

# Зміст

## РОЗДІЛ ПЕРШИЙ

### **О.Злобіна**

До визначення програмних засад дослідження  
регуляції соціальної поведінки  
в ситуаціях суспільної нестабільності ..... 16

### **М.Соболевська**

Епістемологічний розрив як стимул  
розвитку сучасної соціологічної теорії ..... 27

### **О.Рокицька**

Методологічні підходи до розуміння  
сутності процесів самоорганізації суспільства ..... 41

### **Т.Загороднюк**

Эволюция научных интересов Т.Заславской  
и предпосылки создания концепции  
социетальной трансформации российского общества ..... 53

### **Г.Кучер**

Поняття фігурації Н.Еліаса в соціологічних теоріях ..... 66

### **І.Мартинюк, Н.Соболева**

Соціологія довіри в українських реаліях ..... 78

### **М.Кухта**

Обґрунтування типологізації  
життєвих стратегій молоді України ..... 113

### **Л.Бевзенко**

Ресурси досягнення соціального успіху –  
вітчизняні реалії з погляду випускників шкіл та вчителів .... 129

### **Ю.Андрієвська**

Приватність як складова соціальної реальності:  
сутність, функції та генеза ..... 143

### **М.Паращевін**

Чи впливає релігійність на морально-психологічну  
готовність до модернізації України? ..... 156

## РОЗДІЛ ДРУГИЙ

**Т.Петрушина**

Социальный потенциал инновационного  
экономического развития: анатомия определения понятий ... 168

**Т.Данилюк**

Інтернаціональні суб'єкти глобалізації економіки ..... 181

**О.Рахманов**

Соціальна верства власників великого капіталу  
в українському суспільстві: проблема фіксації кількості .... 190

**А.Арсеенко**

Глобальный капитализм в интерпретации  
американского социолога У.Робинсона ..... 204

**А.Малюк**

Релевантность неолиберальной интерпретации  
концепта глобализации в условиях глобального кризиса .... 216

**В.Резнік**

Чинники довіри до влади як об'єкт  
теоретичної типологізації ..... 227

**Р.Гоч**

Динаміка довіри суб'єктам соціально-економічних  
відносин у сучасній Україні ..... 241

**А.Зоткин**

Коррупция в системе отношений между  
обществом и государством в постсоветских республиках .... 257

**О.Резнік**

Поінформованість населення України  
щодо впровадження урядових реформ ..... 269

**А.Гончарук**

Оценки перспектив реформ в системе оплаты  
тепла методом фокус групп ..... 280

**Ю.Чабан**

Сутність соціального діалогу в системі трудових відносин ... 316

## РОЗДІЛ ТРЕТІЙ

### ***Н.Бойко***

Інтернет – новітній чинник регуляції  
соціальної поведінки в демократичному суспільстві ..... 327

### ***А.Домаранская***

Опыт построения стратифицированной  
классификации оценок неравенства ..... 338

### ***О.Бурова***

Соціальні наслідки урбанізації  
в контексті життєвого комфорту ..... 350

### ***О.Сусська***

Світ атрибутів та атрибути нового світу ..... 363

### ***Н.Метулинська***

Проблема наукового етосу в соціологічному вимірі ..... 376

### ***А.Беленок***

Симптомы ностальгии по советскому прошлому  
в коллективных представлениях населения Украины ..... 390

### ***І.Мажак***

Інституціоналізація сімейної медицини в Україні ..... 411

### ***Є.Литвин***

Специфіка ігрової суб'єктності ..... 423

### ***О.Гаджук, Л.Пригородська, О.Свердлова***

Специфіка дискримінації при прийомі  
на роботу в різних сферах зайнятості ..... 436

### ***Т.Кабанець***

Дослідження феномену любові  
в сучасних соціологічних теоріях ..... 451

## Contents

### CHAPTER ONE

**O.Zlobina**

**ON DETERMINATION OF THE PROGRAMME GROUNDS  
FOR STUDIES ON REGULATION OF SOCIAL BEHAVIOUR  
UNDER SOCIAL INSTABILITY ..... 16**

*The article reviews the principles of the program Research Social regulation of behavior in situations of social instability. There have been defined the contours of the research field by positioning a researcher in the area of the subject, the social system and regulation of behavior, and there have been outlined possible directions of research in the institutional, socialcultural and socialstructural dimensions*

**M.Sobolevska**

**EPISTEMOLOGIC RUPTURE AS A IMPETUS  
FOR CONTEMPORARY SOCIOLOGICAL  
THEORY DEVELOPMENT ..... 27**

*The article discusses a problem of an impetus for development of contemporary sociological theory. The epistemological rupture is considered as one of such impetuses. On the example of the theoreticalinterpretations of the concept of “social space”, the author shows, with the help of discontinuity and previous interpretations and representations, how the modern sociological theory develops.*

**O.Rokytska**

**METHODOLOGICAL APPROACH TO SOCIETY  
SELF-ORGANISING PROCESSES ..... 41**

*This article deals with research of self-organization of civil society, as a complex structure that includes various levels, components, elements and connections between structural components. The variety of processes of self-organization of society, the presence of a huge number of components and subsystems demand a complex and diverse methodology. The optimal methodology must provide scientific and philosophical principles and conceptual tools of self-organization of society. The better interpretation of the “self-organization” we have, the better choice of a research methodology process of self-organization of societies we obtain.*

***T.Zagorodniuk***

**EVOLUTION OF THE RESEARCH INTERESTS  
OF T.ZASLAVSKAYA AND PRECONDITIONS  
FOR DEVELOPMENT OF THE SOCIETAL CONCEPT  
FOR RUSSIAN SOCIETY TRANSFORMATION ..... 53**

*In the article, there has been investigated the evolution of scientific interests of T.Zaslavskaya from separate economic aspects of a soviet village to creation of a reliable methodological and empiric base of research on social trends in Russian society, that served as the basis for creation of the post-communist societal transformation concept.*

***G.Kucher***

**FIGURATION BY N.ELIAS IN SOCIOLOGICAL STUDIES .... 66**

*Article discusses the essential features of the concept “figuration” and possibilities of its application to modern sociological studies. To N.Elias, the concept “figuration” reflects the following features of social processes: intertwining of objects; interdependence of objects on each other; gradual changes (the conversion process) of objects. Using of this concept theoretically allows to combine the structures and processes, thus application of figuration analyses gives an opportunity for describing of statics and dynamics of social systems simultaneously.*

***I.Martyniuk, N.Soboleva***

**SOCIOLOGY OF TRUST  
IN THE CURRENT UKRAINIAN REALITY ..... 78**

*The article regards the role of different types of trust (trust in people in general, the “inner circle” - friends, acquaintances, neighbors, residents of his district, the city and to public institutions) in the establishment and functioning of social capital as the most important resource of social development. The trust may appear as a confluence of several factors: interests of the individual, their aims, previous personal or social experiences of previous generations, adaptive capacity, level of intellectual development and other. The most important indicator of the maturity of social capital is a set of values and norms and mutual trust in subjects of social interactions which were formed in open social discussions.*

**M.Kuhta**

**SUBSTANTIATION OF THE TYPOLOGICAL VARIETY  
OF LIFE STRATEGIES OF UKRAINIAN YOUTH ..... 113**

*In the article, the author regards the selection of types of life strategies of youth. Life strategy consists of elements of planning and implementing the planned - which are based on assessments of their capabilities and prospects of those capabilities use in order to achieve the desired goals. The typology criteria selected by the author are a concept of resources and youth activities - as the two fundamental components of life strategies. A special attention has been paid to the habitat of young people, including space cities or villages. Urban or rural area can also affect both, the allocation of resources and to stimulate activity in their use. Wider range of opportunities in the cities, while higher motivation of rural youth to change their lives are the important objects of scientific analysis, like looking for differences in the types of life strategies of the youth living in cities or villages.*

**L.Bevzenko**

**RESOURCES FOR ACHIEVEMENT OF SOCIAL SUCCESS –  
NATIONAL REALITY FROM THE POINT OF VIEW  
OF SCHOOL GRADUATES AND TEACHERS ..... 129**

*The overall objective of the work can be briefly defined as follows: In the situation of modernizing aspirations in Ukraine, the author wants to estimate the distance between our country and the West in terms of system resources for achievement of social success. The resource system has been developed basing on ideas by Bourdieu on availability of various capitals which can be converted by people in the social success. Empirical basis consists of graduates of Ukrainian schools of 2012 and the high school teachers.*

**Yu.Andrievska**

**PRIVACY AS A PART OF SOCIAL REALITY: ESSENCE,  
FUNCTIONS AND GENESIS ..... 143**

*This article deals with justifying the necessity of comprehensive study of privacy as a social phenomenon, forming a pair with publicity, that is practically unexplored. The author briefly describes the current condition of studies on privacy. In the article, there are identified the priority aspects of sociological studies on this phenomenon at different levels of social*

*reality, and also there has been made an attempt to outline the key categories necessary for conceptualization of privacy: subject, action, interaction, information. There has been presented a classification of conditions, under which the interaction situations can be marked as private, and there also has been named components of social construction of privacy.*

***M.Paraschevin***

<b>WHETHER A RELIGIOUSNESS INFLUENCES ON MORAL AND PSYCHOLOGICAL READINESS TO UKRAINIAN MODERNISATION? .....</b>	<b>156</b>
<i>Connection between religiosity and internalization of values, which help to percept of modernization of our country in social-political and social-economic spheres, is analyzed. It is demonstrated, that data of population's polls are disprove hypothesis about positive or negative influence of religiosity on perception of processes of modernization.</i>	

## **CHAPTER TWO**

***T.Petrushyna***

<b>SOCIAL POTENTIAL OF INNOVATIVE ECONOMIC DEVELOPMENT: ANATOMY OF NOTION DETERMINATION .....</b>	<b>168</b>
<i>The process of conceptual and terminological investigation to find a definition of social potential of innovative development of economy in terms of economic sociology is described. The concepts of "potential", "social potential", "economic development", "innovative economic development" are analyzed consequently. The components of social potential of innovative economic development are clarified.</i>	

***T.Danyliuk***

<b>INTERNATIONAL SUBJECTS OF THE ECONOMIC GLOBALIZATION .....</b>	<b>181</b>
<i>The article discusses the main reasons for creation and the features of modern system of international financial organizations. Legislative basis for cooperation between Ukraine and IMF, IBRD and EBRD is analyzed. The author reveals the key aspects of further cooperation between international financial organizations and Ukraine.</i>	

***O.Rakhmanov***

**SOCIAL STRATUM OF THE LARGE CAPITAL OWNERS  
IN UKRAINIAN SOCIETY: HOW TO DETERMINE**

**THE NUMBER ..... 190**

*The article deals with determination of the number of social stratum of the large capital owners in Ukrainian society. One of disadvantages of sociological studies and statistical surveys is a lack of opportunity to display the richest segments of the population. The author concludes that social stratum of large capital owners in Ukraine can be determined as 0,3–0,5% of the adult population, or 0,5–0,7% of all Ukrainians.*

***A.Arseenko***

**GLOBAL CAPITALISM IN THE INTERPRETATION**

**BY W.ROBINSON, AMERICAN SOCIOLOGIST ..... 204**

*The article deals with the analysis of the global capitalism theory developed by American sociologist W.I. Robinson in the context of its increasing importance due to the current global financial and economic crisis.*

***A.Maliuk***

**RELEVANCY OF NEOLIBERAL INTERPRETATION  
OF THE GLOBALIZATION CONCEPT**

**UNDER GLOBAL CRISIS ..... 216**

*The paper deals with the relevancy of understanding of globalization as neoliberalism under the global financial and economical crisis. Realization of the program of the Washington Consensus had disastrous socio-economic outcomes. It also contributed to the emergence of the global crisis. The general intellectual chaos within the world establishment offers opportunity of new understanding of the current global processes.*

***V.Reznik***

**FACTORS OF TRUST IN THE POWER**

**AS AN OBJECT OF THEORETICAL TYPOLOGY ..... 227**

*The article analyzes the experience of the theoretical typology of trust factors. We consider models of the typology of three levels of structural sociology: 1) general sociological theory; 2) sociological theory of middle rank; 3) conceptual model of the empirical survey.*



**R. Goch**

**DYNAMICS OF THE TRUST IN SUBJECTS OF SOCIAL  
AND ECONOMIC RELATIONS IN MODERN UKRAINE ..... 241**

*In post-soviet period, the transformation of the level of trust in economic relations in Ukrainian society was revealed. Trust to the subjects of economic relations depends on their activity. It can be seen in attitudes to its subjects within the social, labour, financial, legal, governmental and socio-regulatory relations. The changes in the level of trust in socio-economic relations affect the quality of the relationships and willingness for future cooperation.*

**A. Zotkin**

**CORRUPTION IN RELATIONS BETWEEN A SOCIETY  
AND A STATE IN THE POST-SOVIET REPUBLICS ..... 257**

*The paper, there described an attempt of theoretical and empirical explanation of how corruption manifests in societies in the post-Soviet republics. Attention is drawn to the fact that this social phenomenon has to be regarded in a conjunction of several factors, among which there are anomie or the normative “vacuum” under the deinstitutionalization of the Soviet system in societies of the Independent States, a decrease in the regulatory functions of the government, a reduction in the welfare of the citizens, and the interests of elites.*

**O. Reznik**

**AWARENESS OF UKRAINIAN POPULATION  
OF IMPLEMENTATION  
OF THE GOVERNMENTAL REFORMS ..... 269**

*The article deals with the awareness of Ukrainian population of implementation of governmental reforms. In the list of priorities and socially meaningful reforms, the majority of population included the health care reform and the reform of employment and salaries. It was revealed that the most informed about the reforms are residents of big cities and people with higher education. As to socio-professional or age groups, their awareness is directly related to the professional competence or social-age needs of the respondents.*

**A. Goncharuk**

**PROSPECTS OF THE REFORMING SYSTEM  
OF PAYMENTS FOR HEATING**

**WITH THE HELP OF FOCUS GROOPS ..... 280**

*The article is based on the results of focus group interviews with citizens, who are consumers of heat, on organization of heat consumption records. The survey was conducted in spring 2011, in the framework of the World Bank Project “Modernization of the district heating system in Ukraine: heat record and consumption-based payment”. Consumers’ views on prospective of introduction of the building-based heat meters were estimated, qualitative and quantitative features of the problem were obtained.*

**Yu. Chaban**

**SOCIAL DIALOGUE IN THE SYSTEM**

**OF LABOUR RELATIONS ..... 316**

*The article discusses the basic features of the Ukrainian model of social dialogue in the system of labor relations, the author determines the differences between the terms “social dialogue” and “social partnership”, analyzes the relationship definitions of “socialdialogue” and “social interaction” in the context of the interaction of subjects of dialogue relations.*

**CHAPTER THREE**

**N. Boiko**

**INTERNET AS A NEW REGULATION FACTOR  
FOR SOCIAL BEHAVIOUR**

**IN A DEMOCRATIC SOCIETY ..... 327**

*In the article, there has been discussed changes in the system of social regulation, which are determined by two main directions in the current social development: democratic transformation of the system regulating social behavior and a new reality - a new kind of social interaction – modern informational and communication technologies. There have been presented principle possibilities for the regulation impact of the internet in a modern democratic society.*

**A.Domaranska**

**DEVELOPMENT OF A STRATIFIED  
CLASSIFICATION OF INEQUALITY ESTIMATION ..... 338**

*The paper presents a construction methodology of a stratified classification. The data of ISSP Inequality module have been used. First, the variables, which characterize inequality situations in various areas of social life and which differentiate the respondents' estimates of such situations are selected, so that the possibility to calculate index is remained. After, the reliability of index is analyzed and a stratified classification is constructed. Finally, socio-demographic profiles derived classes of evaluations are characterized.*

**O.Burova**

**SOCIAL CONSEQUENCES OF URBANISATION  
IN THE LIVING COMFORT CONTEXT ..... 350**

*The article is devoted to social consequences of urbanisation in the context of the living comfort of residents of settlements. It was revealed that, in post-industrial countries, the suburbanisation processes have extended a high level of living comfort to the suburbs, small towns and rural areas. Instead, in the Third World and post-socialist societies, the urbanisation manifests the features of metropolisation when a high level of the living comfort is inherent in most metropolitan areas.*

**O.Suska**

**WORLD OF ATTRIBUTES  
AND ATTRIBUTES OF THE NEW WORLD ..... 363**

*All their lives, people create a number of certain attributes, which help them to be oriented (and sometimes mix) and survive in society. Among those attributes, there are money, social status, marital status. Degrees of life satisfaction substantially depend on presence of the following attributes; ability to manage them, not falling under their absolute power — all this forms a basis of personality and their activity as a social subject. The measure of necessity and the measure of being engaged in creation of attributive picture of subjective reality are the key to survival of personality in the social crises.*

**N.Metulynska**

**SCIENTIFIC ETHOS**

**IN THE SOCIOLOGICAL DIMENSION ..... 376**

*The article deals with the study of scientific ethos as a socio-cultural complex, because the factors, which influence people's choice of academic career and determine behavior of a scientist as an expert and citizen, reflect the individual's values and the normative structure of society. There were mentioned the features of sociological studies on scientific ethos, as well as theoretical and methodological principles of the subject.*

**O.Belenok**

**SYMPTOMS OF NOSTALGIA**

**FOR THE SOVIET PAST IN THE COLLECTIVE IDEAS**

**OF UKRAINIAN POPULATION ..... 390**

*The article deals with the phenomenon of nostalgia for the Soviet epoch. The article is based on the concepts of the past, collective memories and nostalgia, which have been developed by M.Halbwachs, D.Lowenthal and S.Boym. The author shows how the collapse of the USSR is reflected in the mass consciousness of Ukrainians.*

**I.Mazhak**

**INSTITUTIONALIZATION**

**OF THE FAMILY HEALTH SERVICE IN UKRAINE ..... 411**

*The article deals with the analysis of structural factors of the institute of family health service. According to the nationwide survey, legitimization of the institution of family health service has not been effective as a whole; the case-study research helped to determine the structural factors of effective family health service in Komsomolsk where the successful institutionalization of private family health service was introduced; due to the expert interviews with family doctors, there have been determined common and different features of the institution of family health service in Ukraine and Poland, basic problems of institutionalization of family health service in Ukraine, as well as structural factors of its efficiency, the most important of which are organizational, regulatory-legal, financial-economic and ethical-moral ones.*

**Ye.Lytvyn**

**SPECIFIC FEATURES IF THE GAME SUBJECTNESS ..... 423**

*The article deals with the analysis of such special forms of action and interaction like a game and gameization. The author has illustrated the institutionalized forms of the game and their distortions being a result of low subjectness of actors, he also stressed the importance of the place of subjectness in the game, which implies the existence of an individual in a dual reality with double consciousness. An important condition for game-subjectness is actor's awareness in relativity of action, but at the same time they do not have to cross the line, which could lead to nihilism.*

**O.Gadjuk, L.Prygorovska, O.Sverdlova**

**DISCRIMINATION OF HIRING STAFF**

**IN VARIOUS SECTORS OF EMPLOYMENT ..... 436**

*The article is about segregation of the labor market in Ukraine. Based on the analysis of requirements for job applicants, the authors revealed signs of discrimination by sex, age, education, and looks, and determined a number of discrimination types in various areas of employment. There have been analysed a role of stereotypes in discriminative requirements developed by employers and offered measures for overcoming the problem of discrimination.*

**T.Kabanets**

**PHENOMENON OF LOVE**

**IN MODERN SOCIOLOGICAL STUDIES ..... 451**

*The article deals with the analysis of the main theoretical aspects in studies on the phenomenon of love in sociological works of the 20<sup>th</sup> and beginning of the 21<sup>st</sup> centuries. As to the author, in the studies by famous theorists, love is highlighted as a social value, as an important factor in the harmonious development of an individual and a society as a whole. The state of the social phenomenon of love in a modern society has been analyzed according to the studies by leading sociologists.*