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THE FACTORIAL SURVEY RESEARCH DESIGN TO STUDY JUSTICE PERCEPTIONS OF STATE SUPPORT ALLOCATION AMONG SOCIALLY EXCLUDED GROUPS: RESULTS OF THE PILOT STUDY

Summary

The article presents findings of the pilot study, dedicated to the development and testing of instruments for measuring in the mass survey the perception of justice criteria for allocation of the state support among socially excluded groups. Tool focuses on a specific survey method, based on specific approaches to plan. This experiment is called factorial design. Respondents were offered descriptions of hypothetical situations, which could potentially happen in real life. These descriptions are called vignettes. The respondents needed to evaluate the possibility or even necessity of support provided from the state to the person that is trapped in the described life circumstances. The purpose of the judgment analysis about various life circumstances from different respondents is to identify the impact of separate factors on the perception of certain groups of people (those who are in difficult life circumstances) as those who need help, and, therefore, are socially excluded. The dimensions aiming at formation of possible hypothetical situations were chosen based on the social justice theory as well as the criteria of needs, control and identity. During the pilot study, 65 respondents assessed 120 vignettes. The analysis of the collected data, in particular, applying the model of the regression equation, is the basis for the conclusion about possibility of proposed tool application in mass surveys and the compliance of the obtained measurement results of the previously made hypotheses in the vignettes space design. The findings of pilot study data indicates that such factors as the position in the labor market, presence of children, the status of internally displaced persons and the level of income are statistically significant factors in the decision making process for providing state financial support. The gender and marital status of potential recipients are not statistically significant factors in the decision making process for providing state support. The data is considered for clarifying certain previous hypotheses and needs validation within the mass representative survey.

Keywords: factorial survey design, social justice, state support, social exclusion.

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THEORETICAL BASIS OF NON-GOVERNMENT ASSOCIATIONS' SOCIAL RESOURCES ATTRACTION TO THE NEEDS OF REGIONAL DEVELOPMENT IN A DECENTRALIZED ENVIRONMENT

Summary

The Revolution of Dignity, other events of 2014-2015 in Ukraine indicate a significant potential of different social groups public activity. The planned decentralization is a major reform aimed at

fundamental changes not only in public administration sector in Ukraine, but also in the entire system of social relations. Civil society and NGOs activity play special role in these processes.

The study is devoted to the analysis of theoretical approaches to determine the nature and structure of social resources of NGOs, and to the justification of theoretical and methodological approach to develop mechanisms to implicate social resources of associations to ensure the development of Ukraine's regions in decentralization context.

The paper explores the applicability of the classical theory of social resources and the resource mobilization theory for the revitalization of NGOs in Ukraine by implicating social resources. In particular, it concerns public activities in the area of regional development.

The creation of mechanisms aimed at the development and implicating NGO's social resources is a prerequisite for the decentralization and other reforms in Ukraine. It is shown that sociocultural approach is appropriate to ensure compliance mechanisms to implicate social resources with Ukrainian social characteristics (first – worldview and value-motivational). It is possible to use the socio-cultural approach as a methodological basis for the use of the resource mobilization theory. This will determine the status of social resources, indicators to measure it and capabilities to implicate social resources of NGOs to the needs of regional development. Addressing these problems create the necessary conditions for the development and implementation of effective mechanisms of implicating NGO's social resources in the processes of reform and development.

Keywords: social resources, non-government associations, regional development, decentralization.

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SOCIAL CAPITAL OF INTERNALLY DISPLACED PERSONS AS A FACTOR OF LOCAL INTEGRATION IN UKRAINE

Summary

This paper deals with the analysis of bridging and bonding social capital among internally displaced women from Lugansk and Donetsk regions of Ukraine. With regard to the research hypotheses, author investigates which form of social capital is a factor for better local integration in the new place of residence. Secondary analysis of the study «Needs Assessment of Internally Displaced Women and Elderly People in Ukraine» (conducted by the Ukrainian Institute for Social Research named after O. Yaremenko) was performed. The degree of local integration was measured in terms of perceived stigma from host communities. Forms of social capital were measured as a perception which social ties would be the most helpful for human rights protection. Bonding social capital is a priority strong ties (friends, relatives, family members), and bridging social capital is a priority of relations within political and civil society organizations. Multivariate logistic regression was applied. According to the results, odds of perceived stigma from host community are higher among women mainly relying on bonding social capital, such as kinship and friendship ties (OR = 1,53, 95% CI: 1,14–2,05); whereas such odds are lower among women mainly relying on bridging social capital, such as ties within civic and political organizations (OR 0,61, 95% CI: 0,45–0,83). The likelihood of perceived stigma in the host community increases in case of leaving Donbass region (if moved to the East region: OR = 1,64, 95% CI: 1,13–2,39; if another region: OR = 1,60, 95% CI: 1,07–2,35) and in case of more than two altered habitats during resettlement (OR 1,48, 95% CI: 1,10–2,01). It was noted that bridging social capital is an important factor of social integration and adaptation among internally displaced persons. It is important to develop regular monitoring of desired durable solutions and to ensure participation of internally displaced persons in planning and managing of relevant programs.

Keywords: social capital, internally displaced persons, local integration, stigma, host communities.

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GENDER ISSUES IN THE MODERN SOCIAL STUDIES OF ADVERTISING

Summary

Social science plays an important role in the study of interference of advertising and society.

The main directions of advertising research in modern sociology are aimed at the general issues of advertising functioning as a modern phenomenon, gender peculiarities in advertising, advertising as a social institution, etc.

The author also tries to determine what aspects of advertising is the object of social science study at the current stage.

In the framework of modern sociology there are two positions according to which advertising is understood as a social institution (this opinion is shared by most sociologists) and as a social practice.

Majority of modern works are devoted to the analysis of discriminatory advertising practices towards femininity that actualizes attention to the issue of masculinity, which is poorly developed in modern sociology.

Advertising must use power of social influence to create audience's flexible gender imagination. The issue of gender tolerance in the advertising process has cultural, moral, social character, and without making special rules in the relevant law it is rather difficult to ensure the social impact of advertising from the perspective of gender equality.

A sociological methodology takes a special place in modern research which forms the methodological basis and methodological arsenal for provision of reliable information about the actual demands and needs of the population, compliance with targeted products. Effective advertising research conducted by social science requires a multidisciplinary approach at the present stage.

Keywords: advertising, gender, social practices, advertising impact, socio-cultural space, social advertising.

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FEATURES OF TRUST AND DISTRUST FORMATION AND FUNCTIONING: THE COGNITIVE ASPECT

Summary

The article puts forward the necessity to investigate mental component of «trust» («distrust»), regarding both phenomena as products of reasoning and consciousness. The article aims at developing a scheme for the mental component relying on the main theoretical principles of V. Yadov's dispositional concept.

One of the elements of his dispositional theory is the study of action imperatives as starting points for capturing the relationship between the worldview of the individual and readiness for action resulting from this worldview. The action imperative is a component that assists in understanding the nature of thinking mode accompanying certain processes and underlying behavioural patterns of the group or individual. Therefore, «trust» («distrust») may be interpreted as the action imperative comprising cognitive, emotional assessment and connotative constituents. The interaction between cognitive and emotional assessment constituents generates social expectancy which is realised through the connotative constituent, such as an imperative. The article describes the process of formulation and replication of trust in society, key elements of which are the realisation of expectations, the interaction of cognitive and emotional assessment constituents, the formulation of «trust» («distrust») imperatives and action (behavior). The conclusion indicates that not only does the study of reasoning component allow to demonstrate the level of «trust» («distrust») of individuals or society towards a number of social

groups, institutions or processes, but also to understand the formation and functioning mechanisms of these sociocultural phenomena in the context of consciousness. It is worthwhile to further investigate the peculiarities of transformation of the reasoning component under the influence of different factors existing within the Ukrainian society crisis.

Keywords: trust, distrust, set, mental component, behavioral component, expectation.

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SOCIOLOGICAL APPROACHES TO STUDY OF PROFESSIONAL AUTONOMY IN CONNECTION WITH SUBJECTIVE WELL-BEING IN CROSS-NATIONAL PERSPECTIVES

Summary

This paper focuses on the investigation of the relationship between individual's professional independence (autonomy) and subjective well-being in a comparative perspective. The objective of the presented work is an analytical overview of key studies of the links between life satisfaction, subjective well-being and professional autonomy in the context of comparative analysis. Research interest in this topic was determined by the fact that the definition of the level of life satisfaction is not possible without taking into account socio-structured factors that determine and influence the level of psychological well-being of the individual.

The feeling of happiness together with the satisfaction and psychological well-being are relative concepts, because individual determines the level of life satisfaction, comparing himself to others, to the standards of «normality» and «consumption norms» within a society. If the standard of living of an individual exceeds this standard, the feeling of satisfaction is higher, and vice versa, if does not reach «normal levels» – lower. Проте на мікрорівні середовище сімейних, дружніх чи професійних відносин може слугувати одним з чинників оцінки психологічного комфорту. Так, соціоструктурна позиція індивіда та його оцінка якості життя є взаємозалежними змінними: професійна приналежність, рівень освіти та дохід – мають позитивний зв'язок з відчуттям задоволеності життям. Професійна діяльність є значною частиною, на яку людина витрачає велику частку свого часу. Зважаючи на це, професійні умови, в яких він перебуває, можуть слугувати індикаторами його психологічного комфорту або дискомфорту, задоволеності життям тощо.

However, at the micro level environment is family, friends' or professional relationship can serve as one of the evaluation factors of psychological comfort. Socio-structured position of the individual and his quality of life evaluation are interdependent variables: professional affiliation, level of education and income has positive correlation with the feeling of life satisfaction. Professional activity is a significant part of that as the person spends most of their time on it. Therefore, the professional conditions, where it is located, can serve as indicators for his psychological comfort or discomfort, life satisfaction etc.

Referring to previous sociological works, paper dwells upon general logic of the respective studios development. In particular, the focus is on professional communication environment where the individual is, and his level of life satisfaction. It is important to note that there are both direct and indirect relationships between these variables. The specificity of this connection is defined by both individual characteristics and more general socio-cultural conditions of the labor organization. Authors point out the necessity of attention to the influence of the group relations context, group interactions and dynamics of the personality's life cycle on the relationship between subjective well-being and professional autonomy.

Keywords: professional independence (autonomy), subjective well-being, comparative analysis, cross-national analysis.

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ASSESSMENT OF HIV-RELATED COMPOUND STIGMA STRUCTURE IN UKRAINIAN GENERAL POPULATION

Summary

HIV/AIDS stigma durably compounds with other marginalized groups' co-stigmas and bigger cleavages of social inequality (Campbell & Deacon, 2006). While it may be considered a manifestation of the epidemics' structural drivers that were named by P. Piot (2006) among its greatest challenges, it surprisingly lacks measurement. In this article, we made partial quantitative assessment of some compound stigma layers among Ukrainian general population. We explored secondary cross-sectional data of European Values Study by binary logistic regression. In terms of odd ratios, HIV/AIDS stigma appeared to be strongly compounded with co-stigmas of injecting drug users (OR: 4,65 [95% CI: 2,96–7,33]), homosexuals (OR: 2.89 [95% CI: 2,21–3,78]), former convicts (OR: 2,78 [95% CI: 2,13–3,62]) and, in peculiar, of immigrants/foreign workers (OR: 6,91 [95% CI: 4,32–11,05]). Unacceptability of commercial sex work was moderately layered with HIV/AIDS stigma (OR: 1.08 [95% CI: 1,00–1,16]), whereas no significant associations with unacceptability of «non-commercial» adultery or casual sex were found. In addition, holding of HIV/AIDS stigma is confounded by absence of higher education (1,55 times [95% CI: 1,13–2,13]) and living in small settlements (OR: 1,53 [95% CI: 1,11–2,11]) or towns with 5000–100000 population (OR: 1,51 [95% CI: 1,09–2,09]). We interpreted it as effect of uneven distribution of knowledge about HIV among population. Associations with age and gender were statistically insignificant. Findings from the study imply importance of combating particular co-stigmas for reducing HIV-related stigma. Specifically, countermeasures to layering with stigma of immigrants have been underestimated yet, and are of potential strategic concern for Ukraine.

Keywords: HIV-related stigma; compound stigma; HIV/AIDS in Ukraine; European Values Study (EVS).

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THE IMPACT OF THE RUSSIAN ECONOMIC POLICY ON THE UKRAINIAN ECONOMY AND BUSINESS DEVELOPMENT IN THE PERIOD OF MARKET AND INDUSTRIAL TRANSFORMATION

Summary

The article is a study of the historical experience of the Russian empire's state policy implementation against Ukrainian region in the second half of 19th – early 20th century. The subject of this study is the impact of the Russian state policy on Ukrainian economy in the period of market and industrial transformations. The purpose of the study is to determine the mechanisms and effects of the Russian state policy on Ukrainian economy.

It was revealed that Ukraine due to some certain competitive advantages has become the center of market modernization and industrialization of the empire and, therefore, has turned into the economic base for the implementation of financial exploitation governmental policy. Author characterizes the peculiarities of the Russian state policy such as the directing at achieving fiscal targets and forcing the

pace of market modernization; expansionist and exploitative nature of the political measures against Ukrainian region. It was revealed that the tax, countervailing measures and trade protectionism among the mechanisms of the Russian state policy had the most significant impact on Ukrainian economy.

It is proved that the destructive state policy despite some short-term positive effects caused a number of microeconomic and macroeconomic disproportions in the development of Ukrainian economy such as monopolization and imbalance of the internal market, decline of agricultural and small industry production, technical backwardness of enterprises, low labor productivity and quality of products, decrease of wages and profits etc.

Keywords: *economic history of Ukraine, state economic policy, foreign trade, economic potential, business environment, financial and economic exploitation, economic development.*

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SOCIO-TECHNOLOGICAL PARADIGM OF ENTREPRENEURSHIP

Summary

The article presents socio-technological paradigm as the basic for entrepreneurship development and improving the competitiveness of national economy. Author highlights main periods of technological factors conceptualization for socio-economic development in national economic thought.

The approaches to the understanding of man's place in the economic system in the period of early industrial transformation are shown. Practical implementation peculiarities of the interaction and interdependence of scientific and technological progress and socio-economic development of society in the Soviet period are revealed. Paper determines the most efficient theoretical positions concerning the justification of the priorities for economic development in Ukraine. Author describes entrepreneurship as one of the thrusters and mechanisms for economic dynamics. The role of business in ensuring sustainability of the national economy relative to external and internal negative influences is shown. Thus, it is noted that the positive socio-economic results can be expected only under the condition of overcoming the domestic entrepreneurship system deformations. Shown is the need to consider the historical trajectory of the domestic economy development and the experience of the regulatory role for the state in promoting industrial transformation. Author emphasizes that at the present stage of tough global competition, government regulation must promote self-supported technological growth and sustainable economic development, creating institutional barriers for the implementation of investment and innovative market mechanisms. Arguments for the entrepreneurship special role in the practical adoption of smart sustainable economy, based on socio-technological paradigm of social development are suggested.

Keywords: *innovation, entrepreneurship, economic development, competitiveness, social capital, national economy, socio-technological paradigm.*

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THE INFLUENCE OF BUSINESS ON RURAL AREAS ECONOMIC DEVELOPMENT: THE «NESTLÉ» CASE

Summary

Paper provides analysis of the interactions peculiarities between agricultural producers, food manufacturers and food products consumers. Author describes the key role of raw materials in the welfare of agricultural producers and quality food products provided to consumer markets; suggested

are the advantages of all participants of the interaction process: to the farmers it is a stable market for food; to manufacturer it is a quality of agricultural raw materials in the right quantities; to consumers it is food of high quality.

The advantage of such cooperation for rural environment is the farmers' well-being, which affects the development of rural areas through employment opportunities for rural residents, development of rural infrastructure, the development of non-agricultural activities in rural areas.

With the help of supply and demand curves, and production possibilities curves author reflect the influence of food quality on the demand volume for agricultural raw materials. According to the model, the conclusion is made: to receive food products of high quality, the user needs to pay the ultimate price, which, however, will affect the amount of support that a food manufacturer will allocate to the supplier of agricultural raw materials.

Paper shows analysis of support mechanisms for rural development by the company Nestlé, which is the world's largest food manufacturer, with factories, offices and branches in more than 197 countries around the world, including Ukraine. The main support mechanisms include the provision of high quality planting material, technical support, training and financial assistance to farmers. Considered is the «Hospodar» program, which operates in Ukraine and is aimed to help Ukrainian farmers to meet the standards of Nestlé's raw materials, so that the company could use local raw materials exclusively in the production of food in Ukraine. With the example of Nestlé's conclusions are drawn, regarding the feasibility of promoting collaboration between the food producers and suppliers of agricultural inputs.

Keywords: rural development, agricultural producers, food manufacturers, consumers, comparative advantage, benefit, demand, supply, production curve, quality, production capacity, financial assistance, sustainable agriculture, «Nestlé», support to farmers.

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THE FEATURES OF THE PROVISION MECHANISM OF THE STATE HOUSING ASSISTANCE TO INTERNALLY DISPLACED PERSONS IN UKRAINE

Summary

Experience of different countries shows that housing is a key social and economic problem of internally displaced persons (IDPs). The objective of the article is to analyze the organizational and legal features of the current provision patterns of government housing assistance to internally displaced persons, and to identify the optimal creation ways in Ukraine of an effective system of housing assistance provision to internally displaced persons. Based on the analysis of particular legal acts and activities of public authorities, the mechanism features of the state housing assistance to internally displaced persons are considered. These features are determined by Law of Ukraine No. 1706-VII «On ensuring the rights and freedoms of Internally displaced persons». The right of working-aged citizens to receive state housing assistance is limited up to 6 months. In the context of a significant shortage in jobs availability, reduced wages, high rental housing prices is a prerequisite of an acute social conflict within Ukrainian society. Analysis of public authorities' activities suggests that the amount of housing provided to the IDPs is insufficient, and its quality is very low. Financial assistance, which is provided according to the Decree of the Cabinet of Ministers of Ukraine № 505 is also a failure. The conclusion on ineffectiveness of the current model of housing assistance for IDPs is made. It is shown that the key elements of an effective system of providing government housing assistance to internally displaced persons should be centers for temporary accommodation and housing of temporary residence.

Keywords: internally displaced persons, housing, centers for temporary accommodation, housing of temporary residence, rented housing.

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SOCIAL POLICY OF OUR STATE INDER THE CONDITIONS OF ASSOCIATED MEMBERSHIP OF UKRAINE IN EU

Summary

Among the major problems of civilized societies prominent place is taken by the social processes and dynamic changes, which reflect the results of social policy. Social processes related to the social status of citizens in society are formed as a result of factors' unity that creates appropriate conditions for the existence and development of the social structural components. Thus, every society creates its own type of social situation. The latter depends on their protection in the society, as it is a prerequisite that ensures minimization of social dangers of instability and deterioration of population's social condition.

The main task of social policy is to harmonize social relations, to provide socio-political stability and civil agreement in society. Thus, long-term social policy in Ukraine should provide consistent increase of the level and quality of life, comprehensive human capital development based on state's social justice, social cohesion, social responsibility and its support for self-realization of every citizen.

Ukraine integrates into the global society under the conditions of the development of new approaches to the content of social relations. Accordingly, the European Union approved social criteria by which state's social policy should be formed and implemented: extension of freedom of lifestyle choices, life benefits, expanding educational opportunities and creative skills, improving of material well-being and quality of life, improving health and increasing the duration of labor activity, increased life expectancy, strengthening of national and social security.

Keywords: *social policy, budget and fiscal policy, social activities, European social models.*

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DYNAMICS OF SOCIO-ECONOMIC WELL-BEING AND LIVING STANDARDS OF THE POPULATION

Summary

Article presents key problems that are at the most population's concern. It is determined that for the majority Ukrainians, the key economic problems are the following: the war in the East of the country, the growth of prices for goods and services and the overestimated housing and public utilities fees. Authors analyze the dynamics of the socio-economic indices; self-assessments of the financial status, population's income and expenditure structure. It should be noted that despite all, the indices of socio-economic assessments and expectations have improved. Thus, the index of current personal financial status increased by 17 points (up to 30 points); integral index of the current social financial status increases by 18 points (up to 39 points); the index of expected changes in personal well-being increased by 9 points (up to 40 points); the index of expected development of the economy in the upcoming months, increased by 11 points (up to 45 points); the index of inflationary expectations is reduced by 6 points (down to 183 points). All index values remain below pre-crisis indicators of 2013. Additionally, in the context of the family's income, unfortunately, the majority of Ukrainian families spend about 40% of their budget on food, which is an indicator of poverty.

Keywords: *the socio-economic well-being, living standards, economic problems, the index estimates and expectations.*

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SHADOW INCOME AND OTHER EXTRA-LEGAL PRACTICES OF POPULATION: THE SCOPE AND DYNAMICS

Summary

Authors analyzed the dynamics of the involvement of the economically active population in the informal economy (in various practices and processes, such as corruption, shadow income, tax evasion); the level of involvement in extra-legal practices of bribery, as well as their causes. The prevalence of these practices suggests that there is a «normalization» of extra-legal practices – bribery, tax evasion, informal payments for services.

It is determined that the socio-economic policy should be aimed at improving minimum social standards, improving the provision system of the state social assistance based on differentiation and addressing, taking into account family income and the income per household member; the formation of the middle class, the eradication of poverty; the introduction of economic incentives for preventing the undervaluation of skilled labor, its low cost (at the majority of public enterprises and organizations), and on the other hand, the introduction of economic levers of regulation of the expenditures related to the extremely high wages in some monopolized industries.

Keywords: *shadow income of the population, tax evasion, bribery, extra-legal practices.*