From Values of Survival to Values of Self-Realization:
The Humanistic Vector of Societal Development

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In the conditions of the knowledge economy and the growth of science-intensive technologies, the humanistic dimension of the social sciences, humanities, and education acquires strategic importance. One of the key factors of sustainable development is the system of values, which determines the directions of individual activity, the forms of social interaction, and the nature of institutional transformations.

The system of values is defined as a set of parameters that reflect how an individual, a group of people, and/or society as a whole perceive the actions of the external world and that serve as motivation for their responses to these actions. For an individual, the external world may be represented by another person, another group, and/or another society. As a unit of the individual's value system, it is proposed to consider their attitude toward their own life, the life of another person, and objects of nature. As a unit of the value system of a group and/or society, it is proposed to consider their attitude toward the individual and toward the external world.

The paper draws on R. Inglehart's theory of evolutionary modernization, which describes the transition from materialist survival values to post-materialist values of self-expression and personal autonomy. The growth of economic and social security creates preconditions for cultural change that promotes the democratization and humanization of social relations.

The methodological framework of the analysis is based on the authors' theory of the development of artificial systems, according to which the development of any artificial system is directed toward increasing its functionality. The system of values is considered as an artificial system formed through the interaction of the individual, society, and the socio-economic environment. The increasing complexity of social and technical systems objectively enhances the role of the human factor, which determines a functional transition from survival values to values of self-realization as a necessary condition for the sustainable development of contemporary society.

Keywords: system of values; unit of the value system; survival values; self-realization values; theory of the development of artificial systems; humanization of society.