

POSSIBILITY AND PROSPECTS OF USING THE SITUATIONAL APPROACH IN THE ANALYSIS OF COLLECTIVE SOCIAL ACTION

Khyzhniak Oleksandr – PhD in Sociology, Associate Professor, Department of Applied Sociology and Social Communications of V. N. Karazin Kharkiv National University

Possibility of using the situational approach in research of collective social action as an event that occurs in a particular situation is proved. It is emphasized that in the situational approach there is focus on situational differences of certain collective social actions, as well as the differences inherent to the same kind of collective social action in different socio-cultural conditions of its actualization. It is noted that the main condition for the effective application of the situational approach to the study of collective social action is the ability to analyse the specific situation in which these actions occur. It is noted that the practical importance of the use of situational approach to the interpretation of collective social action is that the results can be used to model such actions taking into account the dynamics of the situations in which they are deployed. Prospects and peculiarities of using the situational approach in the study of collective actions are shown by the example of volunteerism as a public-oriented collective social action. Differences of volunteering in different social situations are accentuated, particularly in peace (for example, volunteers of Euro 2012) and during the war (for example, volunteers who help Ukrainian army). There are exponents, according to which a comparative analysis of these differences has been carried out, namely the selection criteria of volunteer movement participants; technology for their selection; social composition of volunteer groups; division of labour between the volunteers; status and self-organization; system of training volunteers; volunteers' interaction with government agencies; forms, types and ways to volunteer social services. It is proved that this or that social situation creates differences in mobilizing members of certain collective actions.

Keywords: situational approach, situation, collective social action, volunteering.

У статті обґрунтовується можливість застосування ситуаційного підходу до вивчення колективної соціальної дії як події, що відбувається у конкретній ситуації. Підкреслюється, що в межах ситуаційного підходу акцентується увага на ситуаційних відмінностях тих чи інших колективних соціальних дій, а також на відмінностях, що притаманні одному і тому ж різновиду колективної соціальної дії у різних соціокультурних умовах її актуалізації. Зазначається, що головною умовою ефективного застосування ситуаційного підходу до вивчення колективних соціальних дій є можливість аналізу конкретної ситуації, в якій ці дії відбуваються. Наголошується, що практична значущість застосування ситуаційного підходу до інтерпретації колективних соціальних дій полягає у тому, що його результати можуть бути використані для моделювання таких дій з врахуванням динаміки ситуацій, в яких вони розгортаються. Перспективи та особливості застосування ситуаційного підходу до вивчення колективних дій розкриваються на прикладі волонтерства як публічно орієнтованої колективної соціальної дії. Акцентуються відмінності волонтерського руху в різних соціальних ситуаціях, зокрема в умовах миру (на прикладі волонтерів Євро-2012) та в умовах війни (на прикладі волонтерів, що допомагають українській армії). Наводяться показники, за якими був здійснений компаративний аналіз цих відмінностей, а саме: критерії відбору учасників волонтерського руху; технології їхнього відбору; соціальний склад груп волонтерів; розподіл праці між волонтерами; стан організації та самоорганізації; система підготовки волонтерів; взаємодія волонтерів з державними установами; форми, види і способи надання волонтерами соціальних послуг. Доводиться, що та чи інша соціальна ситуація зумовлює відмінності у мобілізації учасників певних колективних дій.

Ключові слова: ситуаційний підхід, ситуація, колективна соціальна дія, волонтерський рух.

В статье обосновывается возможность применения ситуационного подхода к изучению коллективного социального действия как события, происходящего в конкретной ситуации. Подчеркивается, что в рамках ситуационного подхода акцентируется внимание на ситуационных различиях тех или иных коллективных социальных действий, а также на различиях, присущих одной и той же разновидности коллективного социального действия в разных социокультурных условиях его актуализации. Отмечается, что главным условием эффективного применения ситуационного подхода к изучению коллективных социальных действий является возможность анализа конкретной ситуации, в которой эти действия происходят. Подчеркивается, что практическая значимость применения ситуационного подхода к интерпретации коллективных социальных действий состоит в том, что его результаты могут быть использованы для моделирования таких действий с учетом динамики ситуаций, в которых они разворачиваются. Перспективы и особенности применения

ситуационного подхода к изучению коллективных действий раскрываются на примере волонтерства как публично ориентированного коллективного социального действия. Акцентируется внимание на различиях волонтерского движения в разных социальных ситуациях, в частности в условиях мира (на примере волонтеров Евро-2012) и в условиях войны (на примере волонтеров, помогающих украинской армии). Приводятся показатели, на основе которых был осуществлен компаративный анализ этих различий, а именно: критерии отбора участников волонтерского движения; технологии их отбора; социальный состав групп волонтеров; разделение труда между волонтерами; состояние организации и самоорганизации; система подготовки волонтеров; взаимодействие волонтеров с государственными учреждениями; формы, виды и способы предоставления волонтерами социальных услуг. Делается вывод о том, что та или иная социальная ситуация обуславливает различия в мобилизации участников определенных коллективных действий.

Ключевые слова: ситуационный подход, ситуация, коллективное социальное действие, волонтерское движение.

The power of situation over collective human behaviour is not fully understood by researchers, but it is huge, as shown by the collective mass protests that have taken place in recent years in many countries around the world. The relevance of the situational approach to the study of collective social actions that have a wide repertoire – from mass mobilization as in the case of «the street democracy» to collective action as the new social movements – is specified by several factors. First, the situational context of collective interactions and relationships is changing, as the social environment in the modern world is characterized by turbulence and uncertainty, which increases the risk of collective social action. Secondly, the role of situational influence on the process of collective social action in different socio-cultural environment is gaining ground.

Situational approach is now seen as general scientific means of knowledge [1]. There is a perception that «there are virtually no studies using situational approach in «pure form». However, it is used to obtain information on a particular situation or measurement of some features of the situation in the context of a particular study» [2]. Situational approach involves the use of situational methodology. It involves the study of events and phenomena in their particular space-time state (environment) and serves as foundation, which is based on market analysis, where it is actively used (e.g. consumer goods, competitive environment and advertising methods (tools) refer to the areas of situational analysis in the design of an advertising campaign) [3, p. 82–83]. Daily activities and current problems of individuals and groups are primarily objects of situational analysis [4]. In some cases, situational analysis is regarded as a part of political analysts.

It should be noted that the situational approach as a probable that depends on chance, the circumstances and the situation became popular largely due to its versatility. After all, it allows us to develop specific recommendations for the use of concepts, principles, methods in social practices, depending on the situation and the external environment. Situational approach acts «... as a set of theoretical, methodological, methodical concepts, which are based on two basic interrelated principles: (1) the situational principle focuses on situational and contextual influences on human behaviour, and (2) the principle of subjective interpretation of the situation in accordance to which the situation should be described on the basis of subjective perceptions of the participants» [5].

N. Grishina has identified the following stages in the development of the situational approach: the first stage – «methodological breakthrough» in the formulation of the problem of «man-environment» (20-30s of the twentieth century.), in particular, the works by K. Levina, U. Tomas, L. Vygotskiy created methodological foundations for the situational approach; the second stage – 70-80s of XX century. (U. Mishel, L. Ross, R. Nisbett); the third stage – the modern stage of development of the situational approach, which is associated with increased interest of researchers from different fields of knowledge to the problem situations, analysing its theoretical and empirical features [5]. At the present stage the most important, in our view, is an attempt to combine situational and systemic approaches, which are regarded as bases of science. For example, N. Solodukho identifies five aspects, emphasizing the relationship and differences between these approaches: «(1) the situational approach is applicable to non-system and system objects when the system is not yet formed, when it appeared and when it broke; 2) the system approach is able to characterize the transition states of one and the same system when the states do not differ qualitatively different from each other; 3) situational approach is able to take into account the role of a set of external and internal factors affecting the system, its operation and development; 4) situational approach is applicable to the result of two or more interacting systems, which components are combined at random, without creating a new more stable system or creating a new system of quality; 5) using the situational approach it is possible to assess internal and external state of the systems, the direction of their processes, temporal and spatio-border aspects of any system» [6, p. 87]. As a collective social action has a rich repertoire, the system-situational approach due to the above-mentioned features has heuristic potential for the diagnosis of a particular social action.

It is hard not to agree with N. Grishina that «the use of the situational approach to the analysis of group processes and group phenomena allows us to see some theoretical gaps in their description and possible clarification of basic concepts» [5]. Situational approach argues that situational factors play a crucial role in the effectiveness of a social action. The evolution of the concept of «social action» can be traced from the rational model of action of M.

Weber and G. Simmel's theory of action to integrative models presented in the theories of Habermas, Luhmann and H. Joas [7]. Thus, L. Ross and R. Nisbett substantiated position of a strong determining influence of the immediate social situation in which the people, and the impact that often comes from the non-obvious or minor features of the situation (such as the presence in it of certain channels that contribute to with the activity of the individual) [cited by: 8]. Today basic concepts of the situational approach have been defined. However, despite the extensive literature on social action, the interrelation problematics between the collective social action with the social situation only marked.

The purpose of this article is to prove the possibility of using of the situational approach in studies of collective social action that takes place in a particular situation.

With the help of the situational approach it is possible not only to explain the phenomenon of collective social action, but also its subjects, process, structure and organization (self-organization). Situational approach suggests that the results of the same collective social action in different situations can vary considerably. Situational approach by linking various techniques and concepts to particular situations of collective actions functioning focuses on situational differences between collective action and within them, allows determining the significant variables of the situation and their impact on the effectiveness of specific social actions. The prospect of a situational approach to the study of social processes is largely due to its ability to consistent, comprehensive analysis of situations that accompany certain actions of subjects, including collective.

At the heart of the situational approach to the research of collective social action is a situational analysis. This approach allows us to explain the collective social action, linking it with the logics of a particular social situation. The concept of «situation» is ambiguous because of its comprehensiveness. «In the situational approach core concept is «situation» as a set of factors that determine changing conditions; concepts of the first central circle are «factor», «state», «conditions», «dynamics»; to the concepts of the second feature circle are «instability», «uncertainty», «blur», «time» and others» [6, p. 86]. Thus, the situation is a particular set of circumstances that affect specific collective social action in a given time and a given location. Because the focus is the situation, situational approach emphasizes the importance of «situational thinking.» Mary Parker Follett in the 20s of the twentieth century put across the «law of situation», according to which «different situations require different types of knowledge» [cited by: 9].

It should be noted that the design of various models of a social collective action is largely determined by the particular situation. Controlled release of the collective energy cannot only regulate the process of preparation and implementation of collective action in each of its period, but also predict the results, as well as the possible risks of its implementation. The author emphasizes the basic features of such controlled collective social action.

1) Controlled collective social action has a particular purpose (system use). It's not just about the institutionalized collective action that is issued in the form of social organization of a particular type, where accountability is supported by a hierarchical structure, a system of vertical communication, chain of commands, rules, etc., but also about social movements, collective events, etc.

2) Controlled collective social action is regulated by rules, regulations, and procedures (both formal and informal).

3) Controlled collective social action is supported by a certain leadership structure (formal and informal).

4) Controlled collective social action lends itself technologizing, its parameters can be adjusted or change.

We can talk about both some of its elements, and the process of its implementation as a whole.

5) The effectiveness of controlled social action depends on how individual actions are integrated into the collective and how this integration is supported (through coercion and free choice, etc.).

Such features reduce controllability of collective social action: loss of collective identity by the members of this action; lack of mutual trust and solidarity in the process of collective action; loss of control on the part of the organizers [10].

Situational analysis involves the study of particular situations, problems in social reality. One of the problems is to be solved by situational analysis is to establish the factors that determine the development of the situation.

In the situation analysis of collective social action temporal features of the event, which is classified as a collective action are important. These features include a number of points, namely: 1) the boundaries of situation that set it apart from some general social process and give an idea of the beginning, end and duration of the event; features of the environment as a set of factors that affect collective action and beyond its borders; 2) partition of a particular situation into stages and selection of key events in the deployment of collective action; 3) selection and structuring of the collective action of key entities (such as criteria of activity, force, impact, etc.); 4) definition of scenarios and the consequent collective action.

The situation analysis used technologies based on the use of both traditional and modern methods of analysis of expert information. Today we can talk about the expansion of methods of fixing a collective social action in the course of its situational analysis. It is primarily a question of broad possibilities of visual methods, because the use of visualization of collective social action takes place in the new information and communication-based network in the area.

By the terms of effective application of the situational approach to collective social action we include the following elements: the ability to analyse the particular situation in which the collective social action is; the possibility of making adjustments in the process of collective social action, depending on the dynamics of the situation.

We believe that the social situation is the result of interaction between different actors and elements of the social structure in a particular social space and time. Collective social action in terms of situational campaign can be seen as a collective response to a socially significant event. The concept of «reaction», according to Jean Starobinskiy, comes in three types of discourse: guilty, not guilty, and a call to action [11, p. 369]. Collectivity of war and peacetime is manifested in different ways [12, p. 319].

Let us apply situational analysis in order to identify the social context of collective social action as an example of volunteering in peacetime and in a military conflict (for example in modern Ukraine) [13].

Activation of the voluntary movement is a global trend, but it manifests mass mobilization in different social situations in different ways. The social context of voluntary movement is evident when comparing this phenomenon in peacetime and in a military conflict. Analysis of empirical sociological survey conducted with the author, allows to characterize the voluntary movement in different social situations, namely during peacetime in Ukraine in Euro 2012 and the military conflict in Eastern Ukraine in 2014-2015. Comparative analysis reveals indicators of the voluntary movement differences in different social situations such as criteria for selecting participants; technology of selecting participants; social composition of groups of volunteers; division of labour; status and self-organization; training volunteers; volunteers interaction from state institutions; forms, types and ways to volunteer social services (Table. 1).

The features of a voluntary movement during the war are given with the results of empirical sociological survey carried out with the author by Kharkiv regional public organization «Agency of social engineering» Right to Choose» (September 20 – October 4, 2014; interviews face- to-face, n = 1004, proportional sample of the population structure by sex, age and place of residence). The massive nature of volunteering acquired during «Anti-terrorism operation» (ATO), which contributed to the consolidation of Ukrainian society in terms of external aggression to the East of the state. Almost 26% at the time of the survey, according to their testimony, provide personal assistance to immigrants from the area and 17% - to the participants of ATO (army). The most common were such forms of assistance as: transfer of goods and food to refugees (44.1%), transfer of money to charities (37%), provide housing (32%), participation in charitable and patriotic actions (patriotic demonstration, rallies etc; 6%), participation in organizing and conducting charity events (6%). Just went to the zone ATO as volunteers to assist soldiers 6%.

Table 1.

Comparison of the collective social action in the form of volunteering during a Euro 2012 Ukraine and Anti-terrorism operation (ATO-2014)

Components	Volunteering during Euro-2012	Volunteering during ATO-2014
Criteria for selection of participants	Strict selection criteria	No criteria for selection
Technologies of selection	Technology developed by UEFA and realized by special commissions	No specific technology
Volunteer Group	Volunteers - a special group selected according to certain features of volunteers	Group has no age or other restrictions
Division of labour	Volunteers specialized in one or other types of works (services)	The division of labour, specialization absent or spontaneously formed according to the situation and opportunities by the volunteers themselves
Level of organization	Highly organized by UEFA and national comities	Volunteer organizations appears and operate on the basis of self-organization
Education	Special training programs	Special training programs is absent
Interaction with authorities and different government and state institutions	High level of interaction	Interaction situational or non-existent

The social context of volunteering affects not only its intrinsic features (voluntary, focus on service assistance, matching those expectations, coordinating collective action of various governmental and non-governmental institutions, focus on socially significant result), but the mechanisms of mass mobilization of volunteers. Both individual and collective volunteers during the war (1) are particularly popular and require

expansion of services by volunteers, especially in unavailability of public institutions to act in situations of war; (2) it is based largely on the social self, social activity, patriotism and social responsibility of its participants. Mass mobilization of such social project «Volunteering» requires institutionalization according to the nature of the social situation and public reaction on it. Volunteering serves as a publicly oriented collective social action.

Conclusions. Situational approach orients the same problems as those, which are to be solved by means of collective social action to implement differently in different social situations. The social situation as the system of social conditions that determines the features of the particular collective social action can be peaceful and non-peaceful. The situational approach is important to explain the design and monitoring of collective social action, because it gives the possibility of direct application of conceptual principles to specific situations and conditions.

Many researchers believe that the situational approach is closely related to system and process approaches [14]. The situational approach has its own problems, so further deepening scientific knowledge about the mechanisms of functioning and development of collective social action, in our opinion, requires the identification of the three basic approaches – the process, the system and the situational one. This may be the subject of further research to find answers to the question «What is the collective social action and what are its possibilities and perspectives in contemporary crisis society?» This will help to expand the idea of situational modelling of different types of collective social action.

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