RELATIONSHIP BETWEEN SOCIAL OPTIMISM AND CITIZENSHIP ACTIVITY

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Introduction. Means of mass communication swiftly develop, new multimedia technologies emerge, new social conditions of human life are formed such as changes in everyday life, activities, education and social practices. At the same time a human being changes – perception, imagination, behavior and correspondingly society changes. It was especially obvious during quarantine in conditions of Covid-19. The media, social media among them, are means of social reality construction, they supply not only with news but meanings and values, they form believes, evoke emotions. Development of information society determines necessity to learn a system of conditions and phenomena of modern information epoch which effect formation of believes in society and human activity which can be attributed to information and communication technology.

That is why we focused on such phenomenon as social optimism. Social optimism is essential for understanding basic mechanisms of social processes – social adaptation, socialization, social dialogue and so on. Social optimism is a socio-psychological foundation for societal transformations. It can become basis for transformations and development of society and gives support in individual psychological space.

We consider social optimism as positive expectations of a person, group, society which spread on societal life (belief in progress, development of society), expectations which are supported by active citizenship position, readiness to act for

the sake of societal good and understanding oneself as socially significant power. Societal activity of a person, in our opinion, is essential for evaluation of social optimism.

Objectives of this research were the following: to define peculiarities of social optimism phenomenon in media context; to reveal factors which shape its formation; to reveal phenomena which are effected by social optimism. In this article we present part of the research describing connection with citizenship activity.

Method and procedure. Survey was used as a method. Author's test of mediatized social optimism (MSO) was used. Approval and validation of MSO test was conducted within all-Ukrainian mass survey, in which 1439 pupils from 17 regions of Ukraine participated (Voznesenska, 2019).

Mathematical processing was carried out using SPSS program. An analysis of data reflecting MSO showed internal consistency of the test scales (verified using the Alpha-Cronbach coefficient). To determine correlations, a nonparametric Spearman correlation coefficient was used. Normality of distribution was determined using Kolmagov-Smirnov test; correlations were determined using Spearman's nonparametric correlation coefficient. Test-retest reliability was of MSO was proved.

Mentioned above survey also covered media-creativity of pupils as the highest form of media-activity (Voznesenska, 2011) and citizenship activity of resistance (patriotism scale in original Citizenship Behavior Questionnaire by A. Zalewska & B. Krzywosz-Rynkiewicz, 2011). Original scale of patriotism was translated into Ukrainian and adapted taking into consideration war situation. We added questions: "I am preparing to struggle for Ukraine with arms in my hands when I am 18" and "When Ukrainians are praised I feel pleasure" (Bondarevska, Mykhaylenko, 2019).

Results. It is important to mention that we consider optimism and pessimism as two different phenomena which are not situated on the poles of the same continuum. Mediatized social optimism (MSO) and pessimism (MSP) are interpreted as behavioural strategies of information processing, ability for media content perception in a certain way, definite pattern of interaction with media.

First, we calculated correlations between scales of mediatized social optimism, mediatized social pessimism and citizenship activity of resistance. Statistically significant connection between scales of citizenship activity of resistance and mediatized social optimism was revealed (r = 0,363, p ≤ 0,01).

Secondly, we compared levels of media creativity, MSO and MSP among pupils with low and high levels of citizenship activity of resistance. For that purpose, we used data from high and low distribution quartile of these scales (25 % of the highest weight and 25 % of the lowest weight). It was revealed that media creativity and MSO significantly differ among pupils with high and low levels of citizenship activity of resistance (p = 0,000). Media creativity is higher among respondents with high citizenship activity of resistance. Mediatized social optimism is also higher among respondents with high citizenship activity of resistance. Mediatized social pessimism does not differ among pupils with high and low citizenship activity of resistance (Table 1).

Table 1. Comparison of mean values of media creativity and MSO among pupils with high and low levels of citizenship activity of resistance.

Citizenship activity of resistance		Media creativity	MSO
Low level (N=323)	Means	17,49	8,70
	Std. Deviation	9,62	4,10
	Median	18	8
High level (N=372)	Means	21,96	11,09
	Std. Deviation	9,03	3,47
	Median	22	12

On the third phase of our research we considered differences in citizenship activity of resistance among groups of respondents depending on level of mediatized social optimism and mediatized social pessimism. We suggest that there are types of interaction with media without clearly shaped optimism and pessimism but rather combining both. We distinguished three groups of respondents depending on level of

MSO and MSP combination (high level was determined according to the highest quartile, low level – according to lower than mean): 1st group contained respondents with low level of MSO and MSP (lower than mean, N = 188), 2nd group contained respondents with high level of MSO (25 % of the highest weight, the highest quartile) and MSP lower than mean, N = 162, 3rd group contained respondents with high level of MSP (25 % of the highest weight, the highest quartile) and MSO lower than mean, N = 125. Kruskal – Wallis test showed statistically significant differences between all three groups in citizenship activity of resistance (Table 2).

Table 2. Comparison of mean values of citizenship activity of resistance among pupils belonging to different groups depending on MSO and MSP level

		Citizenship activity of resistance
Respondents with low level of MSO i MSP (N = 188)	Means	**6,29**
	Std. Deviation	4,757
	Median	6
Respondents with high level of MSO and low level of MSP (N = 162)	Means	**8,66**
	Std. Deviation	4,721
	Median	9
Respondents with high level of MSP and low level of MSO (N = 125)	Means	**5,4**
	Std. Deviation	4,63
	Median	5

The highest citizenship activity of resistance is demonstrated by pupils with high level of MSO and low level of MSP. "Optimists" are more apt to change reality around them, they believe in their influence on societal processes and not only by means of media but also with arms in their hands.

On the fourth phase of our research we compared citizenship activity of resistance among pupils with different level of MSO and MSP (Wilcoxon test was used). Statistically significant differences in citizenship activity of resistance were revealed among pupils with different level of MSO. At the same time there were no statistically significant differences in citizenship activity of resistance among pupils

with different level of MSP. There were insignificant differences between pupils with high level of MSO and high and low levels of MSP. That is to say, "pessimists" with any level of mediatized social pessimism are ready to act for social changes, resist information war and vote (Table 3).

Table 3. Comparison of citizenship activity of resistance among pupils with low and high level of MSO and MSP

			Citizenship activity of resistance
MSO	Low level (N = 326)	Means	**5,71**
		Std. Deviation	4,644
		Median	6
	High level (N = 360)	Means	**8,81**
		Std. Deviation	4,8
		Median	9
MSP	Low level (N = 379)	Means	7
		Std. Deviation	4,681
		Median	7
	High level (N = 367)	Means	7,65
		Std. Deviation	5,07
		Median	8

On the 5th phase of our research we revealed statistically significant differences in citizenship activity of resistance between pupils with different level of media creativity (Wilcoxon test was used). We distinguished pupils with high level of media creativity (25 % of the highest weight, the highest quartile) and pupils with low level of media creativity (25 % of the lowest weight, the lowest quartile) (Table 4).

Table 4. Comparison of mean values of citizenship activity of resistance among pupils with low and high media creativity

			Citizenship activity of resistance
Media creativity	Low level (N = 388)	Means	6,05
		Std. Deviation	4,419
		Median	6
	High level	Means	8,35

	(N=385)	Std. Deviation	5,014
		Median	8

The most significant differences are revealed in citizenship activity of resistance in subscale of "Creation of content". Citizenship activity is significantly higher among those who create more media content.

Conclusions. Empirical research confirmed our assumption regarding connection between social optimism and citizenship activity of resistance. We found differences in citizenship activity of resistance among pupils with high and low levels of mediatized social optimism and pessimism. It was revealed that pupils with high level of social optimism demonstrate the highest citizenship activity of resistance. That is to say, "optimists" are more apt to changing reality, believe in their influence on societal processes not only by means of media. Media creativity and mediatized social optimism are the highest among respondents with high citizenship activity of resistance. At the same time pessimists with any level of mediatized social pessimism are ready to act for social changes, resist information war and vote. Those who create more media content are more ready for citizenship activity of resistance. As a perspective for further research it is important to mention studying connection between mediatized social optimism and other types of citizenship activity of resistance.