

Social Age Norms Detection by Means of Qualitative Data Analysis

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The article presents the results of social age norms study by means of qualitative data analysis. The authors suggest definition and the list of basic functions of social norms. Sample group of empirical research were represented by three age groups (7 people in each, total - 21 people.): early adulthood (20-40 years), middle adulthood (40-60 years), and late adulthood (60 years and older). The method of investigation is a semistructured interview. The researchers provide the scheme of qualitative data analysis allowing to identify the contents of social age norms, and, in particular, to identify the criteria underlying the formation of norms. The results of investigation can be applied in psychological counseling, including the resolution of age and personal crises.

Keywords: social norms; age norms; age; age norms dynamics; qualitative analysis.

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