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Implicit Attitudes toward Regional Diversity in Context of Political Technology in Ukraine

Lyubov M. Naydonova¹

¹ Lab. of Creativity Psychology, Kostyuk's Institute of Psychology

Email: lyunster@gmail.com

Country: Ukraine

Political electoral technology in Ukraine used idea of regional diversity as two poles of Ukraine: 1) East, 2) West. The main goal of our research is to evaluate youth implicit attitudes toward the regional diversity. New version of Implicit Association Test (Greenwald, 1998) was proposed for evaluation of the regional diversity attitudes. Categories for East-West dimension are the cities and towns of the regions. Categories for Positive-Negative dimension are: enthusiasm, sincerity, unity, greatness, independence, loyalty and opposite. Sample of West, East and Central regions of Ukraine was investigated (n=300). The distance of difference in youth regional diversity attitudes consist of the native region. The possibility to change the distance by special organized group discussion was conformed in Central region. Dynamic of regional diversity attitudes is the important indicators for efficacy of political electoral technology in Central region of Ukraine.