

## Applied RESEARCH ASPECT of social EXPECTATIONS of PERSONALITY in ENGLISH SCIENTIFIC LITERATURE

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**І.С. Попович. Прикладний аспект досліджень соціальних очікувань особистості в англomовній науковій літературі.** У статті розглянуто застосування теорії очікувань у стратегії продуктивності організації, цілепокладанні та мотивації співробітників, організаційній взаємодії, системі прийняття рішення, у виборі професії, прогнозуванні продуктивності діяльності (O.Behling, G.De Sanctis, R.J.House, J.Lawler, F.C.Lunenburg, R.S.Schuler, F.A.Starke та ін.). Проаналізовано соціальний зміст очікувань у контексті групових динамічних процесів, інтерактивний ефект між сприйняттям і мотиваційними здібностями, реалізацію теорії очікуваної тривалості (J.Butler, T.Connolly, K.Darboe, L.E.Miller, G.Wolf та ін.). Вивчено праці, у яких дослідники прийшли до висновку, що повторне закріплення насилля сприяє розвитку агресивності особистості через формування ворожих очікувань (C.A.Anderson, B.J.Bushman). Показано, як за допомогою теорії очікувань можна пояснити вживання та зловживання алкоголем (A.R.Baldwin, T.P.S.Oei).

Зроблено висновок, що значна частина сучасних прикладних досліджень базуються на поєднанні мотиваційних теорій очікувань (E.E.Lawler, H.Peak, L.W.Porter, V.H.Vroom). Звернуто увагу, що теорія очікувань дозволяє не тільки досліджувати взаємозв'язок між мотивацією та намірами блогерів, а й фактично координувати його (H.Liao, S.Liu, Y.Zeng). Зазначено, що фармакологічні плацебо-ефекти в організмі людини є повністю зумовленими очікуваннями (J.Podd, S.Stewart-Williams).

Встановлено, що велика частина досліджень очікувань з прикладним характером базується на загальноприйнятих теоріях очікувань і доволі часто є перевіркою, спростуванням чи доповненням наукових здобутків попередників, почасти наукові пошуки націлені на розв'язання прикладних завдань сьогодення та вирішення актуальних соціальних проблем.

**Ключові слова:** очікування, соціальні очікування особистості, ретроспективний аналіз, ворожі очікування, очікувана тривалість, плацебо-ефекти, очікувана поведінка.

**И.С. Попович. Прикладной аспект исследований социальных ожиданий личности в англоязычной научной литературе.** В статье рассмотрено применение теории ожиданий в стратегии производительности организации, целеполагании и мотивации сотрудников, организационном взаимодействии, системе принятия решения, в выборе профессии, прогнозировании продуктивности деятельности (O.Behling, G.De Sanctis, J.Lawler, F.C.Lunenburg, R.J.House, R.S.Schuler, F.A.Starke и др.). Проанализирован социальный смысл ожиданий в контексте групповых динамических процессов, интерактивный эффект между восприятием и мотивационными способностями, реализация теории ожидаемой продолжительности (J.Butler, T.Connolly, K.Darboe, L.E.Miller, G.Wolf и др.). Изучены труды, в которых исследователи пришли к выводу, что повторное закрепление насилия способствует развитию агрессивности личности через формирование враждебных ожиданий (C.A.Anderson, V.J.Bushman). Показано как с помощью теории ожиданий можно объяснить употребление и злоупотребление алкоголем (A.R.Baldwin, T.P.S.Oei).

Сделан вывод, что значительная часть современных прикладных исследований базируется на сочетании мотивационных теорий ожиданий (E.E.Lawler, H.Peak, L.W.Porter, V.H.Vroom). Акцентировано внимание, что теория ожиданий позволяет не только исследовать взаимосвязь между мотивацией и намерениями блоггеров, но и фактически координировать ее (H.Liao, S.Liu, Y.Zeng). Отмечено, что фармакологические плацебо-эффекты в организме человека полностью обусловлены ожиданиями (J.Podd, S.Stewart-Williams). Установлено, что большая часть исследований ожиданий прикладного характера базируется на общепринятых теориях ожиданий и довольно часто является проверкой, опровержением или дополнением научных достижений предшественников, отчасти научные исследования нацелены на решение важных задач и актуальных социальных проблем.

**Ключевые слова:** ожидания, социальные ожидания личности, ретроспективный анализ, враждебные ожидания, ожидаемая продолжительность, плацебо-эффекты, ожидаемое поведение.

**The urgency of the research problem.** The problem of social expectations of personality has received fairly widespread use in scientific theory and practice. Social expectations occupy a prominent place in all public areas of science, from philosophy, sociology, psychology, and they reached the description of temporal properties life-constructing practices, authenticity and self-activity of a subject, rapidly making semantic filling and outlining ways of a young social psychology as psychology of constructing the future.

Despite the significance and relevance to society and the modern science, studied problem requires a thorough analysis in English language theory and practice.

**Analysis of recent research and publications.** Based on a fundamental understanding of the provisions of the individual as a subject of self-activity, social expectations as a manifestation of self-identity, part of value-semantic sphere of personality, basic psychological mechanism of self-regulation of individual behavior are studied by the following English-speaking psychologists: R.Berns, W.James, B.McKendles, G.Mead, T.Shubytany and others. In theories of attribution, interpersonal perception, interaction, in the role behavior theories of personality, conventional theory of interpersonal interaction, theories of socialization are studied by such scholars: Ch.Cooley, R.Darendorf, F.Heider, J.Hetfield, R.Hysman, H.Kelley, G.Mead, T.Parsons, T.Shubytany and others.

**The aim of our work** lies in the theoretical and methodological analysis of applied aspects of social expectations of the individual in the English language scientific sources.

**The main material research.** In previous scientific researches we realized scientific categorical analysis of the concept of «social expectations», we discovered generic relations and showed schematically graphical visualization of these relationships, concerning established indications we systematized the whole list of expectations of personality, we made semantic analysis of scientific category of «social expectations» and retrospective analysis of investigated phenomenon in scientific literature and practice.

Through analysis of scientific heritage, it seems logical to analyze the English-language scientific literature and draw attention to applied researches of social expectations of the individual. This will make it possible to draw a line under the acquired knowledge of the phenomenon and outline prospects for further research. Analyzed sources [1-34] are of applied nature and are focused on the research of urgent needs of the society.

Expectations of motivational theories are found more often by F.Herzberg [12], E.E.Lawler [17], H.Peak [25], L.W.Porter [17], D.M.McGregor [21], V.H.Vroom [31], and others. In one of the previous publications we discovered the essence of social expectations in motivational theories, having examined a significant number of English-language sources, so let us focus only on some application features.

Application of the theory in strategy of efficient organization, goal-setting and motivation, organizational interaction, system of

decision making in choosing a profession, forecasting of productive activities, was reflected in the papers of such scholars: O.Behling [3], G.De Sanctis [7] R.J.House [14], J.Lawler [26], F.C.Lunenburg [20], S.Rynes [26], R.S.Schuler [27], H.J.Shapiro [14], F.A.Starke [3], S.Sunder [30], M.A.Wahba [14] and others.

Social content of expectations in the context of group dynamic processes interactive effect between perception and motivational abilities, realization of expectancy duration theory, the relationship of personal and social norms were studied by: J.Butler [5], T.Connolly [34], K.Darboe [6], J.E.Grush [22], L.E.Miller [22], G.Wolf [34], K.Womer [5] and others.

S.Sunder, developing management theory [30] explains how control helps manage the organization, balancing between the expectations and behavior of sales agents. The researcher considers the organization as a list of contracts concluded between the parties in interest. Accounting is the «glue» that allows interested partners to get mutual benefit. Expectations is a building block of governance. Agents and organizations should be guided by the expectations of their contracts. If expectations are met, the contracts are realized. If the organization does not meet the expectations of stakeholders in the final version they cease to exist. Such expectations have a place in budgeting, productivity and compensation plans. Next, the researcher points out that not everyone can work continuously above average. Thus, management and control are facing a problem of expectations that would ensure stability and sustainability of development. Interestingly, S.Sunder defines culture of a group as common expectations between «knowledge of the behavior of its members» and «the necessity of their actions», emphasizing the close connection that needs necessary implementation [ibid, p. 186]. L.E.Miller and J.E.Grush believe that the behavior of some people can be determined by their personal expectations, while all other behavior will be determined by social norms. They note that strong probabilistic behavior is peculiar to those who do not meet the expectations of social norms [22, p. 107].

B.J.Busmann and C.A.Anderson explored the aggressive behavior of respondents who played violent video games [4]. Every year in the media space there is a huge amount of this product, in which increasing measure of aggression is being observed. Recent studies show that violent video games contribute to building diagonal of enemy expectations – trends that is a response to a potential conflict with aggression. The researchers divided the participants in the experiment into two groups, one of which played

a certain number of violent games, the other group played the same amount of video games without violence. After that respondents were read stories of potential interpersonal conflict. Participants had to describe the behavior of the main character of read story. Studies have shown the presence of hostile perception in participants who played violent video games. The tendency of harmful effects as more intentional than accidental, were traced and social interaction as aggressive. Hostile shift of perception is a tendency to expect an aggressive reaction in a potential conflict. Hostile expectations are easily absorbed by most aggressive individuals. The researchers conclude that re-fixing of violence promotes the development of aggressive personality through the formation of enemy expectations [ibid, p. 53].

B.J. Busmann and C.A. Anderson built typical model of aggression, where aggressive expectations occupied prominent place along with the aggressive units of aggressive perception, persuasion and aggressive attitude, aggressive scripts, aggression of desensitization. Exploring repeated viewing of violent video games, researchers recorded the growing violence among subjects. Formation of aggressive expectations led to changes in the perception of social situation, attitude to others in their beliefs, influenced on the increasing degree of aggressiveness of the individual. Striking conclusion is that even a twenty minute long revision of a violent video game increases the probability that a potential situational conflict will be solved with the cruelty [ibid, p. 56].

Attempt of T.P.S. Oei and A.R. Baldwin using the theory of expectations to explain the use and abuse of alcohol makes scientific interest [24]. Researchers distinguish bad habit acquisition phase and formation phase of this habit. Although acquisition phases an instrumental training, and formation is realized through causation, an integral part of these two phases, which are different in structure and function, is the concept of alcoholic probability. In the first phase behavior is controlled and the probability of alcohol is formed by instrumental training. The decision «to drink or not to drink» is made on the basis of expectations. Repeated use takes the form of a conditioned reflex, the question «not to drink» does not require conscious reasoning since automatic process is activated. Chance of implementing behavior depends on how nice effects exceed unpleasant. The individual regards these consequences as perception of the probability of what that will happen, and the desire or reluctance of this. The researchers conclude that the role of cognitive processes is a key in the formation of bad habit. A

consideration of this issue from the standpoint of the expectancy's theory allows not only to understand better the causes of such behavior, but also has a positive impact on search techniques and treatments of dependents on alcohol [ibid, p. 529].

The researcher noted that considerable part of the current research [6; 16; 20] is based on a combination of motivational theories of expectations of E.E.Lawler [17], H.Peak [25], L.W.Porter [17], V.H.Vroom [31]. In developing the expectancy theory, V.H.Vroom borrowed instrumentality of H.Peak from his eponymous theory, which hypothesizes about the behavior of the individual, directed at the result and predetermination of behavior by this result that is actually instrumentality. E.E.Lawler, L.W.Porter expanded work of V.H.Vroom, showing that the result is a feature of interaction of connection instrumentality, valence expectations, abilities and perception. The researchers introduced the category of «perception» that essentially distinguishes one theory from another. According to the authors, the perception combines efforts, activity and behavior, and individual faith in a combination will lead it to a successful outcome in this combination [17]. R.G.Isaac, D.C.Pitt, W.J.Zerbe, substantiate the hypothesis that the expectations theory offers to realize his leadership goals by an individual, therefore equips him with instruments of influence on psychological processes of other individuals [15].

E.E.Lawler and J.L.Suttle explored behavior of managers of trading organization, based on the expectancy theory [18]. In general, the expectations theory gained rapid development and had been acting as a key paradigm of the study of human relationships and behavior at work, since the 70s of the last century till the present. Researchers built model of an expectations motivation and they claimed that behavior at work is a common feature of abilities, perception and motivation.

L.Griffin and A.Harrell set out to examine empirically the motivation of managers to perform tasks on time [11]. They noted that stiff competition had prompted many US manufacturers to adopt new methods and technologies, such as «The concept on Time» (JIT), which made it possible to build more trusting relationships with suppliers, to lower commodity reserves significantly and implement simplified production technology. The research is based on the expectations theory of V.H.Vroom. The key point is that efforts to achieve the goal of people depend on their expected rewards. Two models are relevant: the model of the valence band and model of strength. Researchers have shown how to implement the

concept of JIT, successfully focused attention on considering the expectations and valent reward of all participants of implementation [ibid, p. 111].

A similar study is made by K.C.Snead, who applied the expectancy theory for learning of motivation of managers within frames the works of the application of management information system (MIS) [28] and proved that direct evaluation of managers for general attractiveness is more influential than the expected score success.

B.Estes and B.Polnick tried to investigate the high school teachers with help of expectations theory [8]. The success of the college or university is considerably based on the effectiveness of the teaching staff. The ability to predict and evaluate accurately the productivity of the faculty is an urgent need of impact on the activities and achievements of this faculty. Researchers test the hypothesis that achievement reward negatively affects the productivity of teaching staff. The study had been evaluating the scientific activity of teachers for three years prior to the appointment and three years after the appointment. Productivity was defined as the scientific research activity that was measured by the number of publications of scientific articles. Researchers have found scientific activity decline by 42% after the appointment that is not contrary to the theory of expectations. Consequently, the productivity of teachers is reduced as a result of obtaining the desired position. Next, the researchers come to the disappointing assumption that the lower productivity of teachers can be a sign of doubt in the ability to conduct further scientific research [ibid, p. 18]. The largest decline productivity during long-term employment is observed among professional athletes and academic staff of the university (B.Estes).

Taiwanese researchers H.Liao, S.Liu, Y.Zeng, armed with the expectancy theory, tried to examine and explain why people have blogs [19]. Of course, the evolution of the Internet allows the average person to become content creator. One of the most common tools is the latest internet blog. During the survey of bloggers the most dominated motivational expectations were: an attempt to awe way to the emotions and the unity with people. The researchers analyzed the motivational factors of bloggers and peculiarities of their motivation and intentions. The expectancy theory has been used to create a conceptual framework and model construction of motivation. The study showed that the probable behavior of the blogger is the sum of the results of attractiveness or importance of different personal achievements and the probable of achieving

them. The largest expected accomplishments of formed system of encouraging bloggers are that blog regularly is the unity with people. They value more intrinsic reward than external (by V.H.Vroom). Then researchers lead us to the conclusion that the expectancy theory allows not only to investigate the relationship between motivation and intentions of bloggers, but actually coordinate it [ibid, p. 236].

S.Stewart-Williams and J.Podd studied the placebo effect in terms of the classical theory and the expectancy theory [29]. They showed that sometimes causal conditionality, oral information, a number of other sources of information can form conscious expectations, and these expectations can have a direct impact on the placebo effect. However in other cases the probable formation of the placebo effect has no direct connection with conscious knowledge. Researchers built a model of the placebo effect, which combined the classical procedure of causal conditionality and expected one. The placebo effect generates not only through classical training, but also through other sources, including verbal information. With the help of verbal information placebo effect is mediated by conscious expectations. Then they come to the conclusion that a complete model of the placebo effect should combine as noncognitive mechanisms of learning and consciously expected. The authors argue that pharmacological placebo effects in human body are expectations to be fully mediated [Ibid, c. 340].

Applied aspect of the research of expectations in accounting, public sector, budgeting pay and compensation costs became the object of attention of scientists: E.A.Cooper [10], K.B.Frazier [23], M.A.Geiger [10], I.Hussain [10], E.N.Johnson [32], D.Murray [23], B.T.O'Connell [10], J.Power [10], K.Raghuandan [10], D.V.Rama [10], G.Sanchez [10], K.B.Walker [32] and others.

K.B.Walker and E.N.Johnson have shown the applying of the expectancy theory. It can be controlled by motivation of employees. The implementation of the compensation scheme is possible, provided that the objective perceived by managers is as attainable one [32].

A.Wigfield considers expectancy-value is one of the most important views of the nature of achievement motivation [33]. Of course, evaluative aspect of expectation problems has been considered by J.W.Atkinson [1], K.R.Ferris [9], C.R.Emmanuel [16], H.Holloway [13], G.Kominis [16], that defining expectations as an individual category, after implementation of it necessarily comes success or failure. A.Wigfield expanded this concept and considered it as an individual expected duration for success, subjective values and

other achievements thus he created the original expectations-values model. The internal value, according to the researcher, is a reward that one gets from the task. Having completed a number of studies in elementary school, the author defines expectation of success as children's beliefs correctness of the assignment. Other researchers also attribute expectations about future results to key aspect of behaviors model of achievements of an individual. In particular, A. Bandura, R. H. Walters emphasized the result of expectations and expectations efficiency [2].

**Conclusions.** Having performed a retrospective analysis of the expectations in the English-language scientific heritage it can be noted that most of the studies of expectations with applied nature is based on generally accepted expectancy theories and often a check, denial or complement of the scientific achievements of predecessors. The scientific inquiries are usually aimed at solving applied problems of today and actual social problems.

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**I.S. Popovych. Applied research aspect of social expectations of personality in English scientific literature.** The article deals with application of the expectations theory in strategy of productivity of organization, goal-setting and motivation, organizational collaboration, decision-making system, career choice, predicting the performance ability (O.Behling, G.De Sanctis, R.J.House, J.Lawler, F.C.Lunenburg, R.S.Schuler, F.A.Starke etc.). The social content of expectations in the context of group dynamic processes, interactive effect between perception and motivational skills, implementation of expected duration theory was analyzed (J.Butler, T.Connolly, L.E.Miller, G.Wolf). There were the works in which researchers concluded that refixing of violence promotes development of aggressive personality through the formation of hostile expectations (C.A.Anderson, B.J.Bushman). It is shown how with the help of expectancy theory it can be explained by the use and abuse of alcohol (A.R.Baldwin, T.P.S.Oei).

It is concluded that a large part of modern applied research is based on a combination of motivational expectancy theories (E.E.Lawler, H.Peak, W.Porter, V.H.Vroom). It is noted that the expectancy theory allows not only to investigate the relationship between motivation and intentions of bloggers, but actually coordinate it (H.Liao, S.Liu, Y.Zeng). It is indicated that pharmacological placebo effects in human body are fully mediated by expectations (J.Podd, S.Stewart-Williams). It was established that most of the studies of expectations with applied nature is based on generally accepted expectancy theories and often a test, denial or complement of the scientific achievements of predecessors and scientific researches are partly aimed at solving applied problems of today and actual social problems.

**Key words:** expectations, social expectations of personality, retrospective analysis, hostile expectations, expectancy, placebo-effects, expected behavior.

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