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## **FEATURES OF VALUE ORIENTATIONS AND SELF-ASSESSMENT OF PERSONALITY AMONG REPRESENTATIVES OF COSPLAY IN ADOLESCENCE**

*The article examines the problem of value orientations and self-esteem of the personality among representatives of cosplay. As a result of the conducted research, it was found that respondents have a high level of self-esteem, as well as values such as “active life”, “health”, “happy family life”, “neatness”, “rationalism”. This indicates that the value orientations of the representatives of cosplay reflect the multifaceted interaction between identity formation, social connections, creativity and hardiness. Cosplay is becoming an important cultural phenomenon that not only allows teenagers to express themselves in creativity, but also fosters a sense of belonging and community in an increasingly fragmented world.*

*Keywords: value orientations, self-esteem, adolescent personality, cosplay*

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## **ОСОБЕННОСТИ ЦЕННОСТНЫХ ОРИЕНТАЦИЙ И САМООЦЕНКИ ЛИЧНОСТИ У ПРЕДСТАВИТЕЛЕЙ КОСПЛЕЯ В ПОДРОСТКОВОМ ВОЗРАСТЕ**

*В статье рассматривается проблема ценностных ориентаций и самооценки личности у представителей косплея. В результате проведенного исследования установлено, что у респондентов преобладает высокий уровень самооценки, а также такие ценности как «активная жизнь», «здоровье», «счастливая семейная жизнь», «аккуратность», «рационализм». Это свидетельствует о том, что ценностные ориентации у представителей косплея отражают многогранное взаимодействие между формированием идентичности, социальными связями, креативностью и жизнестойкостью. Косплей становится важным культурным феноменом, который не только позволяет подросткам выражать себя в творчестве, но и воспитывает чувство принадлежности и общности во все более фрагментированном мире.*

*Ключевые слова: ценностные ориентации, самооценка, личность подростка, косплей.*

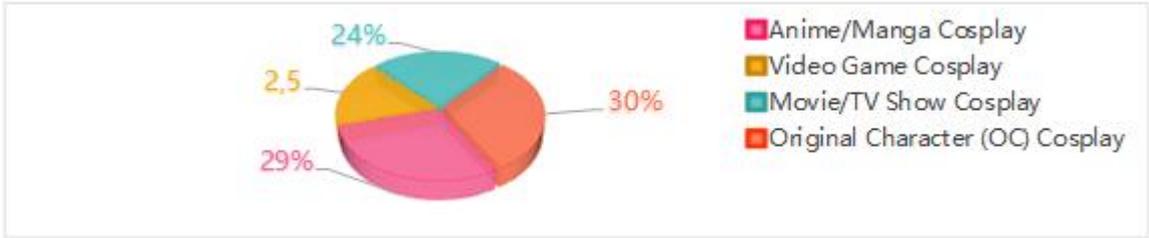
Value orientations are central to understanding human behavior and decision-making processes. They represent the core beliefs and principles that guide individuals in their actions, attitudes, and interactions with others. In psychology, particularly, value orientations are essential in comprehending how people derive meaning from their experiences, make choices, and form relationships. The concept of value orientations has been explored extensively in both foreign and domestic psychological literature. This paper aims to provide a comprehensive phenomenology of the concept of value orientations, examining its definitions, theoretical frameworks, and applications in various psychological contexts. The study of values can be traced back to the work of early philosophers and psychologists. Sigmund Freud's psychoanalytic theory emphasized the role of unconscious motivations in shaping human behavior, while Carl Jung highlighted the importance of archetypes and collective unconscious in understanding individual differences. However, it was not until the mid-20th century that psychologists began to articulate value orientations systematically [1].

Rokeach’s Definition: Rokeach defined values as “end states of existence that a person transacts to achieve or maintain”. His work emphasized the importance of both individual and cultural values in shaping behavior.

Cosplay, a blend of the words “costume” and “play”, refers to the practice of dressing up as a character from movies, television shows, video games, anime, or comics. It involves not only the creation and wearing of costumes that accurately represent these characters but also embodying their persona through performance and interaction with others in the cosplay community. Cosplay is more than just dressing up; it is an art form that combines creativity, craftsmanship, and a deep appreciation for the source material [2].

Many cosplayers engage in photoshoots to capture their costumes in dynamic settings. These shoots may involve professional photographers or self-directed sessions in outdoor or themed locations, allowing cosplayers to portray their characters in action.

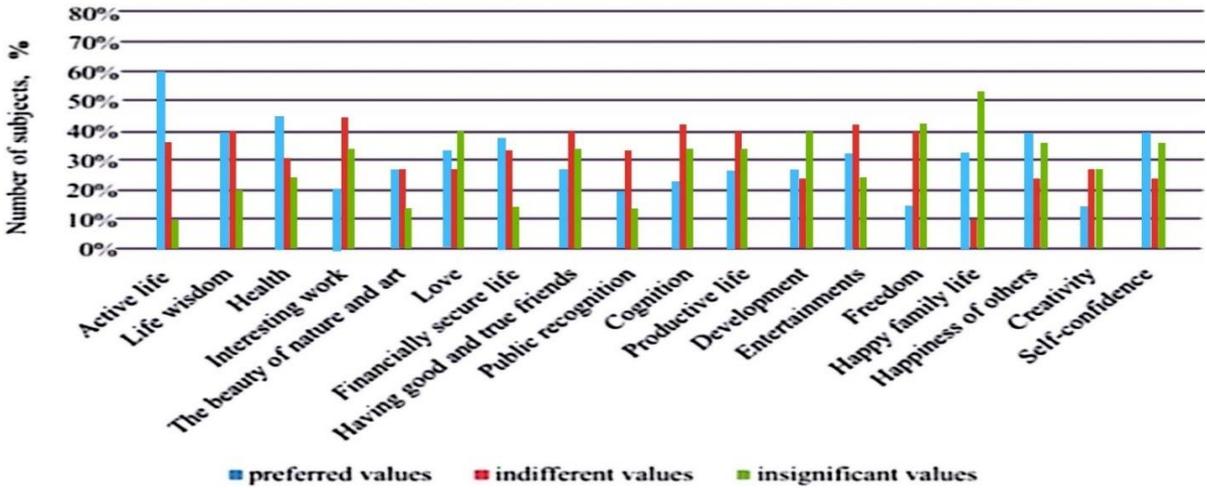
These four types cover a broad range of cosplay genres, with participants choosing characters from various media or creating their own unique designs (figure 1).



**Figure 1 – Role Playing Map**

30 teenagers participated in an empirical study aimed at identifying values and value orientations. The study was carried out using the method of M. Rokeach “Study of Value Orientations” and S. A. Budassi’s method for studying self-esteem.

As a result of the empirical study, the results presented in figures 2 and 3 were obtained.

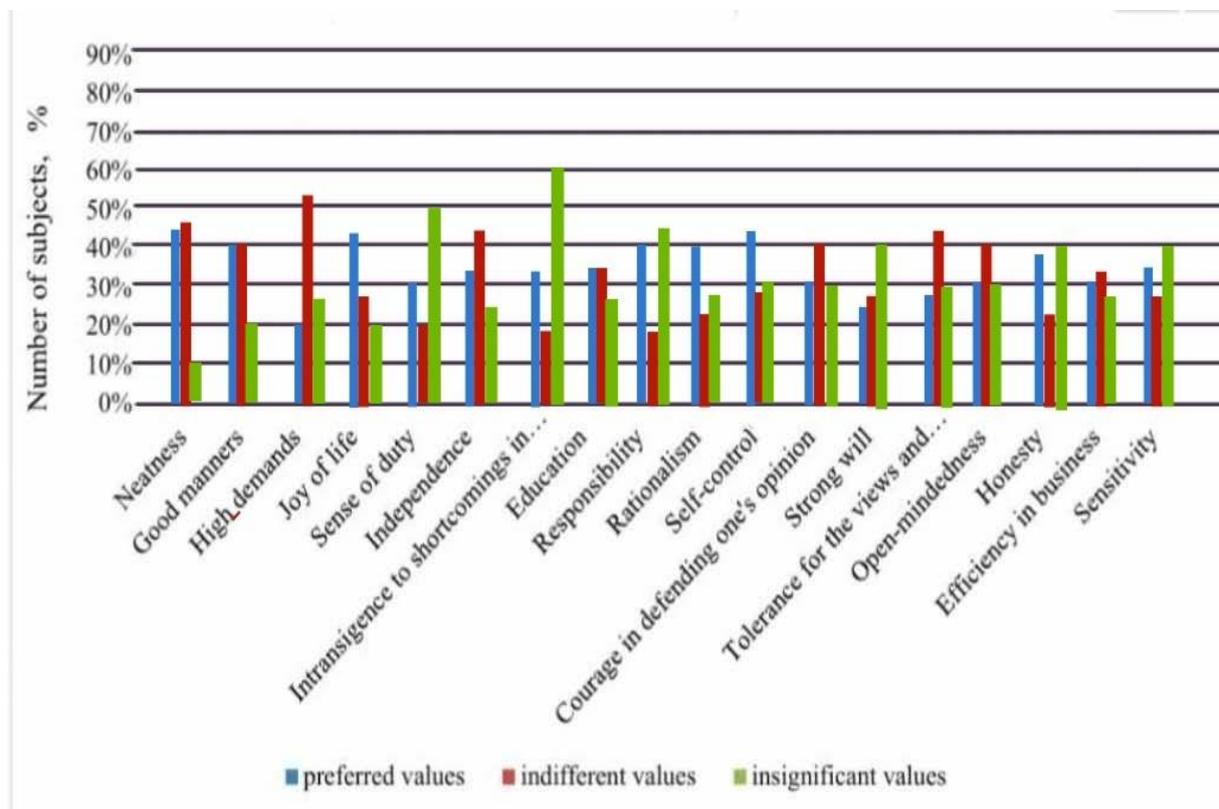


**Figure 2 – The results of the level of terminal values expression according to the method by M. Rokich**

The graph shows the distribution of subjects’ preferences across different value categories. The horizontal axis of the chart lists the different value categories, and the vertical axis indicates the percentage of subjects. Each value category has a three-color bar chart

representing “Preferred value” (blue), “neutral value” (red), and “Unimportant Value” (green). Here’s an analysis of the chart: active life – most subjects saw it as a preferred value (highest blue bar) occupying 60 %, followed by neutral at 36.67 % and unimportant values at 10 %. Health: The proportion of preference values and neutral values is high (46.67 %:30 %), while the proportion of unimportant values is low (23.33 %). Happy family life: similar percentages of preferred and neutral values, but lower percentages of unimportant values – 10 %.

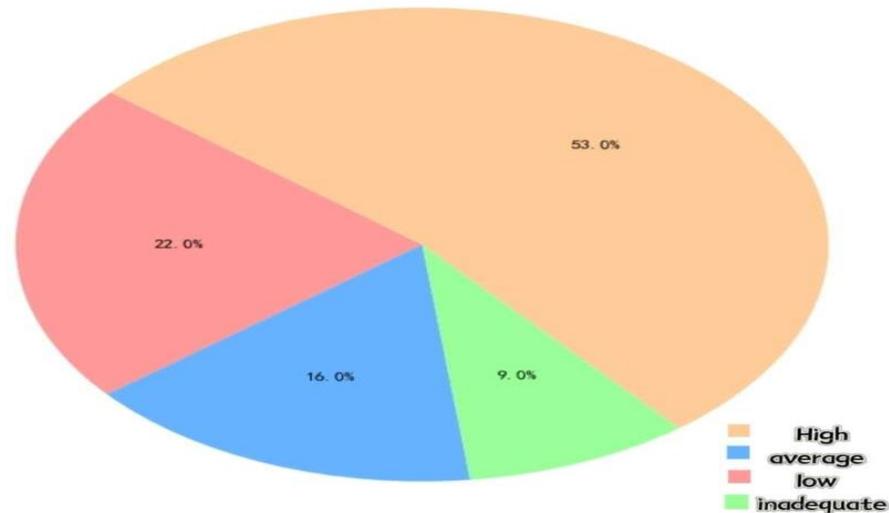
This chart illustrates the distribution of participants’ preferences for value, neutrality, and the proportion of unimportant values across various subjects. Here’s a detailed breakdown of each topic: neatness – 43 % of the majority of subjects said they were not very concerned about the topic, followed by neutral odds and unimportant values. And the unimportant values are low by 47 % to 10 %. Sense of duty: the ratio of preferred and neutral values is similar and low, 30 % : respectively, but the proportion of unimportant values is higher, accounting for 50 % of the overall value. Intransigence to Shortcomings in Oneself: The proportion of preferred and neutral values accounted for 33 % and 17 % of the total, respectively, but the proportion of unimportant values was very high, even reaching 60 %. Education: The proportion of preferred and neutral values, as well as unimportant values, is low and average, at 33 %.



**Figure 3 – The results of the level of terminal values expression according to the method by M.Rokich**

Overall, the average values of the three groups of data, namely “First Choice”, “Neutral”, and “Don’t Care”, are 28.06 %, 24.28 %, and 30.17 % respectively. In most value categories, the proportions of “First Choice” and “Neutral” values are relatively high, while the proportion of “Don’t Care” values is usually low. This indicates that most subjects hold positive views on these value categories and consider them important in their lives, but there are also some values that are regarded as less important or unimportant.

Based on the results of S.A. Budassi’s methodology for studying self-esteem, the following results were obtained (figure 4).



**Figure 4 – Budassi’s method of studying the self-concept test results**

After this comprehensive and detailed investigation, we have obtained a series of instructive data. Among them, the high proportion reached 53 %, which is fully reflected in our survey cases. For example, in a cosplay survey of Ayutthaya, more than half of the respondents said they were more likely to respond positively, reflecting the fact that most people love cosplay and believe that this activity will bring happiness to everyone in modern society.

At the same time, the average share has remained stable at 16 %, which is particularly evident in our survey. For example, when asked about the evaluation of some youth cosers, about one-sixth of the cosers were satisfied, showing an overall balance in the quality of cosplay activities.

However, the low share of 22 % also reminds us of some areas that need to be improved. Taking the construction of public facilities as an example, the survey found that some COSERS had insufficient personalities, which affected the experience of other participants, which indicates that we still need to invest more in the content of the event and infrastructure construction.

In particular, only 9 % of them are inadequate, which is reflected in our survey. The majority of respondents said that they had some knowledge and actions about participating in Comic-Con, but there were still a few who said that they did not have a deep understanding of cosplay, which pointed out the direction for our future comic conventions and data surveys.

This survey not only provides us with rich data resources, but also gives us a more intuitive and in-depth understanding of the field we study through specific cases. In the future, we will continue to conduct in-depth analysis based on these data and cases, find out the reasons and rules behind them, and provide more targeted and practical suggestions for relevant decisions. At the same time, we also look forward to digging out more valuable information in future surveys and contributing our wisdom and strength to the sustainable development and progress of society.

#### **List of sources used**

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