# Citizenship activity: action motivation and interaction

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**Introduction**. Citizenship activity of modern youth is implemented in certain actions and includes relevant social and psychological roles to be played. However, young people have poor repertoire of active social models and do not always know how to act in order to sort out important social issues or how to protect their rights and therefore they are passive. It leads to delusion that they have lack of motivation. Motivation directs activity as well as regulates its mainstream and provides for the activity stability up to its accomplishment and gradually decline after a motive is depleted (D.A. Leontiev, 2002).

**Objectives:** to study a structure of citizenship activity motives and its peculiar features among young people; to establish political actions which are the most motivated and roles they shall be attributed to; to make characteristics for possibilities to influence civic youth participation.

**Methods and procedure.** In the research the following techniques were used: author's modified questionnaire of political participation motivation (QPPM) (2010); diagnostics technique for grades of satisfaction of the main necessities; questionnaire of values; a test of life-sense orientations; questionnaire of the level of political activities; techniques "Who am I?" and author's modified questionnaire "A repertoire of life roles of an individual" (P.P. Gornostay, 2007).

The next stage was aimed at assessment of the influence of motivation tendencies on the choice of certain political actions. We used author's modified technique of semantic differential allowing us to define how declared or other motives could be a base for certain political actions. The list of political actions was compiled based on experts' interview.

**Results**. We have proposed motivation of civic participation structure based on the intentions study involved political behavior, follow-up factorization and

theoretical analysis. We have classified motives of political participation (O.L. Korobanova, 2013) by three main groups upon their directed motivation criteria (basic feature) aimed (focused on oneself, on somebody else, onto society), in particular: individual-pragmatic ones, inter-subject oriented and pro-social. To the first group we attributed the motives of material status (to have material benefits, to ensure a stable material well-being to oneself and the family), achievement motives (to achieve life success) and to avoid failure (to avoid poverty, power manipulation, disapproval). To the second group – motives of social status (to influence others, to acquire respect of ambient), communication (to make acquaintances, to establish contacts and find common language with different people) and solidarity (to be included in the team of similar-minded people, to support political leader, certain organization or a party). The third group of pro-social motives – is ideological (ambition to implement shared ideas), motives of citizenship self-realization (to influence political processes, to actualize oneself as a citizen), humanitarian motives (to help people, to facilitate implementation of socially important projects) and motives of positive social perspective (to contribute to the future life of the country). It should be noted that each type of motives contain identity components of a person, various motives and motivations (for instance, humanism as an aspiration to help people, empathy or aspiration to act as be generally accepted, e.g.)

Motives of pro-social group reach the highest indexes among young people, namely the motives of positive social perspective (index of intensiveness upon QPPM technique – 10,82), as well as citizenship realization (10,11) and also quite a high level of communication motives (9,53) and motives of social status (9,19). By its demonstrated intensity the list continues to show humanism motives (9,2), ideological ones (8,89), avoidance motives (8,78), accomplishment (8,53) and solidarity (8,14). In general, the youth environment represents motives of all groups and they differ by quite a high intensity. Alongside there are also individual variations of motivational profiles which differ by prevailing of one motives over the others and by lack the others, or by their low motivational intensity.

Justification of quite a high motivational intensity on the background of low youth political activity one can count the fact that the questionnaire of political

participation motivation supposedly reveals intensity of potential motivation. Certain situation can actualize motives which would create conditions to realize active social behavior and, consequently, lack of social activity does not mean absence of motivation. Thus, there are special conditions needed which would "switch on" motivation and would transfer it from a potential into an active one.

There is certain hierarchy among the motives revealing political participation of the youth wherein certain motives play leading role and are more influential and other ones are subordinate. Based on the data obtained in the motivation structure of the youth civic participation the pro-social motives upon the level of their intensity were divided by hierarchy in the following way: positive social perspective, citizenship self-realization, humanism and ideological ones (listed in opposite range order).

Significant correlation correspondence between humanism and positive social perspective motives, citizenship self-realisation and positive social perspective motives, were revealed by value of Spearman's rank correlation coefficient as well as between motives of positive social perspective and ideological ones and also between citizenship self-realisation and ideological motives ($p \leq 0,01$). Correspondence revealed between the motives of humanism and motives of citizenship self-realization values $p \leq 0,05$. Also correlation correspondence were established between motives of humanism and communication, as well as between motives of positive social perspective and communication ($p \leq 0,05$). Besides, presence of correlation correspondance between motives of achievement and avoidance of failure were also determined.

The obtained data allow us to suppose that these motives of political participation could be comprised into certain poly-motivational complexes. Depending on the situation or stimulus one or another motive could be first-rank placed, being in turn connected with them and also being defined by the flow of motivational process. The structure of motivation of the youth civic participation is a homogeneous substance where all represented components are important.

Every person possesses relatively stable structure of political behavior motivation including subordination of motives and motivations. But it is difficult to

trace direct connection between separate motives and corresponding real political actions, as far as the same action could have quite a different meaning and be impacted by a complex of motives different by their nature among different people. The motives interchange in a certain manner and are transformed, one shall remain ranked first-place as actual ones and others at this time shall remain second-ranked or potential ones.

Let us specify that political participation is realized mainly in communicative actions as far as all highly-motivated types of political actions and deeds imply joint actions of participants and shall be effected in a group.

Upon our data, the most motivated shall be the following actions: "to have a word at the meeting and to convince people in personal political views", "to join a political party and to accomplish an order related to the activity of a certain political force", "to take part in political electoral campaigns", "to purposefully influence on the governing bodies by means of drafting of appeals", "to join discussion when friends discuss political atmosphere in the country", "to participate in a meeting", "to take part in political actions", "to defend one's point of view", "to provide collection of means and things for those who suffer" (listed in motivation decline order).

On the basis of the determined actions and deeds undermining group action one can model a situation of political participation. Integrity into a group interaction implies acceptance of the group roles. Key roles which are commonly played in environment of social life young people are called as follows: "a citizen of Ukraine", "a politician", "a democrat", "an active participant", "a citizen", "a passive citizen", and "a patriot". We have defined, that alongside with the roles tied up with politics personal roles related to gender and incorporation into a close society have significant importance in life of young people. In our opinion in this way the social role of a member of a civil society, which every person accepts, implies individual colour which has been much undermined by previous researchers.

For effective pursuance and using of role models in social political behavior the techniques were used to model situations of political participation and political behavior in a personal role play, which were included into the program of political participation motivation training. Comparison of personal role hierarchies of young

people before and after the training has shown that their understanding of social role of a citizen was broadened and new roles, like "society member", "an activist", "a part of a society" and "socially adapted person" appeared.

The effectiveness of the training held was proved by the fact that the rank of the roles with political colouring has been increased. Upon the results of motivation dynamics analysis the increase of indexes of pro-social motives of citizenship self-realization was established, as well as motives of humanism, ideological motives and motives of positive social perspective after forming influence comparing with these answers before the forming impacts (upon sign test $p \leq 0,05$), which shows the possibility to influence on specific features of youth motivation.

**Conclusions**. The motives of youth participation in political life of the society differ upon their content, type of destination (individual-pragmatic, inter-subjective and pro-social motives). Upon their intensity among modern youth mainly pro-social motives prevail, among which there are key role play motives of positive social perspective and citizenship self-realization.

We can conclude that there is possibility of modeling of civic participation by means of creation of situation facilitating understanding of components of role models of social behavior, planning and drafting a program of the forthcoming actions. Conduct of trainings and personal role plays develops those models of social-political behavior, which give opportunity to act effectively in real situations of social-political life.