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## DEVELOPING AND TESTING METHODS OF STUDYING THE FORMATION OF ETHNOCULTURAL IDENTITY IN ONTOGENY

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From the position of the cultural-historical approach, the formation of self and the development of the value system, mediated by the social environment, are the most important developmental objectives in the childhood. Under the influence of the digital society, the social environment and its impact on child development are changing. One of the most important aspects of development is the formation of ethnocultural identity in ontogeny. In order to study the formation of ethnocultural identity, a method was developed and tested. The study involved 21 children aged 4 to 13 years. Ten images were chosen: five photos of children of different ethnicity or races, and five images of positive and negative characters from popular cartoons. The cartoon characters were selected in accordance with the age and gender preferences. To assess children in photographs and the cartoon characters, some personality traits were offered: kind, cheerful, greedy, smart, etc. After looking at each picture or photograph using iPad, the child was asked to assess the children in the photographs, the cartoon characters, and themselves ("me") from the point of view of all

the proposed traits. The discursive analysis showed that the selected stimulus material (cartoon characters) corresponds to the preferences of preschool and primary school children and younger teens. It evoked interest in children and made it possible to identify and evaluate the cartoon characters, the children in the photographs and the self. The results show that this methodology corresponds to the goal of identifying sensitive periods in the formation of ethnocultural identity. It also makes it possible to consider the psychological formations and the leading activity in the preschool and school periods, as well as the characteristics of the development of modern children under the influence of the digital society. The method requires further refinement, considering the influence of the emotions demonstrated by the children in the photos on the attribution of personality traits to them. In addition, a bigger sample will allow not only a qualitative but also a statistical analysis of the results. The research was supported by the Russian Science Foundation (project No 15-18-00109).