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Mass Emotional States in Different Local Communities and Participants' Enduring Empowerment

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Introduction

- Enduring empowerment is the process and result of collective participation in mass action (Drury J. & Reicher S., 2005)
- Emotional states are the enduring empowerment indicator and the significant part of this phenomenon.
- It is significant task to monitor the participants' emotional states with different enduring empowerment process for identification of the risk of uncontrolled spontaneous mass behaviour.

Objects for enduring empowerment research

- Mass political movements connection with President election 2004 became a resonant event in the life of Ukrainian society.
- According to sociological data almost every fifth adult Ukrainian himself took part in mass-meetings and demonstrations, that comes to 5 million people (I.Bekeshkina, 2005).
- The most demensioned mass political action was Maydan (The political movement on the Square of Independence in Kyiv in the period from the 22-nd of November, 2004 to the 8 th of December, 2004).
- In the other cities of Ukraine mass manifestations of active support of both candidates V. Yuschenko and V. Yanukovich took place (especially in Donetsk on the 15-17th of January, 2005)

Theoretical background

(Mass psychology)

- An expressive crowd is a mass which uniformly expresses this or that emotion; the spectrum of emotional dominants is very wide (A.P. Nazaretian, 2003).
- The most dangerous will be an active (panic or aggressive) crowd which is formed under the influence of superstrong emotions (V.V.Risun, 2003).
- A crowd can exist due to the mechanisms of mutual infection, winnowing and inheritance which are combined in the form of emotional spin (D.V.Olshansky, 2001).

Theoretical background (Emotional Psychology)

- Emotions, in the wide sense, are a specific form of human interaction with the visual environment, aiming to cognize this environment and one's own place in it through oneself in the form of emotional experience. Emotions reflect the state of a subject in his interaction with an object (V.O.Tatenko, 1995).
- A psychic state is an integral characteristic of psychological activity for the specific period of time which shows the peculiarity of psychic processes passing independently from the reflected real events and phenomena, the previous state and person's psychological peculiarities (M.D. Levitov, 1955).
- Emotions are a product of both our physical state as well as our cognitive estimation of this state (Zilman, 1983).
- The theory of differential emotions extracts nine major modelities of human emotions (K.Izard, 1980).

The method of self-estimation of the modality of emotional state included 30 items

- the major modalities according to K.Izard:
Interest, Gladness, Amazement,
Shame, Ire, Suffering, Disgust, Disrespect, Fear;
- the emotional states deriving from the compound feelings as enduring empowerment indicators:
Pride, Dignity, Love, Inspiration, Indignation,
Belief, Envy, Humiliation, Oppression, Despair, Guilt;
- other feeling:
Strength, Unity, Excitement, Spite, Raging, Aggression etc.

Experts evaluation of emotional states modality as empowerment indicators:

- In positive modality (POS): **Strength, Pride, Dignity, Gladness, Raising, Inspiration, Belief, Love, Unity.**
- In negative modality (NEG): **Indignation, Resist, Ire, Shame, Spite.**
 - And negative feelings as predictors of negative modality empowerment: **Oppression, Humiliation, Despair, Guilt, Disrespect, Fear.**
- Empowerment Emotional States Index (EESI)

$$EESI = POS / NEG$$

Main Ideas

- Comparison of the modality of participants' emotional states during mass political actions in different local communities as Empowerment Emotional States Index (EESI)
- If $EESI < 1$ the risk of uncontrolled spontaneous mass behaviour is really
- EESI is significant to predict the personal and collective consequences of the mass political actions

Investigation scheme

- Participants of the mass movements were proposed a method of self-estimation for their emotional states during the action.
- The investigation was held in Kyiv within the period from the 22-nd of November to the 4-th of December in the regime of monitoring (12 gaugings with the interval of 1-1,5 days) and in Donetsk from the 15-th of January to the 17-th of January (3 gaugings with the interval of 1day).
- The investigation was based on the volunteer principles and held by a group of professional psychologists from The Institute of social and political psychology jointly with The Institute of reflexive investigations and specialization as well as a number of higher educational facilities in Kyiv.

Comparison of the participants in Kyiv and Donetsk local community movements

- Difference between two mass political action is in participants enduring identity: national or regional (Naydonov, 2005).
 - Participants on Kiev Maydan are characterized by national enduring identity
 - Participants on Donetsk Maydan are characterized by regional / local enduring identity.

Characteristic of the respondents in Kiev

N = 915

- Women – 41%, men – 59%
- Age from 16 to 78 years old (the average 32 years old)
- Social structures:

Students – 23%	Services sector – 3%
Officials – 17%	Pensioners – 3%
Workers – 10%	Unemployed people – 2%
Entrepreneurs – 10%	Others (to 1%) together – 28%
Teachers and lecturers – 4%	

Characteristic of the the respondents in Donetsk

N = 103

- Women - 41%, men – 59%
- Age from 16 to 76 years old (the average 36 years old)

■ Social structures :

Students – 15% <

Officials – 24% >

Workers – 16% >

Entrepreneurs – 8% <

Teachers and lecturers – 5%

Services sector – 7% >

Pensioners – 8% >>

Unemployed people – 1%

Housewives – 6% >>

Others – 8% <<

Participants' Emotional States for Enduring Empowerment on National Identity

Dominant (>50%)		Mass level (>30%)		Sectoral level (>10%)		Part level (>3%)		Single level (<3%)	
Belief	65%	Gladness	42%	Indignation	20%	Ire	6,6	Suffering	3
Unity	59%	Raising	40%	Resist	17%	Fatigue	6,4	Despair	2,2
Pride	57%	Strengthen	37%	Interest	13%	Rest	6,4	Aggression	2,1
		Dignity	36%	Excitement	13%	Shame	5,1	Oppression	2,1
		Love	32%	Balancedness	12%	Disrespect	4,6	Spite	1,9
		Inspiration	30%			Amazement	4,3	Disgust	1,8
						Humiliation	4,2	Guilt	1,7
								Fear	1,1
								Envy	0,4

Positive = 44

Negative = 10

N.Predictors = 7

*Summ is more than 100% because more than one choice of the responses was possible.

Participants' Emotional States for Enduring Empowerment on Local Identity

Dominant	Mass level		Sectoral level		Part level			Single level		
	Belief	38	Streth	21	Aggression	10,68	Suffering	4,85	Disrespect	2,91
	Indignation	37	Shame	20	Resist	9,71	Rest	4,85	Envy	1,94
	Unity	31	Raising	19	Love	9,71	Guilt	4,85	Fatigue	1,94
	Pride	25	Gladness	18	Excitement	8,74	Disgust	4,85	Oppression	0,97
	Pos-	21	Dignity	17	Balanceness	8,74	Despair	4,85	Guilt	0,97
	Neg-	17	Interest	16	Inspiration	8,74	Amazement	3,88	Fear	0,97
	NPre-	3	Ire	15	Humiliation	7,77				

Enduring Empowerment Emotional States Index (EEESI)

EES- modality	National Identity	Local Identity
Positive	44	21
Negative	10	17
N.Predictors	7	3
EEES I = P/N	2,59	1,05

Conclusions

- Self-identification of emotional states by participants of the mass political actions give the possibility to evaluate the character of enduring empowerment process.
- Enduring empowerment in cases of the different enduring identities in local communities mass actions are different: in case of the local identity EEESI was lower than for the national identity.
- Enduring empowerment emotional states index EEESI is considered as appropriate forms for evaluation of the risk of uncontrolled spontaneous mass behaviour. Research on the mass political actions with negative consequences (panic or aggressive crowd activity) is needed for confirmation of this conclusion.



Thanks for your attention

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