



RĪGA STRADIŅŠ UNIVERSITY
INTERNATIONAL STUDENT CONFERENCE
HEALTH AND SOCIAL SCIENCES

ABSTRACT BOOK

Social Sciences

5 April 2017



RĪGA STRADIŅŠ
UNIVERSITY

RSU SP

RĪGA, LATVIA

Rīga Stradiņš University International Student Conference “Health and Social Sciences”
(Rīga, 5 April 2017): Abstract Book – Social Sciences. – Rīga: RSU, 2017, 28 p.

Authors are responsible for their Abstracts.

Layout: Ilze Stikāne

RSU IPD Nr. 17-073

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Rīga, Dzirciema Str. 16, LV-1007

ISBN 978-9934-8678-1-1

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PREFACE

Dear participants,

It is my great honor and pleasure to welcome you all on behalf of Rīga Stradiņš University to the International Student Conference *Health and Social Sciences*. As the hosts of this event we take great pride in the fact that the RSU Student Conference has grown to become the largest student conference in the Baltics. More than 500 submitted theses, around 400 young researchers and over 1000 attendees – these figures clearly indicate that we have not only satisfied the set target, but even exceeded the current framework and might consider a multiple-day event in the years to come.

In figures, students from 22 countries responded to our invitation to submit theses for the conference with scientific works from 15 countries, which turns the event into a buzzing international hub that facilitates exchange of knowledge, generation of ideas and expansion of professional networks. *International* is by no means a coincidence, neither in the title of the conference, nor in the strategy of RSU. The universities of tomorrow need to think globally, and for that particular reason we put export of education and research high on our agenda. Only by going global we can achieve a vibrant economy, healthy society and individual welfare.

I wish you all a successful conference and fruitful discussion! May it pave the road for future research in both healthcare and social sciences!

Professor Jānis Gardovskis
Rector of Rīga Stradiņš University

Dear participants, colleagues and friends,

We are very honoured to welcome you at Riga Stradiņš University International Student Conference *Health and social sciences* 2017. This year marks the 66th time the annual student scientific conference has been organized in our university. For the 3rd year the conference is held on an international scale. Expanding internationally for us means aiming higher and to rising the quality standards of the conference year by year with the help of Rīga Stradiņš University teachers together with leading professors from Europe. We are thankful to all the doctors and experts without whom this event would not be possible.

We, the students of the RSU Student council, are proud to organize and host such a massive event, giving students from Lithuania, Estonia, Poland, Norway, Ukraine and other countries an opportunity to share their knowledge and experience. This year our conference has already experienced enormous interest from all over the world by getting more than 500 abstract applications submitted. More than 180 of which coming from more than 20 countries That means you have already passed a very close competition to have your abstract accepted. Both of you, health science and social science participants, will be able to enjoy the event together, share your achievements in health sciences and social sciences, discuss with world-renowned professors, participate in workshops and take part in plenty of other activities.

You will not regret a decision to be a part of our conference, and we wish you all the luck in presenting your scientific work. Enjoy your time at RSU ISC 2017 and make the most out of this experience by gaining more knowledge and meeting new friends and future colleagues!

Artūrs Šilovs

Chair of the Organising Committee

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PASSISTING POVERTY AND HUNGER IN AFRICA

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Keywords. Poverty, Africa, income.

Abstract. Poverty is a condition characterised by a lack of basic needs and insufficient access to social and economic services. This paper assesses the issues impacting on higher levels of poverty and hunger, and suggests an alternative policy framework for improving the wellbeing of the Africa's poor with Uganda as a case study.

Introduction. The vast Uganda population lives in abject poverty and hunger. About 70 % are rural dwellers, with limited access to income, education, health care and nutrition. The new world configuration of a common market – "Global village" raised hope for a better life for many living in poverty. However the major challenges facing government are its planning inefficiencies bleeding the high levels of poverty and hunger in a sustainable manner. The majority of population in general are confined to low income jobs and worst affected by unemployment and landlessness as a result of bad policies. The policies deprive people of their land, keep them out of skilled work and confine them to urban ghettos.

Results. Poverty and hunger have been a pervasive and growing threat to humanity in the African region. The situation requires more encompassing operational and monitoring instruments aiming to design intervention initiatives. The study seeks to identify the current gaps and to share its experience with governments about the persisting poverty and hunger, and to forge sustainable solutions to the challenges.

Summary. This paper aims to develop integrated strategies of sound sustainable management of the environment, resource mobilisation, employment, and income generation for all poverty stricken areas. Furthermore, there is a need to provide all persons with the opportunity to earn a sustainable livelihood.

COMPANY'S "AMORALLE" COMPETITIVE ADVANTAGE

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Introduction. Competitive advantage is an important factor to attract consumers. Competitive advantage means that consumer would prefer one product over another product because of specific advantage that attracts consumer. Nowadays, when the market is highly competitive and consumers have access to a wide range of similar products, it is important to create competitive advantage in order to differ from competitors. "Amoralle" has established company based on quality, originality and exclusive design which is company's main advantage. However, maintaining this competitive advantage is difficult because new companies with similar products are constantly developing.

Aim. To carry out the research on company's "Amoralle" competitive advantage and to analyze its impact on the business development of the company.

Materials and methods. In the research such methods were used: *monographic analysis* method for the literature review, *analytical method*, including SWOT analysis, Porter's five forces model, financial performance analysis to investigate the competitive advantage of the company, as well as *interviews* to find out various opinions on the research topic.

Results. "Amoralle" is an exclusive underwear, nightwear and clothing manufacturer. In the research for the company's competitiveness and competitive advantage evaluation the SWOT analysis, Porter's five forces model and financial performance analysis were applied. SWOT analysis showed that company's strengths are values that consumer appreciate and is willing to pay for it, therefore exporting products to foreign market would be a great success. However, company need to bear in mind different cultural and fashion characteristics and adapt production to certain country and target audience. In Latvian market there are no Latvian competitors that could compete in all aspects – quality, design, handmade, price. Main competitors are only two foreign brands "La Perla", "Chantelle". Financial performance analysis showed that company's turnover in 2015 has increased for 57.34 % since 2014, and reached 1 813 823 EUR in 2015. Since "Amoralle" spent 1 814 279 EUR in 2015 on production costs, company's profit was negative.

Conclusion. "Amoralle" competitive advantage is combined high quality, easy accessible product, handmade, exclusive design and multifunctional product. Combination of factors create company's success in Latvian and foreign markets. But it is important for the "Amoralle" to reduce production costs in order to make a profit and improve competitive advantage in long term.

INNOVATION PERFORMANCE IN LATVIA (COMPARING CONTEXT WITH EU MEMBER STATES)

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Keywords. Innovation, economic growth, innovation index.

Introduction. All society development depends on human mental and technological achievements, where base is innovative activity. In Latvia innovation is important for ensuring economic growth; the EU has set up innovation as priority to be competitive globally. To measure how innovative are Latvian enterprises, it is analyzed in the context of the EU.

Aim. Based on economic literature analysis about innovative entrepreneurship, analyze performance of innovative enterprises in Latvia (in context with EU Member States), assess weakness in innovative performance, and make suggestions to improve innovative entrepreneurship in Latvia.

Materials and methods. Theoretical research method includes economic literature analysis, as data collection methods are used secondary data collection and documentation analysis, as data processing methods are used statistical analysis, secondary data analysis, including mathematical (logarithmic) analysis; graphical analysis.

Results. According to innovation index, highest innovative performance in Latvia was in 2014, when value of innovative index was 0.272. This value is 2.7 times smaller than in Sweden; 2.48 times smaller than in Germany, and 2.3 times smaller than in Ireland. According to innovation index, innovative performance in Latvia (2014) was 49 % from the European Union average. Even though innovative performance in Latvia is the lowest (from countries analyzed), annual growth between 2007–2014, was the highest (3.4 %). But innovation leaders: Germany (0.56 %), Sweden (0.33 %), Ireland (1.39 %).

The lowest scoring on innovation index for Latvia was in following dimensions: innovative sector performance, cooperation on scientific research and innovation. In countries where innovation index is higher, government spending on research and development (R&D) were higher. For Latvia, to achieve development level of innovation leaders (Germany, Sweden), with growth rate of 2014 (2–3 %), necessary around 70 years.

In 2012 from all companies, innovative were 30.4 %. Of those companies, 50 % were with number of employees above 250. Balance between large enterprises and SME's is similar for employed persons and productivity (turnover per employee). That suggests: to improve innovative system and performance in Latvia, necessary overall innovation system improvement.

Conclusion. To stimulate innovative performance in Latvia it is necessary to increase government spending on research and development (R&D up till 3 % of GDP) using progressive increase; it's necessary to stimulate scientific and research cooperation (achievable through Latvian Investment and Development agency) and to attract more scientists and entrepreneurs to technological parks; it is necessary to develop advantageous crediting system for innovative enterprises (through financial institution *ALTUM*) – special crediting solutions for innovative enterprises.

COMMUNICATION AND ITS IMPACTS ON WORLD ECONOMIES

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Keywords. Impacts, Africa, social marketing.

Abstract. This paper is intended to give an insight of how communication has helped the economic growth of most African countries these. In the current global economy, the ability of the communications sector to catalyze the process of economic growth and development is a vital factor.

Introduction. The current information revolution sweeping the rest of the world with its opportunities and challenges has covered Africa too, although the existing infrastructure, socio-economic, cultural and political situations on the continent due to limited resources, pose major difficulties in introducing, implementing and diffusing new technologies for that purpose.

This paper examines the impact of communications on economic growth and development of Uganda by use of time series where; employment rates in communications industry will be used as a proxy for human capital, volume of calls/SMS as a proxy for integration into the world economy and gross revenues as a proxy for investment. The paper captures the impact of communications on economic growth and development and data will be gathered for the period ranging from 2000 to 2015.

The paper seeks to study the impact of communications (with special emphasis on mobile voice telephony and data communication) in the economic growth and development of Uganda.

Summary. Although Health communication and social marketing may have some differences, they share one common goal of creating social change by changing people's attitudes and this has helped the Uganda local communities.

FOUNDING AND MANAGING SUCCESSFUL START-UPS: NEED FOR HIGHER EDUCATION

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Keywords. Entrepreneurship in education, higher education in start-ups, start-ups in Latvia.

Introduction. The fact that start-up ecosystem in Latvia evolves, is important component of entrepreneurship and is a topical subject can be explained according to 2015 and 2016 events. For example many start-up conferences like “TechChill Baltics” took place in Latvia, word *start-up* was translated in Latvian, start-up association was officially registered, the Government approved state support program, the Law on Aid for Start-up Companies which entered into force on 1 January 2017. In Latvia currently are approximately 240 start-ups. The environment in which they operate becomes visible and understandable not only for small or professional groups of people, but also for wider society.

Aim. The aim of the research was to find out the role and need of higher education in founding and managing successful start-ups, also – what is the issue of higher education's role in founding and managing successful start-up.

Materials and methods. In this research quantitative and qualitative data analysis was used. For quantitative data analysis 164 respondents from start-ups in Latvia took participation. For qualitative data analysis 2 start-up founders and experts were chosen, such as, company's “Anatomy Next” founder and LIAA investment adviser.

Results. Analysis of the research shows that ~63 % respondents have obtained higher education. 52 respondents are currently studying to get a Bachelor's or Master's degree, but only 8 of all respondents don't have higher education diploma. Asked about the benefits and skill that higher education has given to them, the most popular was theoretical knowledge of the courses, the ability to understand how to found, plan and manage the business. 20 respondents who have higher education diploma said that they gained no benefits or skills from time spent in university. 51 respondent claimed the need for courses which would give opportunity to acquire business-building and management skills. It was also referred to the practical courses, for example, simulation games, practices and case studies about entrepreneurship. More than half of respondents (55 %) answered that higher education is required. The most popular reason is obtained an understanding of different things (timing, versatility etc.). 68 respondents believe that higher education is not required, they believe that with desire and commitment aims can be achieved in higher level, and that everything depends on a person.

Conclusion. In expert interviews obtained information is extensive, which indicates that there are a lot of opinions, but all of them are mutually acceptable. All these diverse people, however, are part of start-up environment that is able to adapt to different circumstances. According to questionnaire gathering higher education is in addition to any field workers, because it gives not only theoretical and practical knowledge in a particular area, but complement each person's personality, the overall view of things, work ethic and enhances the potential for high achievements in the professional field. Hypothesis – obtained higher education is important when founding and managing successful start-ups – is confirmed.

ASPECTS OF HIGHER EDUCATION MARKETING IN LATVIA

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Keywords. Marketing communications, higher education, study selection.

Introduction. As the population of Latvia declines, the number of students also reduces, that increases competition in the field of higher education. In 2016 only 8000 out of 20,000 high school graduates applied for public higher education institutions in Latvia. Offer of the Economics and management programs is vast, so educational institutions contribute to the marketing communication activities to attract potential students.

Aim. The aim is to evaluate the impact of the aspects of higher education marketing on student choice of study selection in Economics and Management Bachelor program segment. Economics and Management Bachelor programs of Rīga Stradiņš University, University of Latvia and Turība University are studied.

Materials and methods.

1. Descriptive research method is used for gathering the theoretical literature of various authors about education marketing.
2. Empirical research method – direct questioning. This quantitative method is used to study trends in obtaining information about the Bachelor programs.
3. Graphical method is used to reflect the results of empirical research.

Results. Research shows that crucial aspect of higher education marketing in Latvia is testimonials from graduates. Potential students more rely on peer opinion about the study environment rather than other aspects of the education marketing. In search for information on the study program, it is essential what current students and alumni tell about it.

Conclusion. To make higher education marketing more effective, institutions of the higher education should take care of the current students first, encouraging positive feedback during studies and after the graduation.

II. COMMUNICATION

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UNDERSTANDING OF PUBLIC RELATIONS AND THEIR ROLE IN BUSINESS AMONG THE LATVIAN BUSINESSMEN

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Keywords. Public relations, strategic communication, level of understanding, Latvian businessmen.

Introduction. Research made in Europe shows that communication professionals in Europe think that insufficient understanding of PR among the top management is one of the key factors what affects professionalization of communication management negatively. The understanding of public relations can be considered the missing link in the field research. There was no specific research made where understanding of PR among the businessmen was measured by questioning entrepreneurs themselves. That's why during this research new research instrument (Questionnaire) was designed.

Aim. The aim of the research is to characterize and analyze the level of understanding of PR among the Latvian businessman based on a scientific literature and empirical study and give suggestions for further research and improvement of level of understanding for businessmen.

Materials and methods. Paper consists of theoretical and empirical part. Theoretical part consists of overview of PR concept and role in the enterprise. Empirical part consists of three in depth interviews with experts (Jurģis Liepnieks, Dagnija Lejiņa and Ieva Stūre), comparison of survey results for Latvian businessman and group of experts – both international (like Dennis L. Wilcox, Zah Kahar, Greg Simons) and Latvian experts (Rita Voronkova, Ieva Kustova, Inga Latkovska, Ruta Siliņa and Ojārs Stūre). Methods as descriptive statistics and correlation analyses have been used.

Results. The trend was discovered, that PR management level in organization is directly related with understanding of PR. Also the higher in the management level in the company the public relations specialist or department is, the more satisfied with their work is businessmen. Latvian entrepreneurs recognize that public relations is an essential part of management, but only partly understands the relationships with other management functions. According to the theory and the expert survey answers management capabilities are considered one of the most important qualities which are necessary for public relations professionals. However, business survey results show – only 36% of those surveyed thought alike. Based on the survey findings, we can conclude that, overall, Latvian entrepreneurs have no negative attitude towards public relations, however, the information in the public space have a negative impact on their views.

According to the theory research it is considered to be a core function of public relations, but only 13% of respondents believe know how of research techniques is important for public relations specialist.

Although 50% of the businessmen agreed that PR's main task is to develop mutual understanding between the organization's management and interested parties (two-way

symmetrical – the ideal model), significant part thought that the public relations mission is simply to inform the public (public information model).

Entrepreneurs see the importance of public relations in shaping the company's reputation, as well as influencing trust indicators, relations with stakeholders and brand value, however, sees only a partial return on the organizations financial results.

Conclusion. Answers of respondents showed that in general understanding of PR among the Latvian businessmen can be evaluated positively. Among many questions entrepreneur's answers were close both to theoretical statements and expert group answers. However, among some questions the regularities have been discovered, what should be researched more deeply.

CREATION OF MYTHS BY MEANS OF MEDIA

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Keywords. Media, movies, myths, propaganda, communications.

Introduction. Media is the complex of audio-, TV- and visual communications. But it should not be perceived only as mass-media in its traditional meaning. It stands for the substance, which transmits the power or influence. Nowadays media is not only informing the society, but also programming it; it is not only describing the situation, but also creating it. Nowadays media is creating myths.

Aim. The research aims to prove that myths are being massively created and distributed by means of so called 'propaganda 2.0' – movies, TV series etc. The research also aims to focus on the Russian content of 'propaganda 2.0' and study its influence on Russian and Ukrainian society.

Materials and methods. The research is based on the materials provided by Ukrainian media experts and communication scholars. The most of publications on this topic belongs to PhD in Philology professor G. Pochepcov. We used his theoretical concepts as a basis for this paper. We used the method of quantitative and qualitative content-analysis to study specific kinds of existing content produced by Russian Federation (films and TV series) and to detect the myths it transmits.

Results. Creation of myths by media, mainly through the means of so called 'propaganda 2.0', is evident and is used broadly for achieving certain aims. During the USSR there was a huge shortage of material necessities, which was compensated with an enormous amount of non-material things in terms of propaganda and ideology. Russian Federation as a successor of the USSR continues to encrypt particular messages in different kinds of media content (especially in TV series, movies and songs), creating by means of this new ideological myths. The myths are being created massively during the informational attacks, most of which were targeted also on the audience of Ukraine (especially eastern regions). New media (films, series and cartoons) is now modeling the behavior of the viewers. Among the studied kinds of content there were: famous Russian TV series 'Brygada', 'Ulytsy razbityh fonarey', 'Soldaty', 'Kursanty' etc. – all these examples were produced with certain ideological goal and with certain messages and myths incorporated. The research showed that the task of these products was to change

the perception of the Russian police, to improve its image for the inner audience. And what is also important is that it actually reached its aim – these series were very popular among Russian and Ukrainian audiences, people liked the main characters and sympathized them, so here is the confirmation this type of content influence.

Conclusion. The hypothesis whether the myths are being massively created and distributed by means of so called ‘propaganda 2.0’ – music, movies, cartoons, TV series etc. has been fully confirmed. The research also showed that this type of media content is very influential on large audiences. The main myths it transmits were also detected.

VALUES, MEANING IN LIFE ORIENTATIONS AND SELF-ATTITUDE IN YEAR 1998 AND 2015: A LONGITUDINAL RESEARCH

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Keywords. Values, meaning in life orientations, self-attitude.

Introduction. The subject of the study “Values, meaning in life orientations and self-attitude in year 1998 and 2015: a longitudinal research” is studying important values, meaning in life orientations and self-attitude in young people in 1998 and to the same participants in 2015 when they were adults. On the individual level the role of values is dual: on the one side values describes how person is integrated in to society and on another side – interpersonal relationships (*Rokeach*, 1968). Many of Latvian psychologists have been studying values since the end of XX century and beginning of XXI because different socioeconomic changes appeared in Latvia between 1998 and 2015. Many studies about values and value relationships with social, political, economic, cultural and other factors were published in past decade (*Karpova*, 1994; *Tunne*, 1999; *Jirgena*, 1999; *Jirgena & Mārtinsone*, 2007; *Ļevina, Mārtinsone, Mihailova & Gintere*, 2015; *Pētersons*, 2015). Many important previously conducted studies proved the connection between values and self-attitude (*Тухомандрицкая*, 2000) and between values and meaning in life orientations (*Черкасова*, 2015) and discovered that they are also related to person's age, activities, education level and motivation level (*Миронова & Дондупова*, 2010; *Комиссарова*, 2011; *Журавлева*, 2013; *Черкасова*, 2015). All these findings let us to discuss that values that person thinks are important (in adolescence) may be connected and even prognosticate meaning in life orientations and self-attitude (in adulthood).

Aim. To conduct a comparative longitudinal research on individuals' values in 1998 and 2015, at the beginning when they were adolescents and then in adulthood, in order to answer the following questions: what values, meaning in life orientations and self-attitudes were in 1998 and 2015; what important values in 1998 allow to prognosticate meaning in life orientations and self-attitude in 2015.

Materials and methods. Participants of the study were 11th–12th form students in 1998 in age 16–18 years old; in 2015 – same people for seventeen years older in age 33–35 – 30 respondents ($M = 33.9$; $SD = 0.61$). Questionnaires used: “Compliance level between “important” and “achievable” values in different aspects of life” (*Фанталова*, 1992), “Meaning in Life Orientations” (*Леонтьев*, 1992) and “Self-Attitude Investigation Method” (*Пантилеев*, 1989).

Results. The main results showed that in important values changed in adults: health ($z = -3.21$, $p = 0.001$), self-confidence ($z = -3.25$, $p = 0.001$) and wisdom ($z = -2.02$, $p = 0.04$) but other values were permanent. Important values in year 1998: "Happy family life", "Love", "Good, reliable friends"; in year 2015: "Happy family life", "Health", "Love". In 2015 significantly changed overall meaning in life ($z = -2.86$, $p = 0.004$). Changes in self-attitudes are characterized by significant changes in: "self-regard" ($z = -3.78$, $p = 0.000$), "self-sympathy" ($z = -2.35$, $p = 0.02$), "self-denial" ($z = -1.94$, $p = 0.05$). Important values in 1998: "Active life", "Good reliable friends", "Materially independent life", "Creation" allow to prognosticate "Meaning in Life Orientation's" and "Self-attitude's" in 2015.

Conclusion. Results showed that important values mostly stay the same during the life. Differences in "Meaning in Life Orientations" show that overall meaning of life changes except the emotional attitude to life. Differences in "Self-Attitude's" scales show that global changes in personality appears during the life. As well, important values in adolescence can prognosticate meaning in life orientations and self-attitude factors in adulthood. These findings can be useful for prognosticating future tendencies of today's youth.

REPRESENTATION ANALYSIS OF ASYLUM SEEKERS IN DAILY NEWSPAPERS "LATVIJAS AVĪZE" AND "VESTI SEGODNA" IN NOVEMBER 2015

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Keywords. Asylum seekers, critical discourse analysis, printed media.

Introduction. Migration problems in European Union (EU) was one of the main topics in 2015. EU borders were crossed by one million asylum seekers from third-world countries and mass media worked as a tool to explain and inform society. Media can be the only source of information on certain topics for people without personal experience, however media discourse is made from positions of power, and do not add to empathy for this group. Printed media have limited space to give a specific message, and use photographs to illustrate news, and through visual content, headlines and photo captions it is possible to make up an image of a hostile and attacking group.

Aim. Using multimodal critical discourse analysis principles and visual grammar metafunctions, analyze the trends of asylum seeker photos, their captions and article headlines published in November 2015 in daily newspapers "Latvijas Avīze" and "Vesti Segodna".

Materials and methods. Analysis of 2 Latvian daily newspapers "Latvijas Avīze" (written in Latvian) and "Vesti Segodna" (written in Russian) is based on ideas on visual grammar by Gunther Kress and Theo van Leeuwen, which include analyzing two (or more) modes in a single media, in this case – photo captions, headlines and photographs in news media. Additional traits analyzed are mentions of illegal activities, and presence of men, women or children in textual and visual information.

Results. "Latvijas Avīze" has published a two article series on living conditions in migrant camps, however, the opinions of migrants themselves are presented only using reported speech. Direct speech is used for quoting German citizens, repeatedly emphasizing

their nationality. It is also used in “Vesti Segodna”, but is misleading due to presenting the views of the author as views of the migrants. Both analyzed newspapers mostly portray migrants as distant groups, rarely as individual representatives, this causes alienation and does not facilitate any emotional ties. Both “Latvijas Avīze” and “Vesti Segodna” create a barrier between people in photos and the reader, the divide is represented by real barriers (bars, fences, barbed wire), which shows the distinction between “us” here and “them” there. One headline in “Vesti Segodna” uses biblical references and the attached photo shows a woman with a child in her hands, associated with the representation of Madonna with child in Christian iconography. “Latvijas Avīze” does not touch upon religious topics when writing about asylum seekers. “Vesti Segodna” puts an emphasis on the dangerous migration situation in the EU, with four out of nine photos showing security guards or policemen facing groups of men, prompting the reader to consider the migrants as dangerous and that controlling them requires additional security forces. Both newspapers stress the importance of migration topics by placing the articles at the top of the page, in two cases – on the cover page.

Conclusion. The differences existing in Latvian bilingual media space are also seen in the migration discourse. Both newspapers give great importance to this topic, but tell about different problems. “Latvijas Avīze” tries to explain the living conditions of migrants, neglecting their opinions, while “Vesti Segodna” makes migrants a business product and raises concerns about the EU policy. However, both newspapers use methods that do not facilitate empathy, ideologically separate “us” and “them”, and regard migrants as a group, not individuals.

MOTIVATION AND DETERRENTS TO ONLINE INTERACTION ON THE EXAMPLE OF CROWDFUNDING

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Keywords. Crowdfunding, theory of rational benefits, theory of common interest, homophily.

Introduction. The constant evolvement of ICT produced new digital methods of human interaction. One of them – crowdfunding – was analyzed in this study. Awareness the sociological content of crowdfunding can be a prerequisite for realizing its unpopularity and understand the triggers, why people still continue to be involved in crowdfunding.

Aim. The key aim was to find out the potential of modern sociological theories for the conceptualization of the phenomenon of crowdfunding. Based on the empirical research the features of crowdfunding in Ukraine were studied and the potential of network and grounded theory were evaluated.

Materials and methods. Grounded theory (*Glaser and Strauss*) was picked as an etalon for this study. Hence, there was no null-hypothesis. The research itself included two parts: independent quantitative and qualitative studies. The quantitative part was aimed at measuring the level of awareness regarding crowdfunding. This was made through Internet-survey. Overall, there were 203 respondents aged 18–34.

The qualitative part was aimed at realizing the major motivation and deterrent factors to crowdfunding. The respondents were introduced by 2 authors of the projects and 2 sponsors. All of them were interviewed separately by the method of semi-structured focused interview.

Results. Overall, it appears that most of the respondents know about crowdfunding (54.4 %). However, trap question showed that only 65 respondents named at least one crowdfunding platform, indicating that only 31.8 % of respondents indeed know about crowdfunding. Talking about sponsors, only 17 people (which is 8.3 %) has at least once become a sponsor. Moreover, three of these sponsors believe that there is no crowdfunding platform in Ukraine. In general respondents think that crowdfunding is not popular in Ukraine, because it is still a “know-how” (132 respondents – 64.7 %) and the economic situation is not relevant for crowdfunding (104 respondents – 51 %). Only 11 respondents (5.7 %) believe that it is popular in Ukraine.

The semi-structured interviews of authors showed that the key motivation factors are feeling of support, understanding the needs of society and creation of wealth for their own kind. The deterrents were introduced by bureaucracy, loss of time and fear of rejection. The sponsors were motivated to donate money because of sense of involvement in major projects and the desire to push small business in Ukraine. Deterrents included fear to be fooled, and the laziness.

Finally, the lack of IT education accompanies ignorance of crowdfunding. According to the theory of rational benefits, nation sees no benefits from crowdfunding, which is the root of its unpopularity.

Conclusion. Network theories were relevant during the analysis. *The theory of rational benefits* justifies that individuals (authors) want to expand their social capital. *The theory of common interest* claims that sponsor gets the feeling of involvement in the projects and the authors get funds. Finally, *homophily theory* underlines that sponsors are tended to give funds to people similar to them.

IMPROVING BUSINESS EFFICIENCY IN RELATION TO THE ERGONOMIC SOLUTIONS IN COMPANY LATSWIM

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Keywords. Ergonomics, business efficiency.

Introduction. Ergonomics play a significant part when it comes to the process management and productivity improvement in the companies. Poor human resource and environmental management decreases the efficiency of the business, which affects the growth of health problems that arise due to the work overload, accidents, mental health disorders and fatigue. Continuing to expose an employee to monotonous work operations, hazardous body postures, can lead to the negative impact on an individual's labour capacity, performance, and also on the company's overall productivity. Having no established management system that would provide a balanced interaction for the human resources and the environment, are unable to meet the client's demand and realize the company's goals.

By implementing these solutions in business has to be an integral part of the company's management by positively changing employee's behaviour through emphasizing loyalty towards the company and welfare provision. It is essential to seek new methods on how to promote the growth of the organization's economic efficiency and maintaining the existing human resources.

For a sporting goods retail company, it's crucial to maintain a balanced interaction between human resources and the environment in a way that would not reduce the productivity. Moreover, it's important to enhance the environment, so that the employees would be able to simultaneously develop to their full potential and productivity. Improving conditions, the company not only constructs the work environment for the already established well-fare norms, but also boosts the efficiency of the business - generating a higher profit and increasing other financial indicators.

Aim. Examine the business efficiency of Ltd. Latswim based on the theory analysis, and to determine the necessary ergonomic solutions for its improvement.

Materials and methods. Monographic and quantitative research method, graphical method and special ergonomic evaluation methods have been used in the research.

Results. The research is currently still ongoing, but the mid results imply that the growth of the direct competition in the Latvian market, the company Latswim is in need to increase the business efficiency with ergonomic solutions, so it can prevent decline of the management process and work efficiency. By the implementation of new ergonomic solution investments in management, proves that the investments will pay off shortly, and will provide the organization with an annual economic effect. For example, in order to efficiently achieve the company's financial and strategic goals, it is significant to advance the employee satisfaction by reducing the frequent staff turnover and sickness, and the satisfaction of the customers served will be highly improved, as they will more frequently return to the company to purchase goods.

Conclusion. Work environment with ergonomic solutions can reduce the growth of staff turnover and the morbidity or the number of overworking cases. By improvement's in company Latswim, it's possible to reduce not only the type and the number of errors made during the working hours, but also the further outcome, which can increase the working capital and reduce the costs of errors.

III. POLITICAL SCIENCE, INTERNATIONAL RELATIONS

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BUILDING COLLECTIVE MEMORY OF TURKEY: THE PLACE OF THE ARMENIAN GENOCIDE

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Keywords. Turkey, politics of memory, Armenian genocide.

Introduction. The connection with the past and the interpretation of the latter play an important role in the political discourse of any state. It may even define a geopolitical situation in a particular region. The policy about history is primarily used to legitimize the actions of the existing power, while the politics of memory – to form a collective identity, which is designed to support the regime. In some cases, history becomes a tool in the hand of politicians. Thus, selected periods of history are used in construction, maintenance and reproduction of national or ethnic identity. In this work, I will look at how an official narrative about historic past is affected by regime change. The hypothesis of this work is the more one regime changes, the more the official narrative about historic past is transformed by the government.

Aim. The aim of this work is to analyze how the official Turkish narrative about the Armenian genocide has been transforming since the formation of the republic and which factors influenced its diversification.

Materials and methods. As the main concept of this research is politics of memory, the resources will be chosen accordingly. It means that in order to see how the narrative changes, the author will consider different sources of collective memory transmission: history textbooks, memorials, commemorative rituals, media reports, speeches of government spokespersons (including president, prime minister, party leaders etc.).

Results. The anti-Armenian discourse is a top-down policy, stated by the government. The analysis of four stages of the changing of the narrative showed that there were two milestones, when the whole discourse transformed completely: after the military coup in 1980 and after the AKP party came to power. This result justifies the hypothesis that the regime change affects the way of using the historic past.

Conclusion. The official narrative about the Armenian genocide in Turkey has been changing since the events of 1915 and in some cases, was used as a political weapon to unify the nation against the threat. The country's government officially denies and penalizes all attempts to call the events of 1915 genocide, as well as Armenian belonging to their territory. At the same time there are many scholars, activists and even citizens, who disagree with this politics. In both cases local municipalities were initiators of showing respect and reconciliation with the Armenians. However, it was not welcomed by Ankara.

INTERACTION OF INTERNATIONAL TERRORISM AND MASS MEDIA

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Keywords. Manipulation, media, sensations, terrorism.

Introduction. Modern terrorism is a certain type of political communication, a way to send the message to a targeted audience. Therefore, this phenomenon contains the informational aspect that began to emerge with the development of communication technologies.

Previously there were two subjects in the act of terrorism – the terrorists and the population. Now we have the third stakeholder here – the media as the necessary transmitter of the terrorists demands and messages.

Aim. The research aims to prove that there is a specific kind of interaction between the mass media and terrorists. These two stakeholders equally ‘needs’ each other – terrorists need media to distribute the ideas and fear, while the media seeks for sensations.

Materials and methods. The research is based on the materials provided by Ukrainian media experts and international relations scholars. The most of publications on this topic belongs to *PhD* in Philology professor G. Pochepcov. We used his theoretical concepts as a basis for this paper. We used the method of quantitative and qualitative content-analysis to study media content connected with terrorism.

Results. It was proved that there is a specific kind of interaction between the mass media and terrorists. Firstly, media needs terrorists. Terrorism meets the three basic requirements to become “supernews” for the media. It is a topic with high rating as it combines all the necessary dramatic elements. According to statistics, after the events of September 11, 2001 terrorist attacks were the number one news media topic around the world. Also in terms of the commercialization of the media the armed conflicts, disasters and the global terrorism is the most popular news, therefore, they bring huge profits for media conglomerates. Secondly, terrorists also need the media because without media coverage, the impact of terrorist attacks would be meaningless, and would not reach a wide target audience. So, the media do their advertising, popularizing of terrorists horrific acts, while the number of victims and survivors, active portrayed in the media only enhances the effect. This way we get a close connection between terrorist organizations and the media in a kind of symbiosis, where one side gets the necessary information support of the activity, and the second – the public interest. This allows to speak about the particular form of terrorism – media terrorism which is deliberate, systematic, regular use of the facilities of the media for creating fear (terror, anxiety) and disseminating it in the media space in order to manipulate public opinion.

Conclusion. The hypothesis was successfully confirmed, the connection between mass media and terrorists were established.

INTER-COMMUNAL CONFLICTS IN PALESTINE BETWEEN 1917 AND 1948: ZIONISM VERSUS ARABISM

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Keywords. Arabism, inter-communal conflicts, nationalism, Palestine, war, Zionism.

Introduction. This paper is dedicated to the conflict situation in Palestine between 1917 and 1948 years. It's supposed that human agency-led causes as exclusive and aggressive nature of Zionism and internally fragmented and opinionated Arab nationalism finally had triggered a myriad of internal conflicts in Palestine. A bulk of academic works have been written on this theme, however, this paper unlike others' focuses mostly on nationalism concept as one of the pivotal reason of multiple clashes and finally creation of Israel where as many stress external factors that had created stalemate structural conditions in Palestine.

Aim. Given paper aims to analyze character of Arabism and Zionism as types of nationalism and seek to advocate that there are aggressive elements in each of them. Second, paper examines Stephan Van Evera's nationalism and war hypotheses. There are four basic hypotheses on immediate causes and three sound remote causes of nationalist conflicts.

Materials and methods. In regards with theoretical framework, Stephen Van Evera's hypotheses on nationalism and war correlation have been used where the nature of nationalist ideology and structural causes are emphasized to explain relations between nationalism and war. Additionally, the contribution of foreign states in conflict and formation of Israel also has been mentioned throughout the paper.

Results. Results of research emphasizes the grave nationalism hazards for heterogeneous nations within one state, the precise Zionism and Arabism peculiarities that influenced the tension in Palestine were revealed.

Conclusion. In conclusion it could be summed up that the nature of nationalism and in this case of Arabism and Zionism wear war-triggering character so that multiple inter-communal conflicts, hostility have survived till today. The fundament of hatred and hostility lie in the nature of these nationalisms as for the external factors as British and US support for Zionism at some period of time also important. Thus, what we witness today are the results of Arabism and Zionism inflexibility toward compromise.

TERROR ATTACKS IN NATO MEMBER STATES: THE CONSEQUENCES ON THE INSTITUTIONAL DEVELOPMENT OF NATO COLLECTIVE DEFENCE ORGANIZATION IN 2015

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Keywords. NATO, terror attacks, institutional changes, anti-terrorism policy.

Introduction. In 21st century terrorism has achieved a global issue's status, terror attacks have been perpetrated across the borders of nations in that way making international environment less secure and causing global fear and uncertainty. The international organizations such as NATO has a significant role in combating terrorism because the actions of the organizations influence not only the member states but also other actors in international politics.

Aim. The aim of the work is to analyse the consequences of the terror attacks that happened in NATO member states in 2015 and their influence on NATO's institutional development. Evaluation will be made if the changes in NATO's institutional actions happened by continuing the previous institutional development or as direct response to terror attacks.

Materials and methods. The work is based on the political science theory of historical institutionalism, which claims that the work of institutions is based on values and principles that have been chosen during the establishment, and the changes in institutional development can be made by a significant force that pushes the institution to react. The empirical part of the work consists of the document analysis, the main sources are the official statements, transcriptions, articles, interviews and annual report of NATO.

Results. The fight against terrorism is one of the NATO's priorities since 2001, however, the anti-terrorism actions were adjusted gradually in a long-term period, but in 2015 there were made several significant institutional changes in a shorter period. In 2015 NATO made changes in both, political and military spheres, for example, the organization accelerated the decision making procedure, strengthened the cooperation with other international organizations, and developed readiness forces. In 2015 NATO improved the previous instruments and made the important innovations in anti-terrorism policy which shows that the terror attacks that happened in NATO member states in 2015 stimulated NATO quicker and more effective development of its anti-terrorism policy.

Conclusion. NATO is able to change its policy when interacting with new challenges, but the reaction expresses as improving the previous policy instead of making completely new instruments. NATO actions in 2015 approve the principles of the historical institutionalism theory – institutions try to adjust previous instruments according to the new situation not crucially change the policy, in that way institutions realize the concept of punctuated equilibrium and make a new form of stable, continuing existence.

THE DIFFICULTIES OF EMPLOYMENT IN THE TERMS OF POLITICALLY UNSTABLE SOCIETY

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Keywords. ATO zone, employment.

Introduction. This study depicts the main problems faced by Anti-Terrorist Operation (ATO) veterans due to the process of adapting to civilian life, including the inability to realize themselves as individuals through labor processes. There were analyzed the reasons of unemployment and difficulties in finding a job due to the stay in the ATO zone. The research also defines the specificity of employment of ATO veterans, the key areas of employment and their level of satisfaction with the present job in the terms of instable society.

Aim. The key issue of this article is the lack of sociological knowledge regarding the difficulties faced by ATO veterans during employment after returning from combat zones. Moreover, there is a crucial need of practical knowledge about this social problem. Consequently, the aim of this study is to provide a general description of the difficulties in the employment of veterans ATO, and the difficulties of maintaining an occupation in the terms of politically unstable society.

Materials and methods. The study was conducted at the initiative of the Foundation for War Veterans and ATO members in the cooperation with faculty of sociology at Taras Shevchenko National University of Kyiv. The sample of 904 telephone numbers were used in the research and phone interviews lasted about 10–20 minutes. Confidence probability was 0.99 and sampling error did not reach more than 5 %. The analysis was made through SPSS software.

Results. The main reason of unemployment is associated with the lack of available vacancies in the areas of residence of ATO veterans. Almost half of veterans, who returned to civilian life (44.8 %), are faced with the problem of mismatch of supply and demand in the labor market according to place of residence. Another crucial reason of unemployment is a medical condition of a veteran, caused as a result of the return from the ATO zone. Those medical conditions could include health problems, such as various kinds of injuries, disabilities and mental disorders. Usually, veterans are specialty workers (22.1 %), including the builder, mechanic, technician, mechanic and welder occupations. Moreover, most ATO veterans (60 %) are satisfied with their current job. Almost 10 % of ATO veterans, who returned to civilian life, have no desire to work. Negative attitudes towards political and economic situation in the country are tended to cause the reluctance to employ.

Conclusion. The armed conflict in eastern Ukraine and annexation of Crimea led to a number of economic issues that relate to both civilians and military. Even though the null hypothesis proposed the fact that conflict decreased the level of employment, war conflict sadly opened new possibilities for unemployed people. That is why previously unemployed people remain for a longer service in the ATO zone and continue to operate in a combat zone with a purpose of further employment there.

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