



# GENERAL PROBLEMS OF THE MODERN RESEARCH AND INNOVATION POLICY

<https://doi.org/10.15407/scine19.06.003>

HEYETS, V. M. (<https://orcid.org/0000-0002-2895-6114>)

Institute for Economics and Forecasting of the National Academy  
of Sciences of Ukraine,  
26, P. Myrnogo St., Kyiv, 01011, Ukraine,  
+380 44 280 1234, [gvm@ief.org.ua](mailto:gvm@ief.org.ua)

## RESTRUCTURING THE SOCIALIZATION OF UKRAINE'S POPULATION UNDER INSTABILITY AND IN POST-STABILIZATION PERIOD

---

**Introduction.** *The war of 2022–2023, with the still unclear end time, has caused large-scale instability in Ukraine in most, if not all spheres of society, state, and population.*

**Problem Statement.** *Studying the sociological nature of the ongoing changes gives grounds to speak about significant transformation in the "well rooted" cultural features of Ukrainian society, such as the governance gap and individualism against the background of a significant increase in trust in the government, increased interpersonal trust, reduced basic financial requirements etc. Thanks to these changes, the restructuring of socialization in Ukraine's population took place against the background of the coincidence of personal and public interests.*

**Purpose.** *To study the causes of the pre-war contradictions and decreased trust in the government, as well as the ways to avoid them during the post-war (economic) recovery.*

**Material and Methods.** *The author have used materials and data of statistical observations of the State Employment Service, the State Statistics Committee of Ukraine, as well as international and national sociological surveys and employed the following methods: abstract-logical, monographic, statistical and sociological observations, comparative, balance, and graphic ones.*

**Results.** *The research deals with various components of social and economic policy aimed at transforming the processes of socialization to promote long-term social and economic progress, using the window of opportunity that opens and will remain open for some time in post-war conditions.*

**Conclusions.** *The threat of the so-called "culture of poverty" as one of the possible forms of socialization in post-war conditions, with its negative consequences for the post-war recovery, can and should be overcome by supporting individual economic activities, which should be considered, in economic policy, basic life activities performed through the internalization of opportunities to expand the social base and to motivate by encouraging people's interest in raising the level of satisfaction of individual needs.*

**Keywords:** *Ukrainian society, social policy, resocialization process, level of trust, labor market, post-war reconstruction, and economic growth.*

---

Citation: Heyets, V. M. (2023). Restructuring the Socialization of Ukraine's Population under Instability and in Post-Stabilization Period. *Sci. innov.*, 19(6), 3–18. <https://doi.org/10.15407/scine19.06.003>

© Publisher PH "Akadempriodyka" of the NAS of Ukraine, 2023. This is an open access article under the CC BY-NC-ND license (<https://creativecommons.org/licenses/by-nc-nd/4.0/>)

The social understanding of the consequences of the existing socialization in Ukraine under the conditions of the 2022–2023 war has indicated the transformation of choice at the individual level in favor of the public one, as people, having lowered their (personal) requirements for the standard of living, have changed their attitude towards the state, showing a high trust in the state, in particular, the government, instead of dissatisfaction with it, which previously, according to surveys, united people in the Ukrainian society. As a result of resocialization, that is, secondary socialization under the conditions of the war, the population has transformed its assessments. Hence, about 90% of respondents believe that the state and government are effective. So, now they are united by patriotic feelings, instead of dissatisfaction with the authorities as before. The surveys before the war testified that, for example, in the first fifteen years of the 21<sup>st</sup> century, patriotic feelings did not exceed 10% among the respondents for almost the entire period.

The changes that have taken place in the understanding of the social consequences of the war have indicated that in the Ukrainian society, in terms of cultural dimensions of a phenomenological nature, in particular such as power distance, individualism, which are important for ensuring success in development, including in the field of economy, it is possible to achieve positive transformations, despite the fact that their formation takes a long while. As the war has shown, they rationalize public choice through changes in individual preferences formed as a result of previous activities based on a cultural system, which had both long-term effects and long-term consequences. The nature of these changes results from the fact that in the conditions of the war, they touch the majority, if not the entire population, since information about threats, losses, and their consequences, etc., becomes generally available and generally accepted by all who are physically and mentally capable of perceiving i.e. internalizing them. In reality, what has been observed substantiates Amartya Sen's proof that the impossibility

of making choices, as outlined in Kenneth Arrow's well-known "impossibility theorem," occurs under conditions of limited information. As this limitation is surmounted, so too is the impossibility. This is evident from the recent transformations that have occurred. The constraint on making choices has been greatly reduced, if not, in our view, eliminated altogether by transcending the barrier of information unavailability. With the widespread impact of warfare affecting the entire population, awareness of threats has become universally acknowledged.

A high power distance implies a decision-making orientation based on the principle of "visibility from above," thus giving control of information and its limitations to a select few. This trait was characteristic of the Ukrainian society since it was formed during the pre-war period and stemmed from the earlier political system. However, in the midst of war, awareness of threats has become almost universal. Consequently, the war has managed to transcend the constraints of limited information and, in turn, the impossibility of choice. While the limitations may not have vanished completely, they have been significantly minimized.

As a result, a process of resocialization occurred, whereby certain behavioral traits deeply rooted in long-term relationships and having a phenomenological nature underwent changes. As previously mentioned, these traits had a negative impact on achieving successful transformational changes and developmental progress. The key takeaway here is that under certain stressful conditions, such as those during wartime, changes are possible, even in aspects tied to long-standing cultural traditions.

For post-war success, the objective is to identify factors that are not inherently stressful but are linked to fundamental behavioral processes, thus contributing to the effectiveness of post-war recovery. A fundamental requirement for their formation and implementation should be overcoming the limitations outlined in Kenneth Arrow's theorem on the impossibility of choice. This implies that changes should meet the criteria of accessibility and mass adoption.

In the conditions of the 2022–2023 war, the choice of individual (own) preference takes place in favor of public choice, since real threats and expected negative changes, in the event of a continuation of the war or a defeat in it, lead to consequences that are unpredictable and undesirable, therefore hope for the future is formed through social interaction, in which the protection of personal and public interests takes place, conditioning the individual's motives for participation and responsibility for it. The result is achieved through individual involvement in armed resistance, volunteer initiative, labor activity, change of place of residence, i.e., everything that requires active individual action.

Due to social interaction in Ukrainian society under the conditions of war, an adequate state policy aimed at protecting the country from aggression and its evaluation by the population were united with accumulated in personal preferences of public opinion on the possible development of events that threaten the dominant values (such as children, family, health, and well-being) and the sub-model ones (state independence, moral and psychological climate, equal opportunities, social recognition, social equality, freedom of speech, and many others). Threats in case of failure will have negative consequences for the values of medium and low importance as well.

In the absence of solidarity in society between public choice and individual preference, the value-meaning foundation of both personal and social life is destroyed. Its preservation and struggle for the future, which especially vividly have manifested themselves in the conditions of war through individual activity, are the result of positive, first of all, social changes towards a rational social choice. where rationality is united on the basis of individual preferences formed by the so-called value syndromes of the population of Ukraine. These syndromes are the result of the manifestation of socialization, as a necessary condition for the individual's ability to act, and is fundamental among the most general systems of human activity identified above. As a result, according

to the sociological survey by the sociological service of the Razumkov Center with the support of the Konrad Adenauer Foundation Representation in Ukraine, from September 22 to October 1, 2022, the share of those who showed willingness to fight for their country during the war after 2011 and gave an affirmative answer constantly grew from 40%, in 2011, to 57%, in 2020 and to 71%, in 2022. At the same time, 77–79% of the respondents belonged to the age groups from 18 to 59 years old, with 53% of them being 60 years old and older [1]. As we can see, the dedication to the defense of the country as one of the fundamental public interests, has driven the majority of respondents to reaching an agreement that consistently led to a departure in motivations from the pursuit of personal interests. The personal interests are known to be one of the motivational structural preferences of a fundamental nature in the conditions of market relations. It means that in this case we have a deviation from the so-called fundamental motive (personal interests in market conditions) to a deeply essential choice related to the valuable existence of both the individual and the society as a whole. In this scenario, it is appropriate to assert that individual and societal interests align, as articulated by Adam Smith, when there is a convergence in the evaluations held by the acting individual and the sentiments of external observers. This collective assessment then takes on a societal precedence.

In such instances, the sentiment associated with the “sense of public duty” [2], which, as a concept, transcends personal interests, emerges prominently. This is because the motivating value that drives individuals to defend their country is considerably broader and deeper than the rational self-interest that propels individuals to pursue profit in market conditions.

In wartime, as we can observe, the Ukrainian population that is constrained by significant limitations including financial necessities for basic living, has undergone a substantial shift in the perceptions of economic landscape. Ukraine's people have made a deliberate choice in favor of aligning

personal interests with the collective good, particularly in the context of defending their nation.

Deviations from the pursuit of personal interests in favor of deeply essential motives related to the defense of the country have been accompanied by changes in the processes related to the creation and maintenance of an atmosphere of trust.

In the comparative study by Tadashi Hirai (focusing on Great Britain, Ukraine, and Japan) [3], the pre-war situation in Ukraine has shown a low level of trust and a high degree of active involvement. These circumstances had adverse consequences in daily life. Generally, involvement is demonstrated even when conditions are precarious, leading individuals to either withhold their personal opinions due to fear of the prevailing hierarchical power structure or to express their views in alignment with this hierarchy, depending on the subject [3, 84]. These dynamics may be attributed to the conditions that emerged in the late 1990s. According to Mishler and Rose [4], Ukraine had the lowest level of institutional trust in the region during that period (2001).

O.M. Balakireva has indicated that the trust balance in political and social institutions within pre-war Ukrainian society was negative, with the notable exceptions of the volunteer movement and the Armed Forces of Ukraine [5]. The analysis of trust level dynamics has underscored that short-term fluctuations in trust levels within key institutions stem from shifts in the perception of a given institution's performance, effectiveness, or ineffectiveness.

In light of the aforementioned considerations, it is imperative to underscore the need for an expanded role of cohesion not only during wartime but also in post-war Ukraine. Renowned Ukrainian researcher M.I. Tugan-Baranovsky once emphasized in his works that cohesion served as the foundation for various forms of social cooperation [6]. This concept, in accordance with the theoretical principles of business ethics he laid out, was built upon overcoming passivity en route to a modern understanding of self-development and self-reliance. Achieving this involves fostering colla-

laboration at both personal and institutional levels, which, in the context of post-war reconstruction, can stimulate a stronger commitment to core European values. This entails a gradual departure from the prevalent state paternalism that was typical for the mood of Ukraine's population before the war.

The survey by the Ilko Kucheriv Foundation *Democratic Initiatives* [7], in collaboration with the Kyiv International Institute of Sociology from March 20 to 26, 2019, has indicated a relatively high level of paternalistic attitudes in Ukraine (*Democratic Initiatives* 2019). While a significant portion of Ukraine's population (42%) believed that full responsibility for providing everyone with necessities should not rest solely with the state, the vast majority (50%) held the view that the primary role of the state should be to create conditions for individuals to realize their potential and to take responsibility for using these opportunities. In 2013, the shares of these groups were nearly identical at 42% and 51%, respectively.

Pre-war Ukrainian society, despite exhibiting signs of immaturity and paternalism, was not uniform in its views. The protest sentiments of 2013 had somewhat tempered paternalistic expectations that had resurfaced in recent years, albeit to a slight extent. In this context, it is crucial that the cohesion that is forged during the war to gradually evolve into peacetime cohesion. This transformation will enable everyone to find their place on the path to overcoming limitations in accessing both information and knowledge necessary for effective action. The very action should be aimed at ensuring personal involvement in improving the quality of society in accordance with one's abilities and opportunities for their implementation, personal activity based on self-employment and inclusion, which allow meeting personal interest. This approach corresponds to the post-war concept of well-being, the ideology of which has been proposed in the pre-war period, in particular, by T.V. Burlai [8]. It should be borne in mind that it is important to take this into account in the post-war policy, since during the market reforms of society and the economy in the pre-war

period, in Ukraine, as in many countries of Eastern Europe, at the initial stages of transformation [9], there were reported an increase in unemployment, an aggravation of social inequality and a growth in poverty, i.e. there was a decline in social quality. In pre-war Ukraine, these problems got intensified and created a new level of risk, which should be minimized by taking advantage of the possibilities of active social involvement of citizens as a result of that cohesion that has increased significantly during the war, by stimulating citizens to an active role, in particular, for example, in the implementation of social policy in the fight against poverty that has been especially aggravated in the conditions of the war. This will be discussed later.

Policies aimed at enhancing social well-being in everyday life should also prioritize the implementation of inclusive measures in Ukraine. This necessitates a focus on active public involvement of citizens and, consequently, the enhancement of socially oriented activism. In the post-war period, it is crucial not to ignore individuals who have become disabled as a result of hostilities and those who have been forcibly marginalized. Addressing the latter group, in particular, should be initiated within the first years of post-war recovery.

To achieve this, as part of the quality-focused social policy during post-war reconstruction, it is essential to conduct thorough monitoring and to provide pathways for each identified group to reintegrate into or actively involve in socially significant activities. This proactive approach is vital in preventing the emergence of disenfranchised groups, including those susceptible to criminal activities. At this stage, ensuring effective collaboration between social and civic organizations on the one hand and government authorities on the other hand is of paramount importance. Given that European countries have successfully navigated the post-war recovery and the reconstruction of socio-economic environments (WO 11), it is imperative to generalize and apply this experience to the sake of quality social policy in post-war Ukraine, tailored to the unique conditions and factors

at play. Special attention should be given to the enactment of pertinent legislation, especially those related to post-war labor market reforms. These reforms are fundamental ones for creating conditions that foster greater success in enhancing social well-being in everyday life, aligning with the practice of constitutional factors in Ukraine, particularly those related to personal entrepreneurship and the promotion of personal initiative.

The aforementioned orientation towards implementing individual aspects of social quality policies, aimed at resocializing individuals, signifies a shift in ethical behavior and serves as a clear signal, including in terms of the fight against corruption, which alongside the obligation to fulfill contractual commitments, and morality, as widely recognized, constitutes the essence of business ethics within the framework of market dominance. This is vital for the success of post-war recovery efforts.

At the same time, considering that a high level of corruption undermines the effectiveness of social strategies and diverts investments and economic initiatives from productive projects to shadow activities due to their considerable profitability [10], it is imperative to combat corruption during wartime and the subsequent recovery period by supporting social initiatives that promote moral stability. These initiatives nurture the components necessary for individual socialization, which should be prioritized.

It is noteworthy that, in reality, as stated by D. Buchanan, individual values are capable of evolving and indeed are evolving [11, 12], which has been confirmed by the recent transformations in Ukraine mentioned earlier.

The behavior of individuals who operate in market conditions with the aim of pursuing their personal interests may be and frequently is governed by the temptation to achieve their interests through corruption, because a high level of corruption serves as motivation for both substantial financial gains and the perpetuation of self-interest. However, it is important to note that individual's behavior depends a lot on how people perceive and



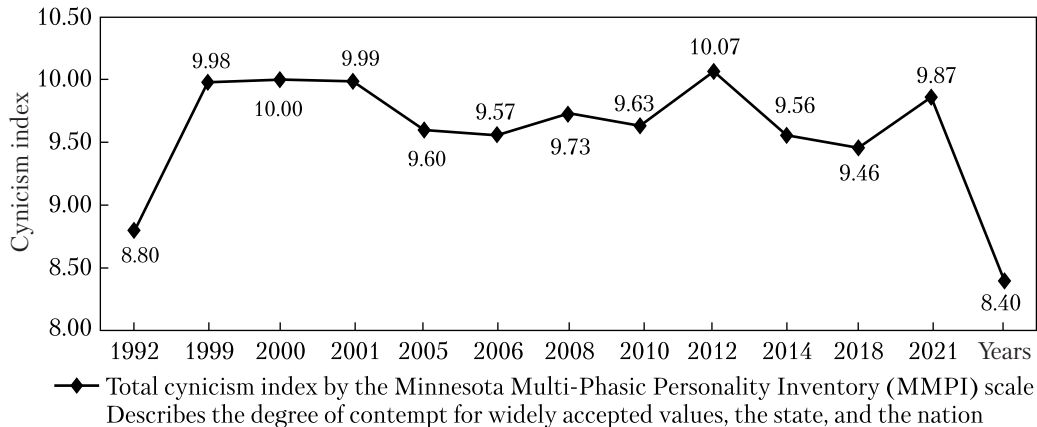
evaluate the actions of others. As we have illustrated, in the wartime in Ukraine, there is a convergence of interests when it comes to personal well-being, with the majority willing to defend the nation. The challenge now is to ensure that such alignments continue into the post-war period.

In terms of the manifestation of various motivations linked to ethical behavior beyond the context of defending the country and evaluating the actions of others as one's own, many of these motivations were not evident before the war. For instance, data from the surveys made between 1992 and 2012 as part of the Sociological Monitoring initiative at the Institute of Sociology of the National Academy of Sciences of Ukraine have revealed that over half of the respondents believed that most people were willing to engage in dishonest acts for the sake of profit. This perception prevailed over the 20-year span from the late 20<sup>th</sup> century to the early 21<sup>st</sup> century. In 1992, 58.5% of respondents shared this view, and this trend continued to rise, reaching 70.6%, in 2012.

However, the conflict in Donbas in 2014 brought about a significant change in this attitude, as as few as 20.8%, in 2014, and 18.8%, in 2016, believed that the majority of people would resort to dishonest acts for personal gain. In 2016, only 12.5% disagreed with this statement, while the rest were uncertain. Regrettably, this trend was short-lived. The subsequent wartime surveys by the Institute of Sociology of the National Academy of Sciences of Ukraine have revealed that among the Ukrainian population, the belief that most people were willing to engage in dishonest acts for personal gain ranged from 68.2%, in 2021, to 57.5%, in 2022. Similarly, from 70.3%, in 2021, to 65.2%, in 2022, the majority agreed that almost anyone would lie to avoid trouble. This may mean that the majority of respondents believe that most people in Ukraine can do a bad deed, for the sake of profit: to take a bribe, to deceive a partner, to break a contract, etc., that is, it is possible to breach the established rules of social ethics for personal gain. Since, as we have already mentioned, the behavior of individuals changes depending on how it is

evaluated by others, the above survey data have given reason for the conclusion that there are open opportunities for violating social ethics, that is, individual, while thinking this way about others, may allow oneself to make concessions if it goes about personal benefit or to lie for avoiding trouble. The high degree of such kind of social ethics is complemented by the fact that, despite the legitimate attitude or recognition and official propaganda of social morality, where dishonest actions are evil and shall be punished, the majority of individuals, according to the survey, believe that the most dangerous is to trust anyone except for close family members and relatives. As evidenced by the survey data, such components of values are based on so-called indirect considerations that are not chosen deliberately, since they may be considered cynical, and the level of cynicism in Ukraine remains rather high. As indicated by the data presented in Figure below, the survey by the Institute of Sociology of the National Academy of Sciences of Ukraine has demonstrated that the average cynicism index that reflects the degree of contempt for widely accepted values, the state, and the nation, by the additional Minnesota Multiphasic Personality Inventory (MMPI) scale, has remained consistently high over the past thirty years. This index ranged from minimum of nearly 26%, in 1992, to maximum of about 53%, in 2012, surpassing the average of 7 points. During the 2022–2023 war, as per the corresponding survey in 2022, the cynicism index, while showing a decrease by nearly 15% as compared with 2021, remained relatively high and 1.2 times higher than the average of 7 points. The data are shown in Fig. 1.

In our opinion, cynicism serves as a basis for the disregard of moral and ethical norms, which in turn facilitates the violation of recognized moral standards. Consequently, the skills and behaviors acquired in the pre-war era, which contributed to the socialization of individuals during wartime, have remained prevalent, albeit with some reduction. These behaviors are characteristic of the majority of the population. However, they still pose a potential threat to post-war economic stabil-



**Fig. 1.** Dynamics of distribution of the average cynicism index for the sampling (Range: 0–14 points)

Source: [13].

Total cynicism index by the Minnesota Multi-Phasic Personality Inventory (MMPI) scale  
Describes the degree of contempt for widely accepted values, the state, and the nation.

ity and development, particularly if the state fails to promptly consider the shifts in the population's post-war motivation that is expected to change during the transition to peacetime and marked with high expectations for recovery and economic restructuring.

Cynicism, as widely acknowledged, tends to surface in conditions of perceived impunity or despair, especially when individuals feel they have nothing to lose. This cynicism can further entrench itself within the population. For those who engage in corruption that has reached significant levels in Ukraine, according to international estimates, the opportunity to evade punishment has long existed, fostering a culture of assimilation (often referred to as socialization) rooted in impunity. Meanwhile, for the rest of the population, particularly those grappling with poverty, there is often a sense of having nothing to lose, given a relatively high poverty in Ukraine. According to the polls conducted by the *Rating* Sociological Group, the economic situation has significantly deteriorated for 52% of the population solely as a result of the war. In this segment of the population, although not universally, cynicism can find its basis in the sentiment of having nothing to lose. These motives, in turn, solidify knowledge and

motivations regarding the expression of cynicism. In essence, this underscores that cynicism in relatively affluent individuals is rooted in a sense of “impunity,” whereas in relatively impoverished individuals, it stems from “having nothing to lose.” This fundamental distinction contributes to the socialization processes leading to the prevalence of cynicism in the majority of the population, even during the wartime when the majority focuses on defending the country, aligning personal and public interests.

The existing behavioral differences that sustain a relatively high level of cynicism in Ukrainian society do not necessarily pose a threat to its exacerbation. This is because the conditions of war are marked, as previously noted, with a sense of unity among the population in the face of the common enemy and a shared commitment to defending the country. This conclusion has been further substantiated by the results of the KMIS poll of September 7–13, 2022, particularly in terms of whether Ukrainians share the narrative of a “divide”. According to the KMIS press release by A. Hrynetskyi, the results have affirmed the unity of the population and the absence of a clear “dividing line”. This unity is attributed, among other factors, to the perception of the population that

the military-political leadership of the country has united and is determined in achieving victory in the war [14].

This factor of unity is shared by the majority of the population according to the surveyed respondents and it is important to preserve and develop it in the post-war period.

However, it's important to underscore that the existing cynicism and the variations in factors contributing to its development, stemming from the noted aspects of "socialization" within different segments of the population, could potentially pose a threat of dividing lines within Ukrainian society. This risk becomes more pronounced if, in the post-war period, there is a potential resurgence of polarization in living standards. In the pre-war context, the economic dimension played a pivotal role in gauging the degree of unity, particularly in the assessment of the populace's relationship with the government. However, as we transition from the end of the war to a period of peacetime, such concerns, while still pertinent, may ultimately prove to be more ominous than realistic. The reason, in our opinion, is the fact that the population surveys have shown that, as we have already mentioned, after the war and victory, Ukraine will face several difficult years in terms of socio-economic situation. Commenting on this and answering the question of KMIS, "Are you ready to endure material difficulties for 3–5 years, if as a result, Ukraine becomes a prosperous country and a member of the European Union?" 97% of the respondents answered that they were rather ready to do it [15]. This means that in conditions of rapid recovery of the economy, first of all, and in parallel with membership in the European Union, in Ukraine, with a high degree of probability, there will be no restoration of the pre-war "split" lines of a protest character between the rich and impoverished part of the population.

In order to be successful and to prevent the split, we need rapid recovery and real growth of the economy and, what is especially important, that the main results of economic growth should not be mostly appropriated by the richer part of

the population and Ukraine has access to the EU. Thus, the minimization of differences in behavior will require "European style" of the activities of socialization institutions, including at the expense of socialization within the "welfare state." Thus, the main efforts should be focused on the implementation of social strategies that are internalized in the population against the background of a constant decrease in the level of corruption and thanks to the formation of the necessary conditions for the manifestation of initiative and self-realization in the economic activity of the population.

Raising the level of trust in the society of Ukraine and satisfaction/dissatisfaction with the standard of living of broad strata of population that has largely impoverished even more than before the war, is impossible unless the economic policy focuses on both achieving high rates of economic growth and ensuring those processes of resocialization in the post-war period, which are aimed at fighting poverty as such and have a deep nature in terms of content and time. Thus, in the post-war period, we need the economic policy of resocialization as a way of social policy for, first of all, the poor population. In general, in the conditions of the war, the population of Ukraine has shown an increase in the level of both interpersonal trust and trust in the authorities and to a large extent, no growth in dissatisfaction with life. On the contrary, it has been demonstrating understanding and readiness to actively defend the values in the post-war period, which in reality of post-war Ukraine will form a window of opportunity for stability and development.

During the war, many people lost their jobs, were forced to change their place of residence and felt impoverished, forced to ask for various types of social aid. There have been almost 6.9 million internally displaced persons and 7 million people who left abroad. The majority of these individuals have received social assistance in various forms, including cash payments, complimentary food packages and clothing, free housing (primarily or frequently), complimentary travel, and other benefits. Collectively, these support measures can



be seen as components of a social policy that to some extent resembles what is often referred to as a 'basic income.' In essence, these economic actions, linked to the scope of social policy, in conjunction with the aforementioned factors, contribute to the emergence of a concept known as the 'mass culture of poverty' within the population. This phenomenon is becoming increasingly widespread due to the conditions of a prolonged war, encompassing not only those compelled to flee their homes but also those obliged to remain in areas affected by hostilities, including front-line areas and so-called gray zones where residents continue to reside. Given that a substantial portion of the population has found itself in such circumstances, this segment of the populace reshapes the roles and responsibilities within families concerning those responsible for ensuring economic security and well-being. Over time and within these unique spatial and temporal constraints, the limitations on choice are gradually overcome. The population at large begins to acknowledge, and subsequently to externalize, life within the framework of "culture of poverty", where poverty is a significant element in the cultural way of life for securing their livelihoods under support from the state, international organizations, sponsors, volunteers, friends, relatives, and merciful people. Against the background of such a tendency among the population of paternalistic attitudes that existed even in pre-war times, this may motivate even more, through secondary internalization, to poverty as a natural way of existence. For some of these people, "culture of poverty" may be externalized into limited requirements for life comfort, while for others into unwillingness to work, which leads to hunger and subsequently to violence as a way of life or the formation of illegal groups for criminal activities and support for corrupt activities.

Within the framework of the components of social policy aimed at combating poverty, which predominantly encompass economic interventions related to the establishment and maintenance of what can be termed as an "basic income" for individuals, there are distinctive features. As pre-

viously mentioned, this approach involves not only the transfer of financial resources but also the provision of partial assistance in the form of tangible goods such as clothing, medicine, grains, which can be used both for personal consumption and for livestock feeding or as planting materials. Assistance in acquiring resources for productive endeavors serves to inculcate motives that drive the population to externalize their efforts in creating opportunities for rationalizing resource allocation. These resources are primarily earmarked rather for productive activities than for immediate consumption. Consequently, this engagement leads to the externalization of activities, as individuals become consciously motivated to alter their behavior regarding the rationality of resource allocation in favor of accumulation. Pursuing this path generally results in an upsurge in consumption levels, complemented by increased production. This economic initiative is underpinned by profound social motivations concerning the development of labor skills in the context of combatting poverty and the corresponding ethical conduct that encourages a more fair resource utilization for development purposes. Economic interventions of this nature represent a fundamental aspect of life activity. They promote awareness (internalization) of opportunities that expand the social foundation of life activities and stimulate individuals to work by kindling their interest in achieving higher levels of consumer satisfaction through self-realization.

As a result, the above-mentioned nature of the fight against poverty as a social problem of the relevant policy has two vectors. One is primarily the monetary resources of the state and various types of social funds of a nongovernment nature, which are formed to fight poverty and to support the level of consumption corresponding to the level of the so-called guaranteed income. Economic action of this nature can basically internalize the passivity of the subject in relation to work, although not always, can be realized in kind, which ultimately motivates intensifying activities. Social policy of the above-mentioned content in-

volves economic actions, first of all, on the part of both the government and nongovernmental organizations, international organizations in their positive aspect, provided they motivate internalization changes, which lead to externalization changes in behavior in terms of motivation to work. The results of the above-mentioned type of economic actions, social in nature, are much more promising in terms of consequences as compared with the possible negative consequences of cash allowances that are mostly related to the minimum income recognized in each individual country and spent on current consumption.

Internalization of the above-mentioned nature is quite important because, as shown by the studies of sociocultural factors of economic development, the doctrine of long-term orientation has been being implemented in Ukraine, which reflects the extent to which society shows pragmatism and strategically focuses on the future [16].

In the realm of economic actions associated with the content of social policy aimed at combating poverty, in addition to those previously outlined, there must be a motivation for changing the nature of the population's externalized activities. On the one hand, this motivation should revolve around the rational expression of emotions, and on the other hand, it should involve a conscious path towards motivation in productive endeavors, which includes seeking employment, possibly through relocating.

During the wartime period, these changes are often imposed, driven by necessity. However, in the post-war era, they should evolve into a conscious choice: returning home where employment opportunities exist, where housing is available or can be restored, where new professions can be learned to align with the prevailing changes, and where individuals can experience comfortable natural and social environment with favorable conditions for raising children and upward mobility conditions. Here, through the realization of their work capacity, individuals can generate income that restores or upholds the dignity that may have been eroded during the war.

During the war, a profound sense of anger towards the enemy has become deeply ingrained among the general population. This internalization has led to a transformation in the way people channel their external activities, directing them towards resisting the enemy and injustice. In the post-war period, such activities will necessitate a fresh focus on internalization, shifting towards opportunities for regaining the breadwinner status. This entails acquiring the prospect of employment in a new capacity as a worker, thus avoiding dependency on social assistance that gives limited motivation for growth. This underscores the need for these activities to transcend the confines of social assistance, mobilizing them towards productive engagement. This may be achieved by offering assets for self-employment or providing workplace opportunities that allow individuals to earn an income, which, in the post-war period, should be on an upward trajectory, in contrast to the wartime scenario where income often dwindles. The driving force behind the formation of such internalizing activities lies in the motives that are internalized through economic actions. In their absence, individuals may grapple with identity crises that can potentially lead to depression or, in more extreme cases, criminal behavior.

The bedrock of social policy, underpinned by economic actions, should center on the assimilation (internalization) of components that motivate changes in intentions towards productive activities. Success in such assimilation hinges on the provision of assistance in material and cash forms, which can be perceived as assets for realizing self-fulfillment motives. Therefore, the effectiveness of these motives largely depends on the creation of an environment that respects dignity and fosters positive interpersonal relationships, based on Gordon Allport's contact hypothesis (1951). This hypothesis is based on the idea that cultivating interpersonal relations is one of the most effective means of reducing prejudice among individuals. The realization of this hypothesis is crucial for mitigating the high levels of interpersonal mistrust prevalent in Ukraine's population.

Overcoming negative judgments and disagreements regarding behavior evaluations is paramount because it creates conditions that discourage dishonesty and theft, while fostering trust and encouraging productive activities.

The war in Ukraine, from its very inception, has reconfigured the labor market, resulting in imbalances between labor supply and demand, which have been evident as early as in the first quarter (see data in Table 1). An important facet of this imbalance is the structural mismatch between the available labor force and job opportunities by industry and occupation.

We would like to emphasize that the activities falling under group I are, and should remain in the future, the driving forces behind the innovation-driven economic transformations needed for Ukraine's post-war restructuring [17].

The current data have indicated that the most wanted professions in the registered labor market include cooks, office cleaners, seamstresses, teachers for general secondary education institutions, nurses, locksmiths, and porters. These professions have a low employment rate as compared with the national average for Ukraine, which stands at 62.8%. This disparity may be explained by difference in

perceptions of job between employees and employers in terms of such factors as pay, working conditions, and the quality of workforce training. This situation can create the conditions for what V. Blyznyuk refers to as downshifting. This term denotes the involuntary motivation for highly skilled workers to transition into simpler roles, often at the cost of their qualifications, or to become unemployed. Without the necessary support in the labor market, they may even seek employment abroad. In the post-war period, it becomes imperative to offer these individuals respectable employment opportunities. These and other components necessary for transformation into motivational elements have been discussed earlier in this context. Addressing the issue of revitalizing the labor sphere hinges not only on security but also on socio-economic aspects. In a thriving economy, it is essential to uphold the principles of decent work within social policy, alongside the requisite economic measures. However, the pre-war studies suggest that for Ukrainians, these actions are not of paramount importance among basic life components. This has been evidenced by the monitoring studies on socio-economic transformations conducted by the Institute of Economics and Fo-

**Table 1. Activities and Occupational Groups\* with the Largest Imbalances between Labor Supply and Demand, January–March 2022**

<b>I, imbalance:</b> Labor demand exceeds labor supply	<b>II, imbalance:</b> Labor demand falls short of labor supply
<i>Occupational groups</i>	
Sevicemen engaged in maintenance, operation, and control of the operation of process equipment, assembly of equipment and machines Skilled tool operators	Legislators, senior public officers, top officers, managers  Trade and service workers
<i>Economic activities</i>	
Processing industry  Education	Wholesale and retail trade; repair of motor vehicles and motorcycles Public administration and defense; compulsory social insurance

Source: formed by D.E.Sc. Blyznyuk V. V. based on data of the State Employment Service. URL: <https://www.dcz.gov.ua> (Last accessed: 20.08.2022).

\* Compiled for nineteen economic activities and for nine occupational groups.

**Table 2. Evaluation by Ukrainians of the Importance of the Basic Components of Life (WVS data for 2020)**

Basic components of life	Share, %*	Rank
Family	99.0	1
Friends	89.8	2
Free time	82.8	3
Job	79.6	4
Religion	62.1	5
Politics	29.8	6

Source: [18].

\* The sums of the responses “Very important” and “Rather important” to the question “Please tell me how important this is to you?” for every basic component of life.

**Table 3. Evaluation by Ukrainians of the Importance of the Basic Job Components (EVS data for 2020)**

Basic labor aspects	Share, %*	Rank
Good wage/salary	94	1
Convenient working hours	80	2
Job where you feel you can achieve something	67	3
Long vacation	61	4
Responsible job	55	5
Opportunities to take initiative	39	6

Source: EVS data for 2017–2020 [19].

\* The percentage of respondents who respond accordingly.

**Table 4. Ukrainians’ Attitude to the Laboe Ethic Statements (data of two EVS waves), %\***

Statement	Wave of 1999–2001	Wave of 2017–2020
Job is necessary for the development of talents	80.4	77.7
People are lazy without job	66.4	67.0
It is humiliating to receive money if you don’t earn it	63.4	55.2
Job is a duty to society	52.7	36.1
Job must always come first	47.1	30.9

Source: EVS wave data 1999–2001 and 2017–2020 [19].

\* The index is calculated as the sum of the answers “Completely agree” and “Agree” to the question “Do you agree with the given statement?”.

recasting of the National Academy of Sciences of Ukraine during the implementation of project *Economic Freedom and Human Rights on the Labor Market in the Conditions of Post-War Economic Recovery*.

The research results based on the data of international project *World Values Survey (WVS)* of in 2020 [18] are given below (Table 2).

As for the importance of the main aspects of job for Ukrainians, the data from the international project *Study of European Values in 1999–2020* [19] have shown that the least important aspect is the opportunities to take initiative (Table 3).

The collection of distinct attributes, with regard to their significance in relation to job in general and its key aspects, particularly the capacity to demonstrate initiative in the workplace, is noteworthy. This is especially vital as Ukraine progresses toward EU integration, where there is still a need to elevate the importance of initiative in work, an area in which Ukraine lags behind advanced EU nations. Initiative in work and recognition of this concept in the public consciousness, achieved through the socialization of job significance, particularly in conjunction with leisure time, will create conditions conducive to higher earnings. This trend is more pronounced in societies with relatively lower living standards, where the survival values often outweigh self-expression ones.

It is worth noting that this transformation began to some extent before the war, as the importance of intangible aspects of work has been on the rise over the past decade. For instance, according to the data from the *European Values Study (EVS)* between 2008 and 2010, only 49% of the respondents considered “A job where you feel that you can achieve something” an important factor. However, in 2020, the share of such respondents increased by 18%. Similarly, “Convenient working hours” factor was mentioned by only 56% of the respondents in the earlier period, while by 2020, this share rose by 24%. “Long vacation” factor was a priority for only 45% of the respondents initially, whereas by 2020, this share gained 16%. Likewise, “Responsible job” factor was deemed

significant by as few as 33% of the respondents in the earlier period, whereas in 2020, this share increased to 55%. This pronounced shift towards a more post-materialistic ideology, commonly associated with residents of the most advanced EU countries, underscores the evolving value system within Ukrainian society, which makes our society closer to advanced market democracies. In the post-war period, it is crucial not to stifle these transformations but rather to cultivate motivation for better compensation. Working conditions should be structured to emphasize the aforementioned aspects. Consequently, the post-war policy

must focus on internalizing activities that prioritize work and initiative both in its execution and pursuit. Earlier, we have discussed these aspects of socialization concerning changes in social motivations, as these shifts had been already underway in Ukraine in the pre-war period.

V. Blyznyuk's analysis of certain aspects of work ethics has showed that for about 20 years, the ranking of opinions of Ukrainians has not changed: the least share of those who agree with the statement that job should always come first and the most share of those who believe that job is necessary for the development of talents (Table 4).

**Table 5. Attitude to Labor Ethic Statements in European Countries, in 2017–2020, %\***

Country	It is humiliating to receive money if you don't earn it	People are lazy without job	Job is a duty to society	Job must always come first	Job is necessary for the development of talents
Finland	44.1	54.4	70.1	37.6	59.8
Denmark	35.8	59.9	77.7	45.1	75.8
Switzerland	43.9	50.0	68.8	28.7	74.7
Sweden	32.2	32.4	71.3	33.2	37.3
Germany	49.3	59.1	78.2	29.0	78.3
Ukraine	55.2	67.0	36.1	30.9	77.7

Source: EVS data, 2017–2020 [19].

\* The index is calculated as the sum of the answers “Completely agree” and “Agree” to the question “Do you agree with the given statement?”.

**Table 6. Responsibility of the Economically Active Population for Their Subsistence in European Countries in 2017–2020, %\***

Country	Statement	
	People themselves must bear more responsibility for providing for themselves**	The state must bear more responsibility for ensuring that all citizens are provided for***
Finland	47.1	23.4
Denmark	49.0	21.5
Switzerland	53.5	15.5
Sweden	51.4	17.9
Germany	41.3	26.0
Ukraine	34.6	41.2

Source: EVS data, 2017–2020 [19].

\* The row sums do not equal to 100% because the shares of those who could not definitely answer (choosing 5 and 6 by a 10-point scale) are not shown; the extreme positions mean full agreement with the corresponding statements. \*\* The index is calculated as the sum of the share of those who choose from 1 to 4 points inclusive, showing agreement with the statement. \*\*\* The index is calculated as the sum of the share of those who choose from 7 to 10 points, inclusive, showing agreement with this statement.



During the period under analysis, there was a notable decline in the respondents who agreed with the last three statements. The agreement with the statement “It is humiliating to receive money if you do not earn it” decreased by over 8 points, and there was a reduction of over 16 points in those who agreed that “job is a duty to society” and “job must always come first”. In contrast, the agreement with the first two statements has changed slightly. The share of Ukrainians who believed that “job is important for talent development” decreased a little bit (by 2.7 points), while that of those who thought that “people become lazy without job” remained largely unchanged (a change of less than one percent). In his study, V. Blyzniuk [20] has stated that, on the whole, these observed trends should not be viewed too pessimistically as a decline in the labor ethic. It should be noted that more than half of Ukrainians still aspire to earn their money, nearly 80% consider job a means of personal development, and almost 70% believe that idleness leads to laziness. There is one important feature that persists among Ukrainians—an overall weak perception of job as a social duty (Table 5). Addressing this attitude is crucial, as it

paves the way for aligning personal and public interests, a convergence that has been significantly bolstered during the war, when the population has been rallying behind government efforts in the fight against the enemy, exhibited a high level of trust in authorities, and lowered the economic demands for the sake of defending the vital values.

As can be seen from the data in Table 5, the majority of the population of European countries agrees that “job is a duty to society,” in contrast to Ukraine, where paternalistic attitudes still dominate (Table 6). The percentage of those who share the paternalistic attitude in Ukraine is as twice as higher than in the European countries.

In the post-war period, these attitudes as a manifestation of the preservation of the population’s demands for the role of the state in its subsistence, will become more visible, as a result of impoverishment during the war, therefore the above-mentioned policy of internalization changes for self-realization, including through creative initiation in the search of job and initiative in the process of work, should become a key principle of the social policy for the implementation of necessary economic actions aimed, first of all, at overcoming poverty.

## REFERENCES

1. Citizens' assessment of the situation in the country, trust in social institutions, political and ideological orientations of Ukrainian citizens in the conditions of Russian aggression (September–October 2022). Results of a sociological survey (2022). Razumkov Center [in Ukrainian]. URL: <https://razumkov.org.ua/napriamky/sotsiologichni-doslidzhennia/ot-sinka-gromadianamy-sytuatsii-v-kraini-dovira-do-sotsialnykh-instytutiv-politykoideologichni-oriantatsii-gromadian-ukrainy-v-umovakh-rosiiskoi-agresii-veresen-zhovten-2022r> (Last accessed: 02.05.2023).
2. Smith, A. (1997). *A theory of moral sentiments*. Moscow [in Russian].
3. Hirai, T. (2020). The Impact of Trust on the Quality of Participation in Development: The Case of Ukraine. *International Journal of Social Quality*, 10(2), 72–93. <https://doi.org/10.3167/IJSQ.2020.100202>.
4. Mishler, W., Rose, R. (2001). What Are the Origins of Political Trust? Testing Institutional and Cultural Theories in Post-communist Societies. *Comparative Political Studies*, 34(1), 30–62. <https://doi.org/10.1177/0010414001034001002>.
5. Balakireva, O. M., Dmytruk, D. A. (2021). Dynamics of the level of trust in authorities and social institutions. *Ukrainian society*, 1(76), 102–113 [in Ukrainian]. <https://doi.org/10.15407/socium2021.01.102>.
6. Tugan-Baranovsky, M. I. (2016). *Social foundations of cooperation*. Moscow [in Russian].
7. Ukrainian society is characterized by paternalism, but the majority is not inclined to put everything on the state. (2019). Comments. Democratic Initiatives Fund named after Ilko Kucheriv. Kyiv [in Ukrainian]. URL: <https://dif.org.ua/article/ukrainskomu-suspilstvu-vlastiviy-paternalizm-ale-bilshist-ne-skhilna-vse-pokladati-na-derzhavu> (Last accessed: 07.05.2023).
8. Burlai, T. (2015). Social quality policy in the context of the Association Agreement between Ukraine and the EU. *Economics and forecasting*, 4, 81–95 [in Ukrainian]. URL: [http://nbuv.gov.ua/UJRN/econprog\\_2015\\_4\\_8](http://nbuv.gov.ua/UJRN/econprog_2015_4_8) (Last accessed: 07.05.2023). <https://doi.org/10.15407/eip2015.04.081>

9. Neesham, C., Tache, I. (2010). Is there an East-European social model? *International Journal of Social Economics*, 37(5), 344–360. <https://doi.org/10.1108/03068291011038936>.
10. Sen, A. (2004). *Development as freedom. Corruption, incentives and business ethics*. Liberal Mission Foundation. Moscow [in Russian].
11. Buchanan, J. (1954). Social Choice, Democracy, and Free Markets. *Journal of Political Economy*, 62(2), 114–123.
12. Buchanan, J. (1986). *Liberty, Market and State: Political Economy in the 1980s*. Brighton.
13. Reznik, V. (2023). Modern Ukrainian social community in the conditions of war: legitimation, loyalty and solidarity. Transcript of the report at the meeting of the Presidium of the National Academy of Sciences of Ukraine on May 3, 2023. *Bulletin of the National Academy of Sciences of Ukraine*, 7 [in Ukrainian]. <https://doi.org/10.15407/vsn2023.07.046>.
14. Do Ukrainians share the narrative of the “split”: results of a telephone survey conducted. (September 7–13, 2022). The press release was prepared by Hrushetsky, A. the Deputy Director of KMIS. Kyiv International Institute of Sociology [in Ukrainian]. URL: <https://www.kiis.com.ua/?lang=ukr&cat=reports&id=1134&page=1> (Last accessed: 18.05.2023).
15. How do Ukrainians see the future of Ukraine in 10 years and their willingness to endure material difficulties. (2022). The press release was prepared by Hrushetsky, F. the Deputy Director of KMIS. Kyiv International Institute of Sociology [in Ukrainian]. URL: <https://kiis.com.ua/?lang=ukr&cat=reports&id=1157&page=1> (Last accessed: 18.05.2023).
16. Sociocultural factors of economic development: monograph. (2017). (Ed. Pilipenko A. N.). Ministry of Education and Science of Ukraine, Nat. horn univ. Dnieper [in Russian]. URL: <https://ir.nmu.org.ua/handle/123456789/152468?show=full> (Last accessed: 25.05.2023).
17. Restoration and reconstruction of the post-war economy of Ukraine: scientific report. (2022). NAS of Ukraine, State Organization “Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine”. Kyiv [in Ukrainian]. URL: <http://ief.org.ua/wp-content/uploads/2022/12/Vidnovlennja-ta-rekonstrukcja-povojennoji-economiky.pdf> (Last accessed: 15.01.2023).
18. Akulenko, L., Balakireva, O., Volosevych, I., Dmytrok, D., Kostyuchenko, T., Latsiba, I., Pavlova, D., Shurenkova, A. (2020). World Values Survey: 2020 in Ukraine (Ed. Potapenko K.). Ukrainian Center for European Policy. Kyiv [in Ukrainian]. URL: <https://ekmair.ukma.edu.ua/handle/123456789/20454> (Last accessed: 15.01.2023).
19. Study of European values in 1999–2020. European Values Study (EVS). URL: <https://europeanvaluesstudy.eu/> (Last accessed: 15.03.2023).
20. The importance of work for Ukrainians among other components of life. Scientific and analytical note. State Organization “Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine”. *Submitted to the Verkhovna Rada of Ukraine*. June 27, 2022. No. 135-13/221 [in Ukrainian].

Received 01.06.2023

Revised 09.06.2023

Accepted 09.06.2023

*В.М. Гець* (<https://orcid.org/0000-0002-2895-6114>)

Державна установа «Інститут економіки та прогнозування НАН України»,  
вул. Панаса Мирного, 26, Київ, 01011, Україна,  
+380 44 280 1234, [gvm@ief.org.ua](mailto:gvm@ief.org.ua)

#### РЕСТРУКТУРИЗАЦІЯ ПРОЦЕСІВ СОЦІАЛІЗАЦІЇ НАСЕЛЕННЯ УКРАЇНИ В УМОВАХ НЕСТАБІЛЬНОСТІ ТА У ПОСТ-СТАБІЛІЗАЦІЙНОМУ ПЕРІОДІ

**Вступ.** Війна 2022–2023 рр. з поки що незрозумілими термінами її закінчення, спричинила в Україні широкоформатні умови нестабільності у більшості, якщо не у всіх, сферах життєдіяльності суспільства, держави, населення.

**Проблематика.** Дослідження, зокрема й соціологічного характеру таких змін, дають підстави говорити про наявність суттєвої трансформації «укорінених» у довгостроковому відношенні культурологічних вимірів українського суспільства, зокрема, таких як дистанція влади та індивідуалізм на фоні значного підвищення довіри до влади, міжособистісної довіри, зниження фінансових вимог до життя тощо. Через зміни такого характеру відбулася реструктуризація процесів соціалізації населення України на фоні збігу особистих і суспільних інтересів.

**Мета.** Дослідити причини та за яких умов пост-стабілізаційного періоду відновлення та реконструкції, зокрема економіки, не виникатимуть довоєнні протиріччя і не відбуватиметься падіння довіри до влади.

**Матеріали й методи.** Використано матеріали та дані статистичних спостережень Державної служби зайнятості, Державного комітету статистики України, міжнародних та національних соціологічних обстежень; застосовано методи: абстрактно-логічний, монографічний, статистичних та соціологічних спостережень, порівняльний, балансовий, графічний.

**Результати.** Охарактеризовано складові соціальної та економічної політики, що спрямовані на трансформацію процесів формування соціалізації населення з тим, щоб забезпечити соціальний і економічний прогрес у довгостроковій перспективі, використавши вікно можливостей, що відкривається і буде залишатися певний час у повоєнних умовах.

**Висновки.** Загроза формування так званої «культури бідності» як одного із можливих процесів соціалізації в повоєнних умовах розвитку має розглядатися в економічній політиці як засаднича форма життєдіяльності через інтеграцію можливостей, які розширюють соціальну базу і мотивують до праці шляхом підвищення інтересів населення до більш високого рівня задоволення потреб.

*Ключові слова:* українське суспільство, соціальна політика, процес ресоціалізації, рівень довіри, ринок праці, повоєнна відбудова, зростання економіки.