

Trends In The Transformation Of Moral Values In The Global Context: Based On International Research

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Abstract: This article analyzes the trends in the transformation of moral values in the global context based on international research — particularly the data provided by the Pew Research Center, UNDP and OECD. Drawing on UNDP and OECD reports, it examines human dignity, justice, equality, environmental sustainability, and the principle of “leaving no one behind” as the key factors shaping global moral ethics.

Keywords: Moral values, globalization, human dignity, sustainable development, ethics, international research, UNDP, OECD, tolerance, social responsibility.

Introduction: As a result of globalization, not only economic systems and political structures but also human worldviews, value systems, and moral norms are undergoing profound transformations. Within these changes, the issue of maintaining a balance between the universal and national aspects of moral values is emerging as a pressing scientific problem. Therefore, studying the trends of moral value transformation on an international scale holds exceptional importance.

Moral values are regarded as the foundation of human cultural development and the spiritual basis of social stability. They manifest through an individual's moral beliefs, social responsibility, and virtues such as justice, freedom, honesty, and humanism. However, in the 21st century, technological advancement, the information revolution, and the expansion of digital culture have broadened the boundaries of moral norms. In cyberspace and mass communication systems, new moral standards are emerging. This, in turn, necessitates a deep scientific analysis of the process of moral and ethical transformation within the global context.

LITERATURE REVIEW

In recent years, international scientific research has shown that in the process of global transformation of moral values, principles such as human interests, freedom, justice, and environmental responsibility are increasingly taking center stage. In this regard, the

reports published by the United Nations Development Programme (UNDP) and the Organisation for Economic Co-operation and Development (OECD) are recognized as important scientific sources.

METHODOLOGY

The study employed methods of system analysis, comparative analysis, and a comprehensive approach.

RESULTS

Globalization is considered one of the most significant social phenomena of the modern era. By deepening interconnections in the fields of economics, politics, culture, science, information, and technology, it is transforming the life of humanity into a unified system. However, the process of globalization is not limited to economic or political changes—it primarily exerts a direct influence on people's moral values, worldviews, and spiritual standards. In this sense, globalization can be interpreted not only as economic integration but also as a process of transformation of moral paradigms.

Nevertheless, the impact of globalization is not entirely positive. It has also intensified the processes of moral relativism and standardization. Factors such as secularization, individualism, consumer culture, and technological lifestyles are weakening traditional moral norms. Values such as family, community, patriotism, and moral responsibility are becoming secondary in many regions. In particular, through mass culture and global media, the lifestyle characteristic of Western

civilization—hedonism, individualism, and the limitless interpretation of freedom—has penetrated other societies' moral frameworks, creating a state of cultural hybridity.

Thus, the influence of globalization on moral values is a complex and contradictory phenomenon. While promoting universal human values that unite humankind, it can simultaneously weaken national and religious moral traditions. Therefore, the most important task for modern society is to utilize the positive opportunities of globalization while preserving national moral values and harmonizing them within the global value system. Only through such an approach can humanity ensure spiritual stability in the context of globalization.

Recent studies conducted by the Pew Research Center indicate that moral values around the world are undergoing significant transformation. These changes are closely linked to the processes of globalization, technological progress, migration, and cultural interaction. The research findings show that in modern societies, values such as individual freedom, personal choice, and social tolerance are gaining increasing importance. In particular, among the younger generation, attitudes toward traditional moral norms are shifting, with a growing tendency to perceive morality as a subjective and contextual phenomenon.

According to the global surveys conducted by the Pew Research Center between 2019 and 2023, attitudes toward moral values vary significantly across countries. For instance, in Europe and North America, values such as sexual freedom, flexible family structures, and non-interference in personal life are generally viewed positively. In contrast, in Asian and African countries, traditional family values, religious norms, and social solidarity continue to hold primary importance. This indicates that global moral thought is becoming increasingly "multipolar" in nature.

Research also shows that the influence of technology and mass media on the formation of moral values is steadily increasing. According to Pew Research data, people who actively use the internet and social media tend to demonstrate higher levels of tolerance, social equality, and respect for human rights. At the same time, the overwhelming flow of digital information is contributing to the relativization of certain moral norms. In particular, the boundaries between concepts such as morality and immorality, honesty and self-interest are becoming increasingly blurred.

Overall, the studies conducted by the Pew Research Center clearly demonstrate the growing complexity of the global moral value system, the strengthening of cultural pluralism, and a shift in humanity's moral

consciousness from a concept of "universal morality" toward "culturally adaptive morality." This highlights the need in the modern era to reconsider moral concepts, develop global ethical principles, and harmonize national moral heritage with universal human values while preserving cultural identity.

At the same time, UNDP reports emphasize that the concept of "human dignity" as a criterion of development encompasses not only economic indicators but also factors such as health, education, quality of life, inequality, and environmental sustainability. In its 2026–2029 strategic plans, UNDP identifies key objectives including sustainability, gender equality, preservation of a healthy planet, and resilience to crises.

Furthermore, in the statement titled "Human Development for Everyone: Beyond Averages" UNDP highlights the principle that all people should have equal rights and no one should be left behind. These initiatives foster the concepts of moral and ethical responsibility and solidarity, emphasizing the duty to uphold justice, respect, and the inherent dignity of the human person in shaping political and social norms.

The OECD (Organisation for Economic Co-operation and Development), in turn, addresses numerous legal, political, and governance aspects related to the ethics of sustainable development. For instance, in its Development Co-operation Working Papers series, documents such as "Guiding Principles on Managing for Sustainable Development Results" emphasize the importance of results-oriented, transparent, reliable, and ethical governance principles in achieving sustainable development goals.

The OECD Integrity Review (for example, the case of Kazakhstan) focuses on strengthening anti-corruption measures, transparency, ethical standards, and citizen participation in state and public administration.

Moreover, the OECD promotes policies aimed at ensuring sustainable governance, the responsible use of social and environmental resources, and the reduction of inequality across its member and partner countries.

Documents such as the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct also define a value system aimed at strengthening corporate ethics, corporate accountability, and social responsibility.

In both UNDP and OECD reports, the ethics of sustainable development is closely associated with a range of moral values, including justice, responsibility, transparency, human rights, respect, accountability toward future generations, and environmental

protection. For example, UNDP's reports such as "From Vulnerability to Sustainability" examine the protection of the environment and the improvement of human health from the perspective of sustainable development ethics.

Meanwhile, OECD reports emphasize the importance of integrating principles such as enhancing social protection, ensuring fair resource allocation, and promoting environmental sustainability into state policy and governance practices.

Another important aspect of the ethics of sustainable development is the principle of "leaving no one behind." In the UNDP strategic plan, this principle is presented as a core component—emphasizing the need to reduce social inequality, expand opportunities for vulnerable groups, and ensure equal access to the benefits of development.

The OECD, in turn, considers inequality, social protection, social stability, and civic participation as key indicators in evaluating development policies. For instance, OECD member states include aspects such as social norms, public engagement, and transparent governance in their sustainable development reports.

Thus, UNDP and OECD data highlight the relevance of the relationship between human dignity and the ethics of sustainable development as a crucial contemporary issue. Moral values such as justice, responsibility, human rights, and respect for future generations are placed at the center of sustainable policy. Through this approach, the balance of social, environmental, and economic dimensions of global development can be ensured, while moral progress emerges as an equally significant aspect of modern societies.

CONCLUSION

Analysis of international studies — including data from the Pew Research Center, UNDP and OECD — indicates that in today's era of globalization, the system of moral values is undergoing a profound transformation. At this stage in human history, the concepts of ethics, values, and sustainable development are emerging as an inseparable social complex. Research by the Pew Research Center confirms that, on a global scale, moral values are becoming increasingly relative and context-dependent, with the principles of individual freedom, tolerance, human rights, and personal choice taking center stage in the global moral consciousness. At the same time, the persistence of religious and traditional values in certain regions demonstrates the emergence of a "multipolar" ethical system within humanity's moral thought.

The studies conducted by UNDP and OECD examine this process more broadly within the framework of

sustainable development ethics. According to their findings, modern progress should be evaluated not only by economic growth, but also by the principles of human dignity, justice, responsibility, and ecological balance. The principle of "leaving no one behind" is being promoted as one of humanity's highest moral obligations. In UNDP's sustainable development programs, the realization of human potential, the promotion of equality, environmental security, and social solidarity are defined as key values. The OECD, in turn, is making ethical principles such as transparency, integrity, fairness, and social responsibility the core criteria of public policy, governance, and economic reforms.

Overall, the moral consciousness of the 21st century has entered a new stage aimed at harmonizing human values with global sustainability. The future of human development depends not only on technological or economic achievements, but also on the advancement of moral awareness, the deepening of universal human values, and intercultural ethical dialogue. Therefore, reinterpreting moral values within a global context is not merely a necessity — it is a vital condition for ensuring the sustainable future of humanity.

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