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## **MOTIVATIONAL COMPONENT IN CHOOSING A STRATEGY OF SOCIAL ACTION OF THE RESIDENTS OF DONBASS**

The article examines the processes of change in the social structure of Ukrainian society, shaped by the ongoing military-political conflict in Donbass. The author examines the motives of the inhabitants of the occupied territories in the selection of strategies for action in modern conditions of transformation. Also there are analyzed the overall socio-economic factors, which generally have a negative impact on the status of a new social group for the Ukrainian society – the displaced persons. Problems of growth in the unemployment rate and low income levels across the Ukraine, are determining motives for the part of the citizens, who at the beginning of the conflict were forced to leave the occupied territories, but as a result of their social insecurity in the territories controlled by the Ukrainian authorities, have returned to the occupation.

**Key words:** social structure, social action, temporarily displaced persons, the occupied territories, motives, unemployment.

The continuing military and political conflict in Donbass has provoked a new wave of reforms in the social structure of Ukrainian society. Society was unprepared for the challenges of socio-economic, moral and ethical in which it made its division into «Patriots, who were temporarily occupied territories» and «them, the separatists, who are left to live and work in the occupation». Research motivation of a choice of actions implemented by people who were unconscious of the participants in the history of large-scale anti-terrorist operation, but in fact an undeclared war – have not received adequate attention either at the level of state policy, or in academia. At the same time, today, the Ukrainian society replenished new social group – internally displaced persons. Moreover the chosen public policy based on peaceful option to return temporarily occupied areas of the Ukraine, it is now necessary to examine in detail and those who live in the occupied modern Donbass and those who left. Only this knowledge will let society find points of unity and promote reunification process of smoothing hurt Ukrainian Donbass, which found themselves on opposite sides of the contact line.

The question of the motives of human behavior in society, social stratification, social structure formation under the influence of various factors of differentiation are in the field of scientific research of scientists from different disciplines. The classical concept which presents approaches to define the essence of the concepts of social stratification, status, mobility, performance, developed by scientists: M. Weber, E. Durkheim, H. Spencer, P. Sorokin, A. Touraine, P. Dahrendorf<sup>1</sup>.

In today's transformation processes that are influenced by political and military conflict in Donbass there is a need to explore new motives for Ukrainian society social groups such as «refugees», «internally displaced persons». In this context, it is logical application of developed theory of social action of M. Weber to explain the behavior of residents on temporarily occupied areas of Donbass and searching for answers to questions about its motivation to leave or remain in occupation. Rationality of social action according to the theory of M. Weber is achieved through the awareness of any actions that occur or instrumentally rational, based on expectations of the external environment, or valuably-rational, based on conscious faith in the effectiveness of action. Residents of Donbass that are held hostage to the ongoing military-political conflict and lack of rationality of action, of course, prefer affective actions as a driving force for them to have emotions and feelings. This trend requires finding mechanisms to encourage the population to rational action<sup>2</sup>.

Key provisions of classical approaches to the study of stratification and motives of social action were analyzed in detail by the scientific achievements of modern scientists. Thus, the trend of social stratification of the Ukrainian society were explored by S. Kataev S. Makeev, V. Paniotto and other

<sup>1</sup> *Западноевропейская социология XIX – начала XX веков* (1996). Москва: АспектПресс, 123, 234, 400.

<sup>2</sup> Вебер, М. (1990). *О некоторых категориях понимающей социологии: Макс Вебер Избранные произведения*. Москва: Книга, 89.

analysis of socio-economic inequality in Ukraine are engaged with O. Ivashchenko, E. Libanova and others; features of regional stratification of society are in the field of scientific interests of N. Kovalisko, R. Savchinsky and more.

In the context of the selected issues special attention of the scientific subject deserves the study of the characteristics of relationships internally displaced persons with the authorities. Principles of management of public authorities, which are designed to provide social services in Ukrainian reality were proved as ineffective. In this context, the problems of studying motives residents of the conflict zone requires a review of the key mechanisms for management of social services, in order to optimize and bringing them closer to the interests and needs of people. In this context, the concept deserves attention socially adequate management proposed by Ukrainian scientists V. Burega. Through a deep analysis of the causes of crisis management inherent in modern Ukrainian society, the scientist emphasizes the need to create its own national management model based on positive practices of the Soviet system management and intelligent achievements of Western management<sup>1</sup>.

Analyzing motivation of people living in areas outside the control of Ukraine should note the need for a separate scientific study of such social category as children. Military conflict in Donbass, created for the Ukrainian society is a new reality which emerged as a result of children combatants, child soldiers, children, war criminals and children living in crisis situations. One of the founders of the scientific approach to the study of these categories in Ukrainian Sociology is O. Klimenko who conducted empirical researches and proposed classification division of children who are forced to live in conditions of crisis society in Donbass<sup>2</sup>.

The purpose of this article is to analyze the motivational component in choosing a strategy of social action residents of Donbass.

The antiterrorist operation in the Donbass, which characterized the period of extinction, the period of escalation of armed conflict transformation, is accompanied not with only economic and political but also the dramatic changes in the social structure. Primitive stratification that circulated in the media is reduced to two categories – those who remained in occupation and temporarily displaced persons. However, in reality each of these groups is heterogeneous and involves a more complex distribution. Conventionally dividing people by gender and age who remains in occupation and those who left, it could be maintained the following motivational structure of their behavior:

1. The strategy of moving from the occupied territories under control in Ukraine choose young people aged 25 to 35 years old or middle-aged 35 to 45 years. This choice is not associated with their ideological priorities, but rather with responsible life strategies of socially active population. There is an organization of the social environment (family, children, friends, professional relations) in this age segment. Despite ideological considerations, this category goes from the occupied territories in more favorable regions for life. Much of the families of displaced people are women with children or single professionals, the skill level of whom allowing them to find an employment in specialty with wages which allow them to survive in the new environment.

A small percentage of members of these age groups are remaining in the occupied territories of Donbass, they made their choice because of certain circumstances (preservation of property, failure to minimize business, the presence of disability in the family, lack of prospects, etc.). A gender feature of this category is a significant advantage in it male representatives. Of course, there is this niche group of ideological zealots of the «Russian world» that implements global projects «DNR» and «LNR», but their number of members does not exceed the 10 % level.

2. The strategy of lifetime occupation was uniquely elected by representatives of the elderly, with both its categories from 55 to 65 years, and as from 65 years and above, in addition to the person they are joined by the top division of the average age from 45 to 55 years. This fact is linked not only to the fact that it is convenient for indoctrination category of the population, since their childhood, adolescence, and the older generation of youth and maturity were held in the Soviet Union, but also with social performance data demographic, principal among which are: reducing mobility, unwillingness to break decades of tried and tested social relationships, lack of desire to change the rhythm and lifestyle, as well as understanding the impossibility «to start life from the beginning» and finally be taken into account – the loss of physical, economic and intellectual potential. In gender terms in most of these groups are women, but it is associated

<sup>1</sup> Бурега, В.В. (2005). *Соціально-адекватне управління: концептуалізація моделі*. Донецьк: ДонГУУ, 70, 92.

<sup>2</sup> Клименко, О.Ю. (2015). *Інституціоналізація соціального захисту дітей у кризових ситуаціях в українському суспільстві*. Харків: ХДАК, 234, 262.

with classical demographic processes (the average age of men in the Donbass before the war was 62 years). An important factor in the survival of the population in the occupation is to support humanitarian aid from various sources: the Red Cross, the organization «Man in trouble», the UN, Russia and other international organizations. Championship takes Humanitarian Fund headquarters of Rinat Akhmetov. According to opinion polls in Ukraine territories outside the control of 43 % of respondents noted the fact of personal reception of humanitarian aid, of which 80 % is receiving assistance from humanitarian Staff Fund of Rinat Akhmetov<sup>1</sup>.

Thus, considered socio-demographic group that has chosen life in the occupation is the most favorable field for Russian propaganda, because they remember life in the USSR who associate it only with positive, who does not want to lose all accumulated with the intervening years, who is not able to adapt to new conditions of life and who is not able to move. It is within this group most actively was supported the idea of joining the Donbass to Russia from obtaining the status of autonomy.

3. Young people aged from 18 to 25 years shaping their social strategies in accordance with the plans of the parents. Thus, the fairer sex parents prefer to send to Ukraine controlled area to relatives, friends or in independent life. This is due primarily to the high crime level and greater risk for life in the «DNR» and «LNR». Another argument of men in the above mentioned socio-demographic groups, namely exit at controlled by Ukrainian authorities territories is the risk which is united to mobilizing to the ranks of the Armed Forces of Ukraine. In this case, the strategy which is chosen by parents is reduced to two options: entering the Crimea, Russia, another country, or, in the absence of social perspectives, and in some cases financial, physical, intellectual ability, the only option to achieve a certain status and achieve the appropriate level of life for men – fill military ranks of «army» of pseudo republic. In this context propaganda in «DNR» and «LNR» is running smoothly, drawing in television commercials which enticing images of «soldier of Donbass».

4. The most vulnerable categories in armed conflict are children in the occupied territories fall under solid ice rink propaganda therefore begin to sincerely believe in the stereotypes imposed on them, and in some cases even take part in hostilities. And so there are many examples. So Gorlovka was created a unit «Amazon» with schoolgirls that is specializing in shooting from the grenade launcher<sup>2</sup>. In Donetsk there is a military-patriotic club «Russian Bear», whose members are boys aged from 14 to 17 who are enrolled to shoot from a howitzer. Thus, children are one of the most popular objects of propaganda. Proof of this is also the establishment of the government «DNR» working groups with representatives of the «Ministry of Education», «Ministry of Defense», «Ministry of Sport» and «Ministry of Culture» to develop a specialized program «patriotic education», one of the elements which are lessons of «heroes of militia», «the lessons of fame», as well as the obligatory inclusion into the curriculum of basic training of the younger generation. It is obvious that children are raised on the ideals of pseudo republics and hardly be able to safely return to their own psyche social space.

Structuring Donbass residents according to their chosen behavior strategies, it should be noted and another group – people who from the beginning were temporarily on the occupied territory, but for some reason returned from the territories controlled by Ukraine to the occupied part. Typically, their motivation is reduced mainly to the conditions of disorder. Thus, the social structure of society «DNR», «LNR» it was shaped a category of people «those who chose the path of return», which is dominated by people aged from 35 to 45 years (mostly families). The inability to find vacant positions with wages above the average posed for IDPs issue of rental housing that in general do not match to a decent material standard for their own families.

Monthly state social support in Ukraine in the form of 884 UAH for able-bodied persons and 442 UAH for disabled persons does not correspond to the rate of growth in prices for food and non-food goods, utility tariffs. Moreover control system for the accommodation of IDPs rather equates them with persons conditionally released early from prison, what looks like a system of social guarantees and state support for the citizens of Ukraine.

Deteriorating of economic and social conditions inherent to all regions without exception domestic space actualize the problem of sourcing the needs not only in the occupied territories, but in the Ukraine

<sup>1</sup> Исследование социального самочувствия и потребностей населения Донецкой области май – июнь 2016 года. Гуманитарный штаб Фонда Рината Ахметова.

<[http://www.fdu.org.ua/files/docs/271\\_ru\\_issledovanie\\_potrebnoej\\_russ.pdf](http://www.fdu.org.ua/files/docs/271_ru_issledovanie_potrebnoej_russ.pdf)>. (2016, September, 15).

<sup>2</sup> Кропива, С.В Горловке живут настоящие юнцы «Амазонки». *Горловка сегодня*.

<<http://gorlovka.today/kultura/3236-v-gorlovke-zhivut-nastoyashchie-yunye-amazonki>> (2016, Desember, 16).

controlled territories. In general flow stops base of enterprises in the Donbass on both sides of the boundary line there is a dramatically growing unemployment. On the Ukrainian territories it is linked to the flow of settlers from occupied cities. Typically, the number of unemployed workers is increased by the coal and steel industries and young people without a profession. The labor market Donetsk region is very congested, as also in Ukraine controlled areas continued reduction of personnel, downtime and closures. According to the State Statistics Office in Donetsk region in the first quarter of 2016<sup>th</sup>, the level of unemployment in the region (by ILO methodology) among the economically active population aged 15-70 was 14.8 %, and the population of working age – 15.2 % (in average for Ukraine – respectively 9.9 % and 10.3 %). In Ukrainian Donetsk region loads of registered unemployed per vacancy (vacant position) at the end of March of 2016<sup>th</sup> were 19 people. And it only figures on officially registered unemployed, some people (in the employment centers of Donetsk region registered only one sixth of the unemployed) simply interrupted odd jobs, not applying for social assistance, which means that the official statistics do not fall<sup>1</sup>!

Impaired work itself because of the devaluation of the national currency – UAH. The minimum wage in Ukraine in May 2016<sup>th</sup> was set as – 1450 UAH., the minimum pension – 1130 UAH. Of course this is just numbers, but if you look at them from the point of future costs of ordinary Ukrainian budget, these figures are a worrying sign for the future of Ukraine as a whole, as well as threaten further impoverishment of the population. The major expenditure for most Ukrainians today is payment for services Housing and communal services (electricity, gas, water, sewage etc.) and the cost of purchasing food. The results of household surveys Donetsk region show a certain trend figures. Namely, the result of lower living standards was to increase the share of expenditure on food. Share purchase cost of food products, including soft drinks, reached in 2015<sup>th</sup> 60.1 % against 55.7 % in the previous year and 50.4 % in 2013<sup>th</sup>. The second largest items of expenditure after food households are housing, water, electricity, gas and other fuels, that is equal to 12.7 % of total expenditures against 9.9 % in the previous 2014<sup>th</sup><sup>2</sup>. Given the continued and gradual increase in tariffs at the lowest incomes it can be foreseeable future poverty that can take shape in social protests.

Thus, the situation in Donbass prevailing at the present point in time, logically developed as a «snow whom». Break the traditional industrial relations in terms of combat increasing deterioration of socio-economic life and occupied and controlled by Ukraine Donbass territories. At the same time, economic and social insecurity makes citizens living in the occupied territories.

New category of Donbas residents are those «who have chosen the path of return» in today's realities is in a group of risk of policy conditions of realization of peaceful de-occupation. Whereas, with people coming back there are a lot of those who experienced the label «separatist» and consequently lost faith in the future in Ukraine, the growth of this category of people will work in favor of pseudo republics policy, contributing to deepening social contradictions between Ukrainians.

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<sup>2</sup> Опрос домохозяйств Донецкой области (2016). *Пресс-бюллетень Главного управления статистики Украины в Донецкой области*, 7. <<http://www.donetskstat.gov.ua/pres/presreliz.php?dn=0816&number=2>>. (2016, November, 5).

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