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Study of Value Foundations of Place Identity: A Subject Approach

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Abstract

Introduction. Study of place identity phenomenon, its structure and influence on different aspects of human life is a relevant scientific problem. The goal of our research is to reveal the value bases of urban identity within the framework of the subject approach. **Methods.** The survey sample consisted of 447 respondents, residents of Krasnodar-city. The toolkit included the Droseltis & Vignoles scale in the author's translation, the B. Kaigorodsky method in the author's modification, "Personality questionnaire for the individual values study". Descriptive statistics, analysis of variance, correlation and regression analyses were used to process the data. **Results.** The research findings showed that the length of residence is an influential factor of place identity: respondents, born and grown up in the conditions of the city under study significantly higher estimate both their deep connection with the city and personal empowerment. In the group of native Krasnodar dwellers, the predictors of the urban identity aspects "Person authenticity in the urban environment" and "Self-actualization in the urban environment" are values of social focus – Conservation and Self-Transcendence, the value basis of the identity parameter "Self-actualization in the urban environment" is value of Openness to change. For respondents who consciously chose Krasnodar as the place of residence, the value of Self-Transcendence was identified as the value basis of the parameter "Authenticity in the urban environment", at the core of Self-actualization in the urban environment as a factor of place identity, the value of Self-Enhancement was found in this group. For respondents who consider living in the city as temporary, the value predictor of identity with the city is Openness to change, Authenticity in the urban environment is influenced by the value of Conservation extent. **Discussion.** The results of the study enhance the subject approach, place identity can be considered as a manifestation of personal agency, as a special case

of the development of the individual's existential spaces. The research findings can be used to develop programs aimed at integrating the urban community.

Keywords

place identity, urban identity, identity, values, personal meaning, subject approach

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Introduction

The identity of a modern person is becoming a dynamic phenomenon: it is formed and transformed in rapidly changing social and cultural conditions, which poses a threat of erosion of the value-sense foundations of personal self-identity. In this regard, the problem of person's searching and acquisition value-semantic bases of one's existence, the desire to understand oneself, one's motives, goals, and life values is becoming more relevant. Place identity is one of the main sources for constructing the axiological personality organization, since it is this locus of being that forms the basis of a person's lifeworld (Apollonov, Tarba, 2023).

Place, space, and residence area in modern science are considered not only as physical constants, but also as a sphere of personal meanings formation, values, and life goals of a person (Muravyova et al., 2017). As a number of studies show, place identity is a predictor of a person's social activity, environmental behavior, as well as the characteristics of his or her relationships with the inner circle. (Manzo, & Perkins, 2006; Dono et al., 2010; Bals et al., 2011; Neyaskina, Burova, 2015; Bogomaz, Litvina, Muravyova, 2016). Accordingly, the study of the phenomenon of place identity, its structure, and the impact of the given type of identity on various aspects of human life becomes a crucial applied research task.

Category "place identity" in modern science

In modern research, there is a wide variety of terms used to describe the processes of the relationship between a person and his or her place of residence. The most frequently

used concepts are "place identity" and "local identity" (Bernardo & Palma-Oliveira, 2016; Lemée et al., 2019; Ujang, 2017). Together with this term, the concepts of "sense of place" (Shawket, 2018), "place attachment" (Ujang, Zakariya 2015) and "local identity" (Shao, Binyi, 2018) are used. In their studies Russian scientists also use many concepts and interpretations to define a person in the living environment: "territorial identity", "local identity", "urban identity", "place attachment", "local community", etc. Currently, there are attempts to arrange these concepts in a hierarchical system – from the most general to the particular ones. For example, it is noted that the most general and fundamental term is "identity in landscape". In Russian-language studies, the concept of "cultural landscape" or "landscape identity" may be used as an analogue (Dredge, Jenkins, 2003). According to the scientists, this concept reflects not so much the physical characteristics of the territory scale, but rather the cultural aspect. In foreign studies, this construct includes such phenomena as regional, urban, local identities ("local identity"), but does not cover all the current diversity of the concepts (for example, "territorial identity").

The conceptual boundaries between these notions remain a subject of debate: place attachment is considered as a component of place identity (Lalli, 1992), place identity is included into the "sense of place" (Shamai, 1991), place identity is equated with attachment, the criterion for which is the desire to live in or to return to a given place (Hidalgo, Hernández, 2001; Giuliani, 2003; Manzo, 2006).

In recent years, there has been a trend to view place identity as a multidimensional construct that includes attachment (affective component), identification with a given place (cognitive component), and place dependence (behavioural component), while also incorporating social bonds (Belanche et al., 2017).

One of the important factors of local identity, according to researchers, is the duration of residence, which is a predictor of the emotional and cognitive aspects of place identity (Altman & Low, 1992; Nientied et al., 2019), but this relationship is nonlinear and is conditioned by a number of factors (Rollero & De Piccolo, 2010). The most significant factor is the individual's goals and values, determining the extent he or she is focused on developing a given place as a personal pace (Fomenko, 2018). In social sciences, the categories of "native" and "non-native" places of residence are differentiated (Schütz, 2003). "Native" places of residence are characterized by a link with the past, a certain experience (both in the emotional and symbolic senses). "Non-native" places of residence refer to "places of refuge", non-places (Auger, 2017), which mainly have a utilitarian and functional meaning. "Non-native places are involuntary places where we go as if to a Outland: to work, to study, to emigrate, to exile" (Boronev, Tkhakakhov, 2021, p. 99).

In terms of the subjective approach, taking into account the subject's activity in the urban space, the living space of an individual within a certain locality, where the daily implementation of one's needs, the formation of goals and personal meanings takes place, is a significant existential space for him/her. Manifesting his/her subjectivity in the space of a given place, realizing the key modality of the subject - "the ability to transform

the external according to the laws of the internal" (Ryabikina et al., 2023, p. 62), a person not only develops the urban space, endowing it with new meanings, but also changes one's attitude towards it, one's beliefs and mindsets, life goals. Accordingly, in studies of place identity, it is necessary to take into account not only the length of a person's living in a certain place, but also his/her attitudes, life goals in relation to this place.

One of the main problems of research on place identity is the lack of methodological tools for empirical studies. Thus, the methods of investigating urban identity in foreign studies are mainly based on the M. Lalli questionnaire and its modifications (Belanche et al, 2017; Nientied et al, 2019). Place attachment is also investigated by multidimensional scales with such dimensions as: knowledge of place, belongingness, satisfaction, social bonds, place dependence, rootedness, place identity (Scannel & Gifford, 2010; Lewicka, 2011; Shamai & Ilatov, 2005).

The construct of «urban identity» is an ambiguous category and is considered, on the one hand, as belonging to a certain community («community identity»), and on the other - as an attachment to the urban space, understanding its attractiveness, historical and cultural features («place identity») (Ozerina, Timofeeva, 2019). In a number of papers, urban identity is positioned as a set of various factors (social, visual and spatial, communicative and spatial, historical and cultural, psychological), being studied by means of interviews or questionnaires, using psycho-semantic and projective technique, association experiment (Timofeeva et al., 2021; Fedotova, 2017; Filep et al., 2014).

Place identity is a multidimensional construct, encompassing the connections between the tangible objects of the place given and the personal meanings of the inhabitants, therefore, many researchers consider it necessary to combine the methodologies and research techniques for this phenomenon investigation and place it in a broader social context. (Moulay et al., 2018; Araújo de Azevedo et al., 2013; Nientied et al., 2019).

In this study we will use the term «urban identity», understanding it to mean an intrapersonal construct as a result of a person's comprehension and experience of belonging to a certain city with its cultural, historical and geographical features.

Urban identity, reflecting the perception and understanding of oneself as a personality in the context of a particular environment, the key point of which is the personal experience of mastering cultural and social space, is the object of research based on the Droseltis, O. & Vignoles, V.L. scale of place identity (Droseltis, Vignoles, 2010). On the one hand, this scale is universal, since it allows to study the features of the local identity, and on the other hand, is flexible, since it can be used to study the specific place identity.

Since the conceptual structure of a person's everyday world is based on a number of significant, "anchor" points of orientation in his social and cultural space, the place an individual feels attached, constructs his/her values and meanings (Boronoev, Tkhakakhov, 2021). In a number of works, the findings of the study of civic, ethnic, and religious identity revealed that they can be determined by different values (Roccas et al., 2010;

Lepshokova, 2021; Galyapina, 2021; Fedotova, 2024). The study of the value aspects of urban identity showed that the subjective assessment of the feasibility of values in the urban environment is a significant factor in urban identity (Lalli, 1992; Muravyova et al., 2017; Bogomaz et al., 2016).

The study of identity value determinants rests upon the theory of basic human values by W. Schwartz (Schwartz et al., 2012), who identified 19 values, each distinguished by their underlying motivation or goal, combining them into four meta-values:

- Openness to change, which characterizes the readiness for new or transformative ideas, actions and experiences and includes values of Self-direction, Stimulation and Hedonism;
- Self-Enhancement that focuses on gratification for oneself and consist of the values of Power, Achievement and Reputation;
- "Conservation", which is focused on avoiding change (stability), self-restraint and order, includes the values of Conformity, Security and Tradition;
- "Self-Transcendence", which is focused on enhancement of others and transcendence of selfish interests, and includes Benevolence, Care and Universalism.

According to the subject approach, the person "self-actualizes by reorganizing the objective spaces of his life in accordance with the structure of personal meanings and transforming them into the space of his/her being" (Ryabikina et al., 2023, p. 62). The study of place identity value determinants of respondents with different periods and attitudes to living in the city from the perspective of the subject approach provides this phenomenon to be considered as a manifestation of the personal agency, as a special case of the individual's development of his existential spaces.

Purpose and objectives of research

The study aims at identifying the value basis of urban identity in the context of the subject approach.

Research objectives:

1. Comparative analysis of the urban identity expression in the groups of respondents with different periods and attitudes to living in the city.
2. Identification of urban identity value determinants in these respondents' groups.
3. Qualitative research of the semantic content of the urban identity parameters (personal and semantic aspects of identity).
4. Consideration of urban identity value basis of the respondents with different periods and attitudes of city residency from the perspective of the subject approach.

Methods

Sample

The study sample comprised 447 respondents, Krasnodar dwellers, aged from 16 to 70 years ($M = 22.6$; $SD = 8.29$);

- gender: female – 225 people (50.3%), male – 222 people (49.7%);
- academic background: academic degree (higher education) – 25%, undergraduate education – 58.8%, secondary vocational education – 16.3%;
- ethnic majority (Russians) – 83.7%, ethnic minority (the Armenians, the Adighe, the Ukrainians, the Tatars, the Greeks) – 14.3%.
- The sample was divided into three groups according to the periods and circumstances of city residence (Table 1).
- The first group included respondents who were born and lived in Krasnodar all their lives (or most of their lives), for whom the city is their “small homeland”;
- The second group was those who moved to the city for permanent dwelling as a result of their choice or by a fortuitous coincidence at a conscious age;
- The third group – respondents who are temporarily residents in Krasnodar-city.

Table 1

Gender and age profiles of the sample

Respondents groups	N, %	Age profiles			gender	
		M	Min-Max	SD	male (N, %)	female (N, %)
Group 1	190 (42,5)	23,3	16-70	8,9	90 (47,4)	100 (52,6)
Group 2	143 (32)	20,7	18-55	6,1	73 (51,1)	70 (48,9)
Group 3	114 (25,5)	20,3	16-47	4,8	59 (51,7)	55 (48,3)

Note. *N* – total sample amount; *M* – mean value; *Min* – minimum age; *Max* – maximum age; *SD* – standard deviation.

Techniques (diagnostic tools)

The toolkit included the Droseltis & Vignoles scale in the author's translation. This methodology was translated into Russian, adapted to Russian cultural characteristics using an expert survey, and tested for scale reliability on a 431 respondents sample (Tuchina, 2024).

As a result of methodology adaption, two factors were identified: "Authenticity in the urban environment" and "Self-Actualization in the urban environment". The first one reflects the sense-making characteristics of urban identity, enabling a person to feel his/her authenticity, congruence with this place. The second factor characterizes the city as a space of realization, professional, financial and personal, allowing a person to feel calm and confident.

As a diagnostic tool for studying the personal and semantic aspect of urban identity we used the B. Kaigorodov's methodology of self-understanding research in the author's modification. The results were processed by the method of content analysis.

To study values, we used an abridged version of the Portrait Values Questionnaire-Revised (PVQ-R) (Schwartz et al., 2012).

Data processing

Descriptive statistics, analysis of variance (to compare the extent of the empirical groups parameters studied), correlation and regression analyses (to investigate the relationship of values with the urban identity expressiveness) in SPSS 22.0 were used for mathematical and statistical data processing.

Results

Analysis of identity aspects

At the first stage, a comparison of the expressiveness of the urban identity aspects selected was conducted in the groups of respondents with different periods of residence in the city using the single-factor Analysis of Variance (ANOVA). The study revealed that the indicators "Authenticity in the urban environment (A)" ($p \leq 0.001$) and "Self-Actualization in the urban environment (SA)" ($p \leq 0.01$) are significantly more expressed in the group of respondents who have lived in the city for a long time compared to the groups of respondents who have recently moved or are living in the city temporarily. The

differences in these indicators for respondents in the second and third groups are non-significant (Table 2).

Table 2

Results of the urban identity study in groups of respondents with different length of residence in the city

Parameters of urban identity under study	Group 1		Group 2		Group 3		F
	M	SD	M	SD	M	SD	
Authenticity in the urban environment	3,6	0,86	3,1	0,85	2,98	0,91	26,7***
Self-Actualization in the urban environment	3,75	0,80	3,57	0,73	3,46	0,79	5,1**

Note. *M* – mean value; *SD* – standard deviation; *F* – Fisher LSD; * – effects significant at $p < 0,05$ level; ** – effects significant at $p < 0,01$ level; *** – effects significant at $p < 0,001$ level.

A comparative analysis of the extent of meta-values according to S. Schwartz ("Openness to Change", "Self-Enhancement", "Conservation", "Self-Transcendence") in the groups under study did not reveal any significant differences. In all groups, value "Self-Transcendence" was found to be the most pronounced, and value "Conservation" – the least expressed one (Table 3).

Table 3

Results of the meta-values study in the groups of respondents with different length of residence in the city

Meta-values according to S. Schwartz	Group 1		Group 2		Group 3		F
	M	SD	M	SD	M	SD	
Conservation	4,02	0,81	3,96	0,74	3,91	0,89	0,661
Openness to Changes	4,27	0,82	4,33	0,69	4,32	0,80	0,269

GENERAL PSYCHOLOGY, PERSONALITY PSYCHOLOGY, PHILOSOPHY AND PSYCHOLOGY

Meta-values according to S. Schwartz	Group 1		Group 2		Group 3		F
	M	SD	M	SD	M	SD	
Self-Enhancement	4,38	0,91	4,28	0,93	4,18	0,97	1,543
Self-Transcendence	4,56	0,82	4,58	0,75	4,69	0,75	1,032

Note: *M* – mean value; *SD* – standard deviation; *F* – Fisher LSD; * – effects significant at $p < .05$ level; ** – effects significant at $p < .01$ level; *** – effects significant at $p < .001$ level.

We then analyzed the relationship between individual higher-level values identified among respondents in the groups studied and urban identity factors using correlation analysis. To study values effects on urban identity components using regression analysis, meta-values with a statistically reliable correlation level were taken as independent variables. In the final regression models, values whose influence coefficient demonstrated the reliability of the relationship detected ($p \leq 0.05$) are presented; the model parameters being indicated in the bottom lines (Table 4).

Table 4
Results of the urban identity value determinants study

Meta-values according to S. Schwartz	Urban identity parameters under study					
	Group 1		Group 2		Group 3	
	A	SA	A	SA	A	SA
Conservation	0,211*	0,160*			0,336**	
Openness to Changes		0,175*			0,242*	0,306**
Self-Enhancement				0,224*		
Self-Transcendence	0,222**	0,251**	0,193*			

Meta-values according to S. Schwartz	Urban identity parameters under study					
	Group 1		Group 2		Group 3	
	A	SA	A	SA	A	SA
R	0,382	0,438	0,193	0,224	0,336	0,418
R ²	0,137	0,179	0,030	0,047	0,104	0,158
Adj. R ²	-0,005	-0,007	-0,016	-0,011	-0,023	-0,007
F	16,38***	15,12***	5,13*	7,01*	12,6**	10,39**

Note. *F* – Fisher LSD; *R*² (*R*-squared) – determination coefficient; * – effects significant at *p* < 0,05 level; ** – effects significant at *p* < 0,01 level; *** – effects significant at *p* < 0,001 level.

Semantic content of Identity

According to the concept of our study, the quantitative examination of the respondents with different residence period distinctions in the expression of different aspects of urban identity needs to be supplemented by qualitative research on the semantic content of these identity parameters. As a research tool for the study of urban identity narratives specifics the B. V. Kygordov's methodology in the author's modification was applied (Tuchina et al., 2023). Respondents were asked the question: "What does it mean for you to be a Krasnodar resident (dweller)?" The respondents' answers were processed using the content analysis procedure, which was described earlier (Tuchina et al., 2023). The main categories of urban identity, which were identified by the agreed assessments of three independent experts (a psychologist, a sociologist and a linguist), were considered as a unit of analysis.

Processing of the research results by content analysis method allowed to identify the following semantic units of urban identity.

1. Denial of the urban identity importance.
2. Formal component of identity, including the following semantic units: residency registration (on the territory of the city), living in the city.
3. The emotional component of urban identity: positive (sense of pride, love for this place, sense of comfort) and negative (identity as a manifestation of urban stress).
4. Motivational component of urban identity describes the opportunities of a person in the urban environment (natural and climatic conditions, economic and cultural and educational opportunities; understanding of advantages over other places of residence).
5. Activity component of urban identity: activity for the benefit of the city (economic, environmental), activities to conserve and hand on traditions, establishing and sustain a positive image of the city.
6. Urban identity as a part of personal history and a factor of personal development implies comprehension of the city in the context of autobiography, awareness of the influence of the urban environment and urban history on the personality and his/her life path.
7. Urban identity as an opportunity to become a part of the community, "urban organism", history of the city.
8. Urban identity as a factor of the formation of certain personal attributes and behavioral patterns that distinguish city residents, a special mentality and way of life.

The number of respondents in each group was then calculated according to the categories selected. Using the non-parametric Mann-Whitney U-criterion, the frequency of using descriptive characteristics by category was analyzed.

The results of the study showed a significant difference in urban identity narratives in the groups studied. Denial of the urban identity importance is far more common among natives of Krasnodar and temporarily residents than among newcomers (recently moved) ($p \leq 0.01$). The formal part of identity is more often recorded in the responses of temporary residents than those who have recently moved ($p \leq 0,05$). No significant differences in the responses of respondents, characterizing emotional and motivational constituents of urban identity, were revealed. The following aspects of urban identity are significantly more frequently found in the responses of native residents and those who moved at a conscious age than in the responses of temporary residents: activity component ($p \leq 0.05$), identity as a part of personal history ($p \leq 0.05$), identity as an opportunity to become a part of the "urban organism" ($p \leq 0.05$), identity as a factor of personal and behavioral characteristics formation ($p \leq 0.05$) (table 5).

Table 5
Results of the personal and semantic aspects of urban identity study

Personal and semantic aspects of urban identity	Respondent feedback (%)		
	Group 1	Group 2	Group 3
denial of the urban identity importance	10	1,3	14
formal part of identity	6,8	4,2	8,7
emotional component of identity: positive/negative reactions	28,4/5,8	21/1,4	20/9,6
motivational constituent of identity	16,3	19,7	21,9
activity component of identity	14,6	14,9	2,6
identity as a part of personal history	9,4	6,8	1,7
identity as an opportunity to become a part of the "urban organism"	14,7	14,9	5,2
identity as a factor of personal and behavioral characteristics formation	17,3	12,4	7

Discussion

The results of the investigation of the revealed aspects of urban identity expression showed that the length of residence is a significant factor of place identity. Respondents

who were born and grew up in the conditions of the city under study, significantly higher estimate both their deep connection with the city and self-fulfillment in it, which generally corresponds to research data (Altman & Low, 1992; Nientied et al, 2019), noting that urban identification occurs through attachment to it on the basis of "habitualness", proximity, security (Muravyeva et al, 2017).

However, according to the results obtained, the expression of the urban identity aspects under examination among those who came to the city at a conscious age, having made a choice in favor of this place, and those who consider the city as temporary residence, does not differ significantly. This can be explained by insufficient developing of the city as an existential space by this group of respondents. In addition, it confirms the phenomenon detected by the researchers that in the period of 6-10 years of residence in the city a "crisis of urban identification" as well as transvaluation of one's attitude toward it and one's place in the urban environment occur (Muravyeva et al., 2017).

As the results of the study have shown, the motivators of behavior in all respondent groups are the values of social focus that refers to the Self-Transcendence unit, which corresponds to the data of intergenerational studies of Kuban respondents' values (Galyapina, 2021). At the same time, the results of the quantitative and qualitative research of the urban identity value determination have revealed that the groups under examination have different value bases of this type of identity.

In the group of native Krasnodar residents, the value predictors of both aspects of urban identity are the values of the social focus - Conservation and Self-Transcendence, i.e. the basis of these respondents' urban identity is the desire to preserve traditions and the tendency to sacrifice their interests for the sake of others. In addition, the value basis of the identity parameter "Self-Actualization in the urban environment" is the value of Openness to Change, accordingly, the willingness to embrace the new, to change their lives and environment contributes to the increase in the individual's assessment of self-fulfillment within the city.

Respondents who consciously chose Krasnodar as their place of residence, the value basis of the parameter "Authenticity in the urban environment" is the value of Self-Transcendence, respectively, the greater the willingness of a person to compromise their desires for the sake of community, the more they feel their correspondence to this place, feel it as "their own". And in the basis of self-Actualization in the urban environment as a factor of place identity, this group has identified the value of Self-Enhancement. It can be said that the more respondents esteem the independence of their own thoughts and actions, social equality and tolerance, the more they are oriented to dominance and obtaining resources, the higher they evaluate their chances for successful advance.

For the group of respondents who consider living in the city as temporary, the value predictor of urban identity is Openness to Change, that is, the willingness to accept and develop the new contributes to the active formation of place identity. The authenticity in the urban environment in this group is also affected by the expression of the meta-value

of Conservation: the higher the respondents' desire to preserve traditions and follow the rules, the more they feel the city as their own, as having accepted them. As studies show, active development of urban space by a person enhances his/her adaptability to urban conditions, contributes to an increase in his/her reflexive attitude towards him/herself and the environment, strengthens emotional and personal bonds with the urban environment, and ultimately contributes to an increase in subjectivity (Nientied et al., 2019; Tuchina, 2023). At the same time, for better adaptation in the urban environment, it is necessary to accept its traditions, comply with norms and rules; values associated with the preservation of traditions determine both self-esteem and life satisfaction (Galyapina, 2021).

The comparative analysis of the results of personal and semantic features of urban identity also revealed a significant difference in the groups under examination. Thus, the denial of the importance of urban identity is characteristic of both the group of native Krasnodar residents and those temporarily residing. But in the first case it is a consequence of the absence of a reflexive position: "I've never thought about it, I've always lived here, it's been normal" (male, 22 years old), and in the second case it is a manifestation of immature urban identity: "It doesn't mean anything, I've only been here for a year, I haven't managed to become a Krasnodar resident yet" (male, 19 years old).

The emotional component of urban identity is the most pronounced in each group, but in the first and second groups it has mostly a positive connotation: a sense of pride, love for this place, a sense of comfort: "I am proud of the city where I was born, grew up and lived, it is the best" (female, 23 years old), while in the third group it is more often considered as a manifestation of urban stress associated with long distances, urban logistics, the environmental and economic situation: "Being a resident of Krasnodar means spending hours in traffic jams and constantly thinking about where to find cheaper housing, but so as not to get stuck in traffic jams" (male, 32 years old).

The motivational component of urban identity, which includes the idea of human improved capabilities in the urban environment, is also often found in the responses of all the groups studied, and certain semantic nuances were revealed. Those who moved to the city emphasize natural and climatic conditions, economic, cultural and educational opportunities: "Living in a warm climate, in a good city, where everyone wants to move to" (female, 44 years old).

Understanding the urban identity of native Krasnodar residents is associated with the description of advantages over other places of residence "Here is the best climate, one can always find job" (female, 28 years old), and the city in addition is considered as a starting point for further development, career, self-actualization: "This means getting an education and skills here, and moving to Moscow or abroad" (male, 20 years old); "This is an opportunity to grow up in a good climate, with good health, which will then be a competitive advantage" (female, 20 years old). Respondents temporarily residing in the city focus on those features of the urban sphere that meet or fail to meet their current

needs: "There is always a job here, even for a student" (male, 20 years old); "There are many colleges and universities, it is realistic to qualify for free tuition" (male, 17 years old), "Too long distances, a resident of Krasnodar is always travelling somewhere" (female, 25 years old).

The activity component of urban identity, including various types of activity for the benefit of the city, is noticeably more pronounced among native residents and those who have consciously moved to the city, who are ready to contribute to the improvement of urban space and the lives of city residents. This is also observed in the manifestation of urban identity as an opportunity to become the part of the community, "urban organism", the history of the city, as well as urban identity as a factor in the formation of certain personal and behavioral characteristics: "To be active, ambitious and ready for competition" (female, 25 years old); "Krasnodar residents are considered very emotional, energetic and smiling, but we also make a lot of fuss and are often in a hurry" (male, 42 years old). Thus, as an individual develops and "appropriates" the urban space, his/her position towards the city changes: from considering the city as a way of satisfying needs to understanding it as a part of his/her life and striving to make it better.

Understanding urban identity as a personal history and a factor of personal development is actively manifested among the native urban residents: "The place that makes me the way I am, where my friends and teachers are" (male, 30 years old), "This is the place of growing up, understanding the world, first love" (female, 50 years old). Respondents note the sacred meaning of local identity: "It is the place of strength" (male, 27 years old), "it is a place where I get energized, revive" (female, 22 years old), "the place where I come back to myself, pick the wheat from the chaff, understand how to move on" (male, 44 years old).

Identity is considered as a "home feeling": "a place where I feel comfortable, where my sisters were born, the best part of the big wide world" (male, 40 years old), as a connection with one's family, with one's roots: "This is my ancestral land" (male, 18 years old), "This is the place where my family, my roots originate from" (male, 21 years old), as a place connecting with family and relatives: "This is where my family is" (female, 26 years old), as "everything that is associated with myself and my loved ones" (female, 19 years old). Respondents who moved to the city quite a long time ago note in their answers how attachment to the city has been formed: "At first I always compared Krasnodar with Voronezh, thinking where it was better, but now such a comparison no longer comes to mind" (male, 27 years old); "I feel like I've become a true Krasnodar resident when I go away for a long time and miss the city" (male, 32 years old).

Accordingly, considering the urban identity from the perspective of the subject approach, taking into account the subject's activity in the urban space, it can be argued that the place of residence is primarily a subject- and person-centered space of the individual, since a person feels an emotional bond with this place, the urban community, its history and cultural features. When a person's desire to influence the urban space, to

make it more comfortable, aesthetic, environmentally friendly (objective- and person-centered space) is formed, this becomes the next step in the development of the city as an existential space of the individual.

Conclusion

Thus, the length of residence is an influential factor of place identity: respondents, born and grown up in the conditions of the city under study significantly higher estimate both their deep connection with the city and personal empowerment.

Investigation of the urban identity value bases revealed different value determinants of urban identity in the groups of respondents with different experience of living in Krasnodar. In the group of native Krasnodar residents, the basis of urban identity is the desire to preserve traditions and the willingness to help others. For respondents who consciously chose Krasnodar as a place of residence, the value basis for feeling their accord with the place of residence is the willingness to sacrifice their interests in favor of the community, whereas the orientation towards self-direction and dominance contribute to a high assessment of their chances for successful self-actualization in the urban environment.

For respondents who consider living in the city as temporary, the value predictor of urban identity is paradoxically two meta-values in equal measure, Tradition and Openness to Change: readiness to accept and develop new contributes to the active formation of place identity, whereas the desire to preserve traditions and follow the rules contributes to formation the perception of the city as their own, as having accepted them, among these respondents.

Accordingly, the results of the study expand the application of the subject approach: place identity, examined using an abridged methodology, allows us to consider this phenomenon as a personal agency manifestation as a special case of the individual's development of his or her existential spaces, urban space becoming an ontologically significant part of the personal "Ego" of the city dweller.

The research findings can be used to develop programs aimed at integrating the urban community, through a focus on value-based unity, common social identities and positive cultural attitudes.

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Conflict of Interest Information

The authors have no conflicts of interest to declare.