

COVERAGE OF THE PROBLEM OF AFFILIATION MOTIVE IN RESEARCH  
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**Annotation:** *This thesis addresses questions about the coverage of the problem of affiliation motive in the scientific literature.*

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Affiliation (from the English affiliation - connection, connection) is a person's need for communication, friendship, love, and the company of other people. Each of us strives to establish as many friendly relations as possible, to provide some kind of help and support, and we do this completely unselfishly. Affiliation is formed mostly in childhood, consisting of relationships with peers and with parents. People with strong affiliation are guided primarily by feelings and emotions towards a person, and not by possible material gain. Such people are always ready to help, even if they have not known the person they are helping for long. However, they do not consider their help to be something "supernatural."

Research works began to appear devoted to the problem of motivation in psychology, in which the role of domestic and foreign psychologists is not comparable (V.G. Aseev, V.K. Vilyunas, E.P. Ilyin, V.I. Kovalev, S.L. Rubinshtein, A. N. Leontyev, M. Sh. Magomed-Eminov, V. S. Merlin, P. V. Simonov, D. N. Uznadze, A. A. Faizullaev, P. M. Yakobson), as well as in foreign psychology (G. Murray, A. Adler, D. Atkinson, K. Levine, K. Madsen, A. Maslow, D. Rotter, H. Heckhausen, G. Hall, etc.).

If we look at the history of the emergence and development of motivational theories, we can see that many theories included ideas from the works of Aristotle, Heraclitus, Democritus, Lucretius, Plato, and Socrates. They called motivation the term "need" and recognized "need" as the teacher of life.

Democritus defines the need for need as "... the main driving force that sets in motion emotional experiences, develops the human mind, develops speech and work." And Heraclitus, considering impulses, drives, impulses, puts forward the idea that needs are determined by the conditions of life. Socrates said that every person has needs, desires, and aspirations. And Aristotle is trying to explain the mechanisms of human behavior. According to him, aspiration is always connected with a goal. Desires state

that any volitional action and emotional state that determines human activity based on needs has a natural basis in its origin.

Russian psychologist A.F. Lazursky (1908) [164,165] in his scientific research tries to study the problem of motives through such approaches as “strength and weakness of drives and desires”, “tendency to fight motives”, “involvement in the discussion of motives”.

A. A. Ukhtomsky (1875-1945) pays attention to the issue of motives in his works and analyzes the problem from physiological and psychological aspects. The author interprets motive as a stimulus that is formed as a result of human efforts, and emphasizes that it changes throughout life.

D. N. Uznadze explains the problem of motives of behavior in connection with a person and evaluates them as a source of activity of the subject. In his opinion, motivation is the stage leading to an arbitrary action. D.N. Uznadze’s original explanation of the need, the functions of motive in real behavior and their connection with the institution led to the enrichment of the theory of motivation.

The famous psychologist S. L. Rubinstein in his book “Fundamentals of General Psychology” puts forward a scientific and practical law on the motive of affiliation. S. L. Rubinstein analyzes the motive of belonging based on the relationship between the goal and the motive of human activity. The scientist tries to scientifically identify the harmony between a person’s orientation and motive.

In his book “Problems of Mental Development,” A. N. Leontiev scientifically substantiates the problem of psychological mechanisms for transforming life factors into behavioral (behavioral) motives. He concludes that “the formation of a person’s personality finds its psychological manifestation precisely in the development of the motivational aspect.”

I.V. In her research, Kuznetsova defines the manifestation of the affiliation motive in the form of mutual understanding, sympathy and fear of being rejected in communication.

In his research, A. Mehrabyan divides the affiliation motive into four types:

1. High trust in affiliation and low sensitivity to rejection often satisfy the need to belong. In this situation, a person can become very sociable.
2. Low need for belonging, high sensitivity to rejection, in most cases the need for belonging is not satisfied or is completely rejected.
3. Low desire for affiliation and high sensitivity to rejection - in many cases causes either positive or negative affiliation, which supports the behavior, and the person in such cases prefers solitude.
4. Confidence in belongingness and high sensitivity to rejection: In most cases, the need to belong is either satisfied or rejected. A strong internal conflict arises in a person: he strives for communication, but at the same time tries to avoid it. This type, according to Mehrabyan, is the motivational basis for pronounced compliant behavior, that is, the

frequent use of positive and negative sanctions becomes a way of forming a tendency towards attachment (dependence) in an individual.

R.S. Nemov emphasizes that one of the motives of social behavior is the motive of affiliation, and mentions that it is based on such motives or needs as establishing, maintaining and strengthening adequate relationships.

People with a well-developed affiliation motive show high social activity and initiative in establishing contact with people in the process of communication, regardless of whether it is direct (face to face) or indirect (using various methods of communication: telephone, mail, Internet, etc. ). They are the ones who become active participants in various gatherings, meetings, parties, holidays, clubs, etc. People with a strong affiliation motive prefer to be very approachable, get along quickly, and have friendly cooperation.

It has been observed that people with high affiliation motives perform better in a group with good connections with friends than alone. Accordingly, therefore, such people value such a circle of relationships as friendship.

In the study by N.D. The affiliation motive (understood as the need for personal communication) decreases (from 51% to 35%) as students move to higher levels, the achievement motive increases from 7% to 29%, and the desire for leadership increases from 4% to 33 %. There was progress.

Yurkovskaya's study examined the degree of significance of the affiliation motive in educational activities. It is also substantiated that the successful course of the educational process is determined by the degree of formation of the affiliation motive among the teacher and students.

V.M. Myasishchev (1893-1973) manages to interpret the motive of affiliation within the framework of personal relationships. In his opinion, the motive arises in the form of a person's attitude and is nothing more than an expression of the attitude towards the subject of the action.

All of the above considerations require us to look at the problem of the affiliation motive as a psychological problem and carry out a deeper and more perfect analysis of it within the framework of modern educational activities (especially the activities of adolescents), it is necessary to carry out scientific work. clarifications based on specific empirical data, both theoretically and practically. Based on this, in the next paragraph, special attention is paid to the study of the psychological characteristics of the development of the affiliation motive in humans.

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