

# Correlation Between Organisational and Personal Factors in Application of Some Electoral Techniques in the Company of 2002 Year in Ukraine

**Naydonov Mykhaylo**, *Institute of reflective investigations and specialisation, Ukraine*

**Naydonova Lyubov**, *Social & Political Psychology Institute, Ukraine*

---

The report is dedicated to the analysis of elaboration and application of the technique called Conclusion of Social Agreement. It is one of interactive complex technologies of agitation, which were used in Ukraine in organisation of some companies of candidates to deputies from different representative organs of different levels including some parties such as “Jedina Ukraina” (United Ukraine).

Any technology, being a sign system, may be seen as a kind of language, in the general sense of the word, which regulates interactions between people. The task expressed in one sign system due to some peculiarities of the latter may seem impossible to be solved. For example, the task to organise the pre-electoral company of a candidate to municipal council, who just only 4 weeks before the day of election makes up his mind to stand for the position and 3 weeks before invites an electoral technologist, may be considered of the such kind. If we are able to find the language (a new system of signs for senses and productive communication), translation to which makes the task possible to solve, so such the language after Russian philosopher I.S. Ladenko will be called the reflexive language.

Psychological supply of the electoral company was regarded by us as an application of psychological theory of reflective groups. The theory of group reflection served as the basis for development and introduction of such instruments, with the help of which one can get the victory when there is time pressure.

## **General notions of group reflection theory on metacognitive mechanisms of mutual creation**

The first maxim of the group reflection theory consists in the statement that any task, which must be fulfilled in study, manufacture or life situation one may try to solve in a creative manner. An ability to create, to produce something new is the general ability of the human being. A custom way of solving the task may lead to a positive result if the situation is the same, adequate to it. In situations which have many factors, which are dynamic, and characterised by the high degree of unpredictability, normal ways of coping with the situation turn into stereotypes, not giving a desired result and hindering the creative approach to the problem. Lack of strategy of solving the problem adequate to the situation and to the factor of time may cause a number of negative emotional consequences, which in their turn come to create more obstacles for a creative way of coping with the task. Here goes the description of the original empirical model in which reflection as the means of reinterpretation of the sense of the situation provides one with the possibility of finding a new way of solving the task in new conditions.

Here is the history how the group reflection theory was created: from laboratory experimental investigations of mechanisms of creative processes in group and interacting groups to making methodological basis for training of reflexive facilities and communicative skills in critical periods of organisation's development.

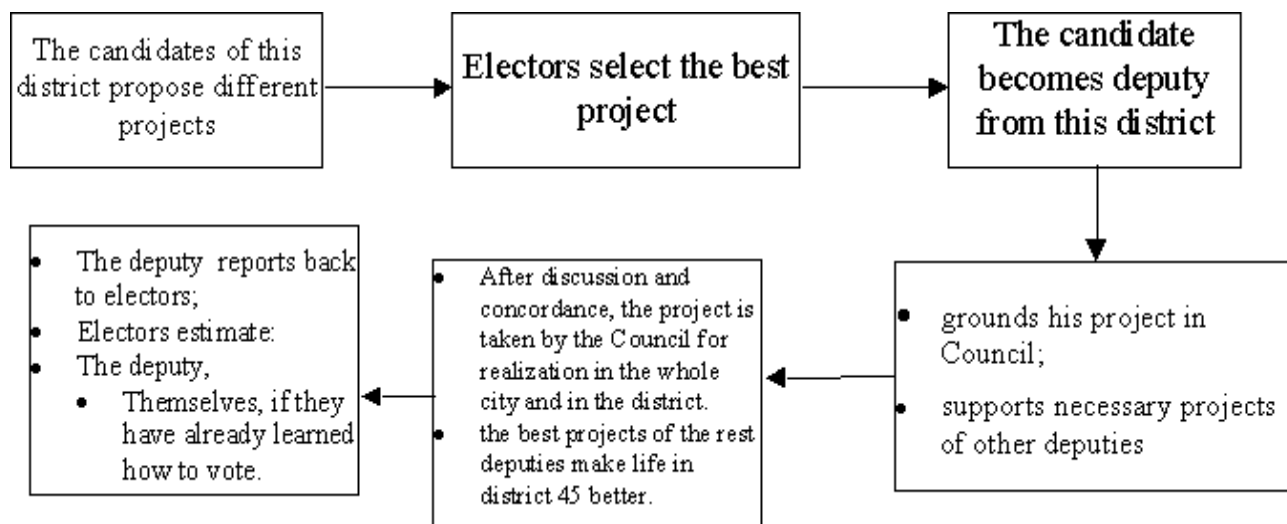
The main procedure of group reflection is “reflexive circle” in which accumulations of contents occur. In comparison with brain-storm, where critique forms a separate stage, in reflexive circle a critique analysis may be realised with the help of questions especially formulated for better understanding. In such a question in its lexical form the result of primary reflexive act of dividing understanding and attitude (that is contents and position) is reflected. Questions on understanding clarify the contents before the following stage of their accumulation. The procedure “circle of attitude” according to the results of “circle of contents development” unites the contents and the attitude to it.

The strategy of overtaking difficulty is used to develop reflexive and communicative skills. Tasks must be formulated in such a way so that there remain some unclear points, which can activate intellectual processes. Discussion or conflicts concerning unclearness and excessive difficulty make preconditions for group dynamics to reveal itself. The rules of reflexive procedures are introduced in the organisation, starting a global reflexive training, by means of signing Informed Concerns with every participant. One of the main principles to change the procedure and regulation rules, realising in practical training, is self-identification of a participant, which is showed to partners as a claim desiring co-ordination with the rest of the group. The reflexive act of discrimination between co-ordination with partners and self-regulation is reflected in the verbal form of self-identification and claim.

The chief conclusion of a long use of group reflection procedures is the creation of reflexively rich language, including special speech forms, which make the process of communication between participants focused on the contents, thus accelerating co-ordination of partners’ interest. We accelerated mostly the reflexively rich speech forms only for the Ukrainian and Russian languages.

## The technology to optimise communication in electoral company

Introduction of above mentioned theoretical schemes in the sphere of creating instruments to op-



timise communication in electoral company was achieved by elaborating technology of Signing a Social Agreement. The latter is considered to be the instrument of dialogue organisation between an agitator and a voter. The form and structure of agreement reflects the idea of social interchange between representatives of the society in general and those of separate communities (fig 1).

We propose a visual scheme of the stages according to which the process of interaction and responsibility distribution of the sides occurs (fig 2<sup>1</sup>).

The two variants of agreement were worked out: personal (person – person) and representative (person – person, representing some community).

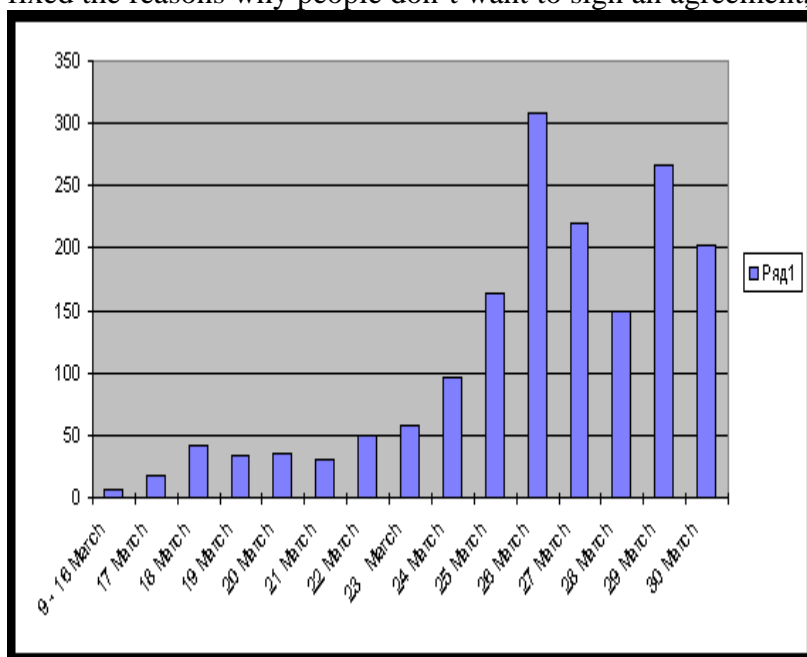
The results reflect increasing the number of those who signed an agreement. The factors having an impact on getting results are as follows: psychological training of agitators, supervision, individual consulting. The dynamics of signing reflects the dynamics of joining and growth of credit to the candidate, which happened to be the main factor of his victory.

The number of signed agreements and the number of voters who voted for the candidate in electoral sections of a certain electoral district of the city, was correlated closely.

Table 1. The dynamics of signing the agreement as an indicator of efficiency of agitators' work in different days (Election was at 31 of March).

The results of a use of Signing a Social Agreement as an instrument to delivering an express company

The technique of agreement was a core, around which the chief actions of the company were organised. Thus, the use of the Agreement gave an opportunity to organise a united team, to elaborate the communication with voters as in the form of direct contact as through MM in the role of informational precedent. The use of representative Agreement made it possible to create the institute of recommendations. The agreement performed the function of obstacles indicator; it fixed the reasons why people don't want to sign an agreement, what factors made the situation of



signing more informative and diagnostic. It also gave a chance to register the cases of oral joining (when people talks positively but are not ready to sign the agreement). With the help of information which is handled by the agitators as a report on the process of signing the agreement we can define the circle of those who are potential and real voters for the candidate.

Agitators have a visual object of agitation; their authority enhances because in their hands they have a product, having a more appropriate form than a mere programme. This is an authoritative project in the sphere of professional competence of the candidate, aimed at solving the dwellers' (voters') problems.

<sup>1</sup> fig 2. The passage of the Social Agreements: The structure of interactions

-The task of deputies is to ground these projects and try to ratify them  
 -The task of an elector is to understand compare and to chose the best.

The Agreement may be used as in a classical regime of delivering the company as in extreme conditions, performing the function of catalyst and organiser of a well-integrated team. The usage of the Agreement as the only instrument for solving several tasks makes it possible to be effective in conditions of time pressure.

## **Ethic debates**

The point is whether the Agreement is a means to control, to deceive voters or it is a means to satisfy the real demand to have a social agreement, which can regulate the process of social interchange.

This question was actively discussed before and during elections. The main argument against the Agreement was that a deputy must represent the interests of all voters and not only of those with whom he\she signed the Agreement. And as the element of technology the Agreement is no more than a fraud, absolutely unnecessary act, which just exploiting the form of an agreement does not have any reality under it.

In this dispute we think the very subject of the Agreement to be mostly important. If it is the protection of civil rights, then it is indeed possible to dispute how far and in what way it can be realised by the deputy and whether it must be applied only to those who signed the agreement or to all citizens as the general social guarantee.

In our case the subject of convention was a socially significant project, and the matter of discussion while signing was if it is profitable and important for a person who is going to sign it.

We came to the conclusion that the Agreement is the instrument to satisfy the demands of convention. The ethical status of applying the Agreement in electoral company depends on the personality for whom it is worked out. Of a superior importance is the ethical principles, which are acknowledged by the candidate, morality of relations between the team and the candidate. Summarising considerations on the ethical theme we should say that in hands of moral people the Agreement is a moral instrument, satisfying the demand in respectful attitude of an agitator and candidate to a voter.