

**Institute of Social and Political Psychology, NAES of Ukraine
Lucian Blaga University of Sibiu & EPIA
University of Peloponnese
University of Warmia and Mazury in Olsztyn
Lithuanian University of Educational Sciences
Institute of Social Sciences of Serbia
CISES s.r.l. & PSIOP
Free International University of Moldova**

PSYCHOLOGY OF POLITICAL AND ECONOMIC SELF-CONSTITUTION

Proceedings of the IV international scientific and practical seminar

May 20th, 2016

**Edited by
Irina Bondarevskaya, Eugen Iordănescu**

Institute of Social and Political Psychology, NAES of Ukraine
Lucian Blaga University of Sibiu & EPIA
University of Peloponnese
University of Warmia and Mazury in Olsztyn
Lithuanian University of Educational Sciences
Institute of Social Sciences of Serbia
CISES s.r.l. & PSIOP
Free International University of Moldova

Psychology of Political and Economic Self-Constitution

Proceedings of the IV international scientific and practical seminar

May 20th, 2016

**Edited by
Irina Bondarevskaya, Eugen Iordănescu**

CZU 316.6:330.15(082)

P 97

Psychology of Political and Economic Self-Constitution

Proceedings of the IV international scientific and practical seminar,

Kyiv,

May 20th, 2016

Organizing committee

- | | | |
|----------------------------|---|--|
| Bondar, Ekaterina | – | <i>Krivyi Rih National University</i> |
| Bondarevskaya, Irina | – | <i>Institute of Social and Political Psychology, NAES of Ukraine</i> |
| De Carlo, Alessandro | – | <i>CISES s. r. l., LUMSA University of Rome</i> |
| Iordănescu, Eugen | – | <i>Lucian Blaga University of Sibiu</i> |
| Karakatsani, Despoina | – | <i>University of Peloponnese</i> |
| Krzywosz-Rynkiewicz, Beata | – | <i>University of Warmia and Mazury in Olsztyn</i> |
| Naydonova, Lyubov | – | <i>Institute of Social and Political Psychology, NAES of Ukraine</i> |
| Slyusarevsky, Mykola | – | <i>Institute of Social and Political Psychology, NAES of Ukraine</i> |
| Todosijevic, Bojan | – | <i>Institute of Social Sciences of Serbia</i> |
| Vaičiulienė, Aldona | – | <i>Lithuanian University of Educational Sciences</i> |
| Vasiutynskyi, Vadym | – | <i>Institute of Social and Political Psychology, NAES of Ukraine</i> |

Psychology of Political and Economic Self-Constitution: Proceedings of the IV international scientific and practical seminar, Kyiv, May 20th, 2016 / ed. by Irina Bondarevskaya, Eugen Iordănescu; org.com.: Bondar, Ekaterina [et.al.]. - Kyiv, 2016 (Tipogr. "Advance"). - 140 p.

ISBN 978-617-7250-58-5

©All rights reserved to authors

CONTENTS

Psychological peculiarities of national policy

Social capital as a psychological resource in closed and open societies <i>P. Blozva</i>	6
Four inherent features of productive potential of individualism and collectivism <i>V. Vasiutytskyi</i>	10

Citizenship activity and citizenship education

Active citizenship of Ukrainian teenagers <i>E. Bondar</i>	15
Citizenship identity model <i>I. Bondarevskaya</i>	18
Psychological citizenship: civil position of a person <i>V. M. Dukhnevych</i>	23
Gustosology as the basis for social activity of personality <i>N. G. Kalashnyk</i>	27
Leadership for meaningfulness: the role of architecture for citizenship, diversity and social justice in education <i>D. Karakatsani, E. Papaloi</i>	30
Citizenship activity: action motivation and interaction <i>O. Korobanova</i>	35
Young Europeans' citizenship activity and its personal determinants <i>B. Krzywosz-Rynkiewicz</i>	40
Distributed leadership and community effects on civic learning of Hong Kong secondary school students <i>L. Li, K. J. Kennedy</i>	44

Political and economic consciousness and socialization

Formation of dynamic image of interpersonal perception object <i>O. V. Dudar</i>	48
Privacy in terms of psychology of property <i>N. V. Hazratova</i>	53
Ideological self-identification and party identification in Serbia <i>Z. Pavlović, B. Todosijević</i>	58
Self-improvement, an incentive to recycle <i>C. Pop, R. G. Ghirişan, E. M. Petre, G. M. Marcu, E. Iordănescu</i>	62

Nudge: influencing smokers' behavior of cigarette butts throwing <i>V. I. Selagea, C. M. Simeanu, E. A. Stancu, M. G. Marcu, E. Iordănescu</i>	65
Political discourse as a factor of youth civic subjectivity development <i>I.V. Zhadan, S. I. Poznyak</i>	69
Public opinion on political issues	
The meaning of ideological self-description in Serbia <i>B. Todosijević, Z. Pavlović</i>	74
Psycho-economic aspects of organizational activities	
Representative reflexivity for advanced economic self-constitution of youth <i>L. Naydonova, M. Naydonov, L. Grygorovska</i>	79
Psychological perspectives on employees' behaviour and motivation <i>C. Novac</i>	82
"Gargoyle" management in universities or another face of emotional intelligence in academia <i>C. Novac</i>	85
Theoretical aspects of Ukrainian labour market functioning as an institute of socialization <i>O. V. Trukhan</i>	88
Psychology of consumer behavior	
Nudging consumers that change their mind, to reduce waste <i>D. L. Badiu, R. D. Mitiu, A. C. Zidaru, G. M. Marcu, E. Iordănescu</i>	94
Nudging food choices in Romanian students: food related behavior <i>I. Coșa</i>	98
The impulse buying behavior: materialism and new values in postmodernity <i>S. Platania, G. Santisi, S. Castellano, S. Di Nuovo</i>	102
Educational basis of political and economic consciousness development	
The interrelation between university students' future plans and stress coping strategies <i>A. Vaičiulienė, A. Ivanauskas</i>	106

Money, income and savings attitudes

- The attitude to money as an indicator of personal maturity
S. Baranova 110
- The influence of family traditions on debt attitudes
O. Ganbaatar, M. Gagarina 115

Psychology of poverty

- Rural and urban poverty: main differences
I. Hubeladze 119

Psychological well-being as a precondition of economic development

- Material wealth as a manifestation of people's well-being
E. Yu. Dmitrenko 124
- Connection between subjective well-being and material state indicators of pensioners
I. S. Horbal 128

Entrepreneurship psychology

- Employees' team roles depending on their motivation and entrepreneurial skills
A. V. Bezdetko 132

Social representations paradigm for research in political and economic psychology

- Social representation of financial crisis
T. S. Polunina, M. Gagarina 136

Public opinion on political issues

The meaning of ideological self-description in Serbia

B. Todosijević

Institute of Social Sciences

(Belgrade, Serbia)

Z. Pavlović

University of Belgrade

(Belgrade, Serbia)

Introduction. Ideological orientations are typically measured in two manners: through specific statement-type items or through respondent's self-identification with ideological labels (e.g., 'conservative'). Attitudinal structure obtained through factor analysis of individual attitude statements represents a model of implicit ideological dimensions (for a review see Todosijević, 2014). However, individuals are not necessarily conscious of their position in a particular multidimensional ideological space defined in this manner. Moreover, given the literature questioning political competency of the mass public (e.g., Converse, 1964, Luskin, 2003), it is likely that one's political views do not necessarily follow the major political-ideological narratives that define the contemporary political world.

As a result, one's specific substantive political attitudes may be inconsistent with one's self-image concerning the ideological orientation. For instance, someone identifying herself as a 'socialist' may hold certain socially conservative and/or in-egalitarian opinions.

In order to investigate this problem, the paper analyzes the relationship between the basic attitudinal ideological dimensions and respondents' self-identification with various ideological labels (e.g., identification with the label 'nationalist'). The analysis is based on survey data collected in Serbia on a

random sample of Belgrade residents.

The results show that most associations follow the pattern expected on the basis of the existing research literature. However, certain tendencies seem to be specific for the case in question, or to a broader post-communist context. For instance, in Serbia self-identification with the label 'socialist' is positively associated with traditionalist and militarist attitudes, while in the Western Europe, this association would typically be negative.

Objectives. Theoretical aim of the study is to contribute to the study of ideological sophistication (or incompetence) of the general public. According to the literature critical of public competence (Converse, 1964, Luskin, 2003), public interest in politics is low, and understanding of ideological debates is poor. Hence, the public apparently cannot think ideologically, and holds non-attitudes rather than meaningful political attitudes. On the other hand, there is literature that finds rationality in public opinion, and structure in political attitudes that resembles the abstract ideological dimensions.

Hence, the main questions this paper addresses are: To what extent the public identifies with and uses ideological labels to express political views? How does ideological self-labeling relate to ideology expressed in attitudes? How ideological self-labeling is related to party preferences?

The results are also expected to reveal peculiarities of the political and cultural history of the case in question that is Serbia.

Method and procedure. The study is based on a public opinion survey, conducted in Serbia on a random sample of Belgrade residents (N=502), interviewed in 2002. Ideological self-identification with 7 typical ideological labels is operationalized by the following questions:

Indicate to what extent you identify yourself with the following political labels terms. If you would entirely accept certain political orientation, please chose 10, if you find it does not suit you at all, please choose 1.

So, to what extent would you identify with being: Conservative, Liberal,

Socialist, Nationalist, Patriot, and Feminist?

Ideological orientations measured via substantive political attitudes are operationalized with a list of 60 political attitude items. The full list of attitude statements is published in Todosijević (2005). The following is a sample item, designed to measure economic liberalism: "The state ought to be involved in economy as little as possible."

This set of items is reduced to the following 15 primary attitudinal dimensions, via factor analysis: Nationalism, Militarism, International integration, Clericalism, Traditionalism, Regime attitude, Socialist economy, Environmentalism, Work ethic, 'Philosophical' Liberalism, Economic Liberalism, Collectivism, Punitiveness, Elitism, Feminism. In the next step of data reduction, these 15 factors are reduced to four second-order ideological dimensions: Socialist conservatism, Right-wing conservatism, Social order and hierarchy, and Post-materialist orientation. Details of the attitude scales and items are provided in Todosijević, 2005.

Results. The results show that the Serbian public readily expresses ideological self-identification. The most accepted ideological label is 'Patriot' (average score on a 1 – 10 scale of identification with the label is 7.43), while the least popular labels are Feminist and Conservative (average scores are 3.18 and 3.37 respectively).

Analysis of intercorrelations between ideological self-labeling and 15 primary political attitude dimensions revealed a number of significant associations. The largest number of significant associations concerns the label of Patriotism. Its highest associations are with nationalist ($r=.49$, $p<.01$), militarist ($r=.45$, $p<.01$), and traditionalist ($r=.39$, $p<.01$) attitudes. Socialist identification is primarily associated with the negative attitude towards the regime change ($r=-.46$, $p<.01$) and positive towards socialist economy ($r=.29$, $p<.01$). Liberal identification is associated with the positive attitude towards Serbia's international integration ($r=.24$, $p<.01$), and negative towards

Table 2 Correlation between ideological self-labeling and party sympathies

<i>Ideological labels</i>	<i>Political parties:</i>	<u>DS</u>	<u>DSS</u>	<u>SPS</u>	<u>SRS</u>
		Democratic Party ('Democratic opposition')	Democratic Party of Serbia ('Dem. opposition' - conservative)	Socialist Party of Serbia (Milošević party)	Serbian Radical Party (Nationalist-populist)
Conservative		-.09	.12 **	.06	.12 *
Liberal		.22 ***	-.08	-.14 **	-.23 ***
Socialist		-.31 ***	-.02	.48 ***	.26 ***
Nationalist		-.18 ***	.16 ***	.13 **	.25 ***
Patriot		-.22 ***	.19 ***	.18 ***	.20 ***
Feminist		.01	.05	.12 *	.06

*p<.05; **p<.01; ***p<.001

nationalist attitudes. Nationalist identification proved associated with militarist, clericalist and nationalist attitudes.

Correlation coefficients between ideological self-identification and second-order, more abstract ideological attitude dimensions are shown in Table 1.

Table 1 Correlation between 2nd order attitude dimensions and ideological labels

<i>2nd order ideological factors</i>	<i>Ideological self-identification</i>					
	Conservative	Liberal	Socialist	Nationalist	Patriot	Feminist
1. Socialist conservatism	.13 **	-.27 ***	.37 ***	.21 ***	.41 ***	
2. Right-wing conservatism				.18 ***	.34 ***	
3. Social order and hierarchy		-.10 *			-.15 **	-.13 **
4. Post-materialist orientation		.10 *		-.16 ***		.24 ***

*p<.05; **p<.01; ***p<.001

The highest associations concern the self-labeling item Patriotism. It is associated with socialist conservatism, right-wing conservatism and negatively with social order and hierarchy.

Ideological self-understanding is also associated with political party preferences. The associations presented in Table 2 indicate the meaningful ideological self-labeling in Serbia. Socialist identifiers, for instance, are more sympathetic towards the Socialist party and the Radical Party, and negatively disposed towards the main opponents at the time – Democratic Party. The remaining associations also appear meaningful in the context of the contemporaneous political relationships.

Additional analyses, not presented here, showed that attitude dimensions are also associated with party preferences. For instance, Socialist conservatism

is strongly associated with positive attitude towards Socialist Party and Radical Party, and negative towards DS. On the other side, Right-wing conservatism proved associated, modestly, only with sympathies for the Democratic Party of Serbia.

Conclusions. Serbian public expresses ideological self-identification, and is capable of using the ideological labels in a meaningful, although locally colored manner. Moreover, ideological self-labeling is associated with specific substantive political attitudes of different generality. Thus, for instance, patriotic self-identification is associated both with specific nationalist attitudes and with a broader orientation of socialist conservatism.

The observed associations between labels and attitudes follow, in broad terms, the European intellectual and political traditions. For instance, ‘Liberal’ identification is associated with lower nationalism, while ‘Socialist’ identification is associated with protectionist economic attitudes. However, the local political and historical context is important and visible as well. This is illustrated, for instance, by the association between the ‘Socialist’ identification and traditionalist and militarist attitudes. This ideological constellation characterized the ideological profile of the Socialist Party of Serbia during 1990s.

The results also demonstrate that ideological self-labeling is politically relevant. Namely, both ideological self-labeling and political attitudes are associated with party preferences. For instance, sympathies for DS (then the ruling ‘democratic opposition’ party) are associated with liberal identification, and rejection of socialist, nationalist, and patriot labels. The Socialist Party sympathizers show the opposite ideological identifications. Likewise, the attitudinal ideological dimensions are strongly associated with party preferences, Socialist conservatism in particular.

The overall conclusion is that self-identification with ideological labels provides valuable information about citizens’ political orientations. The ‘ideological illiteracy’ thesis is not supported by the Serbian data.

Psychology of Political and Economic Self-Constitution

Proceedings of the IV international scientific and practical seminar, Kyiv,
May 20th, 2016

Co-organizers: Institute of Social and Political Psychology, NAES of Ukraine, Lucian Blaga University of Sibiu & EPIA, University of Peloponnese, University of Warmia and Mazury in Olsztyn, Lithuanian University of Educational Sciences, Institute of Social Sciences of Serbia

Organizing committee

Bondar, Ekaterina (Ukraine), Bondarevskaya, Irina (Ukraine), De Carlo, Alessandro (Italy), Iordănescu, Eugen (Romania), Karakatsani, Despoina (Greece), Krzywosz-Rynkiewicz, Beata (Poland), Naydonova, Lyubov (Ukraine), Slyusarevsky Mykola (Ukraine), Todosijevic, Bojan (Serbia), Vaičiulienė, Aldona (Lithuania), Vasiutynskyi, Vadym (Ukraine)

Chief-editors : Bondarevskaya, Irina, Iordănescu, Eugen
Executive editor : Bondar, Ekaterina

Психологія політичного та економічного самовизначення

Матеріали IV міжнародного науково-практичного семінару, Київ,
20 травня 2016 р.

Співорганізатори:

Інститут соціальної та політичної психології НАПН України, Університет Лучіана Блага в Сібіу, Університет Пелопоннесу, Університет Вармії і Мазурі в Ольштині, Литовський Університет Освіти, Інститут суспільних наук Сербії

Шеф-редактори - Бондаревська Ірина, Іорданеску Юджин
Відповідальний редактор - Бондар Катерина

Видавництво «Діонат» (ФО-П Чернявський Д.О.)
пр. 200 річчя Кривому Рогу, 17, (зуп. «Спаська»),
тел.: (056) 440-21-63; 404-05-92.
Свідоцтво ДК 3449 від 02.04.2009 р.
www.dionat.com





ISBN 978-617-7250-58-5