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Social Activity of Contemporary Ukrainian Society: Threat to Internal Stability or Possibility of Social Dialogue

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Abstract: The article substantiates the social nature of the dichotomy of contemporary postmodern society through the analysis of the social content of possible forms of social activity. Using the terminology of S. Deetz's theory of communication, the authors substantiate that today in Ukrainian society there are three main forms of social activity - consent; involvement; participation. The dominance of a certain form of social dialogue in society determines the nature, dynamics, direction, spatial and temporal social activity limitations. The results of an empirical study on the distribution of forms of social activity in contemporary Ukrainian society are presented. Emphasis is placed on the fact that one of the conditions for reducing the social destructiveness of postmodern society is the value context of social dialogue as a manifestation of social activity that regulates relations between social groups. In postmodern society, there is a multiplicity of variations of social interaction. The social nature of the constructive social activity of contemporary Ukrainian society "lies" in the plane of "social interaction - social dialogue - social trust". Effective (constructive) social interaction between certain social groups (especially those which have the ability and desire to influence social processes actively) leads to the formation of new social relations, that, in turn, form opportunities for social dialogue between them. This dialogue influences the evolution (progressive reforming) of the structural organization of society, which is a prerequisite for the stability of society, decreasing its potential social destructiveness (especially in a situation of social challenges).

Keywords: *social activity; open society; social challenges; social interaction; social groups.*

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1. Introduction

Contemporary societies have to function in the face of new challenges, dilemmas and crises. The events of recent years have shown that, although the sources of these challenges are different (economic crises, ethnic conflicts, civil wars, technological changes, security conflicts with other states, global pandemics), they have a common ground, based on the dichotomy of perception of social reality by social subjects. Some perceive it as a result of social action, others as a result of social expectations and desires of members of society. On the one hand, this perception of social reality fuels adaptive efficiency, that is, the ability of society to survive in a changeful set of problems and difficulties. On the other hand, it contributes to the manifestations of destructive social practices – a decline of social trust, aggravation of social conflict, increase in social inequality, etc.

In contemporary social sciences, the reflection on the emphasis on the fragmentarity (discreteness) of contemporary societies is becoming relevant (Kulikov, 2014; Rashkovskii, 2019). The discreteness of social space is understood by the researchers as systemacity, that is, as a greater or lesser separation of some fragments of this space from others. The degree of separation of "social fragments" from each other is determined by the distance between them, when a single social space of the system (region, country, state, etc.) is split into many organized subsystems, separated by "barriers" – worldview, clan, ethnic, political, etc. (Khaytun, 2006, p.11). It is clear that these processes affect both the consolidation of the dichotomous state of mass consciousness and existing practices of social interaction. Mass consciousness, on the one hand, reflects and, on the other hand, reinforces the contradictory, the "disruption" of social practice. Appeal for the freedom of private initiative is accompanied by a reluctance to take responsibility for the consequences of one's own actions (North et al., 2009, p. 15). However, the nature of postmodernism is to reconcile various forms of practice, as well as social and mental habits with new forms of society's existence, which coexist and sometimes contradict each other. Members of society have to exist in this "liquid modernity" (Z. Bauman's term), which is characterized by the transition from a structured world, limited by social conditions and obligations, to a flexible, fluid, barrier-free world (Bauman, 2008*)*.

Monitoring researches of public opinion in Ukraine show that an indication of the confidence in certain social institutions, between different social groups both in the country in general and in certain regions is not high

(Wallace & Latcheva, 2006; Safonchyk & Ripenko, 2019). And the social destructiveness of contemporary Ukrainian society, on the contrary, is quite high and shows that most members of Ukrainian society do not seek to learn new (integrative) forms of social activity (Gatskova & Gatskov, 2016; Biletskyy, 2019). As a result, many social and institutional opportunities are unclaimed and underdeveloped due to a lack of energy for social participation.

At the same time, it is undeniable that any human community, regardless of the existing institutional conditions, has a resource that allows it to influence the actions of the state. This resource can be described as dialectics of control and can be expressed radically in various types of protests, and with a positive attitude of the social group and desire for constructive interaction, it grows into the ability to control the network of established contacts on the basis of such non-institutional (and therefore not subject to any external constraint) phenomena as cohesion, trust, solidarity and mutual responsibility. The latter circumstance makes possible and relevant the search for tools that would constructively ensure the reproduction of social responsiveness (Mazuryk, 2013, p. 5), and in this regard the analysis of social activity forms inherent in contemporary Ukrainian society can be considered as search for ways to overcome destructive manifestations of postmodern condition of Ukrainian society.

2. Problem of Research

Postmodern consciousness can be equated with a theoretical understanding of the conditions of one's own possibility, which overcomes social "gaps" by finding changes in the representation of social phenomena and processes, and the way in which they change. After all, according to Jameson (2016), postmodernism is the effort to take the temperature of the age without instruments and in a situation in which we are not even sure there is so coherent a thing as an "age" or "Zeitgeist" or "system" or "current situation" any longer. In other words, members of society understand that their current actions can affect what happens next, even if they do not know certainly what exactly happens next. They try to achieve the best results through their own limited resources and available social practices, but the way they act depends on their perception of how society actually works (North et al., 2009, p. 28). The current stage of Ukrainian society is characterized by active population's reactions to socio-economic transformations, because the state of mass consciousness of Ukrainian society is characterized by exacerbation of contradictions, segmentation -

unlike 2015-2017, when society was characterized by the strengthening of integrative, constructive trends of social interaction (Chernikova & Deutsch, 2015; Khalepa, 2016). In this regard, the need to study forms of social interaction of different socio-demographic and socio-professional groups is becoming relevant. That is why we are interested in how social processes are understood in contemporary societies and what forms of social activity are chosen by individuals faced with new experiences and uncertainties in which we all are involved.

Thus, *the purpose of the article* is to analyze the features of social activity in contemporary Ukrainian society as an indicator for social plasticity of Ukrainian society under social challenges.

3. Methodology

The roots of our research approach lie within the theory of social change, namely in the understanding that the dynamic theory of change is not necessarily a theory of growth or development. The response to a change of circumstances often takes the form of a change that does not bring any progress. Our conceptual scheme focuses on the existence of a multivariate social activity. Conducted through the competition of different social forces, social activity implies not only the victory of "healthy social forces", but also the need for each member of society to take a moral position, working on a particular evolutionary branch. In other words, social activity exacerbates the problem of moral choice in society, providing (at least this is as it should normally be) the criteria for assessments of everything. As a result (in the ideal case), the winner becomes the option of social activity that would provide the greatest intensity of social changes, which would lead to inertial impulse and movement of the social system towards truly qualitative changes capable of bringing the social system to a new level of trust (Yereskova & Mazuryk, 2017*),* which, in turn, would contribute to the formation of modern society as a society of public Postmodern - the term by Maffesoli (2000) -, in which more affective and emotional social connection prevails.

The methodological basis of our study is the concept of Maffesoli (2000) on the processes of group unification in contemporary societies, which he calls "tribal atmosphere", when feelings and emotions replace the ideals of Reason, and the logic of identity is replaced with the logic of affect. Leisure, consumption, political views are no longer the only factors of individual or rational choice, however, they help to understand each other through a variety of "tribal" forms of behavior. Postmodernism sees

patterns dictated by the laws of groups, group identity where modernism considered social behavior in terms of individual interest. We agree with M. Maffesoli's point of view that the processes of group unification are significantly growing on a new basis in contemporary societies. As a result, what is usually called personal opinion actually belongs to the group which we are members of, providing a logical explanation for the adaptability existing within each group. The logic of identity is crystallizing in the process of identification of the individual with the group, feelings, preferences (Maffesoli, 2016). It is in this sense that we understand the strengthening of social groups and communities in a postmodern society.

We used the typology of organizations by North et al. (2009) as a theoretical basis for determining the nature of social interaction in social groups. This typology consists in distinguishing two types of organizations: *adherent organizations and contractual organizations*. Adherent organizations are characterized by self-enforcing, incentive-compatible agreements among their members. The interaction of members of an adherent organization must always be compatible with the motives of all its members. Contractual organizations, on the other hand, utilize third party enforcement, as well as incentive-compatible agreements among members. Unlike adherent organization, coercion by third parties to comply with contracts requires members of contract organizations to adhere to pre-established conditions that are not always compatible with their motives (North et al., 2009, p. 15-16).

In the course of the study, we tried to adapt this typology to social groups in the social structure of Ukrainian society and to determine the nature of their social activity. In this study, we were interested in three characteristics of group identity, which, in our opinion, have an impact on the perception of social reality of modern Ukrainians and regulate the practices of social interaction to a greater extent: *age, social status, region of residence*. The influence of age on the perception of external reality and behavioral responses to socio-economic transformations is generally known. By social status we mean the nature of the work performed by a person (the degree of its content complexity, independence, responsibility, routinization, etc.), which, in our opinion, affects both its practices of social interaction in general and the manifestations of social activity. For contemporary Ukraine, the region of residence is one of the key markers which influences the vector of public moods, human reactions.

Analyzing the manifestations of public opinion, the state of mass consciousness in Ukraine over the past two years, we have made a *hypothesis* that a certain mixing of different (sometimes mutually exclusive) principles

and forms of interaction of social groups complicates the process of social dialogue in Ukrainian society, because in such case motives, context of perception of socio-economic and socio-political events by members of Ukrainian society are impacted (pressure, coercion) by the so-called external subjects of social interaction at different levels (social networks, media, politics, etc.), which causes not only the dilution of the common purpose of existence during the long competition for social influence in the process of solving social problems. The problem is that emotional reactions and social reactions can be deformed or distorted, because the angle and direction of reflection of social reality are chosen by other people, and "consumers" of these directions have little influence on what they would like to see in it.

The empirical basis is the data from formalized interview (face-to-face) with residents of regional centers of Ukraine from the age of 18 conducted by the authors of the article in the framework of the author project "Social Conflictogenity of Ukrainian Society". The sample is representative in terms of age, gender, regions (N = 1500, error of not > 3.0%). Time frame of the study was: April 29 - May 13, 2019. Empirical data processing was performed using the SPSS application package with the use of correlation analysis; processing of respondents' replies to open-ended questions was conducted by the scale method, and the scale of indicators was not set a priori, however, it was formed following the identification of internal semantic structures of respondents' replies. When coding the respondents' replies, the main requirement was the maximum restriction of the researchers' interpretation of the expressions used by the respondents.

4. Research results

Social activity can be defined as the systematic actions of subjects directed at each other and aimed at causing expected behavior in response. The process of effective social activity involves both "dialogue" between social groups, which are differently aware of their responsibility and participation in solving social problems, that can be a factor in preventing destructive manifestations of social interaction, and "form" of this dialogue (Mazuryk & Yereskova, 2016).

Using the terminology and arguments of S. Deetz's theory of communication, today in Ukrainian society we can distinguish three main forms of social activity - *consent* (in the form of voluntary devotion to social realities); *involvement* (in the form of the possibility of free expression of thoughts, but, mostly, these thoughts are perceived only as a "social background"); *participation* (in the form of turning their own ideas in action

by interested social subjects) (Deetz, 2008a, 2008b; Griffin, 2015, pp. 375-393). The dominance of a certain form of social dialogue in society determines the nature, dynamics, direction, spatial and temporal social activity limitations.

Let us describe the social content of the above variations.

In a period of social challenges (when members of society have to make personal value choices), socially dominant groups in society "insist" that devotion to existing social realities (despite the difficulties, contradictions, etc. in almost all spheres of society) should become a priority. By ***"Consent"***, the social majority is willing to express this devotion without receiving virtually any evolutionary changes.

"Involvement" as a form of social interaction implies that social communities affected by certain events of social reality would have the opportunity to discuss these issues openly and would have the right to vote (effect) in their final solution.

"Participation" as a form of social dialogue implies such process of social activity, when all those who are interested in solving social problems *agree on the conditions of influence* on social events and openly make joint decisions.

The understanding of the existing forms of social activity of respondents of our study was determined by two blocks of questions. The first cluster was the definition and fixation (typification) of the nature of social interaction in social groups through three markers - age, social status, region. At the same time, the above-described principles of existence of groups, which we notionally called "adherent" and "contractual", acted as a meaningful groundwork. The second cluster concerned the definition of the dominant forms of social activity, we used the characteristics of the forms of social activity described above (consent, involvement, participation) as a meaningful groundwork.

To determine the types of social interaction, it is appropriate to draw attention to the ability (desire, possibility) of members of contemporary Ukrainian society to initiate social interaction in the face of challenges of social reality. Ukrainian realities show that very often external social actors (not members of certain social groups) provoke a destructive state in society, which reduces the possibilities of social dialogue between social groups. The bigger the problem facing society is, the larger the discussions about the nature of this problem and the broader "proposals" for their solution are. The social groups affected by the problem have motives to strengthen their efforts to find acceptable options. Political parties, interest groups and organizations compete for solving major problems. Those in power seek

solutions that would allow them to retain power. Opposition parties and their supporters are motivated to show weaknesses in the proposals of high-ranking officials and to offer more attractive alternatives. This process is not perfect, because it is often chaotic (people do not know how to act). However, it is easier to generate a range of potential solutions to problems, they are more willing to experiment with solutions; and it is easier to abandon ideas and leaders who have failed to solve problems (North et al., 2009, pp. 133-134). That is why in the process of determining the types of social interaction we are interested in the dominant nature of the strategies of social interaction of social groups – passive or active.

We began to record the types of social interaction in social groups of Ukrainian society with analyzing respondents' replies to an open-ended question about their typical reactions to the situation of social uncertainties. It was important for us to understand whether respondents seek group support or use individualistic practices of reactions at the time of social challenges (Table 1).

Table 1. Distribution of respondents' replies to the open-ended question "How do you most often (typically) respond to the situation of social uncertainties?" (% of the total number of respondents)

Answer options	% (N=1500)
Do nothing, just expect what will happen	35,2
Not in a hurry to do something, watch what will happen	15,4
Listen to what people having influence with me think about it	14,2
Start looking for information about the essence of events or similar events	12,4
Simply watch the reactions of others	6,4
Try to predict the actions of others in such a situation	5,4
Communicate (interact, consult) with others about the current situation	5,3
Try to predict the consequences for everyone	3,2
Hard to answer	2,5
Total	100

Source: Authors' own conception

Analyzing the empirical data, we saw the predominance of passive strategy to overcome the situation of social uncertainty among 57% of respondents. This strategy is not related to the desire to interact with members of their own social groups. 40.5% actively begin to seek group support in order to understand the possible causal factors of what is happening in social reality.

To define the types of social interaction in social groups, we differentiated respondents' reflexive replies by corresponding characteristics and derived consolidated figures for each type of group interaction, that allow not only demonstrating clearly existing practices of respondents' social interaction, but also tracing their distribution by age, social status and region of residence (Table 2).

Table 2. Distribution of indicators by total values according to the types of group social interaction from the open-ended question "How do you most often (typically) respond to the situation of social uncertainties?" (% of the total number of respondents)

Answer options	% (N=1500)
"Adherents"	**26,0**
Start looking for information about the essence of events or similar events	12,4
Try to predict the actions of others in such a situation	5,4
Communicate (interact, consult) with others about the current situation	5,3
Try to predict the consequences for everyone	3,2
"Contractors"	**71,2**
Do nothing, just expect what will happen	35,2
Not in a hurry to do something, watch what will happen	15,4
Listen to what people having influence with me think about it	14,2
Simply watch the reactions of others	6,4

Source: Authors' own conception

The data shown in Table 3 make it possible to trace the correlation of respondent' replies depending on age.

Table 3. Distribution of respondents' replies to the open-ended question "How do you most often (typically) respond to the situation of social uncertainties?" (% of the number of the population named in the line from among those who decided on the answer)

Answer options	Age (N=1462)					
	up to 20 (n=200)	21-30 (n=318)	31-40 (n=309)	41-50 (n=328)	51-60 (n=181)	over 60 (n=126)
Do nothing, just expect what will happen	35,8	44,3	25,3	37,3	21,7	38,7

Not in a hurry to do something, watch what will happen	23,9	7,7	8,9	39,4	42,3	9,3
Simply watch the reactions of others	10,6	24,5	45,8	7,5	16,4	28,7
Start looking for information about the essence of events or similar events	20,2	14,3	6,1	7,5	2,3	-
Listen to what people having influence with me think about it	4,0	4,4	8,3	1,9	8,3	12,5
Try to predict the consequences for everyone	2,3	1,4	1,6	0,7	-	-
Try to predict the actions of others in such a situation	1,6	1,5	2,3	1,4	3,2	0,5
Communicate (interact, consult) with others about the current situation	1,6	1,9	1,7	4,3	5,8	10,3
Total	100	100	100	100	100	100

Source: Authors' own conception

An analysis of the data in Table 3 shows that against the general dominance of passive practices of social interaction, the age groups 41-50 (84.2%), 51-60 (80.4%) and 31-40 (80%) are separated. Seemingly, this trend could be explained by a certain "restrictive" effect of age on social activity, although our data have not shown a clear correlation. We connect this with a certain social caution of the above-mentioned groups on the demonstration of their own social reactions, which is caused by their own life experiences. After all, it is these generations who have repeatedly come under pressure from social uncertainties and challenges throughout their lives, being left alone with their problems, which, in our opinion, has led to the formation of a certain social indifference.

Dividing the respondents' replies according to our indicators of types of group social interaction, we saw the dominance of the contractual type of social interaction for all age groups, which indicated the reluctance of respondents to act as "repeaters" of a certain group, and there was a willingness to observe members of social groups in order to form optimal coordinating strategies for their own actions to achieve both their own and group goals of social interaction in the face of social challenges. Representatives of the age group up to 20 are more willing to adapt their own motives to group motives (25.7% build their own social interaction on

the principle of "adherents") due to emotional and cognitive inconsistencies in their perception of social reality (Figure 1).

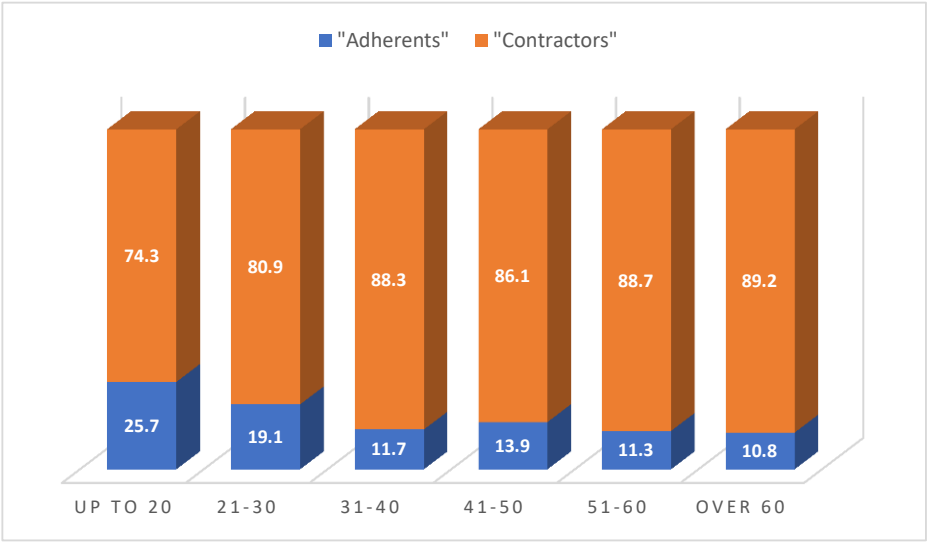


Figure 1. Distribution of total indicators according to the types of group social interaction from the open-ended question "How do you most often (typically) respond to the situation of social uncertainties?" by the marker "age"
Source: Authors' own conception

The data presented in Table 4 make it possible to trace the correlation of respondents' replies depending on social status.

Table 4. Distribution of respondents' replies to the open-ended question "How do you most often (typically) respond to the situation of social uncertainties?" (% of the number of the population named in the line from among those who decided on the answer)

Answer options	Social status (N=1462)					
	Workers (n=306)	Employees (n=466)	Entrepreneurs (n=174)	Students (n=160)	Retirees (n=195)	Unemployed (n=161)
Do nothing, just expect what will happen	27,8	24,9	23,8	32,7	21,8	30,6
Not in a	15,0	13,1	27,8	23,1	10,8	17,4

hurry to do something, watch what will happen						
Simply watch the reactions of others	9,9	9,4	6,9	20,3	13,3	0,6
Start looking for information about the essence of events or similar events	15,5	12,3	7,7	13,1	5,1	15,6
Try to predict the actions of others in such a situation	5,9	5,2	1,6	2,7	3,6	-
Communicate (interact, consult) with others about the current situation	5,4	7,8	14,0	2,3	16,7	19,8
Try to predict the consequences for everyone	2,0	1,8	2,7	-	2,6	3,0
Listen to what people having influence with me think about it	18,5	25,5	15,5	5,8	26,1	13,0
Total	100	100	100	100	100	100

Source: Authors' own conception

Analyzing the data, we noted that the respondents of the social group "students" were inclined to passive strategies of social interaction (76.1%). This can be explained by a certain focus of this group on their own life strategies aimed at success (workers - 51.8%, employees - 46.7%, business - 58.5%, retirees - 45.9%, unemployed - 48.6%).

Having distributed the respondents' replies according to the indicators of the types of group social interaction defined by us, we saw the preservation of the dominance of the contractual type of social interaction in all groups. However, a marked decrease in social interaction on the principle of "adherents" among students (18.1%) indicates that over time, the need for "blind" adaptation of their own motives to group is being decreased among young people and a conscious and free choice of individual goals, which they implemented through social interaction, is demonstrated. Instead, there is an increase in supporters of social interaction on the principle of "adherents" in the group of unemployed (38.4%), which, in our opinion, is due to a certain specific perception of social reality by this group as one that perpetuates inequality and gives certain groups more opportunities. Probably, this is why the unemployed have a need for emotional attachment to the voluntary preservation of their own status as a means of justifying their own life strategies (Figure 2).

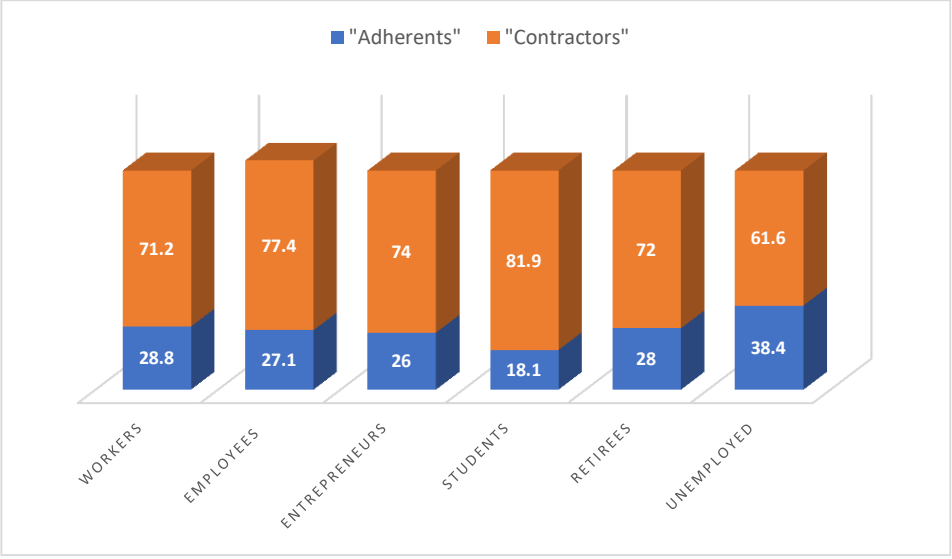


Figure 2. Distribution of total indicators according to the types of group social interaction from the open-ended question "How do you most often (typically) respond to the situation of social uncertainties?" by the marker "social status"
Source: Authors' own conception

The data shown in Table 5 make it possible to trace the correlation of respondent' replies depending on the region of residence.

Table 5. Distribution of respondents' replies to the open-ended question "How do you most often (typically) respond to the situation of social uncertainties?" (% of the number of the population named in the line from among those who decided on the answer)

Answer options	*Region* (N=1462)				
	West (n=390)	Center (n=323)	East (n=193)	South (n=299)	North (n=257)
Do nothing, just expect what will happen	15,3	17,1	14,3	23,3	16,3
Not in a hurry to do something, watch what will happen	13,9	10,6	16,3	19,3	12,4
Simply watch the reactions of others	1,8	2,4	1,6	2,0	2,3
Start looking for information about the essence of events or similar events	10,4	8,5	7,6	7,5	9,7
Try to predict the actions of others in such a situation	15,4	27,3	12,6	17,7	24,6
Communicate (interact, consult) with others about the current situation	14,7	12,5	16,2	11,7	11,1
Try to predict the consequences for everyone	6,5	3,2	4,8	3,5	5,5
Listen to what people having influence with me think about it	22,0	18,4	26,6	15,0	18,1
Total	100	100	100	100	100

Source: Authors' own conception

The data show some statistical homogeneity in the distribution of passive social interaction strategies by all regions, except for the South, where this figure is slightly higher, at 44.6% (the West - 31.0%; the Center - 30.1%; the East - 32, 2%; the North - 31.0%). We explain this by some regional specificities. At present, we observe a certain distancing of the representatives of this region from national problems (for example, decreased attention to the war in the East, doubts about the practicability of quarantine restrictions related to COVID-19, etc.), the presence of pro-Russian sentiments as evidence of a certain attraction to a closed society.

The distribution of respondents' replies according to the identified indicators of group social interaction confirmed the trend of the prevalence of contractual principle of social interaction in Ukrainian society, which

testifies to the rather stable consolidation of Ukrainian society as an open society. A certain inclination towards social interaction on the principle of "adherents" in the Center (51.5%) and in the North (50.9%) (unlike other regions: in the West - 47%; the East - 41.2 %; the South - 40.4%) was somewhat unexpected for us. We attribute this to the strengthening of internal regional social institutionalization in recent years, which is expressed in established common ideas of social reality and affects the behavior of the inhabitants of these regions (Figure 3)

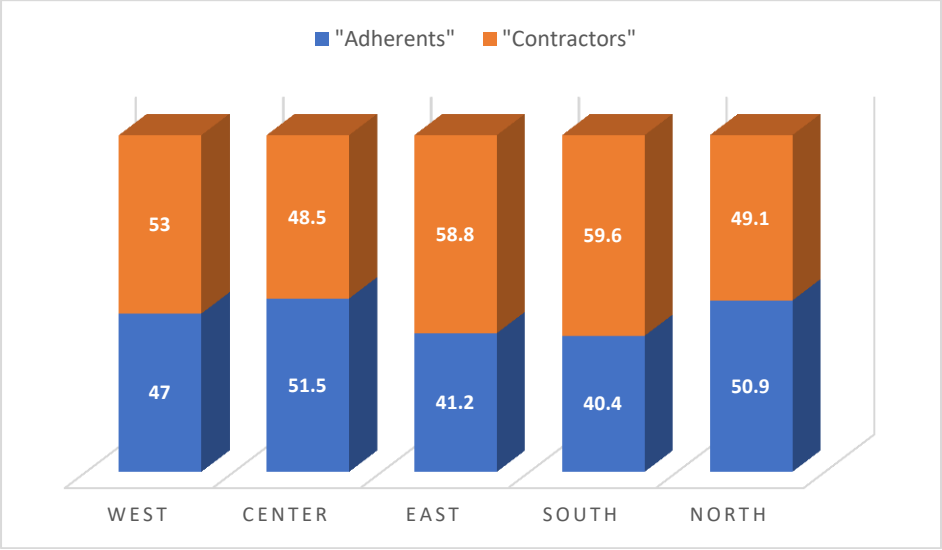


Figure 3. Distribution of total indicators according to the types of group social interaction from the open-ended question "How do you most often (typically) respond to the situation of social uncertainties?"
by the marker "region of residence"
Source: Authors' own conception

Based on the obtained results, we can say that in the current conditions of Ukrainian society, passive strategies of social interaction, which consist in unobtrusive observation of the reactions of other social groups at a distance, dominate. The presence of active strategies of social interaction indicates the readiness of Ukrainian society to overcome prejudice against other social groups and their reactions to social reality, which is a constructive manifestation of the formation of an open society.

Typification of social groups according to the principles of building social interaction (adherent groups / contractual groups) revealed a prevalence of the contractual principle of social interaction in all social groups, regardless of age, social status or region of residence. This is quite

encouraging for Ukraine, because "adherent" social interaction is based only on the common individual interests of representatives of social groups, and individual interests are not always stable by nature. Social interaction on the "contractual" basis is more powerful due to the possibility of additional (internal and external) means of encouraging cooperation of all social groups. In our opinion, this indicates that Ukrainian society has features of European democracy - the minimization of imposed preconditions for the processes occurring; the absence of self-coercion to reconcile their own motives, reactions, opinions with the motives of the group. The predominance of the contractual principle of social interaction determines the potential readiness of Ukrainians to implement their own interests without interfering with each other, and to attract additional means to encourage representatives of other social groups, to seek motives for cooperation to solve common problems.

Table 6 provides an opportunity to see what social interaction between different social groups of Ukrainian society is based on today.

Typifying the respondents' replies as indicators of key forms of social activity, which we have already described above ("consent", "involvement", "participation"), we have seen that respondents are dominated by social activity in the form of "involvement" (Table 7).

Table 6. Distribution of respondents' replies to the open-ended question "What do you think is the basis of social interaction between different social groups today?" (% of the total number of respondents)

Answer options	% (N=1500)
Everyone is trying to get some benefits and preferences for themselves	13,6
The winner is the one who shouts louder about their problems	11,7
We unite to overcome the common threat to all of us - Russian aggression against our country	10,5
The support of the government (at all levels from local to national), then there will be order in society	10,2
We agree to act like everyone else, because the problems are common to all	9,8
We express our own views, but we understand that we cannot always influence the course of events	9,4
We search for adherents and defend our own views	7,8
We try to listen and understand the point of view of others to find a compromise to solve our common problems	7,6
The winner is the one who knows how to manipulate others	6,4
We do not consider (notice, do not take into account) the opinions of some social groups, because they do not understand the essence of what is happening	6,4

The point of view of the majority is accepted	4,3
Hard to answer	2,3
Total	100

Source: Authors' own conception

Table 7. Distribution of indicators by total values according to the types of group social interaction from the open-ended question "What do you think is the basis of social interaction between different social groups today?"
(% of the total number of respondents)

Answer options	% (N=1500)
"Consent"	**24,3**
The support of the government (at all levels from local to national), then there will be order in society	10,2
We agree to act like everyone else, because the problems are common to all	9,8
The point of view of the majority is accepted	4,3
"Involvement"	**47,5**
Everyone is trying to get some benefits and preferences for themselves	13,6
The winner is the one who shouts louder about their problems	11,7
We express our own views, but we understand that we cannot always influence the course of events	9,4
The winner is the one who knows how to manipulate others	6,4
We do not consider (notice, do not take into account) the opinions of some social groups, because they do not understand the essence of what is happening	6,4
"Participation"	**25,9**
We unite to overcome the common threat to all of us - Russian aggression against our country	10,5
We search for adherents and defend our own views	7,8
We try to listen and understand the point of view of others to find a compromise to solve our common problems	7,6

Source: Authors' own conception

This confirms the thesis that the state of a certain social paternalism is still more familiar to the respondents – "We" will talk (declare) about our problems, and "You" may solve them or look for those who can solve their problems. Such an impersonality, disengagement from problem solving, transfer of responsibility is peculiar to closed societies, which, in turn, complicates the process of establishing social dialogue and consolidates social distancing in society. However, rotating the answers according to chosen socio-demographic characteristics (age, social status, region of residence) allowed us to classify in more detail the forms of social activity in

relevant social groups and understand the potential of readiness of Ukrainian society to social dialogue in social challenges of the present.

Correlation of respondents' replies depending on age is shown in Table 8.

Table 8. Distribution of respondents' replies to the open-ended question "What do you think is the basis of social interaction between different social groups today?" (% of the number of the population named in the line from among those who decided on the answer)

Answer options	Age (N=1462)					
	up to 20 (n=200)	21-30 (n=318)	31-40 (n=309)	41-50 (n=328)	51-60 (n=181)	over 60 (n=126)
The support of the government (at all levels from local to national), then there will be order in society	5,8	14,3	12,3	8,2	22,7	25,8
We agree to act like everyone else, because the problems are common to all	6,3	18,3	8,9	9,5	13,2	15,0
The point of view of the majority is accepted	10,2	6,7	15,8	7,5	16,4	18,3
Everyone is trying to get some benefits and preferences for themselves	14,0	4,7	5,4	3,9	11,2	22,5
The winner is the one who shouts louder about their problems	13,1	6,5	6,1	5,4	10,3	-
We express our own views, but we understand that we cannot always influence the course of events	10,2	4,5	7,4	3,3	9,4	8,7
The winner is the one who knows how to manipulate others	15,3	7,3	-	7,8	2,6	-
We do not consider (notice, do not take into account) the opinions of some social groups,	13,9	-	-	10,4	6,2	7,4

because they do not understand the essence of what is happening						
We unite to overcome the common threat to all of us - Russian aggression against our country	-	10,0	21,2	21,4	2,2	-
We search for adherents and defend our own views	11,2	18,4	11,3	12,4	3,8	2,3
We try to listen and understand the point of view of others to find a compromise to solve our common problems	-	9,3	11,6	10,2	2,0	-
Total	100	100	100	100	100	100

Source: Authors' own conception

Analyzing the answers of the respondents, we recorded the following trends:

- minimization of the impact of the features of a closed society on social interaction (support of the government as the main factor of the general order in society; self-coercion to act as the majority; the point of view of the majority is decisive). These trends persist to a greater extent in the age groups 51-60 (52.3%) and more than 60 (59.1%), to a lesser extent in the age groups up to 20 years (22.3%) and 41-50 (25.2 %);

- preservation of signs of "closedness" of the social group. This is most typical for members of the age group up to 20 years (66.5%). 51-60 - 39.7%, more than 60 - 38.6%, 41-50 - 30.8%, 21-30 - 23%, 31-40 - 18.9%;

- focus on consolidation of efforts to solve common problems. These trends are most evident in the age groups 31-40 (44.1%) and 41-50 (44%). Unwillingness to this form of social interaction is demonstrated by age groups over 60 (2.3%), 51-60 (8%) and up to 20 (11.2%);

The classification of respondents' replies depending on age according to the total indicators of forms of social activity is shown in Figure 4.

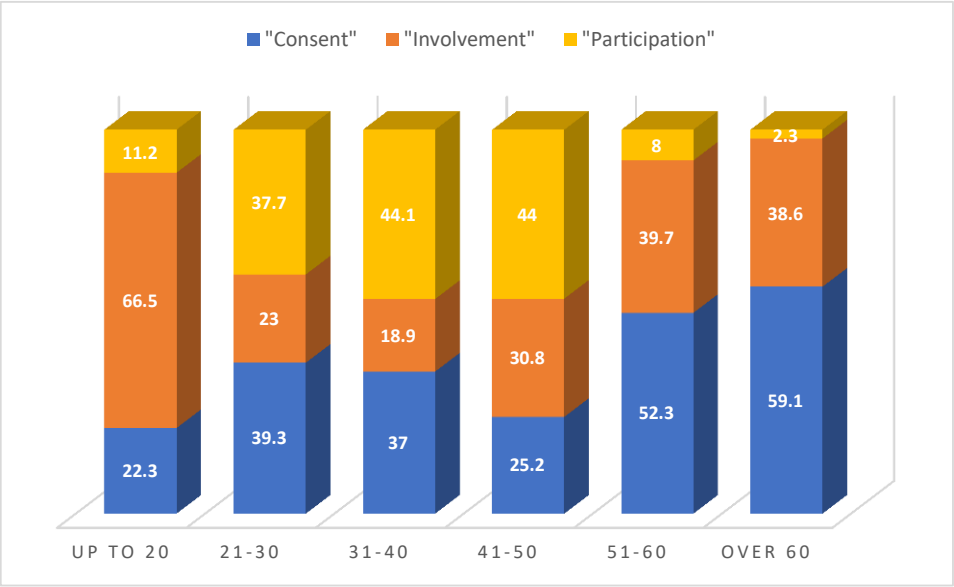


Figure 4. Distribution of total indicators according to the types of group social interaction from the open-ended question "What do you think is the basis of social interaction between different social groups today?" by the marker "age"
Source: Authors' own conception

The data presented in Table 9 make it possible to trace the correlation of respondents' replies depending on social status.

The analysis of respondents' answers allowed identifying social groups for which paternalistic sentiments and dependence on the government are still acceptable - employees (57.7%), unemployed (52.1%), retired people (47.6%). It is quite understandable, because these groups rely on the government in solving their own financial problems (salary and pension increase, appointments, social assistance payments, etc.). Only 12.6% of students and 20.4% of business representatives believe that it is acceptable that social interaction in contemporary Ukrainian society should be based on these principles.

Table 9. Distribution of respondents' replies to the open-ended question "What do you think is the basis of social interaction between different social groups today?" (% of the number of the population named in the line from among those who decided on the answer)

Answer options	Social status (N=1462)					
	Workers (n=406)	Employees (n=616)	Entrepreneurs (n=174)	Students (n=260)	Retirees (n=195)	Unemployed (n=161)
The support of the government (at all levels from local to national), then there will be order in society	17,3	20,9	8,5	5,2	11,6	20,3
We agree to act like everyone else, because the problems are common to all	13,2	23,0	5,5	3,0	20,4	27,2
The point of view of the majority is accepted	8,4	13,8	6,4	4,4	15,6	4,6
Everyone is trying to get some benefits and preferences for themselves	17,4	4,5	15,2	5,0	13,2	16,3
The winner is the one who shouts louder about their problems	15,3	5,3	6,7	11,1	11,2	4,8
We express our own views, but we understand that we cannot always influence the course of events	6,9	5,5	17,3	10,5	7,8	5,8
The winner is the one who knows how to manipulate others	-	3,0	-	12,3	3,2	7,0
We do not consider (notice, do not take into	6,2	4,7	-	14,2	6,5	10,2

account) the opinions of some social groups, because they do not understand the essence of what is happening						
We unite to overcome the common threat to all of us - Russian aggression against our country	4,9	6,2	12,7	11,6	1,6	-
We search for adherents and defend our own views	7,4	7,8	15,0	12,3	6,7	3,8
We try to listen and understand the point of view of others to find a compromise to solve our common problems	3,0	5,3	12,7	10,4	2,2	-
Total	100	100	100	100	100	100

Source: Authors' own conception

The largest "closedness" of the social group is demonstrated by students (53.1%), the smallest - by employees (23%); by workers - 54.8%, unemployed - 43.9%, retirees - 41.9%, entrepreneurs - 32.2%.

Regarding the orientation towards consolidation as a basis for social interaction, there is a dominance of entrepreneurs (40.4%), which is quite logical, because it is necessary to understand that since the beginning of the democratization period of the Ukrainian state, economic reforms have not been the major focus for politicians-reformists, this social group has not been priority for them. Although, during social challenges, entrepreneurs unite and provide assistance to other social groups in those areas where the state does not. In other words, the representatives of this social group are ready and able to implement their own economic interests, to engage in the process of social interaction without conflicting with other social groups. Indicators of focus on the consolidation of other groups are: students - 34.3%, employees - 19.3%, workers - 15.3%, retirees - 10.5%, unemployed - 3.8%.

The classification of respondents' replies depending on social status according to the total indicators of forms of social activity is shown in Figure 5.

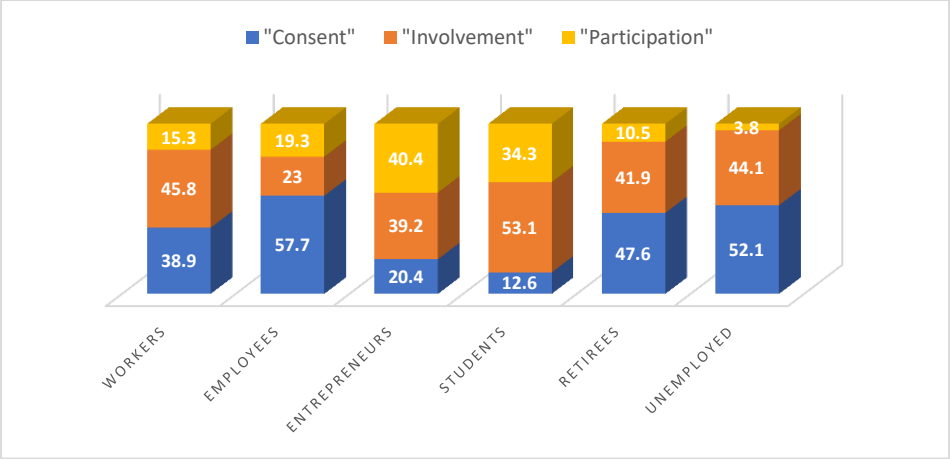


Figure 5. Distribution of total indicators according to the types of group social interaction from the open-ended question "What do you think is the basis of social interaction between different social groups today?" by the marker "social status"
Source: Authors' own conception

The data shown in Table 10 make it possible to trace the correlation of respondent' replies depending on the region of residence.

Table 10. Distribution of respondents' replies to the open-ended question "What do you think is the basis of social interaction between different social groups today?" (% of the number of the population named in the line from among those who decided on the answer)

Answer options	*Region* (N=1462)				
	West (n=390)	Center (n=323)	East (n=193)	South (n=299)	North (n=257)
The support of the government (at all levels from local to national), then there will be order in society	8,4	9,3	6,6	18,5	9,7
We agree to act like everyone else, because the problems are common to all	5,3	7,3	3,2	4,7	4,6
The point of view of the majority is accepted	4,2	8,5	17,2	10,7	12,1

Everyone is trying to get some benefits and preferences for themselves	4,3	5,0	4,7	20,2	5,4
The winner is the one who shouts louder about their problems	5,4	6,3	10,3	10,4	5,4
We express our own views, but we understand that we cannot always influence the course of events	6,4	8,2	16,2	15,0	8,3
The winner is the one who knows how to manipulate others	1,6	4,4	-	12,0	-
We do not consider (notice, do not take into account) the opinions of some social groups, because they do not understand the essence of what is happening	7,5	-	4,8	-	3,0
We unite to overcome the common threat to all of us - Russian aggression against our country	25,4	22,3	18,2	-	24,3
We search for adherents and defend our own views	20,3	18,4	10,3	5,3	15,2
We try to listen and understand the point of view of others to find a compromise to solve our common problems	11,2	10,3	8,5	3,2	12,0
Total	100	100	100	100	100

Source: Authors' own conception

Data analysis shows a regional distribution of the above-mentioned trends. Against the national background, the South of Ukraine differs clearly. A percentage of supporters of the paternalistic principle of social interaction and dependence on the government in the South is 33.9% (in the East - 27%, the North - 26.4%, the Center - 25.1%, the West - 17.9%). Representatives of the South show a significant percentage of "closedness" of their own social group, which amounts 57.6% (the East - 31.2%, the West - 25.2%, the Center - 23.9%, the North - 19.1%.), and low focus on consolidation (8.5%). For comparison, the West constitutes 56.9%, the North - 51.5%, the Center - 51%, the East - 37%.

The classification of respondents' replies depending on the region of residence according to the total indicators of forms of social activity is shown in Figure 6.

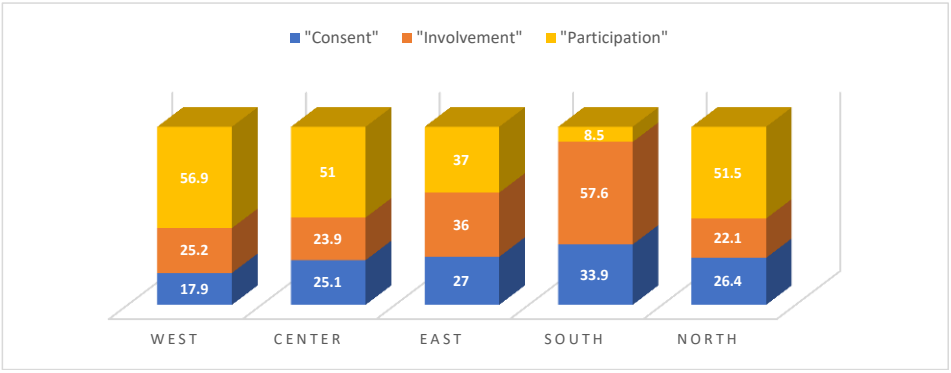


Figure 6. Distribution of total indicators according to the types of group social interaction from the open-ended question "What do you think is the basis of social interaction between different social groups today?"
by the marker "region of residence"
Source: Authors' own conception

5. Discussions and limitations of the research

Further scientific research will be focused on an empirical study of the level of social trust between social groups in Ukrainian society as a marker of the consolidation of Ukrainian society.

We understand that the proposed analysis of social activity of society's members "works" in societies where there is a certain vector heterogeneity, which leads to increased social uncertainty, or in so-called open societies, when the implementation of a certain vector of development requires the support of other social groups, consolidation of efforts, start of a social dialogue. The data of such study may not be fully relevant for homogeneous or closed societies, because such societies are stable, maintained by the dominance of the state which uses the economic system to ensure political order, or by the dominance of certain social and demographic identities. In this case, it is very difficult to distinguish forms of social activity. In our opinion, members of such societies would demonstrate their own social activity in the format of continuous "consent".

6. Conclusions

Analyzing the role of social activity of different social groups, we proceeded from the fact that civil society a priori consists of a wide range of organizations independent of the state, and systematic competition for control over the state between them guarantees democratic character to such a state. However, the effectiveness of this process also depends on the

dominance of certain forms of social activity ("consent", "involvement", "participation"), which, in our opinion, can cause appropriate changes in society, having a positive influence on other social groups, that, in turn, contributes to the formation of the "social dialogue", the most productive type of social interaction to reduce the social destructiveness of contemporary Ukrainian society.

We expected that the results of our study would record the presence of all forms of social activity in the social groups that were the focus of our research (age, social status and region of residence). However, the development vector of postmodern Ukrainian society depends on their variability - the threat to internal stability through "closedness", distancing, "social deafness" of social groups in society or through constructive forms of social dialogue to move towards strengthening the indicators of an open society.

Social dialogue in the form of "*consent*" characterizes a state of social interaction in society where in certain socially oriented situations and processes (political, economic, cultural, ideological, ethno-national, etc.), members of society actively, though unconsciously, act in accordance with the interests of others in illusory attempts to pursue one's own interests (in other words, "sacrificing" oneself) (Griffin, 2015, p. 382).

This form of social activity is more inherent in:

- age groups over 60 (59.1%) and 51-60 (52.7%). To a lesser extent, in age groups up to 20 years (22.3%) and 41-50 (25.2%). The percentage of supporters of this form in the age groups 21-30 and 31-40 is 39.3% and 37% respectively. We did not find a clear correlation between the marker "age" and the dominance of social activity in the form of "consent". However, we must understand the potential of such a distribution for social interaction in society;

- employees (57.7%) and unemployed (52.1%). To a lesser extent, in students (12.6%) and entrepreneurs (20.4%). The percentage of supporters in other social groups according to the marker "social status" is: workers - 38.9%, retirees - 47.6%;

- residents of the South (33.9%). To a lesser extent, in representatives of the West (17.9%). In other social groups, according to the marker "region of residence", the distribution in the East is 27%, the North is 26.4% and Center is 25.1% respectively.

We have already noted that "consent" as a form of social activity is based on illusory "sacrifice" in favor of the common interest. This is made possible by a process that is called "systematically distorted communication" by S. Deetz. Systematic distortion of communication is occurred unnoticed

by members of society. Members of society "deceive themselves" by believing that they interact freely, when in fact they have only certain options. We have actively observed these processes in the Ukrainian information space within 2018-2019 and we are continuing to do so now. In this case, any talk of attitudes to authorities should involve reaffirming *the status-quo*, thus restoring the organizational hierarchy rather than criticizing it. Real, effective social dialogue in this context is impossible, but systematically distorted communication helps to minimize the social destructiveness of society. This process can proceed in different ways. For example, certain social groups in society can be classified as "deprived of the right" to express their views on socially important issues. Such restrictions can be called "natural" to prevent further escalation of social conflict. Such social practice in the public consciousness is often equal to "common sense", but without a clear understanding that communication "produces" rather than "reflects" reality, members of society will unconsciously agree with the dominant (for a certain period of social events) point of view.

"Involvement" as a form of social activity is conditioned by the right of social groups to express their own views and influence the development of society. However, in times of social challenges, the right to "express one's views" and the illusion of "being heard" becomes more important to most members of society than the right to "have an influence".

This form of social activity is more inherent in:

- age groups up to 20 years (66.5%). To a lesser extent, in the age groups 31-40 (18.9%) and 21-30 (23%). The percentage of supporters of this form in other age groups is: 51-60 - 39.7%, over 60 - 38.6%, 41-50 - 30%;
- students (53.1%). To a lesser extent, in employees (23%). The percentage of supporters in other social groups according to the marker "social status" is: workers - 45.8%, retirees - 41.9%, unemployed - 44.1%, entrepreneurs - 39.2%;
- residents of the South (57.6%). To a lesser extent, in the representatives of the North (22.1%) and the Center (23.9%). Distribution in other social groups according to the marker "region of residence" is: in the East - 36%, in the West - 25.2%.

It would seem that "involvement" as a form of social activity is effective enough to establish constructive interaction in society. Moreover, in the total number, this form turned out to be dominant. 47.5% of Ukrainians build social interaction on it ("consent" - 24.3%, "participation" - 25.9%). However, this form of social dialogue is frequently used to allow "problematic" social groups to "let off steam" - to express their desires, recommend alternative solutions, declare their own vision of the process of

reforming society and so on. However, when members of society realize (see) that their views, interests, visions are not represented (not taken into account) in solving social problems, they begin to perceive everything happening in society with sarcasm, distrust, aggression, apathy, etc. The combination of belief in "reality" and socio-political cynicism in the public consciousness from the dominant forces in politicum is catastrophic for democracy, because the stereotypical understanding of the "rulers of the world" that all statements of society are just "opinion" leads to the interruption of the dialogue and strengthening the destructive state of society.

"Participation" as a form of social dialogue implies the existence of social groups that not only have desires (ambitions, latent motives), but also are able to take responsibility for the evolution of social reality.

This form of social activity is more inherent in:

- age groups 31-40 (44.1%), 41-50 (44%), 21-30 (37.7%). To a lesser extent, in age groups up to 20 years (11.2%), 51-60 (8%), over 60 (2.3%);
- entrepreneurs (40.4%) and students (34.3%). To a lesser extent, in employees (19.3%), workers (15.3%), retirees (10.5%) and the unemployed (3.8%);
- representatives of the West (56.9%), the North (51.1%) and the Center (51%). To a lesser extent, in residents of the East - 37% and the South - 8.5%.

"Participation" (as a form of social dialogue) involves social activity of all interested parties not on the basis of confrontation, mutual accusations, transfer of responsibility, but on the basis of the desire to agree, a common vision of a certain social future, a vision of effective, constructive development of society and state. Such a social practice of social dialogue involves a change of understanding, perception (attitude) of the concept of "responsibility for society" in the public consciousness. After all, "responsibility for society" is not an automatic privileged supplement to certain positions, social statuses, social roles, but adherence to common ideas with an emphasis on various forms of involvement and equality.

Thus, depending on the dominant forms of social activity in a particular social group, it is possible to diagnose the extent to which the choice of group values is conscious and independent; readiness of social groups for integrity in their intentions to solve (influence the solution of) social problems; the reality of the commitments made and the mechanism of their adherence. Open societies (the path of which Ukraine embarked on in 2014) are characterized by the fact that they do not have the means to manipulate easily the interests of their members, providing members of

society with freedom from any pressure. In our opinion, the identification and definition of social forces that members of society trust with the responsibility for their society should be done by analyzing the direction, purposes and forms of their social activity and the principles of interaction of all concerned parties.

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