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Reflexive Capital and Diversity of Electoral Motivation in Ukraine during 2004-2010 years

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Last two Ukrainian Presidents elections are compared by representative pools in 2004 (N=2008) and 2010 (N=2004). The rates of motives are changed significantly. “I want that anybody other has a victory” is the most frequent motivation in 2010 (it have one of the last rate in 2004). Other oppositely paint over motivations arise. Social capital connected motivations (“promotes interests for people like me” and “I vote, because people, whom I trust, do it”) fall down in the majority of regions. Rational pragmatic motivations have approximately the same level. We suggest that regional opposition in Ukrainian political landscape promotes the formation of local community social capitals in some regions (Donbass) but don’t contribute all-Ukrainian empowerment. The way is the development of reflexive capital (as reflexive modernization of mass consciousness about social and neighborhood networks, sense of communities and collective actions) on the base of creativity and rethinking community capacity.