

RESULTS OF A SOCIOLOGICAL SURVEY ON THE TOPIC: "STUDY OF THE MASTER KIT'S IMPACT ON USERS' SOCIAL QUALITY"

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A person is a subject of social life and a social being. He cannot exist outside society. A person influences society and society influences him as well. A person's achievements in his personal life and career depend on how a person socially adapts. His personal social qualities have a direct impact on this adaptation. Social activity, worldview, social identification, self-awareness, self-esteem, and self-confidence are some critical social qualities of people.

Self-esteem is the ability to adequately assess yourself, your strengths, and your weaknesses. Many Russian and foreign scientists have studied self-esteem (W. James, Z. Freud, C. Rogers, K. Levin, B. G. Ananov, S. L. Rubinstein, L. I. Bozhovich, M. S. Neimark, L.S. Slavina, E.A. Serebryakova, and others).

The plethora of definitions of self-assessment can be divided into three groups. The first group includes studies where self-esteem is considered a component of self-concept, a sense of approval or disapproval, and a sense of self-acceptance or self-rejection. Self-esteem here acts as a subject's emotional and values-based attitude to himself. The second group of definitions includes those that consider self-esteem as a correspondence between the real and ideal "I". The higher the distance is, the lower self-esteem is and, conversely, the closer the connection between the two "I", the higher the self-esteem is. The third group includes works that emphasize the evaluative aspect and consider self-assessment as a certain level of self-attitude and self-knowledge [1, 9].

Self-consciousness is an important quality that allows a person to become aware of himself and others in a social system. There are many theoretical approaches to the study of self-consciousness. Some researchers have studied problems of the relationship of consciousness and self-consciousness, while others have paid attention to the genesis of self-consciousness. Another group of researchers studied the structure of self-consciousness and the ratio of its components. Some researchers generally deny the role of self-consciousness in a person's life (A. Pfender, T. Lipps, W. James, J. Mead, Z. Freud, E. Erickson, A. Maslow, R. Kettel, K. Rogers, R. Burns, S. L. Rubinstein, V. V. Stolin, P. R. Chamat, I. I. Chesnokova, etc.) [2, 4, 7, 9].

Self-confidence is a person's self-belief: belief in his success and self-sufficiency. In the works of foreign scientists, this quality is defined as "the conviction of a person that he is able to succeed" (R. Anthony); "the ability to self-expression" (D. Lieberman); "the ability of a person to make demands and requests in interaction with the social environment" (R. Ullrich), etc. In the works of Russian scientists, "self-confidence" is considered from the point of view of the interaction several components, such as personal, cognitive, emotional, and behavioral components (E. V. Kochneva, A.M. Prikhozhan, V. G. Romek, M. A. Seliverstova, E. A. Serebryakova, etc.) [5].

Social identification is the process of identifying with a particular social group by problems, interests, preferences, etc., either emotionally or in the form of self-identification. Social identity is the result of social identification. E. Erickson distinguished two aspects of identity. The first one reveals the content of "ego-identity", which consists of two components: "organic appearance" or "individuality" (physical appearance, available inclinations) and "personal" component (life experience in the form of self-identified and integral "I"). The second aspect is "social identity", which is divided into "group" and "psychosocial" identity. "Group" identity is the inclusion of an individual in various existing communities. "Psychosocial identity" allows a person to feel their importance from the point of view of people around them and society in general [3].

Social activity is a set of forms of a person's activity focused on solving the problems facing society. Various authors have interpreted this concept differently. A person's social activity has been considered a degree of manifestation of his abilities, social and psychological readiness for activity, a psychological quality, etc. (L. S. Vygotsky, A. N. Leontev, D. N. Uznadze, A. S. Kapto, etc.) [6].

The worldview of a person is determined by his assessments, views, values, norms, and attitudes towards society and his environment. This worldview results in a person's life philosophy, beliefs, ideals, and value-based orientations.

The success and well-being of a person depend on how these qualities are developed and how they are reflected in actions and deeds. At the same time, a successful person is characterized by constant development; he does not rest on his laurels. This is confirmed by A. Campbell, whose theory suggests that people evaluate their well-being relative to the standard of living to which they are accustomed. So if the standard of living increases, the satisfaction level increases. But, as you get used to a new level of life, the experience of satisfaction with the actual life situation decreases [10].

In order to analyze whether transformation in the Master Kit has influenced some users' social qualities, these users were asked to evaluate changes in themselves. Respondents determined whether they began to think positively, whether they became more confident and calmer, whether their quality of life increased, whether their self-esteem rose, and whether they were able to love themselves. Their satisfaction with the level of their life was also assessed. The formation of a sense of satisfaction is influenced by the objective characteristics of the social situation, the subjective characteristics of the perception of this situation, and evaluation characteristics. According to A. Campbell, the latter are based on the level of aspirations (what the person seeks to achieve), the level of expectations (the position that the person hopes to achieve in the near future), the level of equality (the position that the person considers worthy for himself), the level of the reference group (with which he identifies himself), and personal needs (estimated remuneration) [8]. We received these estimates from respondents answers to questions: "What do you need a technique for?"; "What goals have you already achieved?"; "What other goals are you planning to achieve?".

Also, respondents were asked questions to evaluate the techniques and methods of transformation and their preferences in the proposed products.

The object of the study: Users of the Master Kit software product. For the analysis, the respondents were divided into four groups according to the duration of use of the program: those who were familiar with the technique for up to three months; 3-6 months; 7-12 months; more than a year.

The subject of the study is social qualities of the users and the individual characteristics of transformation in training tools.

The purpose of the study is to examine the impact of work in the company's training tools on the social qualities of users.

The objectives of the study:

1. To examine the technique and methods of transformations and users' preferences.
2. To determine respondents' satisfaction level with life based on their estimates.
3. To analyze the impact of transformations on the social qualities of users.

The methods and techniques of data collection. The sociological survey included a questionnaire in electronic form given to clients of the Super Ego company. The questionnaire form included 25 questions related to the methods, means, and preferences in the transformations, the evaluation of social qualities, and the socio-demographic parameters of the respondents. The results were processed in SPSS and presented in the form of univariate and bivariate distributions.

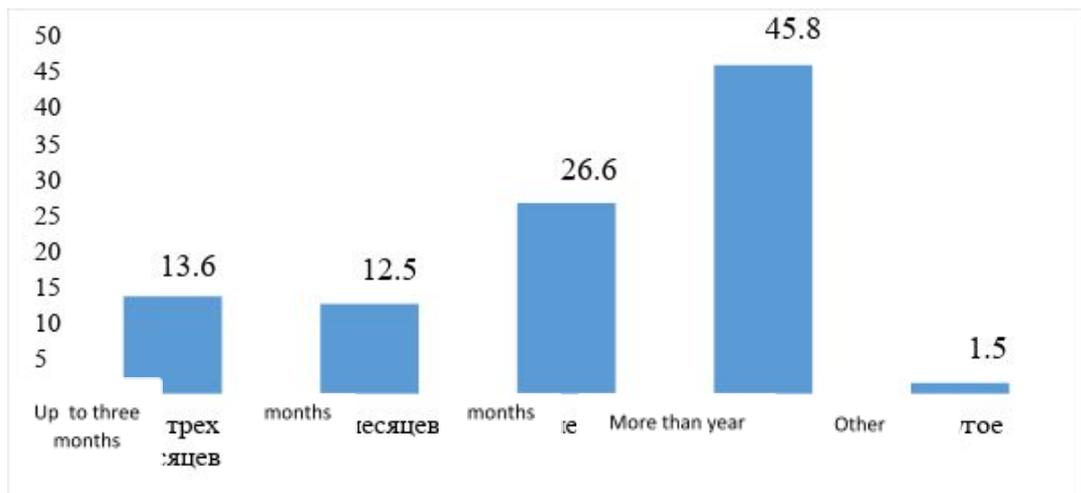
The results of the survey

In February 2019, Super Ego Research Institute held a mass sociological survey among its customers on the topic "The Impact of the Master Kit on the User". The survey was conducted electronically. A link to the application form was sent to users through e-mail. Also, these links were presented on Super Ego Research Institute's website and Instagram. Thus, everyone could participate in the survey. A total of 2429 users responded. Among them, 92.7% (2252 people) are women and only 7.3% (177 people) are men. The age structure of respondents is different; the largest group is represented by working-age users: from 31 to 40 years (43.1%) and from 41 to 50 years (27.7%). Young people represent less than a fifth (17.3%). About a tenth are those who are more than 50 years (11.8%).

The survey results show a wide geographic distribution of the Master Kit users. The main participants of the survey are residents of Russia (41.9%, 1024 people) and the Republic of Kazakhstan (52.1%, 1271 people). 72 respondents mentioned that they are residents of former Union States: The Kyrgyz Republic (23), the Republic of Uzbekistan (19), the Republic of Tajikistan (1), the Republic of Belarus (7), the Republic of Azerbaijan (2), Georgia (1), Ukraine (18), and the DPR (1). Also, other respondents (61 people) mentioned that they are residents of European and other countries: The United Kingdom (5), Germany (3), Italy (2), Australia (2), Austria (2), Belgium (1), Vietnam (1), Greece (2), Israel (1), Indonesia (1), Ireland (1), Spain (1), California (1), Canada (5), Cyprus (1), China(1), South Korea (3), Mexico (1), the UAE (5), Mexico (1), Poland (1), the USA (8), Turkey (5), France (1), Switzerland (1), Sweden (2), Japan (1), Portugal (1), Taiwan (1), and the Netherlands (1) [Figure 2].

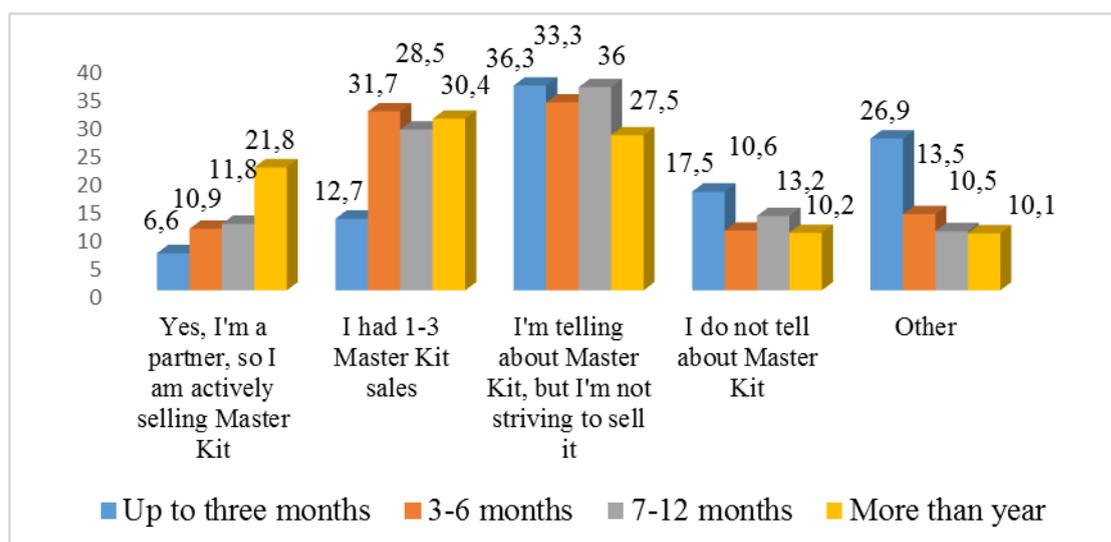
The number of users in the Super Ego company is growing every year. Some have been with the company since the year it was founded, some joined later, and some only joined quite recently. Thus, the largest proportion is those who have used the method for more than a year (45.8%) (this also includes the answers of those who wrote that they have been with the company for two and three years). More than a quarter of respondents (26.6%) noted that they have been using the technique for 7 to 12 months. 12.5% have used the technique for 3 to 6 months. Beginners who are familiar with the Master Kit up to three months represent 13.6%. Several people (1.5%) mentioned their options. They either have expired validity for the training tool, there was a break between transformation, or something else. The success and results of the respondents largely depend on the duration of use of the technique. Therefore, further analysis of respondents' answers will be carried out by user groups, depending on the duration of their use of the technique [Figure 1].

Diagram 1. Distribution of respondents' answers to the question: "How long have you been using the technique?" (%)



Since the Super Ego company actively offers affiliate programs for all its clients, we were interested to know if the respondents not only used it "for individual purposes", but also were partners of the company who prefer "business in Super Ego style". The latter accounts for a sixth of all respondents (15.6%). The number of those who made several sales is 27.6%. The largest group are those who told others about the technique, but not with sales as the main goal (31.7%). 12.1% of respondents did not tell anyone about the technique. 13% preferred to write their own answers. Answers of users by groups were distributed as follows: the longer the respondents have used the technique, the more often they answered that they actively sell products of the Master Kit company; the less familiar with the technique, the more often they answered that they do not strive to sell, although they have told others about it. Thus, among those who have used the technique for up to three months, only 6.6% mentioned that they are trying to actively sell the company's product. Among those who have been familiar with the company and its product from three months to six months, 10.9% are trying to actively sell the company's product and 11.8% of those who have used the technique from six months to a year mentioned they actively use the product. More than a fifth of respondents (21.8%) who have been with the company since it was founded or for more than a year mentioned that they are partners of the company and are actively engaged in sales [Figure 2]. Among those who chose the "other" option, it was more often indicated that respondents have tried to sell the product and tell everyone about it, but they have not yet got results, because there are no sales. Several people mentioned that they are poised for developing serious business in Super Ego. Recent users of the product mentioned that before offering to others, they need to get positive results themselves.

Diagram 2. The distribution of answers to the question: "Do you run business with Super Ego?" (%)



Respondents came to the company with different requests. Some worried about the state of their health or loved ones, some needed to improve their financial situation, others wanted to establish relationships, and for some, it was important to achieve self-realization and find and know themselves. Some users marked all areas at once. Respondents gave many answers to the question: "Why do you need the technique?". The answers can be combined in several ways. Here are a few quotes from respondents from different areas (the authors' styles are preserved).

Respondents for whom **financial well-being** was important mentioned:

"Pay off debts, break the financial ceiling".

"To increase income, to raise the norm, to listen to yourself, to feel normal, earn millions dollars, and to keep all areas of life in balance".

"I want a financial breakthrough in life, to stop living in debts".

"To get results in financial area, to solve daily tasks on the way to the goal. For self-improvement".

"To improve the financial situation, to buy an apartment, to teach children".

"I want money".

Some respondents strive to run **businesses** in Super Ego and are working on these areas:

"To improve their quality of life and to be part of the Super Ego project, to contribute to its development".

"For self-regulation and business".

"I bought it for myself, now I start a business".

"Self-regulation!!!! To SELL IN FLOW REALLY".

"Initially I acquired it in order to understand myself, now I want to run a business. I like to be part of such a unique unmatched company. I get high from the fact that I'm in the technique".

Some people mentioned that they turned to the technique to improve their **health** or the health of their children and loved ones:

"To solve difficult situations, to solve children's health problems".

"I bought for myself, to work out my health after cancer. Now I want to build a business!".

"For daughter's health".

"I bought it for dermatitis treatment".

"I bought for son's disease".

"To heal my son. He has cerebral palsy".

"First of all, I bought it to get rid of stuttering, it became easier for me to talk, but the problem did not go away to the end".

"I want to cure my son from the diagnosis of cerebral palsy, I want him to be able to walk and sit".

"I want to cure my daughter so that the white leprosy stains disappear".

A large majority of users noted that they need transformations for **self-cognition, self-improvement, and improving the quality of life:**

"To establish a dialogue with my subconscious mind".

"To improve the quality of life".

"To find harmony in life".

"To know your intellectual capital".

"To create a cool life".

"To be always mindful".

"I need the technique to work on my subconscious mind".

"To remove unnecessary mindsets, to realize my goals easily, to reveal my hidden or muffled abilities".

"Remove my limiting mindsets".

"For high level of life".

"To improve the reality of mine and my loved ones. I want to express JOYFUL VIBRATION".

"To achieve my goals, to create a RESOURCE state, in order to keep my soul and subconscious mind clean. We do not wonder why we need a toothbrush or a sponge. And the same with the technique — it will eventually be IN EVERY home of the world and every person. But some will use it, and some will not".

Some users have written about finding **my life purpose and self-realization** with the help of the Master Kit:

"To find my life purpose and improve my life. To forgive everyone on whom I am sour".

"For self-regulation, for development of own business, to increase income".

"To open the opportunities at all 200%, to be released from wage labour, to get rid of quirks and twists))) to be advanced and modern".

"I want to find a business that will bring pleasure and financial stability. To improve my financial situation, fulfill desires, improve myself and my health (I want to get rid of glasses)".

"I want to fulfil myself as a lawyer, raise my rating among colleagues and in society, I want to increase the number of wealthy clients, I want to increase my income several times".

For some users it was very important to establish **relationships** between parents and children, spouses, friends, and loved ones:

"The goal is to create a loving family and give birth to a healthy and happy child".

"To improve my life, relationships with my spouse, daughter and with others in general. To find my life purpose".

"Initially I purchased it to improve my relationship with my husband. I did not achieve this goal, I am doing transformations in general, but there were no global changes in my life. But I became very mindful. I used to blame everyone for everything, now I understand that I attracted these situations to myself. It is hard to do transformations, probably, because I do not feel nervous tension and euphoria".

Most respondents described **several areas** to which they applied the technique:

"To return to mindfulness as before, to regain my financial well-being, to return to my family, regain the respect of my children and to discover my life purpose again".

"Break the financial ceiling, Self-esteem, a new level of the Norm, accept and love yourself".

"To get rid of irrelevant prohibitions. To feel comfortable and integral. To increase revenues. I want perfect health and to eliminate the causes of psoriasis. I want to get high in a relationship and be myself at the same time. To find my life purpose".

"I need to become a better version of myself. Absolute health and financial abundance. To become Super Ego shareholder".

"To be a healthy cell, changing myself consciously, to inspire others, to change my environment, to create best version of myself, to become happy simply and easily, to fully fulfill myself in all 4 areas".

Several people mentioned that the technique is necessary for them **to help others to become mindful** and to become better and happier. Some people see their mission in this:

"I want to make people and, first and foremost, my surroundings mindful, so that people no longer suffer and act as prey".

"Mission is 500,000,000 mindful people".

"To share it. I want more and more people to be happy".

"It was very important for me to bring my life into a state of happiness initially, but every day I understood more and more that the technique should be in every house, so that the planet will be filled with happiness and kindness and people understand how simple and easy it is possible to build or change everything in their lives if they do not like it".

"In order to find and accept myself, to find my life purpose to be useful for my country, for people around me, to be a guide for those who are already desperate and resigned to the situation in their lives, in order to live this life not in vain!".

"I am transforming all the problems, studying the technique itself of how to help by using the techniques the disabled, the sick in the state of oppression during illness, injury, internal stiffness, complexes and all the people who got into difficult situation in connection with injury or disease".

Some respondents mentioned that they could not understand how the technique works, so **they did not manage to do transformations** and did not achieve their goals.

"I bought it, but did transformations very little. I did not feel pressure but it was not clear if I was doing it in a right way. In January, I did not continue the training tool. I need it for transformations :) I want to put right the feeding of my son. But I did not succeed".

"I wanted to change for the better, but nothing works out".

Analyzing respondents' answers to the question "What goals have you already achieved" revealed that some initial requests for the techniques were fully satisfied, while others were only partially satisfied. Some users mentioned that they are on the way to achieve their goals. Several respondents indicated that they had not yet achieved any results. Successfully transformed goals belong to completely different spheres of life. Users mentioned that they were able to establish relationships, improve quality of life, improve health, improve financial results, change jobs, find love, give birth to long-awaited children, lose weight, raise their self-esteem, carry out travel and vacation trips, etc. All respondents (2429 people) described their results. Some of the respondents' statements below are examples from different spheres of life (authors' spelling and punctuation are preserved).

"My daughter went to kindergarten for two years and was not sick. Mom survived after stroke".

"I use technique for 9 months; there are small achievements in money".

"There are no major goals, the documents stolen were returned, the child is sick less, the situations develops as I want".

"I got married, a daughter was born, my income is 100 000 rubles. (I had not a dime)".

"I increased my income, husband and son have their own MK, and we're on the same wavelength".

"I paid off all my debts, went to the sea, resigned from my job and began to do what I love".

"I broke my financial ceiling. I grow. Children get sick very rarely. Give a birth to the baby. Relations with my husband were improved".

"I worked on my brother's business. I helped my father".

"Awareness of responsibility for my life is coming; I am slowly getting rid of guilt. I used to feel guilty about everything before".

"Cool self-esteem, due to this—LV, Gucci handbags, branded things, trip to Hawaii, 4 big travels for 2018, business class flight, business status, expensive things, cured the jaw, helped my family".

"Depression has passed. Even small money comes. I feel better. Constant anxiety is gone. Hope for a bright future appeared. I stopped being offended and afraid".

"I got the car as a gift".

"No one goal until the end. There were a lot of initiatives, but I do not remember such a goal to be 100% realized".

"I have not achieved the main goal yet, but I am actively moving towards it. But there were a lot of quick results: gifts without special events (various certificates, cards worth up to \$450), discounts on promotion in the network, the sale of dacha—easy, resource people, love for yourself, identifying the true goals (opening for me)".

"I have not achieved great goals and I am very upset about it".

"My husband gave up drinking, found a job, now he is the Deputy Director of the company. Speaking about myself—I got a promotion, increase in salary, gave up smoking—I smoked for 23 years. Now I react differently to a lot of things than before".

"My daughter had reactive arthritis—now she is healthy. I worked on my migraine, which I suffered for more than 20 years. I increased income from fitness for pregnant women 3 times. I am developing new areas of activity. I earn with the help MK. I increased the effectiveness of preparation for childbirth for pregnant women".

"Nothing much. I have strong resistance. Strong mind. I can't turn off my head even during the transformations, I analyze everything".

"I bought G-Wagon".

"I left my son alone (I stopped "training" him, "teaching life", gave him freedom, gave him the opportunity to be independent, and removed all the fears associated with his future). I bought a car. I started a business (now I am finding out why I need to have income from it). And I worked on my quirks and twists a lot".

"I got many results))))), all my life I dreamed of becoming a hero — and I became))))), I saved two drowning people".

"Calm, relationship with husband, cancer in complete remission..."

"I improved my relationship with sister, changed my attitude to myself, and became happy to engage in healthy lifestyle, not because it is necessary; I left my hired labour — this step I would never have done without the technique, I began to engage in self-development".

"I increased income 12 times, the son is free from sinusitis, I visited 7 countries for last year, my children use the technique, I got rid of depression, there are 500 people in the Super Ego structure, inner harmony and positive".

The goals that users are still planning to achieve do not differ much from the requests for which they came to the technique. Some respondents explained their goals in a more nuanced way. For example, when answering the question "why do you need a technique?", some mentioned "Increase in income", but when answering the question "What goals do you plan to achieve?" they said, "Income of \$2500 a month". One user mentioned that she came to the company "For achieving the goals and self-regulation" and that at the time of the survey she had already achieved "Improved relations, increased income, left hired labour" and has set a further goal—"To get married, income \$3000 per month, to buy a car, a house, travelling". Clients set a wide variety of goals, from meeting simple household needs, improving health, building family relationships, learning languages, buying real estate or cars of premium brands, to the implementation of global projects for career development, change of residence and even "...to

make my own film, get the Nobel peace prize 'Contribution to the development of mankind'". A significant number of respondents set a goal of business development in the Super Ego company. Many of them seek to become shareholders in the future.

More than half of all respondents are trying to work on several goals in the training tool at once (58.7%). A quarter are working on one goal to achieve results (26.8%). A sixth wrote their own version of the answers (14.5%). Among the most common options are: working on one goal; other goals occurred to the respondents along the way and they switched to them; there are one main goal and a few additional goals; their goal was most desirable at the time of transformation; they purchased the training recently and just studied it; they abandoned training; the validity of the training tools expired. Below are a few quotes on these situations (the authors' styles are preserved).

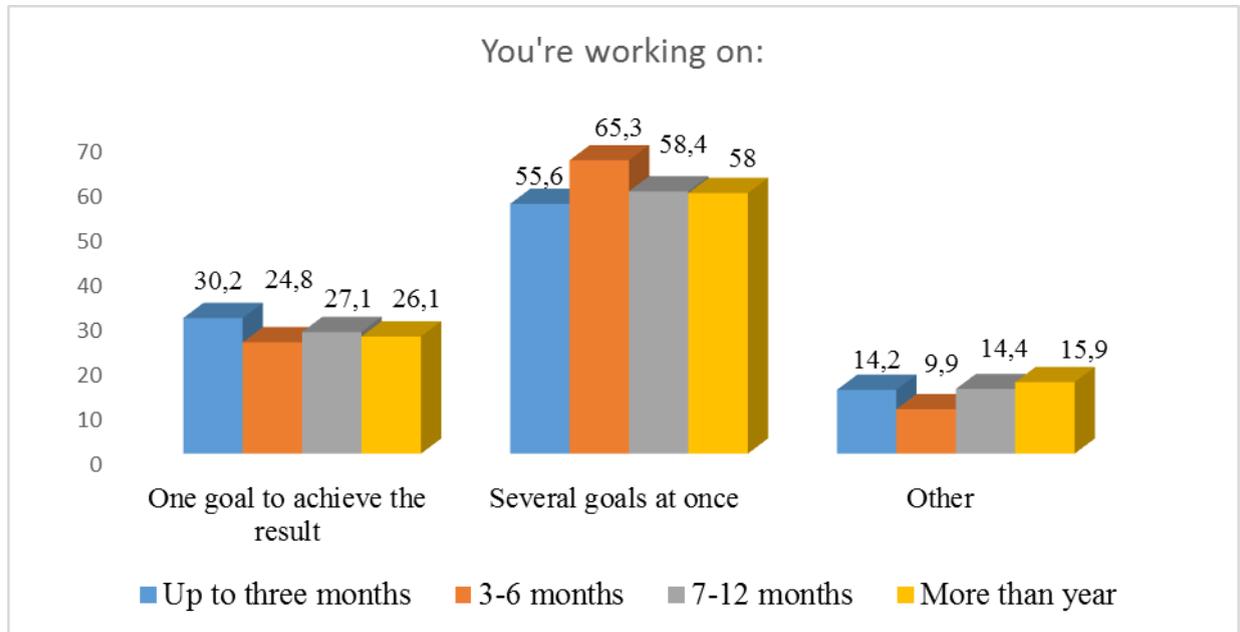
"I rush from one extreme to another. First I grasp at one thing and then I realize that I need to work on another one first of all. In the end, everything goes to UM. That's how I work it on. It's not always perfect".

"It depends, I have a lot of stuffs, I need to try. Sometimes I even just can't tell. And I abandon. "

"1-2 months for the goal, then, even if I don't achieve it, changed to another one for 1-2 months, and then I get back, alternate 'light goals' and "challenging goals".

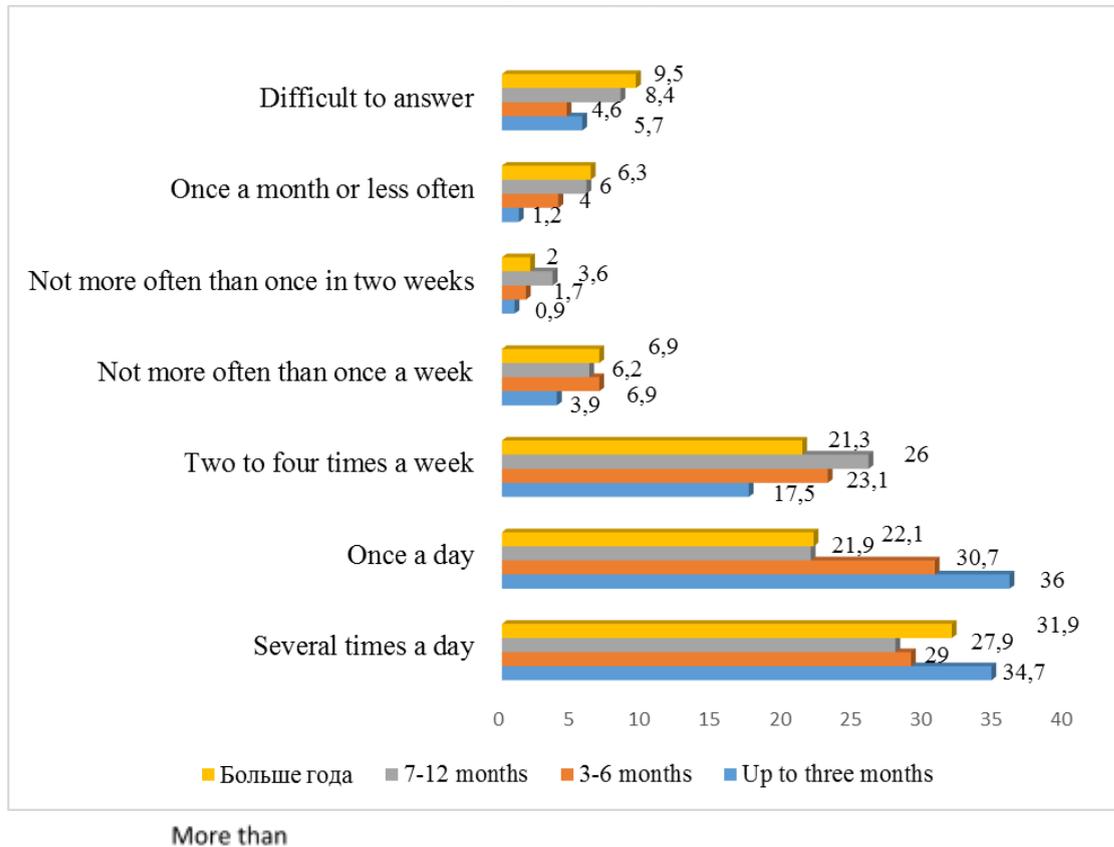
"I usually work on one goal. Basically on what I'm currently feeling nervous about. Some goals are not possible to work on to the result".

Diagram 3. Types of transformations, depending on the duration of use of the technique (%)



The distribution of responses for groups by duration of using the technique is approximately the same. Those who are just beginning, those who have been training for a year, and those who have been doing transformations for more than a year all often mentioned that they are working on several goals (55.6%, 65.3%, 58.4%, 58%). A little more than a quarter of respondents who have been familiar with the technique for three months or more are working on one goal (24.8%, 27.1%, 26.1%). New users were more likely to choose this option (30.2%) [Figure 3]. According to the respondents' answers, the following trend can be traced: when users are just getting acquainted with the Master Kit, they try to accurately perform tasks and work on only one thing. Once they have achieved the first results or have understood the method of working with the product, respondents begin to enjoy it and start to work on several goals in several directions. Then, after six months of transformations, the *majority* of respondents are trying to focus on one global goal while simultaneously working on other smaller ones.

Diagram 4. Frequency of transformation, depending on the duration of the technique use (%)



When purchasing Master Kit, the respondents expect to achieve results. Success largely depends on the number and quality of transformation. The majority of all respondents mentioned that they did transformations several times a day (30.9%) or once a day (25%). 22.3% said several times a week, 6.3% once a week, 2.2% every two weeks, and 5.2% once a month or less. If we consider the groups by duration of using the technique, new users do transformations more often. Thus, 34.7% of respondents who have used the technique up to three months do transformations several times a day; 29% of those who have used it from three to six months; 27.9% who have used it from six months to a year; and 31.9% of the most experienced users. 36% of new users prefer to do transformations once a day; 30.7% and 21.9% of those who have used it from three months to a year; and 22.1% of the most experienced users. No more than 7% of the respondents in all groups train once a week or less [Figure 4]. Thus, according to the respondents' answers, all groups of users prefer frequently do transformations and they try to do transformations at least several times a week, once a day, or several times a day.

The Super Ego company offers users many different Mind Packs aimed at a thorough transformation in particular areas. Most respondents noted that they use these products (70.5%). A third of users (29.5%) mentioned that they do not use them. Mind Packs are more often used by those who have used the technique for three months or more (75.2%, 75%, 71.2%). More than half of new users use them (54.7%). It is unsurprising that of those who mentioned that they do not use Mind Packs (45.3%), 24.8% and 25% are those who have been familiar with the Master Kit for three months to six months and for up to a year, respectively. 28.8% of the most experienced users do not use Mind Packs.

Those who use Mind Packs were asked to mark which ones. The most-used products, according to the answers of all respondents, were "Emotions" (60.3%), "Strong mind" (57.5%), "Humility" (52.4%), and "Resistance" (44.5%). 7.6% of users are working on their self-esteem.

Although significantly lower than the first one, the Mind Pack for income is in third place in terms of the number of answers ("Increase income; Career" — 4.2%, "Increase income from business three times" — 3.3%, "Increase income from the network business three times" — 4.3%, "Increase the income of my men three times" — 2.5%). The remaining Mind Packs were answered by less than two percent [Table 1].

Table 1

**The distribution of answers to the question:
"What Mind Packs do you use?"**

Options	Freq uency	Per centage
Emotions	1051	60.3
Strong mind	1002	57.5
Humility	913	52.4
Resistance	776	44.5
Increase income; Career	74	4.2
Increase income from business three times	58	3.3
Increase income from the network business	75	4.3
Relationship with parents	9	0.5
Relationships with children and children's health	32	1.8
Ideal relationship with the woman of my dreams	8	0.5
Become slim, create the body of my dreams	18	1
Increase the income of my man to three times	43	2.5
Freedom from treason	3	0.2
I want to build a relationship with a man	28	1.6
Freedom from disease	19	1.1
I want to improve a relationship with a man	16	0.9
Self-esteem	132	7.6
Become a mother	3	0.2
Find a destination	24	1.4
Start a business	8	0.5

Not all respondents use Mind Packs; 839 respondents mentioned that they do not use these products. A large majority (71.9%) of those who use Mind Packs turn to them when they need to do transformations more thoroughly for a specific problem. A tenth of users (10.6%) mentioned that Mind Packs keep them on their toes and transform all areas thoroughly. 11.3% believe that since the company presents these products, they should try them. About a hundred people (6.2%) wrote their own answers. Many of these mentioned that Mind Packs help to return to mindfulness and that thanks to the ready-made templates, it is easier for users to find answers to their questions and get results. Here is an example of some quotes (the authors' styles are preserved):

"There was humility for money, there was resistance for the result".

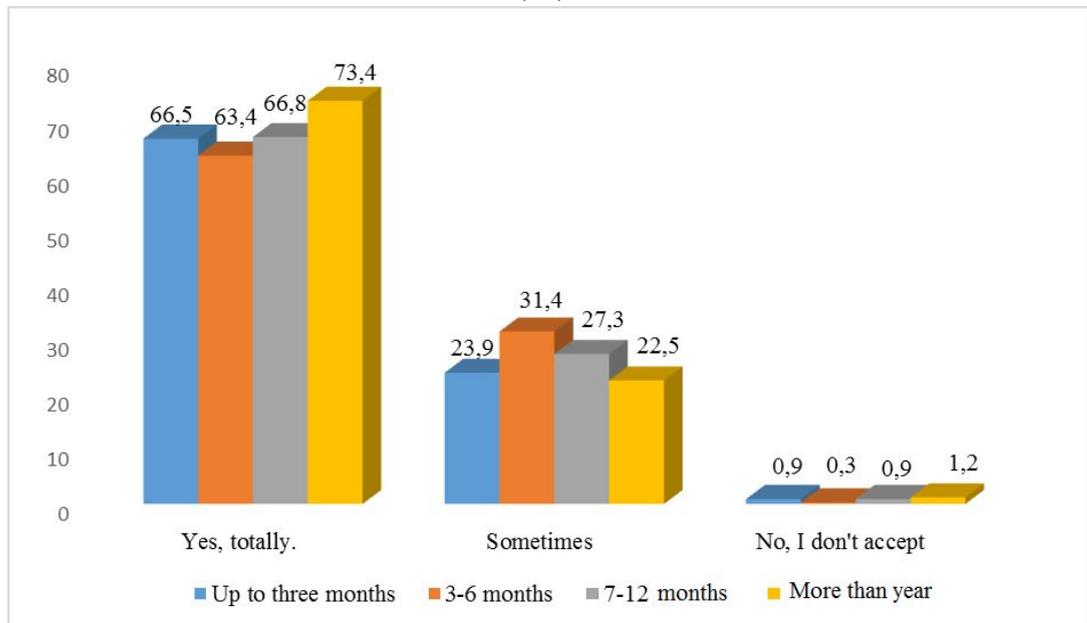
"To improve the transformation itself. The method of training. To perfectly achieve the goal".

"I asked a question to customer support service, they advised "Strong mind" Mind Pack. "When I can't work on, I turn to Mind Packs and feel what responds".

"They provide ready-made templates and make it easier to find mindsets".

"I am attentive to my current internal needs. Go intuitively where maximum nervous tension is".

Diagram 5. The distribution of answers to the question: "Do you accept the axiom 1.1?" (%)



In order for transformation to be successful and for users to achieve results, it is important to accept the axiom 1.1. The majority of all respondents (69.4%) mentioned that they fully accept the axiom 1.1. A quarter of all respondents (25.1%) admitted that they only sometimes manage to accept the axiom 1.1. Only 1% of all respondents mentioned that they do not accept this axiom. 4.3% found it difficult to answer this question. Many respondents who mentioned that they sometimes accept the axiom explained that they often fall out of mindfulness or that in particularly difficult situations (death or disease of loved ones) cannot accept that this is the result of their own desires. The duration of using the method also directly affects the degree of acceptance of the axiom. So, among users who have used the training tools for up to three months, 66.5% fully accept the axiom and 23.9% sometimes accept it; among users who have used the training tools from three to six months, 63.4% fully and 31.4% sometimes accept it; among users who have used the training tools from seven months to a year, 66.8% fully and 27.3% sometimes accept it; among users who have used the training tools more than a year, 73.4% fully and 22.5% sometimes accept it. The lowest number of those who do not accept the axiom is in the group of users who have used the training tools from three to six months (0.3%) and in other groups of about one percent (from 0.9% to 1.2%) [Figure 5].

Table 2

The distribution of answers to the question: "Do you manage to work on the situations, fears, or offences that hinder the achievement of the goal?" (%)

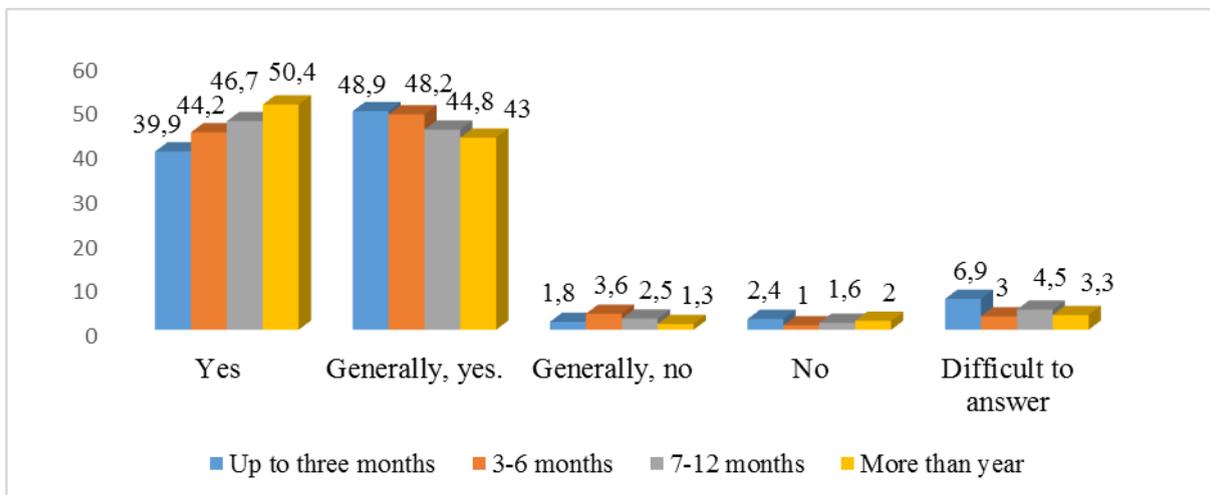
	Up to three months	3-6 months	7-12 months	More than a year	Total
Mindsets					
Yes, always	35.3	41.9	48.5	51.9	47.4
Sometimes	44.7	49.8	42.8	42.1	43.6
No	10.3	5.6	4.8	4.6	5.6
Difficult to answer	9.7	2.6	3.9	1.3	3.3
Fears					
Yes, always	29.6	31.7	30.9	36.7	33.5
Sometimes	47.4	54.1	52.6	48.9	50.3
No	13.4	10.9	11.6	10.9	11.4
Difficult to answer	10	3.3	5	3.6	4.8
Offences					
Yes, always	32.9	35.6	34.0	38.5	36.2
Sometimes	42	50.2	48.8	46.2	46.8
No	15.4	11.9	11.2	11.9	12.2
Difficult to answer	9.7	2.3	6	3.4	4.8

When the respondents work on a particular goal, they face certain mindsets, fears, and offence that hinder them in achieving results. According to the survey, about half of all respondents mentioned that they always manage to work on the mindsets (47.4%). The "sometimes" option was chosen by 43.6% and 5.6% did not manage to work on their mindsets. Fewer users manage to fully work on their fears. Only a third of respondents said that they could do this (33.5%). Half of all respondents mentioned that they only sometimes manage to do this. More than a tenth (11.4 percent) are not successful at all. Offence is fully worked on by a few more users than fears are. 36.2% mentioned that they always do this. 46.8% sometimes managed to work on offence, while 12.2% do not manage this at all [Table 2]. The result of the answers in the subgroups shows that the longer a respondent uses the technique, the more often he manages to work on the mindsets, fears, and offence; the less time they have worked on a technique, the more often users mentioned that they do not succeed in transformations in these areas.

The vast majority of respondents mentioned that the Master Kit helped them to perceive what is happening around them from the positive side and think positively (47.2% — "yes"; 45%

— "generally yes"). About four percent mentioned that the Master Kit did not affect their positive thinking (2% — "generally no"; 1.8% — "no"). The fact that the duration of using the technique affects positive thinking is confirmed by the users' answers. Thus, the positive answer was given by 39.9% of those who have just started transformations, 44.2% of those who have used the technique up to six months, 46.7% of those who have used it from six months to a year, and 50.4% of those who have used it for more than a year. Among those who believe that the Master Kit did not affect their way of thinking, the answers were as follows: 2.4%, 1%, 1.6%, and 2%, respectively [Diagram 6].

Diagram 6. The distribution of answers to the question: "Can you say that you started to think positively after transformations in the Master Kit?" (%)



The fact that transformations influenced self-confidence was also mentioned by most users. 37.2% of them believe that the transformation clearly had an impact, but 53.7%, despite the fact that they became more confident, sometimes still doubt themselves. 5.6% believe that confidence does not depend on the transformation. The less often users have used the technique, the less likely they responded that the Master Kit had affected their confidence. Thus, 27.2% of new users answered positively; in the group of 3-6 months, 33% answered positively; 7-12 months, 37.7% answered positively; and more than a year, 41% answered positively. In some groups, more than half of the respondents sometimes doubt themselves [Diagram 7].

Diagram 7. The distribution of answers to the question: "Can you say that you became more self-confident after transformations in the Master Kit?" (%)

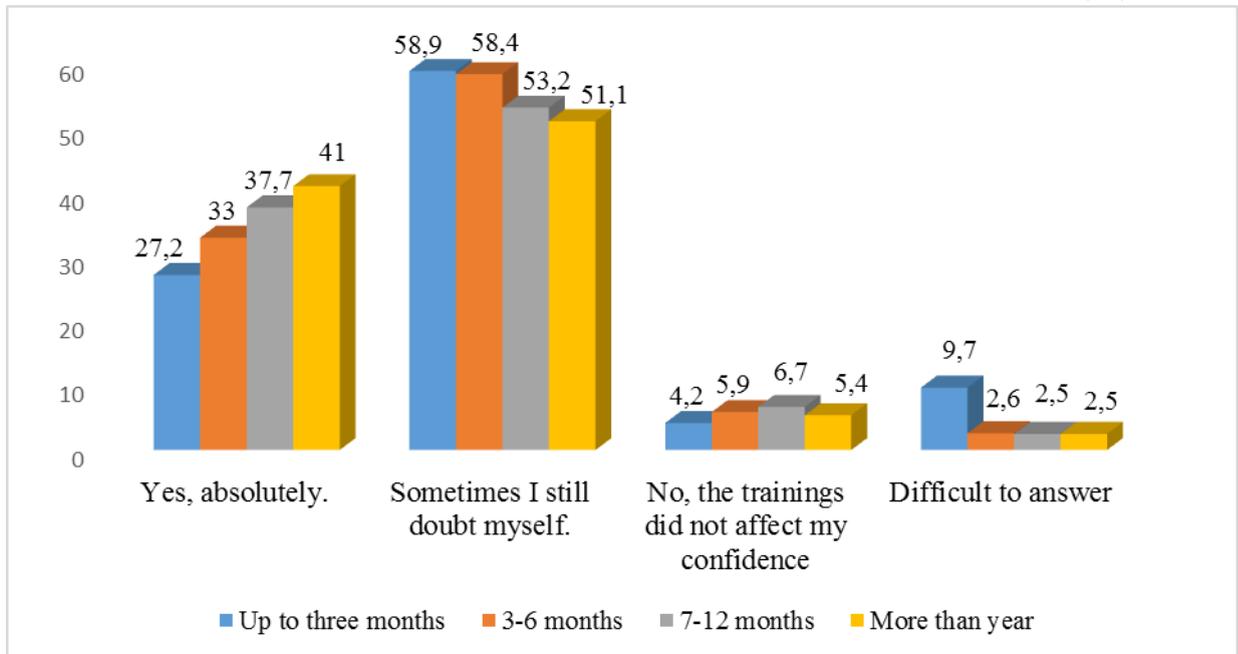
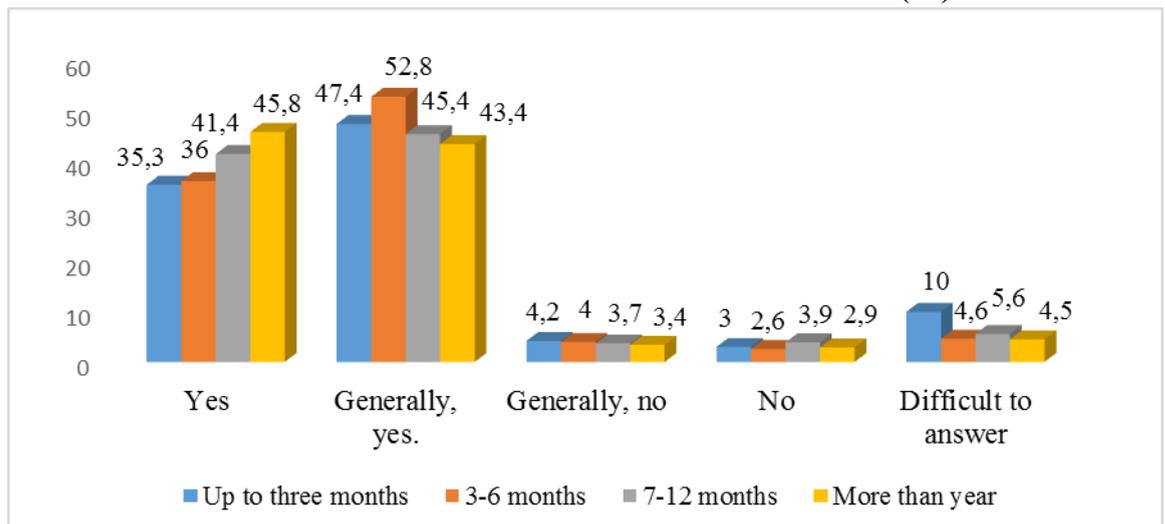
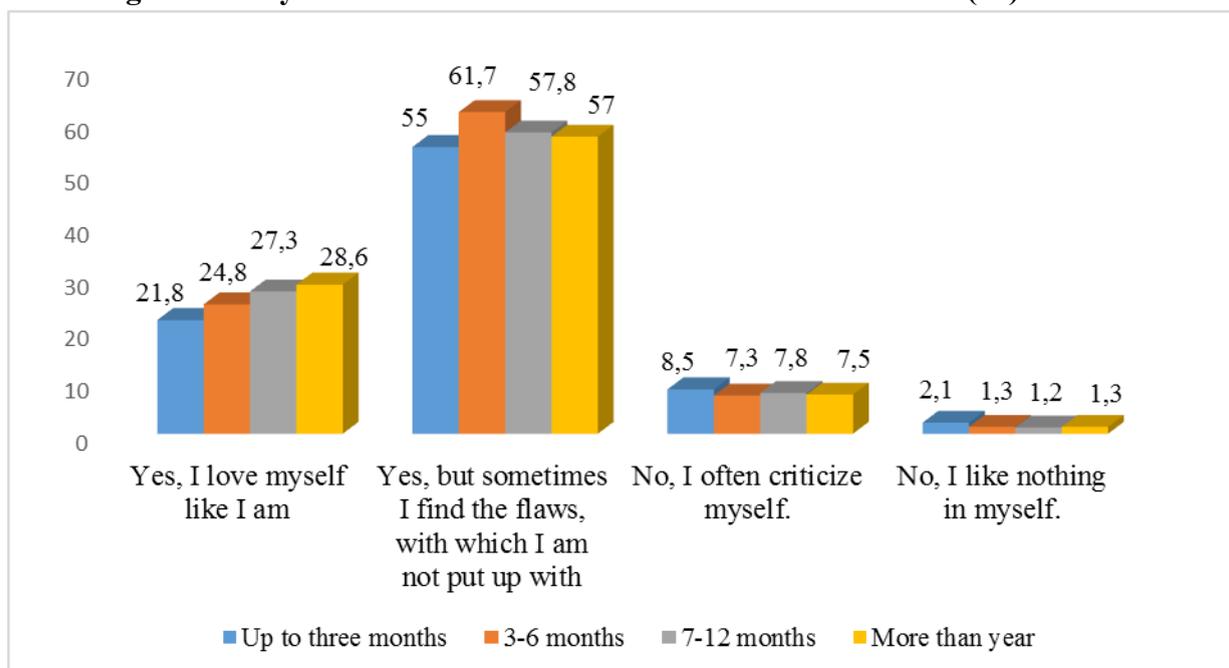


Diagram 8. The distribution of answers to the question: "Can You say that you became calmer after transformation in the Master Kit?" (%)



Most of the respondents mentioned that they became calmer. 41.9% marked the "yes" option and 45.7% marked "generally yes". No more than 4% of all respondents claimed that transformation in the Master Kit did not affect their level of calmness. Again, the less time respondents had used the technique, the less they associated their level of calmness with the transformation (35.3% — up to three months). The longer they were familiar, the more often respondents mentioned that they became calmer after transformation (45.8% — more than a year) [Diagram 8]. The beginner group was slightly less likely to not associate their calm state with training than the more experienced ones.

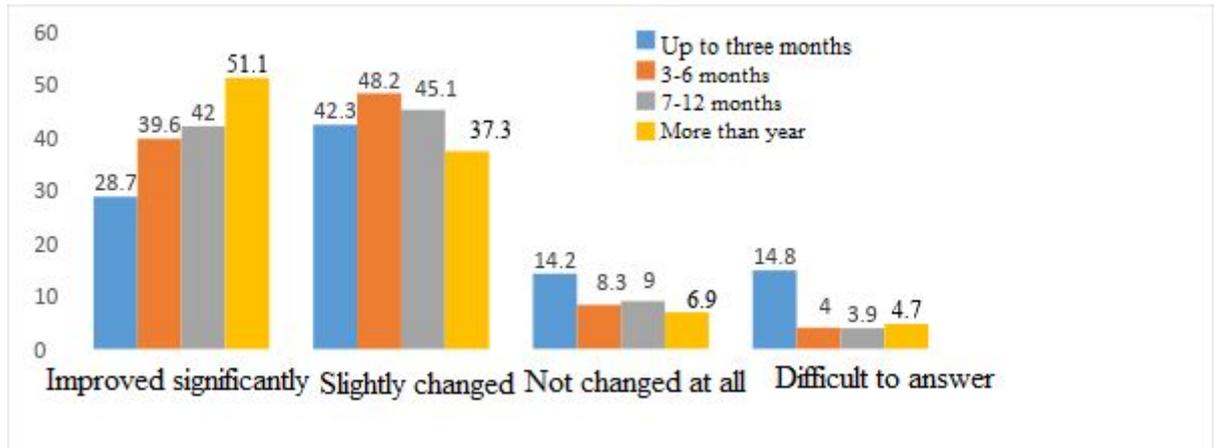
Diagram 9. The distribution of answers to the question: "Can you say that you managed to love yourself after transformation in the Master Kit?" (%)



A quarter of all respondents (26.8%) mentioned that transformations helped them to accept and love themselves for who they are. More than half of all respondents (57.5%) mentioned that they managed to love themselves, but nevertheless they sometimes find flaws that they have to work on. About ten percent have not yet managed to accept themselves (7.7% — "No, I often criticize myself"; 1.4% — "No, I'm not satisfied with everything in myself"). Some respondents wrote their own answers, among which the most common was the explanation that transformations did not affect them because they have always had love for themselves. The duration and amount of transformations also influence the acceptance of this quality. More than a fifth of new users (21.8%) mentioned that they managed to love themselves after transformations, as did a quarter of those who have used the technique from 3 to 6 months (24.8%). 27.3% of those who have used the technique for 7 to 12 months gave this answer, as did 28.6% of those who have trained for more than a year. More than half of the respondents in each group learned to love themselves after transformations, but still have found something else to work on [Diagram 9].

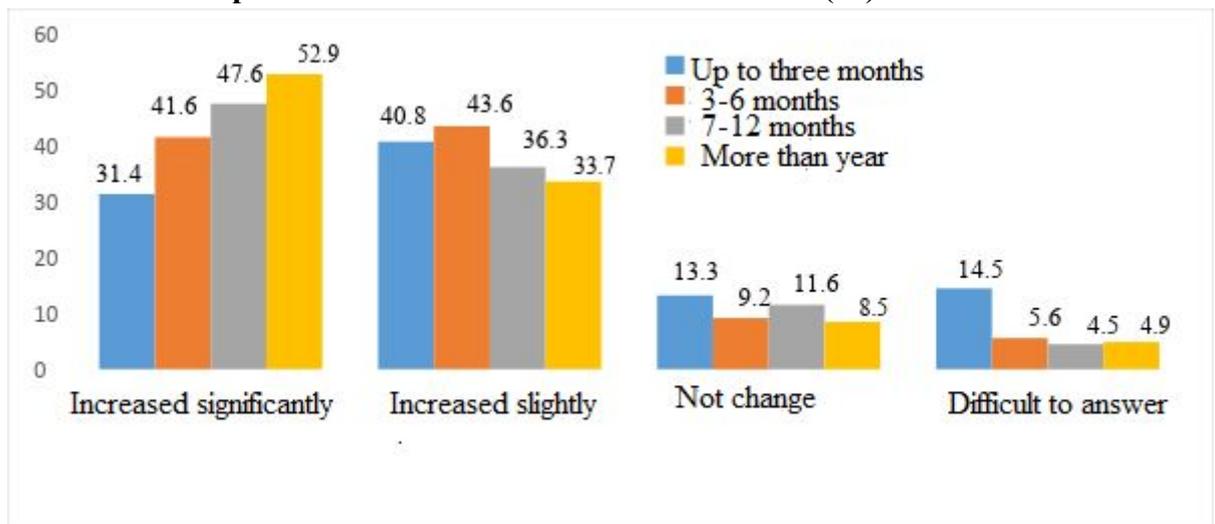
Quality of life after transformations also improved significantly for 44.1% of all respondents, slightly changed for 41.5%, and did not change at all for 8.7%. Improving respondents' quality of life depends on the length of transformation. In the group of respondents who have used the technique for three months, quality of life significantly improved for 28.7% and did not change at all for 14.2%. In the group who have used the technique for three to six months, the respective percentages are 39.6% and 8.3%. In the group who have used the technique for 7-12 months, the respective percentages are 42% and 9%. Those who have used the technique for more than a year, the respective percentages are 51.1% and 6.9%. 14.8% of new users had difficulty responding [Diagram 10].

Diagram 10. The distribution of answers to the question about the quality of the respondent's life after transformation (%)



Self-esteem among users also increased after transformation. 47.1% of the respondents mentioned that their self-esteem increased significantly. It slightly increased for 36.6% and remained the same for a tenth of the respondents (10.1 %). 31.4% of new users mentioned a significant increase in self-esteem. These percentages were 41.6% in the group of three to six months; 47.6% in the group of 7 to 12 months; and more than half (52.9%) in the group of the most experienced users. It did not change at all for 13.3% of new users, 9.2% of those who have trained for 3-6 months, 11.6% of those who have done transformation for 7-12 months, and 8.5% of those who have done transformation for more than a year [Diagram 11].

Diagram 11. The distribution of answers to the question about state of the respondent's self-esteem after transformation (%)



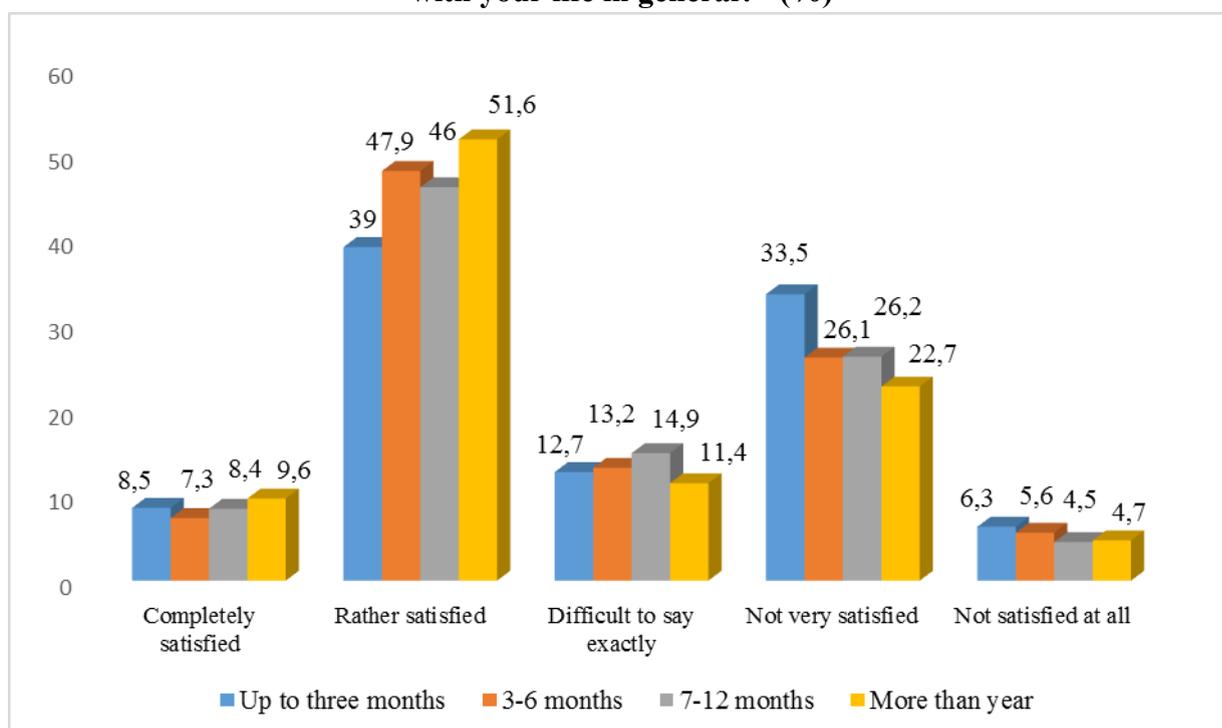
It is interesting to trace the direct relationship of changes in respondents' quality of life and self-esteem after transformation. Thus, quality of life and self-esteem increased significantly for 73.8% of respondents. For 68.8%, quality of life and self-esteem slightly increased. No changes occurred for 53.5%. Finally, 50.9% found it difficult to answer [Table 3].

Table 3

The ratio of changes in the quality of life and self-esteem of respondents after transformation in the Master Kit (%)

Quality of your life after transformation:	Your self-esteem after transformation:			
	Increased significantly	Increased slightly	Not change	Difficult to answer
Increased significantly	73.8	21.9	3.5	13.7
Increased slightly	23.7	68.8	33.9	27.3
Not change	1.2	6	53.5	8.1
Difficult to answer	1.3	3.3	9.1	50.9

Diagram 12. The distribution of answers to the question: "How are you satisfied with your life in general?" (%)



Almost half of all respondents (47.9%) mentioned that they are rather satisfied with their lives in general. Only 8.8% are fully satisfied. 12.8% found it difficult to answer. A quarter of all users mentioned that they are not very satisfied with their lives. 5% are not satisfied with their lives. The longer the respondents have used the methodology, the more they are satisfied with their lives (39%, 47.9%, 46%, 51.6% — rather satisfied) and the less they are dissatisfied (33.5%, 26.1%, 26.2%, 22.7%) [Diagram 12].

Conclusions

When summing up the main results, note that the majority of the respondents are females from 31 to 50 years old. Only less than eight percent of the respondents are men. Those under 30 and over 50 also participated in the survey, but in lower numbers. The geographic distribution of the Master Kit is rather wide. The most active participants are residents of the Republic of Kazakhstan and Russia. Also, users from different CIS countries, Europe, and other continents answered the questions. The largest number of survey participants is users who have been using the Master Kit for more than a year. A quarter of respondents are those who have been doing transformations for more than six months. A smaller group is those who have engaged with the technique for less than six months. Among the survey participants, some use the technique for themselves and to solve their problems. Also, the survey included the company's partners, those who are just taking the first steps in this direction, and those for whom "business in Super Ego style" is a priority in life.

The users came to the technique with the hope of solving completely different requests. Almost all of these requests can be grouped into the main areas for which the company Super Ego offers transformation: financial well-being, the establishment of all kinds of relationships, finding a life purpose, and the solution of health problems. In their requests, users mentioned desires for self-cognition, self-regulation, knowledge of their inner "I", self-change, self-development, mindfulness, finding harmony and confidence, and increasing their self-esteem. Some users (probably the most experienced) described their requests in the same terms: "I want to become a healthy cell", "I want to become a better version of myself", "I want to be mindful", "I want to remove restrictions and mindsets from my subconscious", "I want to transform mindsets", etc. So, it can be assumed that users already communicate using the unique "slang of a Super Ego participant", which allows them to connect to each other across the world.

A significant number of respondents mentioned that they managed to achieve their goals fully or partially. When planning future transformations, some specified their requests, some expanded the red lines for themselves, and some described new directions and desires that they plan to achieve.

The methods of the respondents' transformation differ. Generally, users mentioned that they are working on several goals. But, new users often mentioned that they are working on the same goal until the result is achieved. Here, perhaps, the need for phased tasks also has an effect when getting acquainted with the training tool. More experienced users mentioned that they are working on one global goal while simultaneously solving smaller goals. Several people mentioned that they could not understand the method of working with the technique and failed to achieve any results.

The majority of all respondents mentioned that they do transformations at least once a day or several times a day. More than a fifth train several times a week. Less than six percent said that they train even less often. New users are more likely to do transformations one or more times per day.

In order to achieve the desired goals as quickly and efficiently as possible, most respondents turn to Mind Packs offered by the company. Only a third of all respondents mentioned that they do not use Mind Packs. Most of these are new users who are just getting acquainted with the technique and learning the essence of working with it. The most popular Mind Packs for users are training tools such as "Emotions", "Strong mind", "Humility", and "Resistance". Those who use Mind Packs mentioned that these products help them to work on a specific problem more thoroughly. Some respondents mentioned that these training tool allow them to keep them on their toes and transform all areas thoroughly. They also said that, since these products are presented by the company, they should try them. In their responses, users mentioned that thanks to the ready-made templates, work in these training tools facilitates their way to find answers and provides an opportunity to achieve results faster.

The adoption of the axiom 1.1 contributes to the successful achievement of the goal. Three quarters mentioned that they fully accepted it. A quarter of users mentioned that they accept it, but sometimes it falls out of mindfulness. The more users are familiar with the technique, the more they fully accept the axiom 1.1.

The results of the survey show that users more easily manage to cope with their situations completely. Offences and fears in particular are more difficult to work on.

The vast majority of all respondents mentioned that transformations in the Master Kit helped them to start thinking positively, to become more confident, calmer, and to love themselves. The longer users are familiar with the methodology, the more often they associate these results with the transformations. Quality of life and self-esteem also changed among respondents. Some mentioned that it changed significantly, but for others, changes at the time of the survey were not so significant. The less experience they had in transformations, the more users mentioned that self-esteem and quality of life did not change.

The people who came to the technique are those who are not satisfied with the current situation in their lives; they are those who constantly want to change something, improve, and get better results. Therefore, only eight percent are fully satisfied with their lives. Almost half of all respondents believe that there is still something to improve, and therefore they are more satisfied. A quarter are not satisfied with their lives.

There is an opinion that everything that surrounds us is a reflection of our inner state. Therefore, it is important for people to have decent self-esteem, healthy confidence, unconditional love for themselves, and a positive attitude. All these parameters have a direct impact on quality of life and on the level of life satisfaction. As the results of the survey show, regular transformations in the training tools of the Super Ego company allow increasing the capital of these qualities and bringing a person to another level of life.

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