MYKOLO ROMERIO UNIVERSITETAS

SOCIN

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Improving Life Quality and Enhancing Employment Possibilities

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Stream A: Justice, Security and Human Rights
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Day I
Session 1

Moderators:
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RELATIONSHIP BETWEEN WELL-BEING AND SUSTAINABLE BEHAVIOR: DENMARK CASE

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Purpose: In the coming years the world's population will need to make a transition to a sustainable way of living. To avoid that this transition happens on the expense of subjective well-being, and to motivate people for the transition, we need to find out how to combine sustainable behavior and lifestyle with subjective well-being. The purpose of the study is to identify a group of people who simultaneously have a high degree of sustainable behavior and a high degree of subjective well-being and to evaluate cognitive, behavioral, and emotional characteristics of this group. The results reported here are only a part of the overall study, analyses are still ongoing.

Design/methodology/approach: This study used a test design utilizing a heterogeneous sample of 1273 Danish adults. Subjective wellbeing was measured as life satisfaction and happiness on a scale from 1-10 (1 item Happiness and 1 item Life Satisfaction, inspired by Gundelach, 2008, European Values Study). Sustainable behavior was measured as positive environmental behavior or activities with 21 items on areas of recycling, purchasing environmentally-friendly products, educating oneself and sharing information (inspired by Brown and Kasser, 2005; Green-Demers et al, 1997) and participating in organizations or social activities to foster sustainability. Sustainable well-being was defined as participants who reported above the 80 percentile in both subjective well-being and sustainable behavior. Furthermore, the participants answered questionnaires about basic psychological need satisfaction (The Balanced Measure Of Psychological Needs Scale, Sheldon & Hilpert, 2012) and relative intrinsic value orientation (The Aspiration Index, Grouzet et al, 2005; Kasser & Ryan, 1996), which were both hypothesized to correlate with sustainable well-being.

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Findings: Ninety-seven participants were identified as belonging to the sustainable well-being group. T-tests showed that the sustainable well-being group reported a higher degree of psychological need satisfaction ($p<0,000$) and intrinsic value orientation ($p<0,000$).
From the findings it can be concluded, that it is possible to have a high degree of subjective wellbeing and at the same time have a high degree of sustainable behavior. Secondly, that a high degree of sustainable wellbeing is associated with a high degree of satisfaction of basic psychological needs. Thirdly, that a high degree of sustainable wellbeing is associated with a higher degree of relative intrinsic value orientation.

Research limitations/implications: The sample is not representative of the Danish population. Furthermore, the dynamics between subjective well-being, sustainable behavior, satisfaction of basic psychological need and intrinsic value orientation needs to be researched further. Also this research does not indicate causality between the factors.

Practical implications: This research implies, that if we as individuals and societies want to make the transition to a sustainable society, it could be beneficial to focus on the relation between sustainable wellbeing, satisfaction of basic psychological needs and relative value orientation.

Keywords: Subjective wellbeing, ecologically sustainable behavior, satisfaction of basic psychological needs, relative intrinsic value orientation.

Research type: research paper.

IMPROVING THE EFFICIENCY OF PUBLIC AND MUNICIPAL SERVICES AS AN ESSENTIAL FACTOR IN IMPROVING THE QUALITY OF LIFE

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Purpose – An important direction in Improving the quality of life appears to improve the quality and accessibility of public and municipal services. In such a case, monitoring the effectiveness of the authorities becomes a necessary element of the executive authorities management organization, which is a system of regular monitoring and evaluation of their performance, related to the achievement of the objectives of their work, implementation of tasks and programs, as well as the timely detection and elimination of errors and deviations in the work, controlling the reliability of the results.

Design/methodology/approach – The quantitative characterization of the quality of life includes such factors as needs satisfaction degree, material, energy, labor and financial costs.

In order to make an assessment of the quality of life, three main objectives are to be achieved:

• the description of each of the indicators that make up the quantitative characterization of the quality,

• to define a measure of comparison for each of the quantitative characteristics indicators

• define a generic indicator of the theoretical concept, which is characterized by the level of quality of life.

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Findings – Management of quality of life from the standpoint of the quality of life category integrates all kinds of "quality management" and can be considered as a kind of control, "the circuit of social quality." That includes: the quality of the individual - the quality of the work - the quality of the production - the quality of technology - the quality of education - quality culture and the quality of science - quality control - the quality of social and economic systems - quality of life - quality of a person.

Research limitations/implications – Currently, the quality of life in the Russian Federation is lower than similar indicators in countries with a developed market economy, which adversely affects the changes in the structure of the Russian economy and scotches making it more innovative.

Practical implications – The implementation of existing plans of improving the quality of public and municipal services is aimed ultimately at improving living standards and is based on the premise that improving the quality of services, which manifests itself in the growth of consumer satisfaction, is thought of as a direct increase in people's welfare.

Originality/Value – In the concept of quality of life, adopted in post-industrial societies, restrictions on the needs of the people are included, in order to ensure the harmonious development of the noosphere. These limitations include: environmental protection; concern for the safety of production and products; maintenance of the resource potential of the country and others.

Keywords: Efficiency of public and municipal services, quality of life, indicators of life quality, life quality management.

Research type: research paper

CONNECTIONS OF CREATIVITY THEORIES WITH VOLUNTEERING EXPERIENCES

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Purpose – to reveal experience of volunteers identity with volunteering.

Methodology – phenomenological research with unstructured interview method.

Findings – The analysis of scientific publications showed, that **i**n the research based on creativity theories, naming the joy and happiness in during volunteering. Researchers emphasize the concentration into task and identity of the person with the task, when the challenge is balanced with skills. Creating person is diving fully in to the activity. Volunteering seems not the area of creative activity, but some other researches argue, that volunteering is much more meaning having action for the volunteer, then it seems. The volunteers are happier in their lives, then non-volunteers. Also, more happy people choose volunteering from the beginning, but happiness is also growing together with volunteering.

Research limitations/implications – The data of the research is based on the particular experience of selected volunteers. Repeating the research even with the same question, but selecting different volunteers or the same volunteers after some years the result of the research could be different. The experience, awareness of the experience or evaluation of the experience could be different and it can open different aspects for the research.

Practical implications – research confirms, that volunteering opens possibility for full identity with a task, but in identity formation are important relations, a specially respect, recognition and freedom for task fulfilment.

Value – the impact of the research is in understanding the meaning of the volunteering for the volunteers. It shows, that volunteering is mainly lived experiences of people, identifying deeply themselves with tasks and creating much more, then is required.

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Keywords: volunteering, creativity, identity in volunteering.
Research type: viewpoint.

GENDER EQUALITY IN FAMILIES AT RISK: REALITY AND OPPORTUNITIES

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Purpose is to find attitudes of social workers toward gender equality in families at risk.

Design/methodology/approach. Research questions are: what are social workers' attitudes to gender equality in families and families at risk? What are the main obstacles in implementation of gender equality in families at risk? What are possibilities for implementation of gender equality in families at risk? In order to answer research questions and to meet research goal qualitative research was done. Social workers, who works with families at risk, where interviewed using semi structured interview. Content analysis was used to analyze research data.

Findings. Research data shows that research participants see little relation between social work and gender equality issue. They agree that gender equality is a hot question in most of the families and they think that it is almost impossible to ensure gender quality in families at risk. The main obstacles defined by research participants are negative attitudes of clients, too big requirements to mother/wife, attitudes of other institutions (police, day care centres), discriminating and unjust social system, competences of social workers, lack of information about gender equality and lack of time for work with clients.

Research participants define various possibilities for ensuring gender equality in families: information provision and education of society, cooperation with other institutions, prevention and intervention to families and every its member. However, research data shows that social workers don't see themselves as important agents in gender equality field. Possibilities for ensuring gender equality are discussed more on theoretical level then based on professional experience.

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Attitudes of society toward gender equality are changing; however, they still stay strongly patriarchal. Social workers who could be change agents also support more traditional point of view toward women and men roles in family and society.

Positive perspectives could be connected with statement that younger people and women accept modern changes more quickly. Knowing that majority of social workers in Lithuania are women and average age is quite young, it could be expected that attitudes toward gender equality will change in the near future. That would benefit for providing more comprehensive and just social services for families at risk.

Practical implications. Families at risk receive social services and social worker could influence positive changes concerning gender issue both: in families and in society. Research data revealed realities and main obstacles for ensuring gender quality in families at risk.

Originality. Few researchers investigate gender equality issue in Lithuania. J. Reingardienė (2004a, 2004b, 2004c, 2009), L. Šimanskienė (2006), V. Šidlauskienė (2011) have researched feminism and gender equality, A. Tereškinas (2011) is the main researcher in masculinism field. Research is mostly oriented to discrimination on the bases of gender (S. Ustilatė (2007), L. Okunevičiūtė-Neverauskienė (2010), V. Lisauskaitė (2010), J. Vveinhard, P. Žukauskas (2012)). There is lack of interest in gender equality issue in social work, R. Jančaitytė (2010) and S. Rutkauskienė, J. Gudliauskaitė-Godvadė (2011) could be mentioned, however, gender equality issue in social work calls for more comprehensive analysis.

Key words: gender equality, family at risk, gender equality in social work, obstacles for ensuring gender equality, opportunities for ensuring gender equality.

Research type: research paper.

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EXPERIENCES OF SOCIAL WORKERS PROVIDING PALLIATIVE CARE FOR DYING PATIENTS IN THE INSTITUTIONS OF PALLIATIVE CARE

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Purpose - to reveal experiences of social workers of dealing with the death of palliative care patients.

Design/methodology/approach – Based on scientific literature the experiences professionals who encounter the death of patients are showed in the first part of the paper. In the empirical part the qualitative investigation is presented, the purpose of which is to disclose the areas of activity of the social worker in the provision of palliative help. For data collection the semi-structured interview was selected. The number of respondents was selected following the principle of data saturation. Five social workers who provide social services in a team of palliative care participated in the individual interviews. Targeted sampling of respondents was applied. Criteria of sampling: social workers who has been working in the palliative care hosting, maintenance treatment and care hostings for minimum four years. The investigation was performed in December 2013 – February 2014. The investigation was performed following the key ethic principles of investigation: a free wish of respondents to participate in the investigation, confidentiality of security. The data has been analysed applying the qualitative analysis of the content.

Findings –The scientific literature shows that the professionals who work with dying patients experiencing helplessness, hopelessness and feelings of guilt. Emotional stress experienced by professionals can lead to professional burnout syndrome. The empirical results of the study revealed that social workers who deal with the dying patients and their families experience a wide range of negative emotions such as guilt, helplessness, hopelessness, loss of internal and physical energy, emotional tension and stress. Social workers can learn from the patients to look at life in a different way. They begin to value health more.

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Practical implications –The results of research allow to design system of emotional support for social workers who deal with dying patients.

Originality/Value – Lithuania palliative care is taking its first steps. A number of studies analyzes the experiences of nurses who deal with the patient's death, but there is a lack of research on the experiences of social workers who deal with dying patients in the institutions of palliative care.

Keywords: team of palliative care, roles of social worker, areas of social worker activity, the client's death.

Research type: research paper.

Day I
Session 2

Moderator:
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INTERNET USE AND PERCEPTION OF CYBER SECURITY IN LITHUANIAN SOCIETY

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Purpose – One of the biggest influences that technological innovation has had on contemporary societies is the pervasion of IT technologies into everyday life and activities of people. However, this also creates new challenges and dangers. Thus, cyber security became an urgent topic not only for professionals in technological area but also for social scientists as well as regular IT consumers. The aim of the paper is to identify the extent of Internet use by Lithuanian people and to understand how they perceive the security of information and action in the cyber space. The presentation covers various dimensions of cyber security. Also, knowledge, experiences and activities applying social security measures are at the focus of this presentation.

Design/methodology/approach – This paper is based on the analysis of survey data of Special Eurobarometer 404 "Cyber Security" conducted in 2013 and data of Lithuania's official statistics on information and communication technologies in households. Though the focus is on Lithuanian society, the paper also compares it in the context of EU population. Thus, it is possible to identify patterns that are both similar and different comparing Lithuania and other EU countries.

Findings – The data reveals that Lithuanians are active users of Internet. In some areas of cyber security they are similar to an average EU user; however, in some aspects they are extremely different. They are very and fairly concerned about identity theft, online fraud, and not being able to access online services because of cyber-attacks.

Research limitations/implications – Survey data of Special Eurobarometer allows to compare internet use and perception of cyber security in Lithuanian society with other EU societies. However, the data has to be combined with data of Statistics Lithuania in order to make

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deeper insights on present information and communication technologies in households and use of them as well.

Practical implications – Knowledge upon the patterns of Internet use and population competence and awareness regarding cybercrimes is important in order to develop and implement an adequate cyber-security and public information policy. Also, in order to increase e-literacy of the population as well as confidence in the possibility of securing electronic space.

Originality/Value – The topic covered in the paper is relatively new and has not been analyzed in the context of Lithuania.

Keywords: Lithuania, cyber security, internet use, EU.

Research type: general review (secondary data analysis).

SOCIAL MEDIA IMPLICATIONS IN HIGHER EDUCATION

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Purpose – Social media is becoming more and more pervasive in all spheres of life including education. As social media application is comparatively new research field the discourse on its application in education environments is often contradictory. Thus literature review is carried out to identify the main trends and issues in the emerging research and theories on social media use in higher education.

Design/methodology/approach – A review of literature is carried out systematically searching data bases such as EBSCOhost and ERIC. Also Google Scholar is used for searching scholarly articles dealing with social media and higher education matters. The "snowball" method is used finding the articles and getting deeper into the cited in the previous ones.

Findings – First, the background of higher education modernization and technological influence is reviewed paying attention to the effects of social media application in the sphere of higher education. Various forms of social media and transitional media applications such as course management systems are discussed concerning their use in educational environments. Also a note is taken of new emerging educational theories concerning learning based on technological change and social media use. It is notes that the initial enthusiasm about social media application in higher education is changed by sober understanding of social media integration into higher education contexts.

Research limitations/implications – It is likely that some literature sources could be missed in the vast ocean of the emerging scientific literature on social media research; however the overview is focused to discuss the main trends and emerging theories in the analyzed sphere.

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Practical implications – Today's higher education provision is characteristic of variety ranging from "brick and mortar" forms to hybrid and totally virtual classes. Social media being widely used for business and personal purposes is also a powerful tool used in the educational environment. So it is worthwhile researching the variety of discourses concerning social media use in higher education.

Originality/Value – Vigorous development of social media and other Web 2.0 technologies seems to be pervasive to all spheres of life (Lenhart, Purcell, Smith, & Zickuhr, 2010) and social media seems here to stay and cause inevitable changes or applications in higher education. Systematization of various approaches towards social media use in higher education provides a valuable overview offering insights on emerging theories in the field.

Keywords: social media, higher education, Web 2.0, student-centeredness, social media literacy.

Research type: literature review.

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CONFIGURATIONS OF FAMILY SOCIAL SUPPORT NETWORKS: EVIDENCE FROM FAMO-SOCNET PROJECT

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Purpose – The aim of the paper is to explore the configurations of family social support networks in contemporary Lithuania in the context of population ageing. The paper seeks to answer the following research questions: What are the features of family social support networks in Lithuania (in terms of support actors, types, directions, frequency etc.)? How different family support modes interplay with changing socio-demographic context and the welfare regime?

Design/methodology/approach – The data for the research are obtained applying quantitative research method – survey of the adult Lithuanian population, representing four birth cohorts (born in 1950-1955, 1960-1965, 1970-1975, and 1980-1985, N=2000), using an extensive standardized questionnaire. Respondents were selected by random stratified sampling. The survey was a part of national project "Trajectories of Family Patterns and Social Networks: An Intergenerational Perspective", No. VP1-3.1-MES-07-C-01-106, 2011-2015 (Famo-socnet).

Findings – The research revealed that the spreading diversity of family forms in combination with population ageing change the configurations of family support networks.

Research limitations/implications – Research limitations are related to the method applied. As any quantitative approach, this research gives possibility to fix the answers (of one or other type) to the questions included in the questionnaire. However, there is no possibility to capture the meanings attached to the indicated attitudes and described actions.

Practical implications – The survey data revealed variety of family social support networks, their dynamics, and could be used to formulate measures of family policy, to improve social services to the elderly, to develop inclusive activities, etc.

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Originality/Value – The research questions raised are relevant to the countries with economic transition followed by societal transition. The answers to the questions: who is supporting whom (intergenerational perspective), and how the responsibility for care of dependent family members (young / old) is shared between family, state, market and the third sector, are not self-evident any more in transitional societies. Population ageing, changing family forms and transitional societal context create various value contradictions and new intergenerational-behavioural patterns.

Keywords: family support system, life course, population ageing, Lithuania.
Research type: research paper.

A NEW VIEW ON SOCIAL ADAPTATION OF THE MILITARY, DISCHARGED FROM MILITARY SERVICE IN BULGARIA

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Purpose: Human factor, characterized by its positive and negative effects is crucial to the modern globalized world. Perceived as individual personality, the team and the relationships between people in this team based on self-awareness, and the predominantly social nature of its activity, necessitates knowledge of the general and specific factors of its social activity. We are talking about the general and specific functional culture, motivational factors (as general factors), the method of taking management decisions, the method of management communication and the management responsibility (as specific factors). On the method of achieving synergy of these factors depends the degree of socialization and social activity of the human factor, the competencies and skills obtained, whose relevance in the socio- economic processes should be targeted according to the principle "the right person in the right place". And if to a certain degree in some organizations this targeting is determined by the structures and specialists in human resources management, a particular category in the course of social adaptation requires the implementation of methodological approaches, ranges of methods and technologies, summarized experience of practical work, typical of most humanities, but also specific experience that separates a relatively young but fast-growing section of science and practice such as social work.

The concept of social work in its essence is multifold. Nowadays there are several approaches to understanding it, and the most important one of them are: a field of science about the objective laws managing the use of internal and external resources of individuals, families or communities in difficult situations of social functioning; a specific type of professional activity, manifested in provision of governmental and non-governmental assistance to people in order to ensure cultural, social and material standard of life, providing personalized assistance to people,

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families or groups of people; providing assistance within the immediate interaction with individuals and families to resolve problems in their mental life, interpersonal relations, socio-economic problems; assistance to people in difficult life situations, encouraging them to become socially self-sufficient, socially developed and socially active members of the community; types of activities of people and organizations in assistance to various strata of population.

Design /methodology/ approach: Following the logic of our statement, our research is focused on a specific field of social work, such as social adaptation of the military at the end of their career and their preparation for proper realization in the public - private sector of economy [Concept of Human Resources Management at the MoD, BA and the Structures Directly Subordinate to the Minister of Defence, Sofia, 2006; Doctrine on Human Resources Management in the Armed Forces] as a criterion for motivation and raising the activity of the human factor in the security and defence sector. Moreover , unlike previous researches, refracted through the prism of the military institution social policy, with this article we aim to offer to social and scientific knowledge a new look at social adaptation of the military leaving the system of the armed forces of the Bulgarian Army in compliance with the scientific rationalization of social work.

Findings: The starting point of our research is the specificity of social work with the military discharged from military service. The need for transparency and equal treatment of users of social services and respect for the dignity of the military, presupposes the importance of the social work with them. This is supported also by the fact that hundreds of specialists from the army have been transferred to the public sector and are able to make a significant contribution to the reconstruction of Bulgarian society and add value but this is not the case in real life. There is often an impression that that their experience and knowledge is unnecessary. People who have committed themselves to military service at young age, as a rule, adapt to the conditions of civilian life with difficulty. Despite having a special military skills and knowledge they actually form a new „risk group", especially when they fall to the attention of the criminal world. There are various analyses and reports of the Ministry of Labour and Social Policy and the Ministry of Defence on this issue that are very indicative. In confirmation of this, a third of them are offered „a job" in the security departments of various private organizations, banks and / or specialized licensed private security units.

Research limitations/implications: Practice shows that some of the reserve officers experience serious difficulties with the selection of civil profession. Although they are highly qualified, many of them cannot find a job for months, discontinue their works experience or lose their qualification. Finding the reasons for this is based on the analysis of materials from sociological and psychological research that allow defining the specifics of internal and personal adaptation. Accordingly, there are different age groups of military staff, leaving the armed forces and the Bulgarian Army, whose social adaptation is manifested differently.

The importance of social work should be taken into consideration, when identifying the main issues of socialization and adaptation of the military leaving military service and transitioning to the conditions of civilian life, resulting from their economic, age, psychological and social characteristics, and their current social status. This determines the necessity of further development of existing and establishing new types of social work with them. Moreover, the social security system of the military has historically been developed as a part of the national policy. As such it should be further developed in active interaction with all government structures and fields in the country. In this context the best practices could be taken into account and the most appropriate among them should be adapted in compliance with the conditions in the country.

Practical implications: The experience of developed European countries (such as the UK , France, Germany , etc.) shows that the preparation of discharged military staff for civilian life should begin before their dismissal from the Armed Forces, as the process is coordinated by Ministries of Defence, of course, with financial support from the state. Moreover, around the world there are established models for social security of military staff, which can be divided into institutional, partly institutional and non-institutional models. The institutional model is typical for countries with developed legal systems, industrial or post industrial economies, democratic governments, with established legal guarantees for the protection of the honour and dignity of the military is typical institutional model. Partly institutional model is typical for countries where social security institutions are just being established, and the system of guarantees, compensations and benefits for the military sometimes has accidental and fragmentary nature. Countries where the military are independent political force, are in power (or have unlimited influence on it) and take an actual part in the adoption of political decisions, and if necessary use firearms use the non-institutional model.

In the context of the mentioned models of social protection of the military, an account should be taken of the fact that an automatic copying of foreign experience in this field will not lead to the necessary effect if the range of domestic and foreign political factors influencing the processes within the country are not considered. Accordingly, analyses show that the model of social protection of the military in Bulgaria is still of partly-institutional character, and there are a number of features that sometimes reduce it to the non- institutional model. Its further development depends on the implementation of specific policies. The preferred way is to strengthen the legal framework for the social protection of the military and its saturation with the socio- economic and socio- cultural mechanisms of implementation, which means moving towards the institutional model

The analysis of the legal regulations on social protection of the military in the researched Euro-Atlantic Structures member-states allows drawing of a number of conclusions. In our opinion, the ones that deserve attention are as follows: firstly they regulate the status of the military both as a citizen, and as a specific subject of public relations; secondly ,the core of the

military social protection system legal regulation includes the principle of compensation for specific burdens and hardships of military service; thirdly, the special status of the military , the range of their rights and privileges is constitutionally recognized; fourthly, the effectiveness of military law depends on its systematization.

A distinctive feature of the legal regulations on social protection of the military in foreign armies, is the establishment and effective functioning of special structures within the government bodies having immediate jurisdiction on the specified issues. And since a great number of the military discharged from military service in Bulgaria have a good education and sufficiently high social status, after being in the reserve, they are left alone with their problems. Often they are left absolutely defenceless in the modern world of commodity-money relations; in order to attract a veteran to entrepreneurship, it is necessary not only to create additional jobs, but also to establish adequate structures, involved in effective social adaptation and protection of this category of people.

Originality/Value: Analysis of researched problems show that among the socio-economic problems that the military who have been in the reserve and the members of their families are facing the priority falls on the difficulty finding a job, lack of a home, reduction of the wealth of the family, little accessibility to remedial and recreational activities of the family. This is due to the absence of effective social policy in support of such families in Bulgaria. According to a widely shared opinion of representatives of all institutions, the main reason for the problem is economic.

Studies have led to the conclusion that the establishment of social adaptation system for the military, discharged from military service, at a contemporary level refers to the most important branches of a state's social policy. Nowadays the need for further development of social work and various social technologies, the need for understanding the modern experience of rendering social services to the population becomes even more relevant. This means to focus the efforts in order to establish a network of social service agencies and a truly effective and necessary social security system. Professionalism and morality should be regarded as mandatory qualities of an expert of the specialised social services. Also the coordination between the actions of various social security, education, health, employment, etc. government institutions, should be enhanced to meet the needs of the general population.

In order to achieve this, it is necessary to overcome major obstacles to increasing the effectiveness of social work with the military from reserve. These are: confusion in the legislation on social security within the armed forces and the mechanisms for its application; incomplete and fragmented legal framework relating to issues of socio-economic security of the military, inadequate from contemporary point of view working conditions and pension security of military personnel, absence of action programs for social adaptation of the military who are to be transferred to reserve; delayed resolution of their housing problems; imperfection of the medical care system for the military discharged from service and for members of their families; poor legal framework of the social services system; limited financial resources available to the government

authorities at national and regional level , deficit of funds available to local authorities, the lack of coordination of the activities of ministries and agencies in the field of social services; shortage of staff with professional training in social work; low social status and inadequate wages of social services employees.

It is evident that in Bulgaria it is necessary to establish licensing activity services / delegated social service / in the field of social adaptation of the military, discharged from military service, in order to ensure monitoring of the compliance with social services state standards. The development of the legal framework for organizing and functioning of the social services, and staff support of the social services network, targeting these category of citizens is very important. We believe that the social adaptation of the military, discharged from military service and transferred to reserve should be considered as part of a comprehensive system of social work and social security of intellectual capital, with knowledge and skills that add value. Since the military are part of that capital, the quality of the social work for their painless adaptation to civilian life, determines the possibilities for effective use of their skills and competencies, adding value and competitive advantage.

Keywords: Social Management, Social Adaptation of Military; Social adaptation process; Social adaptation of the military leaving the system of the Bulgarian Army.

Research type: Research paper.

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INNOVATIONS IN CONCEPTS: FROM MEDICALIZATION TO BIOMEDICALIZATION OF OLD AGE

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Purpose. Developments in the medical innovation impact public and personal discourse on the nature of old age, the possibilities for health in advanced age, medical and social care decision making. In scholar literature one can find two concepts – *medicalization* and *biomedicalization*. The paper aims to disclose the transformation of concept of *medicalization of old age* into the concept of *biomedicalization of old age*, as well as to examine the key factors, which has led to this transformation. The question arises: which of these concepts and when should be used when one study an old age? Thus literature review is carried out to identify the main trends and driving forces laying behind this transformation.

Design/methodology/approach – A systemic review of theoretical literature and secondary analysis of emprical data collected by other researchers were carried out in order to identify the essence these concepts and causes of global transition from *medicalization* to *biomedicalization*.

Findings. Researchers revealed that many conditions of humans, which have been considered as normal and natural previously, nowadays became more and more medicalized. Medicalization is used to describe also the ageing processes. The medicalization of old age manifests in various ways. Old age and ageing process of human are defined as specific medical conditions which "should be treated". Mainstream of researchers agree, that since the end of 20th century the changes in the health care sector of most developed countries took place. The same authors argued that medicalization concept and medicalization theoretical framework is not anymore adequate for explanation of health-system changes. A new concept was introduced. Adele Clarke et al (2003) suggested term biomedicalization which supposes to encompass and

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explain these shifts. Biomedicalization is defined as "increasingly complex, multisited, multidirectional processes of medicalization, both extended and reconstituted through the new social forms of highly technoscientific biomedicine" (Clarke et al., 2003, p. 161). In conclusion we argue that societal expectations about human longevity and standard medical and social care come together today in a shifting perception of the nature of old age, with unexplored socio-cultural ramifications.

Research limitations/implications - It could be that some related literature sources were not discussed; however the general review is focused on discussion of the main trends and their explanations in the related literature.

Practical implications - The research showed that it was possible to generate an initial explanatory model of transition from *medicalization* to *biomedicalization.*

Originality/Value - Systematization of changing approaches towards old age practized in health care system provides a valuable overview offering insights on emerging sociogerontological theories.

Keywords: medicalization, biomedicalization, ageing, health care.

Research type: general review.

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CAN SATISFIED WITH LIFE PEOPLE BE UNWILLING TO LIVE?

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Purpose – Many countries in the world are considering legislation on suicide with help, and there is an opinion that a person who chooses death can reflect on his situation constructively, and he is still capable to experience positive emotions. From psychological point of view, could it be said that people unwilling to live should have a right not to live (even more, should be helped not to live) as they still can judge critically and their decisions are not emotionally biased? According to the latest statistics (2012) from the World Health Organization, 61, 3 men and 10, 4 women per 100,000 inhabitants commit suicide in Lithuania annually. Therefore, we have chosen highest suicide rates in Europe manifesting Lithuanian population as a target group; moreover, Lithuanians' cognitions towards life and death as well as unwillingness to live still have not been explored thoroughly. Based on the findings of various authors, this research aimed at exploring the link between unwillingness to live, certain attitudes towards life, and emotional states;

Design/methodology/approach – This study used a test design utilizing a heterogeneous random sample of 1002 persons representing Lithuanian population. This research was funded by the European Social Fund under the Global Grant measure (No. VP1-3.1-ŠMM-07-K-03-032). The measures used in this study included: 1) Positive, Negative and Suicidal risk related states scale: to assess specific states of Lithuanian population, we have created a 22-item modified version of the PANAS. Respondents rated themselves using Past Week instructions. All responses were anchored on a 6-point Likert scale, ranging from "never" to "always". Positive, Negative and Suicidal risk related states scale's subscales demonstrated acceptable reliability in this study: Positive states subscale's (9 items) Cronbach's alpha for this sample was = .94, Negative states subscale's (8 items) Cronbach's alpha for this sample was = .90, Suicidal risk related states subscale's (5 items) Cronbach's alpha for this sample was = .89 (n=1002). 2) Life Perceptions scale. To assess Lithuanians' attitudes towards life, we have created a 8 – item questionnaire

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based on the works of positive psychology scholars. It involves questions, rated on a Likert-type scale including 6 – point response options ranging from "totally disagree" to "totally agree". Some sample items for Life Perceptions scale included the following: "I have clear goals in life", "Life is pleasant", "Life is meaningful", "Life is worthy living", "I am satisfied with life". Life Perceptions scale demonstrated acceptable reliability in this study: Cronbach's alpha for this sample was = .87;

Findings – The results demonstrated statistically significant strong relationship between emotional unwillingness to live during the last week and negative emotional states: pique (r=.47, p<0,01), anger (r=.42, p<0,01), anxiety (r=.41, p<0,01), psychological pain (r=.55, p<0,01), guilt (r=.55, p<0,01), sadness (r=.48, p<0,01), fear (r=.55, p<0,01), stress (r=.33, p<0,01), hopelessness (r=.73, p<0,01), helplessness (r=.65, p<0,01), meaninglessness (r=.71, p<0,01), shame (r=.48, p<0,01). The results demonstrated statistically significant negative correlations between unwillingness to live and positive life perceptions: "I have clear goals in life" (r=-.173, p<0,01), '"My life is fulfilled" (r=-.242, p<0,01), "Life is worthy living" (r=-.305, p<0,01), "Life is pleasant" (r=-.212, p<0,01), "Life is meaningful" (r=-.294, p<0,01), "Any experience, even painful, is meaningful" (r=-.068, p<0,05), "I am satisfied with my life" (r=-.231, p<0,01), "I will be happy with my life in 10 years" (r=-.200, p<0,01). The rates of unwillingness to live heightens in regard to the rates of lately experienced strong anxiety (t = 4,47; p = 0,00), guilt (t = 4,08; p = 0,00), fear (t = 3,11; p = 0,02), hopelessness (t = 10,20; p = 0,00), meaninglessness (t = 9,20; p = 0,00), and shame (t = 4,19; p = 0,00);

Research limitations/implications – This study confirmed that unwillingness to live is related to negative emotional states and cognitions, and this Lithuanian research complements the previous studies done in various countries. Nonetheless, supplementary research is needed to explore further the different social, economic and other factors, contributing to unwillingness to live which is a sign of diminished psychological wellbeing;

Practical implications – The present study showed that unwillingness to live is statistically significantly related to negative emotional states and cognitions. Therefore, regarding the suicides with help, the opinion that a person who chooses death can reflect on his situation constructively, and he is still capable to experience positive emotions, is not evidence – based. Moreover, in order to diminish the rates of suicides in Lithuania, there is a need to implement evidence based psycho-educational programs and interventions (for example, PsyCap intervention), to cope with negative emotions and life pressures, to increase psychological wellbeing);

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Originality/Value – The research demonstrated that in Lithuanian population the rates of unwillingness to live heightens in regard to the rates of lately experienced strong anxiety (t = 4,47; p = 0,00), guilt (t = 4,08; p = 0,00), fear (t = 3,11; p = 0,02), hopelessness (t = 10,20; p = 0,00), meaninglessness (t = 9,20; p = 0,00), and shame (t = 4,19; p = 0,00);

Keywords: unwillingness to live, emotional states, suicides.
Research type: research paper.

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