THE IMAGE OF A RESEARCHER IN ASIAN COUNTRIES: FROM TRADITIONAL STEREOTYPES TO MODERN SCIENTIFIC COMMUNICATION

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Abstract - The article presents a comparative analysis on the evaluation of the image of a researcher in Asian countries. Theoretical foundations of the concept of image, and factors influencing the perception of the image of a modern researcher are considered by students. The purpose of this article is to compare the perception of the image of a researcher in Kazakhstan and other Asian countries. Based on the environmental approach and the theory of constructs, the authors have developed a methodology for assessing a researcher's image. This methodology is based on George Kelly's theory of personal constructs, which allows for the evaluation of a researcher's image as a complex phenomenon. Using a structural approach, the phenomenon of a researcher's image has been decomposed into five constructs: cognitive, emotional-affective, moral-ethical, social, and informational-communicative constructs. The constructs that make up the image of a researcher are rarely observable directly due to their abstractness, lack of clarity, and precision. Studies based on Asian students' perceptions of researchers have shown that their perceptions and cognitive representations of researchers have a strong influence on their attitudes toward science and future career choices. The importance of developing students' perceptions of science as well as a positive image of researchers is emphasized. The analysis of Asian countries revealed general trends in the formation of the image of a researcher and specific features in the perception of researchers by society such as the persistence of stereotypes in society concerning researchers and their activities; misinformation and politicization of science; and a lack of openness within the scientific community. The results indicate that the assessment of the image of a researcher in Kazakhstan, as perceived by students, is relatively average, which suggests a crisis of confidence in researchers in Kazakhstan. The authors of the article raise questions about the necessity of popularizing scientific knowledge, particularly among the younger generation, and the development and discoveries by modern technological means of communication. This will help overcome the crisis of confidence in science, establish a dialogue with society, and foster a positive perception of researchers, which could potentially motivate students toward science-related careers in the future.

Keywords - image of a researcher, perception, popularization of science, crisis of confidence, digital technologies, scientific communication, stereotypes