

An Analysis of the Current Situation and Reasons of Brazilian Youth Moral Values Based on the Data Analysis of World Values Survey

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Keywords: Brazilian youth; Moral values; World values survey; Current situation.

Abstract: This article examines Brazilian youth's moral values using Wave VI of world values survey data, which focuses on the following three aspects to explore the facts and reasons of Brazilian youth moral values. First, the factor analysis method is used to compare and analyse the raw data of Brazilian youth groups, examining their attitude towards in moral behaviours, to testify their moral values, and the Brazilian youth moral values are divided into three categories based on their attitude towards: "deceptive behaviour", "injury behaviour" and "sexual behaviour". Secondly, the value orientation characteristics of the above three types of Brazilian youth are analysed correspondingly. It is found that Brazilian youth groups have the highest acceptance of sexual behaviour and the lowest acceptance of injury behaviour. And Brazilian youth has certain consistency in the behaviour of injury, but the acceptance of deceptive behaviour is between the acceptance of the above two types of behaviour. Thirdly, based on the relevant empirical research conclusions, this paper combines the current characteristics of American youth moral values and the relevant test analysis results to draw the reasons for the facts of Brazilian youth moral values, mainly from the social environment, historical and cultural traditions, and the level of social trust. Therefore, the overall situation of Brazilian youth moral values is more positive, and the mainstream development trend of moral values is positive, but it is also necessary to pay attention to the relatively negative development trend of Brazilian youth in moral values.

1. The Connotation of Youth Moral Values

Youth moral values are the fundamental attitudes, viewpoints and opinions that young people hold when they evaluate and judge the moral values of the surrounding things, social phenomena and themselves according to their own moral needs. Judging from the main content of youth moral values, they are actually composed of four parts: moral value purpose, moral value motivation, moral value method and moral value effect [1]. As far as the status and function of youth moral values are concerned, from the macroscopic point of view, the reality and development of the moral values of the youth groups reflect the changes of the state and society, and have distinct characteristics of the times. Therefore, the moral values of youth are an important part of the entire national and social value system and an important foundation for the building of national spiritual civilization [2]. At the same time, as the vitality of national innovation, young people carry the future and hope of the country and the nation. Their growth status and

development trend are directly related to the future development of the country and the nation. Therefore, young moral values have a certain degree of role in leading and influencing the overall direction of moral development in the country and society. From a micro perspective, youth moral values are an important part of the youth values system. Youth moral values are a kind of moral values and consciousness formed by young people on the basis of certain moral standards. They are also the internal scales for judging social phenomena and behaviours of young groups, and have a leading and dominating effect on young people's moral behaviours.

To sum up, the youth moral values are the fundamental attitudes, viewpoints and opinions of the youth groups to make moral value judgments on themselves and others' behaviours and social phenomena on the basis of certain moral standards, combined with their own moral needs. On the one hand, its moral values are an important part of the national and social value system, affecting the overall direction of national and social moral development. On the other hand, youth moral values, as an integral part of the youth group value system, have an important role in influencing young people's moral cognition, moral emotions and moral will, controlling young people's moral behaviour, moral value choice and value judgment. The data used in this paper comes from the sixth round of survey data from the World Values Survey Association. In the sixth round of surveys, the World Values Survey focused on young people's perceptions of extreme unmoral behaviours such as deception, injury, and sexual behaviour. Therefore, the moral values in this article mainly refer to the youth group's extreme unethical behaviour or the fundamental attitude and viewpoint of the phenomenon. In addition, the age of Brazilian youth group is defined as 18-30 years old by integrating the definition of the youth group in the comprehensive international, combined with the age stage of the World Values Survey.

2. Types of the Attitudes of Brazilian Youth Moral Behaviour

This section uses factor analysis methods (FA) to analyse data on moral values of Brazilian youth. In the end, the 15 questions on the investigation of moral values were divided into three categories. They are the attitudes and values of the three types of behaviours: "Deceptive Behaviour", "Injury Behaviour", "Sexual behaviour" (the results of the analysis are shown in the Table 1), and are based on the orientation of moral values structure. The structure will analyse the directional characteristics and intensity characteristics of these three types of moral behaviour to explore the current situation and characteristics of Brazilian youth moral values and grasp the realistic state of Brazilian youth moral values.

Table 1: Factor analysis of Brazilian youth moral values

Types of moral values related behaviour	Questions
Deceptive Behaviour	Claiming government benefits to which you are not entitled
	Avoiding a fare on public transport
	Stealing property
	Cheating on taxes if you have a chance
Injury Behaviour	Someone accepting a bribe in the course of their duties
	Abortion
	Suicide
	Euthanasia
	For a man to beat his wife
	Parents beating children
	Violence against other people
Sexual Behaviour	Homosexuality
	Prostitution
	Divorce
	Sex before marriage

3. Measures

SPSS23.0 was used in all data analysis. Exploratory factor analysis (EFA) used the principle components analysis (PCA) with maximum variable rotation to reduce the dimensions of the 15 items to reflect people's attitudes towards certain moral values. Since the sample size was nearly 2000, we used a cut-off value of .35 for factor loadings [3]. Based on these factors, scale scores were calculated from raw responses for each participant. A series of one-way analyses of variance (ANOVAs) were then utilized followed by multiple comparison (LSD) to assess mean differences in participants' ratings of different types of moral value categories.

4. The Present Characteristics of Brazilian Youth Moral Values

The question about the moral values of Brazilian youth is "Please tell me how much you can accept the following practices? The numbers in this scale range from 1 to 10, indicating that they are completely unacceptable to a fully acceptable level." In order to facilitate the data analysis, the scale is modified to a five-level scale, that is, from the completely unacceptable to fully acceptable numbers 1 to 5, 1 means "completely unacceptable", 2 means "unacceptable", 3 means "Not necessarily", 4 means "acceptable" and 5 means "completely acceptable". Therefore, if the respondent's score is higher, it indicates that the respondent's acceptance of a certain behaviour is higher. Conversely, a lower score indicates a lower acceptance level. Table 2 shows a general comparison of the differences between Brazilian youth in accepting deception, injury, sexual behaviour. It also presents the average acceptance, standard deviation and sample size of Brazilian youth for deceptive behaviour, injury behaviour, sexual behaviour. From the data in the table, we can see the overall attitudes and inclinations of Brazilian youth towards these three types of behaviours.

4.1 Value Tendency of Deceptive Behaviour

According to the factor analysis of the ethical values of the Brazilian youth group, the deceptive behaviour specifically includes four kinds of behaviours: "Claiming government benefits to which you are not entitled"; "Avoiding a fare on public transport"; "Stealing property" and "Cheating on taxes if you have a chance". As can be seen from the data analysis in Table 2, the average level of deceptive behaviour in Brazilian youth is between 2 and 3, that is, between "unacceptable" and "not necessarily", and closer to 2. It shows that the Brazilian youth group's acceptance of deceptive behaviour is closer to "unacceptable". At the same time, as shown in the multiple comparison results of Tables 3 and 4, there is a significant difference between the deceptive behaviour and the mean of the other two behaviours, and the mean difference test passes the test with a significant level of 0.05.

4.2 Value Tendency of Injury Behaviour

From Table 1 in the classification of Brazilian youth moral values, it can be seen that the harm behaviours in Brazilian youth moral values include "Someone accepting a bribe in the course of their duties"; "Abortion"; "Suicide"; "Euthanasia"; "For a man to beat his wife"; "Parents beating children" and "Violence against other people". From the descriptive analysis results in Table 2, it can be concluded that the average value of injury behaviour among Brazilian youth is between 1 and 2, that is, the acceptance level is between "completely unacceptable" and "unacceptable", and closer to 2, indicating that the Brazilian youth group's acceptance of injury behaviour is closer to the level of "unacceptable". At the same time, from the comparison results of Table 3 and Table 4, it was found that there was a significant difference between the injury behaviour and the mean of the other two behaviours, and the level of the mean difference passed the test with a significant level of 0.05. The data showed that Brazilian youth had the lowest mean level of injury behaviour, indicating that the Brazilian youth group had the lowest acceptance of injury behaviour and the standard deviation was also low, indicating that the differences between the respondents were small.

4.3 Value Tendency of sexual behaviour

It can be seen from the classification of the young people's moral values in Brazil that the sexual behaviour includes four behaviours: "Homosexuality", "Prostitution", "Divorce" and "Sex before marriage". From the descriptive analysis data in Table 2, it can be seen that the average acceptance of sexual behaviour among Brazilian youth is between 2 and 3, indicating that the acceptance level is between "unacceptable" and "not necessarily", and closer to 3, that is, the Brazilian youth group's acceptance of sexual behaviour is closer to the level of "not necessarily". At the same time, by comparing the average level of the three groups of behaviours among the youth groups, it was found that the youth group had significant differences in the mean level of sexual behaviour and the other two behaviours, and the level of the mean difference passed the test with a significant level of 0.05. It is worth noting that Brazilian youth have the highest average level of sexual behaviour, indicating that Brazilian youth have the highest acceptance of sexual behaviour.

Table 2: Brazilian youth's descriptive statistics on the value tendency of deceptive and violent, sexual and extreme behaviour

Type	Mean	Standard Deviation	Standard error	Confidence interval	
				Lower limit	Upper limit
Deceptive	2.2230	1.50742	.07391	2.0777	2.3682
Injury	1.5576	.61658	.03060	1.4974	1.6177
Sex morality	2.9404	1.07950	.05438	2.8334	3.0473
Sum	2.2332	1.26274	.03621	2.1622	2.3043

Table 3: One-way ANOVA of mean differences in acceptance in terms of deception, injury, sex morality behaviour

	Sum of squares	df	mean-square value	F	Statistical significance
Between groups	382.391	2	191.196	149.150	.000
Group	1554.949	1213	1.282		
Sum	1937.340	1215			

Table 4: Multiple comparison among three moral value categories

Category	Comparison category	Statistical significance	Confidence interval	
			Lower limit	Upper limit
Deceptive	Injury	.000	.5104	.8203
	Sex morality	.000	-.8736	-.5612
Injury	Deceptive	.000	-.8203	-.5104
	Sex morality	.000	-1.5399	-1.2257
Sex morality	Deceptive	.000	.5612	.8736
	Injury	.000	1.2257	1.5399

In summary, the Brazilian youth group has the highest level of acceptance of sexual behaviour, the lowest acceptance of injury behaviour, and have consistency in terms of injury behaviour. The level of acceptance of deceptive behaviour is between the acceptance of the above two types of behaviour.

5. Analysis of the Reasons for the Characteristics of Brazilian Youth Moral Values

According to the above data analysis, the Brazilian youth group is generally in good condition in terms of moral values, and has low acceptance of deceptive and injury, sexual behaviours, but at the same time there are some problems. In this part, we will combine the current characteristics of Brazilian youth moral values and the significant influencing factors to explore the reasons for the current situation of Brazilian youth moral values.

First, the impact of the social environment [4]. The different stages of social development have led to the emergence of a staged development of Brazilian youth moral values. In particular, the current development of social morality in the Brazilian social environment needs to be improved. Under the influence of the background of the times and the social environment, the younger generation is affected by certain negative factors, which leads to the break of the traditional moral culture. Therefore, the results of the data analysis show that the Brazilian youth group has a high level of acceptance of sexual behaviour.

Second, the influence of historical and cultural traditions [5]. From the results of data analysis, it is found that Brazilian youths have a low level of acceptance of injury behaviours. Some scholars have found that Brazilian youth groups have developed stable ideals and values and value standards in their historical background and religious culture. As a result, most of the youth groups in Brazil have low acceptance and consistency of injury behaviour.

Third, the impact of the level of social trust [6,7]. The data analysis above shows that Brazilian youth's acceptance of deceptive behaviour is relatively low. Combined with relevant empirical research and analysis, it is found that this phenomenon is related to the level of social trust of Brazilian youth. The overall social trust level of Brazilian youth is low. Whether it is interpersonal trust or organizational trust, most young people will have a distrustful attitude. Therefore, the low acceptance of deceptive behaviour by Brazilian youth is partly related to the level of social trust.

6. Conclusion

Overall, the moral values of Brazilian youth are good. By analysing the sixth round of data from the World Values Survey, this paper finds that the value tendency of deceptive, injury and sexual behaviours of Brazilian youth groups are basically “completely unacceptable” or “unacceptable” attitudes. For example, Brazilian youth groups have low acceptance of injury behaviours such as “suicide”, “abortion”, “euthanasia”, “bribery” and “violence”, which is largely related to traditional Brazilian religion or culture. At the same time, there are some negative development trends in the moral values of the Brazilian youth group that cannot be ignored. For example, Brazilian youth are affected by the social environment, and most youth groups are significantly more likely to accept sexual behaviour than the other two behaviours. Therefore, the overall situation of Brazilian youth moral values is more positive, and the mainstream development trend of moral values is positive, but it is also necessary to pay attention to the relatively negative development trend of Brazilian youth in moral values.

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