

FEATURES OF SOCIAL IDENTIFICATION OF MODERN UKRAINIAN SOCIETY: DYNAMICS OF REGIONAL PERCEPTIONS

Schudlo S.A.,

Doctor of Sociological Sciences, Associate Professor,
Head of the Department of Legal Science, Sociology and Political Science
Ivan Franko State Pedagogical University in Drohobych

The article is devoted to the empirical and sociological analysis of Ukrainian society in perceptions of Halychyna and Donbas residents. The author compares the views of residents of polar regions of Ukraine on the existing society and desirable society. The author proves a significant difference between the desired and actual existing social models. Comparison of the results of the second and third waves of research (2007 and 2014) showed dominance of negative traits, such as “criminalization” and “stratification by income level”. However, society has become more tolerant to property stratification and personal (sexual) freedom.

In general, the results of empirical research that formed the basis of the article indicate significant differences in perceptions of desirable society and public opinion about actu-

ally existing society. The results give reason to conclude on significant amorphism of perceptions of citizens regarding the social environment in which they live. Among the qualities that citizens attribute to the society, the author found negative: criminalization, stratification by income level and so on. The dominating evaluation of the society in which respondents live is negative. In general, significant differences in the views of the inhabitants of the polar regions on society were not detected. However, the author observed significant differences in perceptions of the desired social model. Focus on the development of yet faint social features, such as “stride toward progress”, “economic efficiency”, “justice”, “equality before the law” can become a factor consolidating Ukrainian society.