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## **VALUES AND MODEL ROLES OF MODERN RUSSIAN YOUTH IN THE CONTEXT OF POST-INDUSTRIAL SOCIALITY**

### **Abstract:**

On the basis of the scientific literature post-industrial sociality key characteristics associated with the central role of an independent and purposeful person, the article reveals the degree of autonomy in the implementation of its own life strategy and focus on improving their "Knowledge" potential as well as the main tendencies of forming the system of life values of Russian students. Based on the comparative study it highlights the key differences in values and characteristics of young people of the last century and modern young people.

The article is the theoretical and legal research of the social activity of youth in post-industrial society based on the example of Russian students. The method of this research is survey methodology. The tool of data collection was quantitative investigation (it was divided by 9 closed and 3 opened questions and 250 persons were chosen as population-based study).

### **Keywords:**

Youth, Students, Values, Information society, Post-industrial sociality

**JEL Classification:** J13, J17, D80