability. It is influenced by various external and internal factors, while the influence of factors depends on the stage and phase of the development process of the value sphere of the personality, and the individual characteristics of the personality/psyche.

**Conclusions and prospects for further research.** The conducted theoretical analysis of the problem of values and value orientations of the personality allowed us to conclude that the value sphere is one of the key structural components of the personality, ensuring the integration of its motivational, cognitive, emotional, and semantic spheres. Despite the long history of studying values in psychology, a unified general psychological concept has not yet been formed, which causes the presence of various approaches to determining the content, structure, and functions of value formations. The evolution of scientific views on the problem of values indicates a gradual transition from understanding values as relatively stable spiritual or social phenomena to their interpretation as dynamic, self-regulating personality structures formed in the process of the individual's interaction with the sociocultural environment. In modern psychology, values are considered not only as conscious beliefs and life guidelines but also as a complex system of processes that can reside at different levels of mental organization – from reflexive to non-reflexive. It has been established that the value sphere of the personality has a multi-level organization and includes individual and supra-individual (social, cultural, group) values that perform regulatory, motivational, integrative, and

meaning-making functions. Personal values act as internal guidelines for behavior and self-development, while social values ensure the inclusion of the personality in the system of social relations and cultural norms. Prospects for further research consist in deepening the theoretical substantiation of the concept of the "value sphere of the personality" as a systemic psychological phenomenon, determining its structural components, mechanisms of formation, and regularities of development at various stages of ontogenesis.

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