

REFLECTION ON INFLUENCE ON SELF AND INFLUENCE ON THE AUDITORIUM BY YOUNG POLITICIANS

Naydonova Lyubov, Social and Political Psychology Institute, Ukraine

The context for apply research

My report will show the results of study and represent the concept for developing of the young politicians' consciousness, the second is more than the first. The empirical research of the reflection on influence is applied as the part of the psychological training for young politicians.

The subject of our research is to compare two directions of the reflection on influence by young politicians. First is the reflection on influence which person feels during he\she watches the political debates with the aim to make a decision for voting. Second is the influence on the auditorium which young politician is going to make during his\her own public speech at political debates.

The characteristics of young politicians' reflection on influences are interesting in the sense of self-upbringing and self-development, when they make the political choice for future political activity.

We studied the empirical model of the political choice which had been created in the frame of the School for Young Politicians. It was created by imitation game. Imitation game was the communicative skills training which content was the participants role games in different situations which usually took place during the election company. Participants of the Young Political School created the program of the new political parties, planed and organized the public relations actions, recruited the adopters, presented themselves to citizens, fought with political opponents at the political debates, and at the same time they were the citizens who made the decision and voted in the last day of the game. All imitated situations were reflected and discussed in groups. Individual reflective activity was organized by psycho-semantic model for evaluation different kinds of influences and average results were given as a feedback and were discussed in groups of participants too.

The main task of our research was to find: is some difference in evaluations of two directions of influences: what is felt and what is done? What is it difference? And after getting this results we organized the discussions in which young politicians will think about their identities and realize the degree and way of their identification with ordinary citizens?

Theoretical underground of the approach

The theme of our research has a *theoretical underground* in the E. Gelner (1982) conception of the Open Citizens Society which is the democratic way for the post-totalitarian society development. The main idea of this conception is the suggestion of different kinds of the social collaboration and influence. There are 4 principally diverse kinds of social collaboration: 1) custom; 2) love; 3) command-administrative sub-ordination and 4) social exchange. Social exchange is such collaboration when both partners have an interest in resource which other partner can make and they both control own resource in transactions. Partners will be

arguing until achieve an agreement in communication. Selling and buying in wide philosophical sense are the example of the social exchange of the resource. As Foa and Foa said in their economical psychology theory of the resource preferences in 1974: not only money and things, but information, service actions, status and love relations may be considered as resources which people exchange in transactions.

That is why the person's task is to recognize his\her own interests and reflect the role of own resources in the influence on partner's opinion in their transactions. The communicative and reflective skills are especially actual for Ukrainian young politicians because the modern post-totalitarian society need development of social exchange collaboration between citizens, politicians, political groups and communities.

Theoretical base

The most known concept of the exchange as buying are created in consumer behavior studies (James F. Engel, Roger D. Blackwell and Paul W. Miniard, 2000). *The theoretical base* of our research was made as modification of circle model of products buying which has such stages: 1)need realized, 2)informational search, 3)pre-buying evaluation of the alternatives, 4)choice as a decision made about preference among alternatives, and then 5)using the products 6)after-using evaluation of the products, 7)release from products. When we applied this model to social exchange as it's in the election process, we found that the last 3 stages are not presented in the mind of the ordinary citizens now. That is why some people are unsatisfied in the election results because they do not realize the outcomes of their choice and they feel to be victims of the choice.

It is our theoretical assumption that the poor reflection as the absent or non-congruency of the post-choice evaluation of the alternatives is the obstacle to make the social exchange more effective and satisfied. The influence which are made by politicians will be effective when it help citizens to make a choice. What are the characteristics of an effective influence?

The conception which we proposed for study was based on such suggestions. The forms of the evaluation of the alternatives in the election choice may be understood in term of assessment of the influence to the agent of the choice. It is reflective situation. The agents of the choice are the persons who make a choice among several alternatives by evaluation the influence from politicians. Alternatives are represented by politicians who make the influence to agents.

The evaluation of the influence occurs in terms of the different semantic categories which are described below as the passage of the research method. So 'influence on' is the influence which is made on the subject of the choice and evaluated by the choice agents. 'Influence to' is the influence which are made by politicians on the agents and evaluated by politicians. What is the difference between this two evaluations? - is the main question of our research.

Method

The empirical samples for analysis were taken from the especially organized events at the Young Politicians School (YPS) which took place in Kiev in

September 2002. The organizer of the YPS was the party “New Generation”, one of the several Ukrainian Parties that will enter the Verkhovna Rada Election in 2002, but the participants were the members of another party or non-members of any party. There were 2 Schools during one week each. 119 participants were in the first YPS, 87 were in the second. The average age of the participants was 25 years old.

The participants at YSP were gathered together from different regions of the Ukraine. They were the young men and women who have decision to go in political activity but had a little own experience in this matter although they had business or municipal service experience. The main idea of the YPS is the modeling of political elections and debates by imitation the principal stages of the election company to give the subjective experience and skills in this field to young men and women. The imitation game means that each participant was the politician and candidate for election and at the same time each participant voted for somebody from them as the candidate in Young Parliament in the game.

Reflection of the imitation action and own skills was the most important part of the YPS training. The procedure of reflection was made as group discussion after imitation game actions and with the special psycho-semantic form for individual completing. Data for analysis reflection 'influence on' and 'influence to' was received by psycho-semantic evaluation during the preparation for political debate during the imitation game in the role of politicians and after the PR actions and political debates in the role of a voting person before the voting. The method of asking was the psycho-semantic appraisal ‘what influence was effective for me’ (influence on) and ‘what will my influence be to electorate’ (influence to).

The psycho-semantic forms are on the Fig. 4. The scales of the *psycho-semantic methodic* as format for reflection was created by content analysis the New Generation Party Program and Conduct, article in the Press, other texts, the speeches of the party leaders and narrative descriptions of the young men and women of their base principle in political choice. We took two scales: active, evaluative among 32 different categories which were singled out from origins as the significant influence characteristics. We proposed for appraisal the third scale which is for reflection the circle and detailed, pre- and post- choice evaluation in the frame of the social exchange. So we have the three-dimensional psycho-semantic space.

Fig. 4. Psycho-semantic scales and dimensions

| |
|------------------------------|
| evaluative dimensions |
| spiritual - pragmatic |
| creative - conservative |
| collective - individualistic |
| national - international |

| |
|-----------------------------|
| active |
| frequently commun. - seldom |
| proposed smt.- asking |
| active search- passive |
| circle - single |

| |
|----------------------------|
| detailed |
| demonstration - confinding |
| expensively - shortly |
| complex - simple |
| avilably - closely |

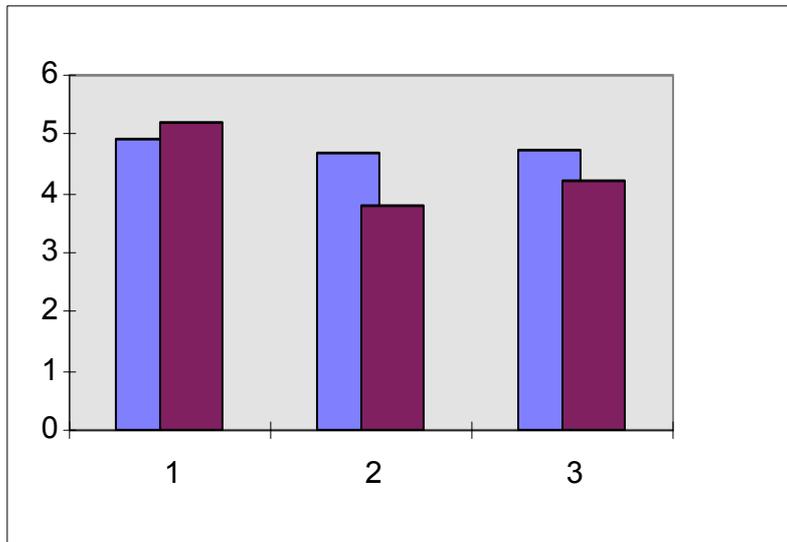
Results and discussion

The results of two appraisal was compared by dimensions. In the data in the semantic subjective space we didn't found a whole congruency between 'influence on' and 'influence to' by young politicians as we waited.

The greatest difference is in the second dimension 'Active' where the appraisal is lower for others than the effective for me. The tendency in evaluation in the first 'Evaluative' dimension is the opposite. Young politicians plan their own influence to mass more accentual then it effective for you.

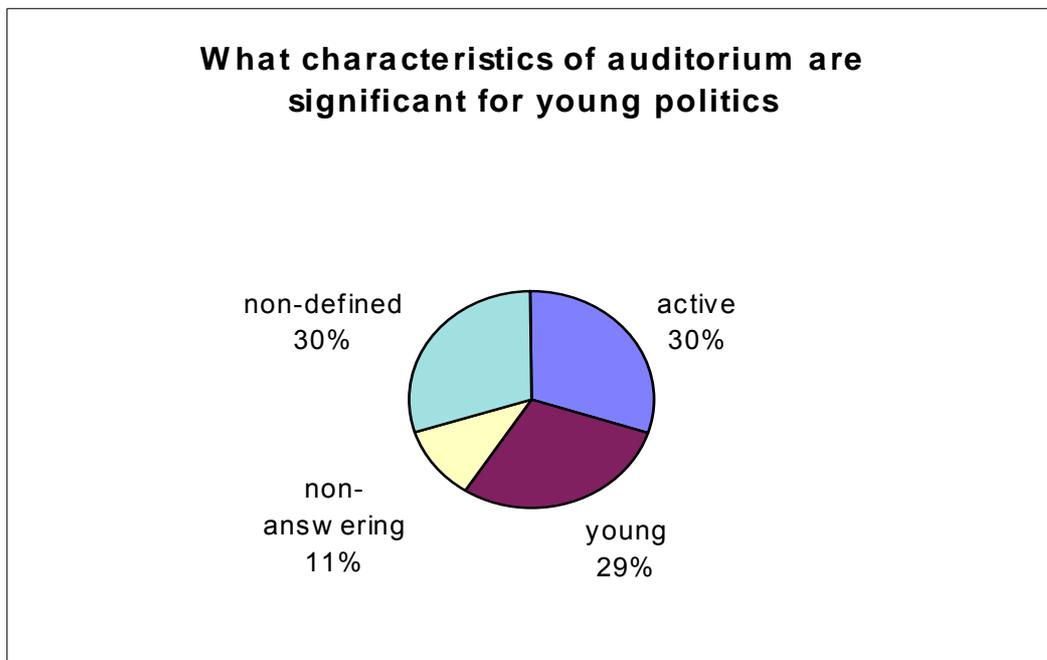
The most interesting for us is the results of evaluation in the third dimension which show tendency to make influence to electorate more simple and less detailed. Reflection on this results given to politicians in group

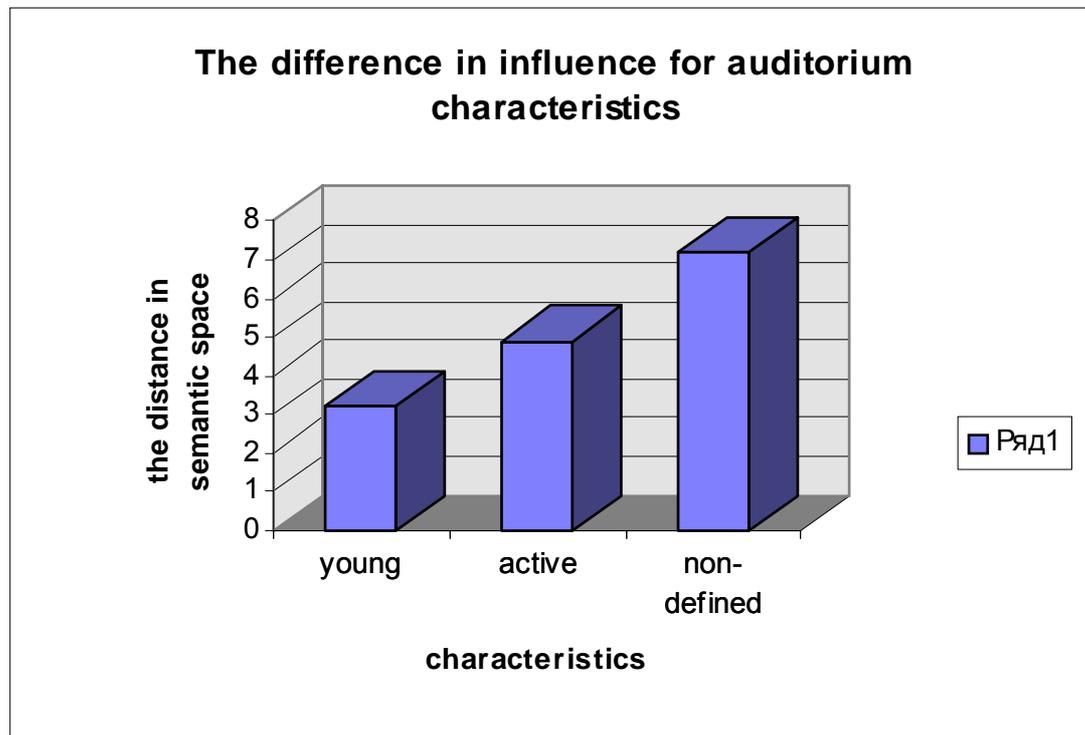
Fig. 5. The difference in evaluations the influence in the role of the politicians (to) and in the role of voting persons (on) by future young politicians



Evaluation frame is from 1 to 7

| | 'influence to' (blue) | 'influence on' (black) |
|---------------------------------|-----------------------|------------------------|
| 1. evaluative dimensions | 4,9 | 5,2 |
| 2. active | 4,7 | 3,8 |
| 3. detailed | 4,8 | 4,2 |





discussions have results in formulation of the mission, for politicians make the accent in their communication with mass on the significant of the post-election evaluation of politics by citizens. It makes the social exchange more democratic and responsible for two side of interaction.

Summary

Young people are going to politics in Ukraine now. The research of reflective mechanisms in the formation of the individual stile of political activity was made by modeling the political elections and debates in training for young politicians "New Generations". The main goal is to compare the politicians' speech influence on participants in the public debates and the intention to make own speech and choice of the presentation stile in future real political work after training. The method of research was psycho-semantic appraisal 'what does influence for me' and 'what will be my influence to electorate'. There is the difference between influence on and influence to in three dimensions of evaluation: in future speech with citizens young politicians make more evaluative and less active and detailed influence. After the discussion about their plan, the self-determine aim was formulated as a mission to make more honest and mutual responsible social exchange. The perspective of the research and question for discussion is the task to compare young politicians' disposition with analogues information in other country and in the dynamic of the political activity development and on the different stages of the political carrier.