DAUGAVPILS UNIVERSITĀTE
HUMANITĀRO UN SOCIĀLO ZINĀTŅU INSTITŪTS
HUMANITĀRO UN SOCIĀLO ZINĀTŅU FAKULTĀTE

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Par rakstos atspoguļotajiem faktiem, viedokļiem un terminoloģiju atbild rakstu autori.

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PUBLISKO ADMINISTRATĪVO PAKALPOJUMU KVALITĀTES ILGTSPĒJĪBAS NOVĒRTĒJUMS LATVIJAS PUBLISKĀ SEKTORA IESTĀDĒS

Viens no ANO Ilgtspējīgās attīstības mērķiem (IAM) ir laba pārvaldība un ilgtspējīgas pilsētas un kopienas. Ilgtspējīgas attīstības mērķi valsts pārvaldē ir aktuāli visā pasaulē un sasniedzami tikai kopīgiem spēkiem, izmantojot zinātnes atzinumus. Publisko administratīvo pakalpojumu kvalitātes ilgtspējība ir viens no svarīgiem mērķiem valsts pārvaldes darbības uzlabošanā Latvijā un pasaulē. Pētījuma mērķis bija novērtēt Latvijas valsts pārvaldes iestāžu sniegto administratīvo pakalpojumu kvalitātes ilgtspējību, salīdzinot tā rezultātus ar 2017.-2018.gadā veikto pētījumu. Pētījumu bāze: Valsts pārvaldes iestādes (4) un to filiāles Latvijā. Pētījums balstīts uz publisko pakalpojumu klientu izlasi Latvijas lielākajās pilsētās - Rīgā, Daugavpilī, Jelgavā, Ventspilī un Valmierā. Pētījumā piedalījās 130 nejauši izvēlēti valsts pārvaldes iestāžu klienti, kuri pirms un pēc iestādes apmeklējuma aizpildīja SERVQUAL anketas. Aptauju anketas tika ievāktas 2022-2023.gadā. Klientu izlasi var raksturot kā nejaušu un administratīvi-teritoriālu, ievērojot plānošanas reģionu proporcionālo pārstāvniecību. Datu apkopošanai un analīzei tika izmantots pakalpojumu kvalitātes novērtēšanas modelis – *SERVQUAL (Parasuraman et al. 1988)* instruments unSPSS (22.0) programmatūra. Administratīvo pakalpojumu kvalitātes ilgtspējas uzlabošana Latvijā var dot pamatotu ieguldījumu sabiedrības dzīves kvalitātes paaugstināšanā, tās stratēģisko mērķu sasniegšanā, pilnveidot publiskās pārvaldes iestāžu darbību un līdz ar to arī ekonomisko vidi.

Atslēgas vārdi: publiskā pārvalde, publiskie pakalpojumi, publisko pakalpojumu kvalitātes ilgtspējība.

Ievads

2015. gadā ANO Ģenerālajā asamblejā pieņēma rezolūciju "Mūsu pasaules pārveidošana: ilgtspējīgas attīstības programma 2030. gadam". Tā nosaka17 Ilgtspējīgas attīstības mērķus (IAM) kas sasniedzami, lai pasaules attīstība būtu ilgtspējīga. IAM tiek līdzsvaroti trīs dimensijās: ekonomika, sociālie aspekti un vide. Viens no IAM ir laba pārvaldība un ilgtspējīgas pilsētas un kopienas (UN 2015).

Ilgtspējīgas attīstības mērķi valsts pārvaldē ir aktuāli visā pasaulē un sasniedzami tikai kopīgiem spēkiem, izmantojot zinātnes atzinumus. Valstij, domājot par augstākiem attīstības rādītājiem, jāīsteno sadarbību ar pētniecības institūcijām, palīdzot sasniegt globālos, visai sabiedrībai un nākamajām paaudzēm aktuālos mērķus, piem., publisko pakalpojumu ilgtspējību, izglītības iespēju un veselības aprūpes pieejamību. Lai vienotos par efektīvākajiem veidiem šī mērķa sasniegšanā, valsts iestāžu vadītājiem, politikas plānotājiem, jāizmanto zinātnieku un pētnieku atzinumi. Publisko administratīvo pakalpojumu kvalitātes ilgtspējība ir viens no svarīgiem mērķiem valsts pārvaldes darbības uzlabošanā Latvijā un pasaulē.

Raksta mērķis ir sniegt ieskatu administratīvo pakalpojumu kvalitātes ilgtspējības novērtējumā Latvijas publiskā sektora iestādēs, salīdzinot iegūtos datus ar iepriekš veiktiem pētījumiem. Administratīvo pakalpojumu kvalitātes ilgtspējas uzlabošana Latvijā var dot pamatotu ieguldījumu sabiedrības dzīves kvalitātes paaugstināšanā, tās stratēģisko mērķu sasniegšanā, pilnveidot publiskās pārvaldes iestāžu un pašvaldību darbību un līdz ar to arī ekonomisko vidi.

Pētījuma teorētiskie aspekti

Noteikt reālai situācijai atbilstošu ilgtspējīgas attīstības rādītāju sarakstu publiskajā pārvaldē ir grūts uzdevums. Lai atrisinātu šo problēmu, jāsaprot, kādi rādītāji ir svarīgākie un kā tie ietekmē ilgtspējīgas attīstības mērķus. Tajā pašā laikā reprezentatīvo rādītāju skaitam jābūt pēc iespējas mazākam.

Lai sistēmiski analizētu publiskās pārvaldes ilgtspējīgu attīstību, jāizskata sešas galvenās apakšsistēmas:

- Sabiedrības locekļu individuālā attīstība (pilsoniskās brīvības un cilvēktiesības, sociālais taisnīgums, indivīda neatkarība un tiesības uz pašnoteikšanos, veselība, tiesības uz darbu, sociālā iekļaušana un līdzdalība sociālajā dzīvē, loma, ko nosaka dzimums vai sociālā piederība, materiālās labklājības līmenis, kvalifikācija, specializācija, pieaugušo izglītība, vecums, ģimenes plānošanas perspektīvas);
- Sabiedrības sociālā sistēma (iedzīvotāju dzimstības un mirstības rādītāji, etniskais sastāvs, ienākumu sadalījums un šķiru struktūra, sociālās grupas un organizācijas, sociālā drošība, veselības aprūpe, vecuma pabalsti);
- Politiskā pārvalde (valdība un publiskā pārvaldes kvalitāte, valsts fondi un nodokļu politika, politiskā līdzdalība un demokrātijas līmenis, cilvēktiesību politika, iedzīvotāju un imigrācijas politika, tiesību sistēma, noziedzības kontrole, politika starptautiskā sadarbībā, tehnoloģiju attīstības politika);
- Infrastruktūra (pilsētu un lauku reģionu attiecība, transporta struktūra un rūpniecisko uzņēmumu izvietojums, apgādes sistēma (elektrība, ūdens, pārtika, rūpniecības preces, pakalpojumi), atkritumu izvešana, veselības pakalpojumi, sakari un mediji, izglītības un profesionālās iespējas, zinātne (zinātniskie pētījumi);
- Ekonomiskā sistēma (ražošana un patēriņš, maksāšanas līdzekļi, uzņēmējdarbība un tirdzniecība, darbaspēks un bezdarba līmenis, ienākumi, tirgus);
- Resursi un vide (dabas vide, dabas resursi, ekosistēmas, bioloģiskās sugas, neatjaunojamo resursu izsīkšana, atjaunojamo resursu reģenerācija, atkritumu pārstrāde, vides piesārņojums, vides degradācija).

Šīs sešas apakšsistēmas var apvienot trīs lielākās apakšsistēmās: sociālā sistēma, ekonomiskā sistēma un vides pārvaldība. Katras apakšsistēmas darbību var raksturot ar noteiktiem rādītājiem - indikatoriem. Tieši sistēmisko pieeju var izmantot, izvēloties indikatorus publiskās pārvaldes ilgtspējīgai attīstībai un novērtējot tās ilgtspēju.

Publiskās pārvaldes ilgtspēju var novērtēt, izmantojot daudzus parametrus. Autori identificējuši indikatorus, kas ir būtiski publiskā pārvaldes attīstības ilgtspējas izvērtēšanai, atbilstoši ANO ieteiktajiem ilgtspējīgas attīstības rādītājiem (UN 2015). Visi rādītāji ir sagrupēti apakšsistēmās: ekonomiskajā, finanšu, sociālajā un vides.

Publiskās pārvaldes ekonomiskās apakšsistēmas attīstības ilgtspējas raksturošanai piedāvāti šādi rādītāji: publiskās pārvaldes kvalitāte, ražošanas apjoms; nerentablu uzņēmumu daļa; investīciju apjoms; bezdarba līmenis un inflācijas līmenis. Kā signālu publiskās pārvaldes ekonomiskās ilgtspējas kritumam var minēt publiskās pārvaldes kvalitātes kritumu, investīciju aktivitātes samazināšanos, tāpēc publiskās pārvaldes kvalitāti un investīciju apjoma indeksu varētu izmantot kā vienu no rādītājiem, kas raksturo publiskās pārvaldes ekonomiskās apakšsistēmas ilgtspēju.

Finanšu apakšsistēmu ilgtspējas noteikšanai raksturo šādi rādītāji: budžeta ieņēmumu apjoms procentos pret iepriekšējo gadu salīdzināmās cenās; pašvaldību budžetiem piešķirto nodokļu īpatsvars nodokļu ieņēmumos; aizņemto līdzekļu apjoma attiecība pret budžeta ieņēmumiem; pašvaldības parāda apkalpošanas izdevumu apjoma attiecība pret budžeta izdevumiem. Rādītājs "budžeta ieņēmumu apjoms, % pret iepriekšējo gadu salīdzināmās cenās" atspoguļo budžeta ieņēmumu īpatsvaru salīdzinājumā ar iepriekšējo gadu, kas ļauj novērtēt tā ieņēmumu izmaiņas.

Nozīmīgi sabiedrības attīstības ilgtspējas parametri ir rādītāji, kas raksturo sociālo procesu attīstības tendences, iedzīvotāju labklājību, demogrāfiskie rādītājus un noziedzību, kas veido sociālo apakšsistēmu. Tautas attīstības indekss ir universāls rādītājs, un to izmanto, lai analizētu sociāli- ekonomisko situāciju atsevišķās valstīs un pasaulē kopumā. Šī indeksa izmantošanu veicināja vienotās sociāli-demogrāfiskās statistikas publicēšana. Tautas attīstības indekss sastāv no trim komponentiem, kas raksturo cilvēka attīstību: ilgmūžība, izglītība, ienākumi.

Īstenojot ilgtspējīgas attīstības koncepciju, un saasinoties vides problēmām pasaulē, par svarīgu rādītāju publiskās pārvaldes ilgtspējai kļūst tās darbības ietekme uz vidi. Darbības ietekmi uz vidi var novērtēt ar ekonomisko kaitējumu videi. Vides piesārņojuma radītais ekonomiskais kaitējums ir šī piesārņojuma radīto postījumu novērtējums. Ekonomiskais kaitējums palielinās proporcionāli, palielinoties kaitīgo vielu tilpumam, kas nonāk dabiskajā vidē (notekūdeņu, izmešu, atkritumu veidā) un ir atkarīgs no to toksiskuma pakāpes.

Minētās rādītāju grupas var izmantot, analizējot gan publiskā, gan privātā sektora darbību vides, sociālajā un ekonomiskajā sfērā (Ball et al., 2009). Pēdējā desmitgadē zinātniskajā literatūrā ir pievērsta lielāka uzmanība publiskās pārvaldes ilgtspējas novērtējumam. Visvairāk tiek pētītas tādas tēmas kā ilgtspējības indikatori, publiskās pārvaldes organizāciju atbildība un to darbības pārredzamība (Sánchez et al. 2013; Markx, Van Dyk 2011; Lynch, Mosbah 2017). Tomēr šķiet, ka publiskā sektora ilgtspējības pētījumi ievērojami atpaliek no privātā sektora pētījumiem šajā jomā (Domingues et al. 2017; Dumay et al. 2010; Farneti, Guthrie 2009). Domājams, ir svarīgi novērtēt publiskā sektora darbības ietekmi uz vidi un tā ekonomisko un sociālo pienesumu. Šī publiskā sektora darbības novērtējuma joma joprojām ir agrīnā stadijā un nav pietiekami attīstīta. Lai gan publiskais sektors ir sācis vairāk iesaistīties ilgtspējības novērtējumā, publicējot ziņojumus un savus ilgtspējības rādītājus, šī pētījumu tematika vēl joprojām ir agrīnā stadijā (Domingues et al. 2017).

Daudzi autori aplūko arī tādus aspektus kā piemēram, galvenos korporatīvās ilgtspējas virzītājspēkus publiskajā sektorā un to, kādos līmeņos tiek mērīta publiskā sektora ilgtspēja. Daudzas no mērījumu sistēmām ir izstrādātas konkrētām publiskā sektora jomām vai institucionālajiem kontekstiem (Lundberg 2013; Ramos et al. 2021). Pamatojoties uz šīm sistēmām, lai novērtētu veiktspēju vides un ilgtspējības jomā, pētījumos par publisko sektoru galvenokārt izmantotas trīs mērīšanas metodes, tostarp ilgtspējības indikatori (Mapar et al. 2017), ilgtspējas ziņojumi (Farneti, Guthrie 2009; Montecalvo et al. 2018; Navarro -Galera et al. 2014) un vides rādītāji (Myhre et al. 2013; Alpenberg et al. 2019).

Analizējot zinātnisko literatūtu, jāsecina, ka pašlaik nav vienota pasaules standarta vai vadlīniju publiskā sektora ilgtspējības noteikšanā. Jāsecina, ka ilgtspējības rādītāji publiskajā sektorā ietver sniegumu saistībā ar darbībām vides jomā, dabas resursu saglabāšanu un emisiju līmeņiem, nodarbinātības aspektiem, arodveselību un drošību, kopienas attiecībām un ieinteresēto pušu iesaistīšanu (Adams et al. 2014).

Tādiem terminiem kā publiskā sektora "ilgtspējīga attīstība" un "ilgtspēja" nav vienotas izpratnes un skaidrojuma, bet tos galvenokārt sniedz autori, pamatojoties uz konkrētās nozares iezīmēm. Tā ir visizplatītākā pieeja publiskā sektora ilgtspējīgas un vides darbības novērtēšanai (Mapar et al. 2017; Moreno-Pires, Fidélis, 2012; Schlör et al., 2013). Šajā kontekstā vide ir galvenā interešu joma, un 50% autoru to izvēlas kā ilgtspējīgas darbības mērīšanas kritēriju (Niemann, Hoppe 2018; Mapar et al. 2017; Alpenberg et al. 2019). Tomēr lielākoties šos rādītājus veido paši autori, izmantojot aptaujas ar īsiem jā/nē jautājumiem (Alpenberg et al. 2019, Mapar et al., 2017), intervijas ar galvenajiem ziņojumu sagatavotājiem vai satura analīzi. Autori analizē ilgtspēju, izmantojot ilgtspējības ziņojumus un integrētos ziņojumus (Park, Krause, Hawkins 2021).

Līdz šim ES dalībvalstīm bijusi vadošā loma publiskā sektora ilgtspējas novērtēšanā (Niemann, Hoppe 2018). ES valstīs tiek ieviesti tiesību akti, kas risina ilgtspējas novērtēšanas problēmas; piemēram, Nefinanšu pārskatu direktīva (EU 2014), ar ko groza Direktīvu 2013/34/ES attiecībā uz nefinanšu informācijas izpaušanu (vide, sociālā atbildība, cilvēktiesības, korupcijas apkarošana) un citi starptautiskie standarti. Viena no jaunākajām paketēm ir priekšlikums Korporatīvās ilgtspējas ziņošanas direktīvai (EU 2022), ko Eiropas Komisija grozīja 2022.gadā, lai paplašinātu Nefinanšu pārskatu direktīvas (EU 2014) darbības jomu ilgtspējības ziņošanas standartos vides, sociālajā un pārvaldības jomā.

Pēdējos gados valsts iestādes ir papildinājušas zināšanas par ilgtspējīgu pakalpojumu kvalitāti un ilgtspējību pieņem kā politikas mērķi un integrē to savās pakalpojumu funkcijās un procesos. Tomēr ir maz izpratnes par to, kā izmērīt ar vides ilgtspējību saistītos rezultātus (Park, Krause, Hawkins 2021). Autori piedāvā publisko pakalpojumu ilgtspējību noteikt, veicot administratīvo pakalpojumu kvalitātes monitoringu, datu analīzei izmantojot pakalpojumu kvalitātes novērtēšanas modeli – SERVQUAL (Parasuraman et al. 1988).

Analizējot zinātnisko literatūru, autori apkopojuši 2. nodaļā minētās ilgtspējas indikatoru grupas zemāk redzamajā tabulā(skat.1.tab.).

1. tabula

Indikatori publiskās pārvaldes ilgtspējas novērtēšanai

Ekonomiskā apakšsistēma	Finanšu apakšsistēma	Sociālā apakšsistēma	Ekoloģiskā apakšsistēma
Inflācijas līmenis %	Budžeta ieņēmumu apjoms, % pret iepriekšējo gadu salīdzināmās cenās	Vidējās algas un iztikas minimuma attiecība	Ražošanas atkritumu intensitāte, % pret iepriekšējo gadu
Bezdarba līmenis %	Vietējiem budžetiem piešķirto regulējamo nodokļu īpatsvars, %	Iedzīvotāju dabiskais pieaugums (samazinājums) uz	Ietekmes uz vidi novērtējums

		1000 cilvēkiem.	
Investīciju līmenis pret iepr. gadu %	Aizņēmumu attiecība pret budžeta ieņēmumiem, %	Dzīves ilguma indekss	Ražošanas resursu produktivitāte, %
Nerentablu uzņēmumu daļa %	Pašvaldību parāda apkalpošanas izdevumu attiecība pret budžeta izdevumiem, %	Noziedzības līmenis, noziegumu skaits uz 1000 cilvēkiem.	
Ražošanas apjoms pret iepr. gadu %			

Avots: autoru veidota tabula, pēc Важенина 2010.

Pētījuma metodoloģija

Pētījumā novērtēta Latvijas valsts pārvaldes iestāžu sniegto administratīvo pakalpojumu kvalitātes ilgtspējība 2022-2023.gadā, salīdzinot to ar 2017.-2018.gadā veikto pētījumu.

Pētījumu bāze bija Valsts pārvaldes iestādes (4) un to filiāles Latvijā. Pētījums balstīts uz publisko pakalpojumu klientu izlasi Latvijas lielākajās pilsētās - Rīgā, Daugavpilī, Jelgavā, Ventspilī un Valmierā. Pētījumā piedalījās 130 nejauši izvēlēti valsts pārvaldes iestāžu klienti, kuri pirms un pēc iestādes apmeklējuma aizpildīja SERVQUAL anketas. Aptauju anketas tika ievāktas 2022-2023.gadā. Klientu izlasi var raksturot kā nejaušu un administratīvi-teritoriālu, ievērojot plānošanas reģionu proporcionālo pārstāvniecību. Datu apkopošanai un analīzei tika izmantots pakalpojumu kvalitātes novērtēšanas modelis – SERVQUAL (Parasuraman et al. 1988) instruments un SPSS (22.0) programmatūra.

Respondentu anketēšana tika veikta publisko pakalpojumu sniegšanas vietās. Respondenti tika iepazīstināti ar aptaujas saturu un mērķi. Pirms datu sniegšanas tika garantēta respondentu anonimitāte. Pētījumā tika ņemti vērā ētiskie un tiesiskie principi, lai nodrošinātu, ka netiek pārkāptas pētījuma dalībnieku personīgās tiesības. Anketa tika sagatavota pēc zinātniskās literatūras avotu parauga.

SERVQUAL metodes anketa sastāvēja no divām daļām. Katrā anketas daļā bija 22 paziņojumi par pakalpojumu kvalitāti, kas atbilstoši sadalījumam veidoja 5 dimensiju kritēriju kopumu. Klientam bija jānovērtē katrs paziņojums saskaņā ar 5 ballu skalu.

A daļa - parādīja klienta vēlmes attiecībā uz pakalpojumu kvalitāti, kā arī dažādu kvalitātes kritēriju nozīmi klientam.

B daļa - parādīja klienta saņemtās apkalpošanas novērtējumu;

Abās anketas daļās vērtējamais objekts bija pakalpojumu kvalitāte kā piecu kvalitātes dimensiju kopums, kas sastāv no 22 kritērijiem, kur:

•dimensija - materiālo ieguvumu kopums (izskats un fiziskās sastāvdaļas);

•dimensija - drošība (uzticamība / precīza izpilde);

•dimensija - atsaucība (rūpība un izpalīdzība);

•dimensija - kompetence (uzmanība, uzticamība);

•dimensija -empātija (ērta pakalpojumu saņemšana, laba komunikācija un klientu izpratne).

Balstoties uz starpību starp gaidām un uztverto pakalpojumu, tika aprēķināts kopējais pakalpojumu kvalitātes rādītājs.

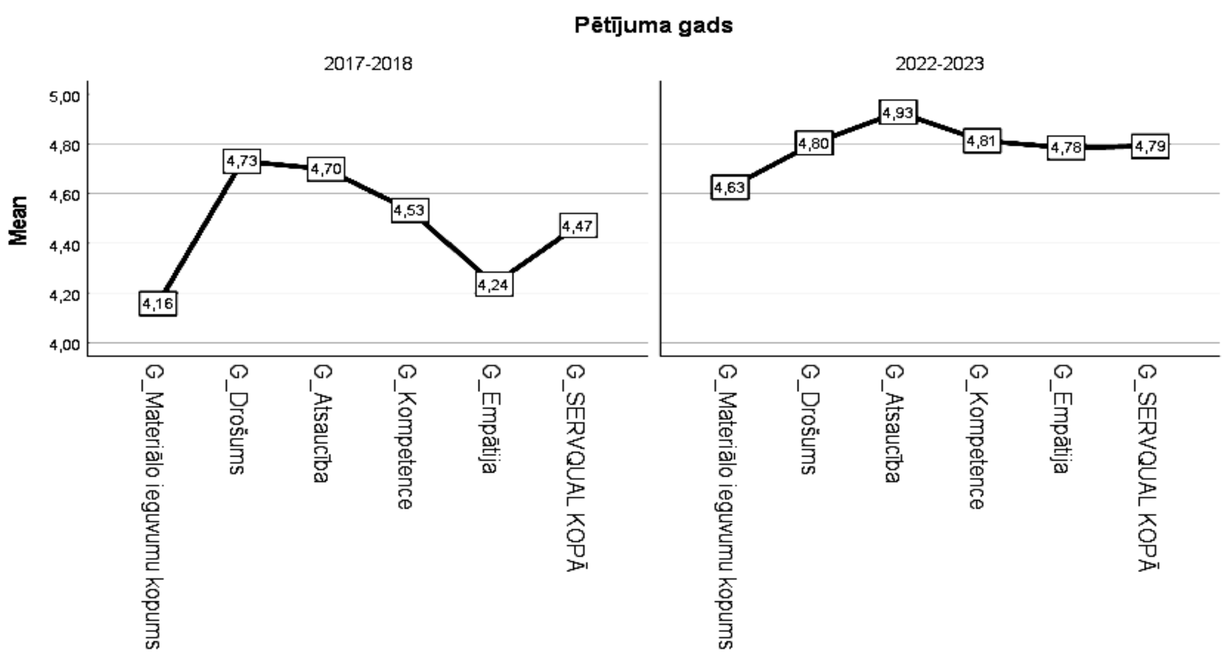
Pētījuma rezultāti un diskusija

Pētījumā novērtēta Latvijas valsts pārvaldes iestāžu sniegto administratīvo pakalpojumu kvalitātes ilgtspējība 2022-2023.gadā, salīdzinot to ar 2017.-2018.gadā veikto pētījumu.

Tālāk analizēti 2022.-2023. gadā veikto pētījumu rezultāti, salīdzinājumā ar 2017.-2018.gadā veikto pētījumu. To statistiskā analīze ir atklājusi šādus rezultātus.

Vidējā klientu gaidītā pakalpojuma novērtējuma vērtība ir 4,79b. Salīdzinājumā ar 2017.-2018.gada pētījuma datiem, jāsecina, ka ir pieaudzis klientu gaidu līmenis. Gaidu līmenis pieaudzis arī atsevišķas dimensijās. Tas ievērojami audzis tādās dimensijās, kā empātija, kompetence un materiālie ieguvumi (skat. 1.att.).

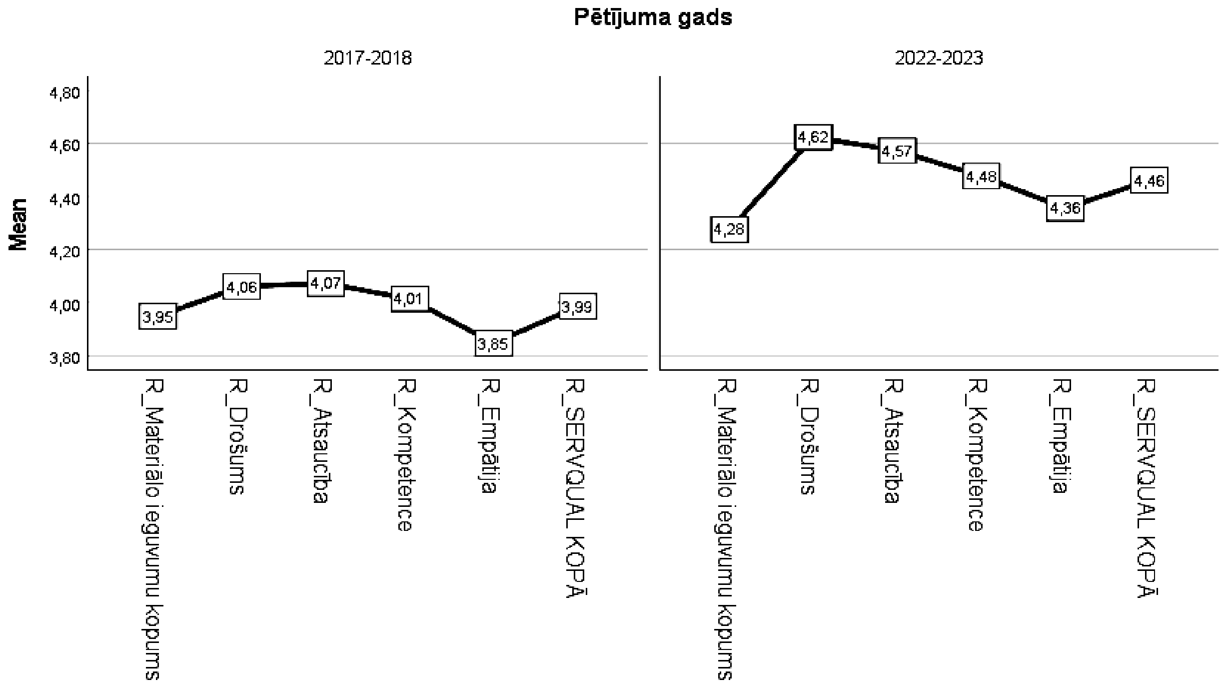
Klienti kā svarīgākās dimensijas Latvijas publiskā sektora administratīvo pakalpojumu kvalitātē 2022.-2023.gadā novērtējuši drošumu, kompetenci un atsaucību.



1.attēls. Klientu gaidīta pakalpojuma novērtējumu salīdzinājums 2017.-2018. un 2022.-2023. gadā.

Avots: autoru veidots attēls, pēc Katelo I., Kokina I., Raščevskis V. 2019, veicot aptaujas datu statistisko apstrādi ar SPSS 22.00,2024.

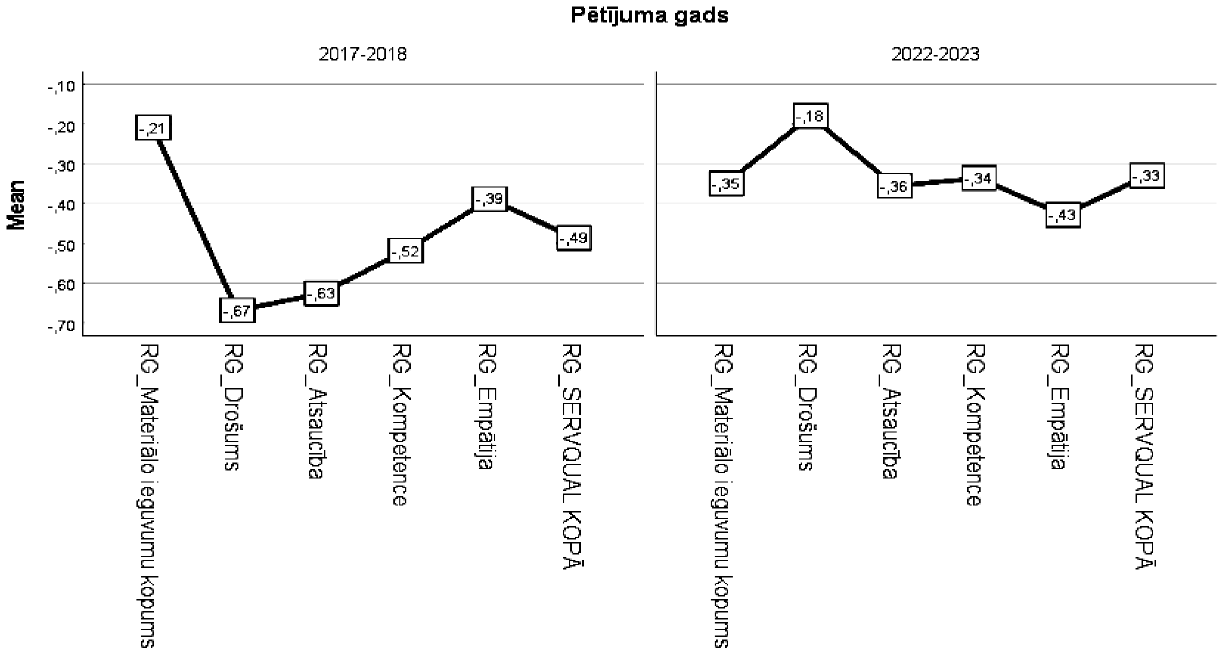
Vidējā uztvertā pakalpojuma novērtējuma vērtība ir 4,46b. Salīdzinājumā ar 2017.-2018.gada pētījuma datiem, klientu uztvertā pakalpojuma novērtējums ir pieaudzis visās kvalitātes dimensijās. Klientu uztvertā pakalpojuma viszemākais vērtējums Latvijas publiskā sektora iestādēs piešķirts kvalitātes dimensijai – materiālie ieguvumi-vidēji 4,28 balles, bet visaugstākais – kvalitātes dimensijai – drošums – vidēji 4,62 balles (skat.2.att.).



2.attēls. Klientu uztvertā pakalpojuma novērtējumu salīdzinājums 2017.-2018. un 2022.-2023. gadā.

Avots: autoru veidots attēls, pēc Katelo I., Kokina I., Raščevskis V. 2019, veicot aptaujas datu statistisko apstrādi ar SPSS 22.00,2024.

Aprēķinot starpību starp klienta uztvertā pakalpojuma novērtējumu un klienta gaidītā pakalpojuma novērtējumu, mēs iegūstam vidējo administratīvo pakalpojumu sniegšanas kvalitāti, kas ir novērtēta negatīvi visās kvalitātes dimensijās. Viszemāk novērtēta administratīvo pakalpojumu sniegšanas kvalitāte tādās dimensijās kā materiālie ieguvumi, atsaucība, kompetence, empātija. Mazāk negatīvs kvalitātes novērtējums vērojams tikai drošuma dimensijā. Tomēr jāatzīmē, ka vidējo administratīvo pakalpojumu sniegšanas kvalitāti 2022.-2023.gadā klienti ir novērtējuši augstāk nekā 2017-2018.gadā (skat.3.att.).

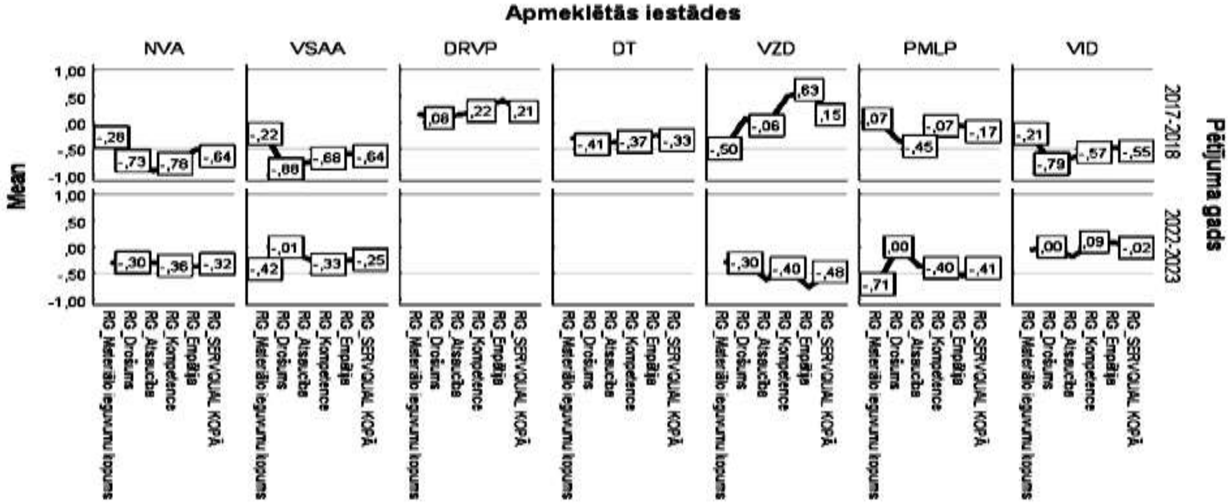


3.attēls. Starpības starp klientu uztvertā pakalpojuma novērtējumu un gaidīta pakalpojuma (P-E) novērtējumu salīdzīnājums (2017-2018) un (2023-2024) gadā. Administratīvo pakalpojumu kvalitāte.

Avots:autoru veidots attēls, pēc Katelo I., Kokina I., Raščevskis V. 2019, veicot aptaujas datu statistisko apstrādi ar SPSS 22.00,2024.

Analizējot pētīto valsts institūciju klientu aptaujas rezultātus, redzams, ka vispozitīvāk sniegto administratīvo pakalpojumu kvalitāti novērtējuši VID klienti(-0,02b.).Salīdzinājumā ar 2017.-2018.gada administratīvo pakalpojumu kvalitātes novērtējumu, VID sniegto pakalpojumu kvalitāte pieaugusi visās kvalitātes dimensijās.Sniegto administratīvo pakalpojumu kvalitāte nedaudz pieaugusi VSAA (-0,25b.) un NVA (-0,32b.).

Negatīvākais vērtējums bijis VZD (-0,48b.) klientiem par sniegto administratīvo pakalpojumu kvalitāti.Salīdzinājumā ar 2017.-2018.gada administratīvo pakalpojumu kvalitātes novērtējumu, VZD sniegto pakalpojumu kvalitāte nedaudz kritusies visās kvalitātes dimensijās (skat. 4.att.).



4. attēls. Administratīvo pakalpojumu kvalitātes novērtējums Latvijā 2017.-2018.g. un 2022.-2023.g., pētīto valsts institūciju griezumā.

Avots: autoru veidots attēls, pēc Katelo I., Kokina I., Raščevskis V. 2019, veicot aptaujas datu statistisko apstrādi ar SPSS 22.00,2024.

Secinājumi

Veiktajā pētījumā konstatēts, ka publiskās pārvaldes institūciju sniedzamo pakalpojumu kvalitātē klienti par svarīgākajiem faktoriem uzskata pakalpojuma drošumu, darbinieku kompetenci un atsaucību.

Latvijas publiskā sektora administratīvo pakalpojumu kvalitātē klientiem svarīgākās kvalitātes dimensijas, kuru sniegumu jāuzlabo, ir empātija, atsaucība un kompetence un materiālie ieguvumi.

Pozitīvākais sniegto administratīvo pakalpojumu kvalitātes novērtējums ir VID (-0,02b.) klientiem, negatīvākais VZD (-0,48b.) klientiem.

Novērtējot Latvijas valsts pārvaldes iestāžu sniegto administratīvo pakalpojumu kvalitātes ilgtspējību 2022.-2023.gadā, salīdzinot to ar 2017.-2018.gadā veikto pētījumu, konstatēts, ka administratīvo pakalpojumu kvalitāte saglabājusies esošajā līmenī, nav būtiski pasliktinājusies, ir nedaudz uzlabojusies. Tātad pēdējo 5 gadu laikā saglabājusies Latvijas valsts pārvaldes iestāžu sniegto administratīvo pakalpojumu kvalitātes ilgtspējība.

Ilgtspējīgas attīstības mērķi valsts pārvaldē ir aktuāli visā pasaulē un sasniedzami tikai kopīgiem spēkiem, izmantojot zinātnes atzinumus. Valstij, domājot par augstākiem attīstības rādītājiem, jāīsteno sadarbību ar pētniecības institūcijām, palīdzot sasniegt globālos, visai sabiedrībai un nā-kamajām paaudzēm aktuālos mērķus, piem., publisko pakalpojumu ilgtspējību. Autori piedāvā publisko pakalpojumu ilgtspējību noteikt, veicot administratīvo pakalpojumu kvalitātes monitoringu, datu analīzei izmantojot pakalpojumu kvalitātes novērtēšanas modeli – SERVQUAL (Parasuraman et al. 1988).

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Assessment of the sustainability of the quality of public administrative services in Latvian public sector institutions

Summary

Viens no ANO Ilgtspējīgās attīstības mērķiem (IAM) ir laba pārvaldība un ilgtspējīgas pilsētas un kopienas. Ilgtspējīgas attīstības mērķi valsts pārvaldē ir aktuāli visā pasaulē un sasniedzami tikai kopīgiem spēkiem, izmantojot zinātnes atzinumus. Publisko administratīvo pakalpojumu kvalitātes ilgtspējība ir viens no svarīgiem mērķiem valsts pārvaldes darbības uzlabošanā Latvijā un pasaulē. Pētījuma mērķis bija novērtēt Latvijas valsts pārvaldes iestāžu sniegto administratīvo pakalpojumu kvalitātes ilgtspējību, salīdzinot tā rezultātus ar 2017.-2018.gadā veikto pētījumu. Pētījumu bāze: Valsts pārvaldes iestādes (4) un to filiāles Latvijā. Pētījums balstīts uz publisko pakalpojumu klientu izlasi Latvijas lielākajās pilsētās - Rīgā, Daugavpilī, Jelgavā, Ventspilī un Valmierā. Pētījumā piedalījās 130 nejauši izvēlēti valsts pārvaldes iestāžu klienti, kuri pirms un pēc iestādes apmeklējuma aizpildīja SERVQUAL anketas. Aptauju anketas tika ievāktas 2022-2023.gadā. Klientu izlasi var raksturot kā nejaušu un administratīvi-teritoriālu, ievērojot plānošanas reģionu proporcionālo pārstāvniecību. Datu apkopošanai un analīzei tika izmantots pakalpojumu kvalitātes novērtēšanas modelis – *SERVQUAL (Parasuraman et al. 1988)* instruments un SPSS (22.0) programmatūra. Administratīvo pakalpojumu kvalitātes ilgtspējas uzlabošana Latvijā var dot pamatotu ieguldījumu sabiedrības dzīves kvalitātes paaugstināšanā, tās stratēģisko mērķu sasniegšanā, pilnveidot publiskās pārvaldes iestāžu darbību un līdz ar to arī ekonomisko vidi.

Atslēgas vārdi: publiskā pārvalde, publiskie pakalpojumi, publisko pakalpojumu kvalitātes ilgtspējība.

Vladimir Menshikov, Oksana Ruza *(Latvia)*

THEORETICAL AND METHODOLOGICAL POSITIONS OF RESEARCHERS IN ARTIFICIAL SOCIALITY

Machines with elements of artificial intelligence (AI) are capable of socially communicating with humans, forming a cell of artificial sociality, distinctly different from full-fledged communication between humans. AI can be programmed to perform various tasks and communicate with people at a superficial level. For example, chatbots, voice assistants, and robotic helpers can mimic conversation and respond to commands and inquiries from people. However, their capabilities are limited by the algorithms and data they are trained on, and they do not possess true understanding or emotional intelligence. All this drives a huge demand for research focused on cutting-edge technologies and their interactions with humans, various social groups, and essentially all of humanity. The article outlines the main approaches that significantly clarify important features of such a relatively recent phenomenon as artificial sociality. It also examines the most important methodological tools used to analyze artificial social systems. The role of a multidisciplinary approach in this context is emphasized.

Keywords: artificial intelligence, sociality, artificial sociality, communication.

Modern technologies such as artificial intelligence (AI), blockchain, virtual worlds, and digital communities increasingly influence social processes, changing the ways people interact, organize work, communicate, and even perceive reality. Research into artificial sociality helps understand how these technologies shape new forms of social structures and how they can be integrated into traditional social systems. Virtual communities, such as online games or social networks, become important elements of social life where people create digital identities and interact with 'artificial' agents. Studying artificial sociality is a necessary and timely direction in social and humanities sciences. It allows not only to theoretically comprehend the impact of technologies on societal processes but also to practically address emerging issues of security, ethics, and social justice in the era of digitalization and AI.

The aim of this article is to analyze the theoretical and methodological approaches used by researchers of artificial sociality. The main tasks are to evaluate the key theoretical approaches to the study of artificial sociality, including sociological, cybernetic, and information-communication concepts. It is also necessary to examine the most important methodological tools used for analyzing artificial social systems.

It is important to emphasize that experts distinguish between AI (Artificial Intelligence), i.e., conventional artificial intelligence (that is, machines with elements of artificial intelligence) and strong (general) artificial intelligence (AGI), which possesses self-awareness. Artificial general intelligence (AGI) is a term describing a still hypothetical AI that has self-awareness, can improve itself, and theoretically might surpass human control. However, even the rapidly attention-grabbing ChatGPT cannot yet be considered as AGI. This technology is often referred to as a «language machine» that uses statistics and machine learning to index words, phrases, and sentences. Although it does not have a real «mind»(it does not know what a word «means»,but knows how it should be used), it can respond informatively to questions, write articles, summarize information, and perform many other useful tasks.

The term «artificial sociality» was introduced into scientific discourse relatively recently thanks to the efforts of a group of German scientists led by T. Malsch . T. Malsch understands artificial sociality as a communicative network in which, alongside humans (and sometimes instead of humans), other agents (such as AI) participate; the internet serves as the medium for their interaction (Malsch 1998).

We believe that a sociological view of the phenomenon of sociality requires an understanding of Niklas Luhmann's legacy in the area of systemic views of society and the role of communication within it. The first attempt to meet this requirement was made in our article «Sociologists on Changing Sociality» (Menshikov 2020), (Menshikov 2024), whose scientific novelty lies in the comparative-historical analysis of concepts of changing sociality, especially Niklas Luhmann's teachings on communication. This allowed the author to formulate his own definition of sociality (both natural and artificial) in a sociological aspect. We understand sociality as the essence of communication among agents autonomously functioning in a self-organizing network with an autopoietic character. However, a question may arise—how does sociality differ from communication? Certainly, these terms are not synonymous. Which of them is more comprehensive, and why?

Sociality refers to a broader characteristic of the ability and predisposition of agents (people, groups, organizations) to interact and form social bonds and structures. This concept encompasses the capacity for self-organization within social networks and the creation of stable social systems, making it very extensive and multifaceted. The autopoietic nature of sociality indicates the self-reproducing and self-sustaining character of social systems, capable of developing and maintaining their structure without external intervention.

Communication, on the other hand, is a key element of sociality, as without communication, interaction and the formation of social bonds are impossible. Niklas Luhmann's systems theory understands communication as the synthesis of the distinction between message, information, and understanding: «Communication operatively functions as the unity of the difference of information, message, and understanding». However, communication in itself does not encompass all aspects of creating and maintaining social structures and networks, making it a narrower concept compared to sociality.

Thus, sociality is a more comprehensive concept as it covers a wide spectrum of social dynamics and structures, including but not limited to, communication. Sociality includes a diversity of forms and levels of interaction, from individual connections to global social structures, as well as mechanisms for self-organization and reproduction of these structures.

Let us consider two more definitions of the phenomenon of artificial sociality. Hofstede et al. note: «In short, artificial sociality means computational models of essential aspects of human social behawior» (Hofstede, G.J., Franz, K., Hoy, J., Scholtz, G., and Schröder, T. 2021) Here, the authors do not use the term «communication», apparently replacing it with the non-sociological term «computational models».

Artificial sociality, as described by Hofstede and his colleagues, represents a concept associated with modeling human social behavior using computational methods. This definition emphasizes the use of computer technologies to simulate and study complex aspects of social interactions such as communication, social norms, group dynamics, and other social processes. Hofstede et al.'s definition highlights the aspects of modeling and analysis, making it important for scientific and practical purposes, such as the development of social algorithms and the creation of virtual environments for studying social phenomena. This definition of artificial sociality is oriented towards the use of computational methods to model and study social phenomena. This approach is focused on practical application and the development of models that can mimic human behavior in the context of social interactions. Here, the interdisciplinarity in merging computer science, sociology, psychology, and other fields is evident in creating comprehensive and functional models of social processes.

There is also a definition of «artificial sociality» by Russian sociologists A. Rezaev and N. Tregubova: «Artificial sociality represents the empirical fact of artificial intelligence agents participating in social interactions as active intermediaries or participants of these interactions» (Rezaev, Tregubova 2019). The definition of artificial sociality proposed by A. Rezaev and N. Tregubova adds an interesting aspect to the discussion, emphasizing the role of artificial intelligence (AI) as an active participant in social interactions. This definition highlights the possibility of AI not merely mimicking human behavior, but actively influencing social processes, participating in them on an equal footing with human agents. This approach includes not only technological but also socio-psychological aspects of interactions, making it promising for a comprehensive understanding of new social realities emerging with the development of artificial intelligence. It also underscores the importance of an interdisciplinary approach in studying interactions between human and artificial agents. However, such a definition could lead to excessive anthropomorphization of AI, attributing to them human qualities and intentions that may not actually exist.

Analyzing various definitions of the phenomenon of artificial sociality provides an opportunity to better understand the diversity of approaches to studying this phenomenon. Each of the proposed definitions illuminates different aspects of artificial sociality, based on unique scientific research interests.

1.T. Malsch's definition: Artificial sociality as a communicative network involving AI. Advantages: Emphasizes the role of the internet as a medium for interaction, which is relevant in the context of globalization and digitalization.

Disadvantages: May not account for the impact of artificial sociality outside the internet, for example, in physical robots or closed systems.

Proximity to sociology: Moderate, as it focuses on communicative aspects but pays less attention to social consequences.

2. Hofstede and others' definition: Computational models of human social behavior. Advantages: Highlights the importance of modeling human behavior, which can aid in analyzing and predicting social processes.

Disadvantages: Potential limitation in perceiving AI merely as a tool for modeling, not considering its active participation in social processes.

Proximity to sociology: High, as it involves the study of social behavior, but through the lens of modeling.

3.A. Rezaev and N. Tregubova's definition: Participation of AI as active participants in social interactions.

Advantages: Considers AI as active participants in social processes, which expands the understanding of social interactions.

Disadvantages: May overlook potential risks or ethical dilemmas associated with AI participation.

Proximity to sociology: High, as it focuses on interactions and social integration of AI.
4. Our definition: The essence of communication among agents in a self-organizing network. Advantages: Emphasizes autonomy and self-organization, key for understanding dynamic and complex social systems.

Disadvantages: May be too abstract, complicating practical application in specific social research. Proximity to sociology: Very high, as it includes fundamental sociological concepts of self-organization and systematicity. As we can see, each definition of the phenomenon of artificial sociality touches on its most important characteristics, but none of the four reviewed can be considered established and accepted by representatives of various scientific disciplines. The difficulty in formulating a universally accepted definition of 'artificial sociality' lies in several aspects that are characteristic of many new and interdisciplinary fields of research:

Interdisciplinarity: Artificial sociality is at the intersection of several scientific disciplines, including computer science, sociology, psychology, cybernetics, and artificial intelligence. Each of these disciplines contributes to the understanding of the phenomenon, applying different methodologies and theoretical approaches, which complicates achieving a consensus on the definition and core concepts.

Rapid technological development: Technological progress, especially in the field of artificial intelligence and machine learning, rapidly changes the capabilities of artificial social systems. With new technologies, new forms of interaction emerge that may not fit into existing theoretical frameworks.

Ethical and social implications: Artificial sociality raises questions about privacy, control, manipulation, and the impact on social norms and values. These issues require discussion in a broader context, which may slow down the process of forming a stable and universally accepted definition.

To study 'artificial sociality', despite the lack of a complete understanding of the essence of this phenomenon, several approaches can be applied:

1. Empirical research: Collecting data on user behavior on online platforms and in artificial social networks can help analyze interactions and the formation of social structures.
2. Modeling and simulations: Creating computer models that simulate social interactions and structures can help explore potential scenarios for the development of artificial social systems and their impact on real social groups.
3. Theoretical analysis: Developing and analyzing theoretical frameworks, including theories of systems, self-organization, and cybernetics, to explain and predict behavior in artificial social systems.
4. Interdisciplinary collaboration: Joint work by researchers from various fields to combine knowledge and methodologies, which can lead to a deeper and more comprehensive understanding of artificial sociality.

By approaching the study of such complex and dynamically evolving systems with an open mind and readiness for constant adaptation and revision of approaches, one can effectively study and understand artificial sociality. A multidisciplinary approach to the development and regulation of artificial agents is crucial for ensuring their safety and effectiveness. Including experts from various fields of knowledge will help address a wide range of social, ethical, technical, and legal aspects associated with the use of artificial intelligence in society.

Computer scientists and developers can ensure the technical side of safety by developing algorithms that can effectively control the behavior of artificial agents. However, sociologists and psychologists can provide important data on how such technologies impact social structures and individual behavior, which will help adapt the technologies to the real conditions of their use.

Philosophers and ethicists can contribute to forming ethical principles for the operation of artificial agents so that technology promotes justice and the well-being of society. Lawyers are necessary to create legal frameworks that will regulate the use of such technologies, including issues of liability and property rights.

Linguists and literary scholars can help develop more natural and effective ways of communication between artificial agents and people, improving mutual understanding and interaction.

At present, it is difficult to single out one field of science that would take a leading role in solving problems related to artificial sociality. Instead, the problem of threats from artificial intelligence is usually considered within the joint efforts of several disciplines. For example:

Computer Science and Engineering – Develop technical solutions to ensure the safety and reliability of AI systems, including algorithms that can limit the autonomy of agents or introduce emergency stop systems (kill-switches).

Ethics and Philosophy – Develop ethical frameworks and principles that must be adhered to in the creation and use of AI systems, to ensure they contribute to human well-being and do not infringe on human rights.

Law and Politics – Create legislative and regulatory mechanisms that define the rules of interaction between humans and artificial agents, including liability for AI actions.

Sociology and Psychology – Study the impact of AI on society and individual behavior, providing data to adapt technologies to social norms and values.

Political will of leaders plays a critical role in this process, as without clear guidance and support at the highest level, it is difficult to ensure the coordination and funding of necessary actions. State regulations and international cooperation can also significantly speed up or slow down the process of implementing safe practices in the field of artificial intelligence. Responsible leadership and the adoption of well-founded policy decisions can create conditions for the safe and effective use of AI in the interests of all humanity.

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MĀKSLĪGĀS SOCIALITĀTES PĒTNIEKU TEORĒTISKĀS UN METODOLOĢISKĀS POZĪCIJAS

Mašīnas ar mākslīgā intelekta (MI) elementiem spēj sociāli sazināties ar cilvēkiem, veidojot mākslīgās sociālitātes šūnu, kas ir būtiski atšķirīga no pilnvērtīgas saziņas starp cilvēkiem. MI var tikt programmēts, lai veiktu dažādus uzdevumus un sazinātos ar cilvēkiem virspusējā līmenī. Piemēram, tērzēšanas roboti, balss asistenti un robotu palīgi var imitēt sarunu un reaģēt uz cilvēku komandām un jautājumiem. Tomēr to spējas ir ierobežotas ar algoritmiem un datiem, uz kuriem tie ir apmācīti, un tiem nav patiesas izpratnes vai emocionālās inteliģences. Visas šīs iezīmes rada lielu pieprasījumu pēc pētījumiem, kas koncentrēti uz jaunākajām tehnoloģijām un to mijiedarbību ar cilvēkiem, dažādām sociālām grupām un būtībā visu cilvēci. Rakstā ir izklāstītas galvenās pieejas, kas ievērojami skaidro šādas salīdzinoši jaunas parādības kā mākslīgā sociālitātes svarīgas iezīmes. Tāpat tajā tiek apskatīti svarīgākie metodoloģiskie rīki, kas tiek izmantoti mākslīgo sociālo sistēmu analīzei. Šajā kontekstā tiek uzsvērta multidisciplināras pieejas nozīme.
Atslēgvārdi: mākslīgais intelekts, sociālitāte, mākslīgā sociālitāte, komunikācija.

Maryna Navalna (Ukraine)

HATE SPEECH AS A MEANS OF INFLUENCE ON THE CONSCIOUSNESS OF UKRAINIANS DURING THE RUSSIAN-UKRAINIAN WAR

Hate speech is any form of incitement, dissemination, or justification of hatred and violence against a person or group of people based on certain characteristics, such as gender, sexual orientation, race, ethnicity, nationality, language, social status, religion or other beliefs. Hate speech is not protected under freedom of expression, so it can be legally prevented and punished.

The Russian-Ukrainian war continues not only on the border demarcation line. Most of this confrontation takes place in the information space. In peacetime, some statements could not be considered a threat at all. But if we put all this in the context of war and the occupation of territories, then any expression of hostility towards social, ethnic and religious groups that are potential victims of the conflict can have fatal consequences both for individual citizens and groups, and for society in general.

Studies of the scope, means, and methods of spreading hatred in the Russian and Ukrainian media have increased in recent years. The situation is even worse with social networks, blogs, forums, comments, and entertainment portals. The analysis of this information platforms requires a separate study and conclusions.

Keywords: mass media, hate speech, Russian-Ukrainian war, conflict.

Introduction

Hate speech exists in print media as well as on the Internet, social networks, and other forms of online media. In Ukraine, most cases of hate speech can be found on Facebook, Telegram groups, and other online media.

Any form of hate speech is harmful because it undermines social cohesion, causes discrimination, divides society, and can lead to violence, which is a step backwards for peace, stability, sustainable development, and the realization of human rights for all. That is why countries should take all possible measures to combat hate speech. The issue of the language of hostility becomes especially relevant during periods of war, in particular the Russian-Ukrainian war of 2022-2024.

The issue of using the language of hostility in the modern world is reflected in the works of M. Butyrina (Butyrina, Temchur 2019), O. Gorbachova (Gorbachova 2008), S. Zhabotynska (Zhabotynska 2020), S. Lykhova (Lykhova 2013), O. Medynska (Medynska, Synorub 2018), O. Rasulova (Rasulova 2019), H. Synorub (Medynska, Synorub 2018), K. Temchur (Butyrina, Temchur 2019) and others. Peculiarities of the media environment as a soil for the generation of new semantic forms were studied by H. Pocheptsov (Pocheptsov 2017; Pocheptsov 2020).

Methods of researching hate speech in the Ukrainian information space

To study and implement the research, general scientific and special methods were used, in particular: analytical-synthetic, comparative, to identify, on the basis of the collected material, modern components in journalism; inductive – for generalization and systematization of conclusions. The typological analysis method was used to differentiate media resources, and the content analysis method was used to study certain discursive materials.

Where is the line between insult and hate speech?

A characteristic of hate speech is that it is applied to a person or group based on who they are. For example, if one person responded rudely to another in public transport because he/she was pushed, this is an insult. But if in the same situation a person uses discriminatory expressions regarding the identity of this person or the group to which he/she belongs, or incites others to discriminate against this person or his/her group, then this is hate speech.

It is important to understand that not all forms of hate speech are punishable, and not all forms of hate speech should be prohibited. However, any instance of hate speech is harmful and each one must be dealt with.

If hate speech does not incite violence, it should not be banned, but it can be criticized and discouraged because it harms victims and society. It can be countered through educational and information campaigns. It can be combated by addressing root causes, including stereotypes and discrimination.

At the same time, it is important to protect freedom of expression, including the right to express unpopular opinions. It is sometimes difficult to determine when hate speech crosses the line into prohibited speech that incites violence or discrimination. It is worth developing a number of criteria that can help determine whether hate speech should be banned. To understand whether we are dealing with incitement, it is important to weigh the context, the status of the author, the intention, the language itself, the extent of its distribution and the likelihood of harm.

What does Ukrainian legislation say?

Ukrainian legislation does not provide for criminal liability for hate speech that incites violence.

However, Article 161 of the Criminal Code – Violation of the equality of citizens based on their race, nationality, religious beliefs, disability, and other grounds – can be used for criminal prosecution for hate speech. In practice, criminal prosecution for hate speech that incites violence rarely occurs in Ukraine (Criminal Code 2024).

Article 161 can be applied to hate crimes – criminal acts committed because of prejudice or negative stereotyping of certain groups. A hate crime has two mandatory features: the act must constitute a crime under criminal law and cause physical, material, or moral harm (for example, willful damage to property, assaults, beatings, etc.), and the act must be motivated by prejudice (Criminal Code 2024).

Ukrainian sources note that if you become a victim of an attack, you should contact the police and report the crime verbally or in writing. After that, police officers must record this information in the protocol. It is mandatory to obtain a police report card, which confirms the submission of the application and the registration of the protocol.

The application to the police and the prepared protocol must contain detailed information about the crime: date, place, circumstances, distinguishing features of offenders, such as gender, age, physique, and clothing. It is also worth providing detailed information about signs of discrimination, for example, whether biased comments were used during attacks or threats. Any context indicating a motive of prejudice or hatred against a certain group will be a guarantee of proper qualification of the crime.

If you became a victim of hate speech in social networks, it is important to notify the administrators of social networks about unacceptable content. File a complaint about the publication. Also, if the post or message contains direct threats or calls for violence, you should take a screenshot of the post and contact the police. This should be reported to the Secretariat of the Commissioner for Human Rights of the Verkhovna Rada of Ukraine, human rights defenders, activists, or human rights organizations that take care of these issues, especially if the reaction of administrators and the police was insufficient to protect your rights.

Hate speech in Ukraine during the war

In the face of full-scale war, Russia has turned aggressive statements into yet another type of weapon. The enemy uses hate speech to discriminate against Ukrainians, incite violence, and incite hatred in society. The National Council of Ukraine on Television and Radio Broadcasting regulates various cases regarding the prevention of manifestations of hate speech in the media. The head of the Council, Olha Gerasymiuk, emphasized that:

Russia systematically uses aggressive statements about Ukraine as another weapon in the war.

– The war in Ukraine became the first digitalized war in the world, which manifested itself from the first hours of full-scale aggression. The language of hostility has acquired new features in the conditions of war, and it is necessary to explain this to our international partners.

– Russian propaganda discriminates against Ukrainians, incites violence, and incites hatred in society. Enemy bots generate massive complaints about reports of war crimes by Ukrainians, which leads to the blocking of such reports and pages in social networks. The military also often complains about its messages being blocked on social media. Therefore, it is important to like, comment, and support such posts;

– Moderators of digital platforms must prove the truth of claims about hate speech, because it is not just a legal term. Hate speech includes calls for violence and human rights violations. The line between offensive language and hate speech is very thin;

– In Ukraine, the Rabat test is used to determine hate speech, which takes into account the audience, expressions, and consequences. European studies confirm that most hate speech is spread by politicians, and it concerns LGBT groups, Roma, and Ukrainian society in general.

– There is a problem of hostile narratives in social networks, in particular, Facebook, Instagram, TikTok, and Telegram. The European Commission is planning an investigation into insufficient countering of disinformation.

– The media can both spread hate speech and help society become more tolerant. The National Council launched the "Competent Media - Democratic Society" project, within the framework of which it held dozens of meetings with the public, the media community, and experts;

– The media regulator also actively cooperates with European colleagues to combat hate speech on digital platforms (Gerasymiuk 2024; European 2019; UN 1965; The language..2024; Modern 2016; Pocheptsov 2016; Universal 1948; Additional..2006).

Hate speech affects the mind

Russia has been using hate speech against Ukrainians for many years. The image of a «funny» Ukrainian man or woman in jokes, humorous shows, and television series during the last decade has been transformed into propaganda calls for the destruction of the Ukrainian nation in general. Russian propaganda purposefully used and continues to use the language of hatred against Ukrainians, because with its help it creates the basis for the commission of real war crimes. Discussions such as «How is hate speech related to war crimes? » which took place within the «War Archives» program during the 21st International Human Rights Documentary Film Festival Docudays UA (Hate Speech Affects 2024), are devoted to this topic.

Some believe that hate speech is rhetoric that aims to incite hatred against a particular group of people united by religious, gender, ethnic, etc. identity. Hate speech stigmatizes and demonizes people to create grounds for committing crimes, violence, or physical destruction against them.

Statements such as «all Ukrainians are country bumpkins, poorly educated Khokhly», etc., should also be considered as the language of enmity, its «soft» version. These are offensive words, expressions of disdain, which, however, do not contain direct calls for physical destruction, so they are not considered criminal offenses. We believe that «soft» hate speech is dangerous, as it creates the foundation for harsher calls, including genocide and military aggression, which are already criminal offenses.

It is not always possible to distinguish between gross «freedom of speech» and a criminal violation, it is necessary to create special methodologies, in particular for law enforcement agencies, which must determine where there is a crime and where it is not yet. And these methodologies should be developed by scientists, for example, psycholinguists. You see, hate speech primarily affects psychology, it reformats moral values, consciousness in such a way that a person considers it a norm to kill other people who are united by some sign» (Hate speech affects 2024).

During the last ten years, the Crimean human rights group has been researching how the basis for the crimes documented in Ukraine was created in the Russian information space.

According to the conclusions of Ukrainian researchers, to prepare the consciousness of civilian Russians to commit war crimes to genocide, Russian propaganda uses various narratives. The main narrative on which most calls for the genocide of Ukrainians are based is the use of World War II archetypes (Hate Speech Affects 2024).

That is, they say that Ukrainians are Nazis, and Nazis in the minds of Russians are enemies that must be destroyed. Then this construction is blurred, and the message remains in the minds of Russians: Ukrainians must be destroyed. The narrative about the people of Bandera works according to the same principle. If in the Ukrainian cultural space, Bandera is perceived as a historical figure who fought for the independence of Ukraine, and the majority of society treats him more or less tolerantly, then in the minds of Russians, the concept of «Banderivets» clearly has negative connotations. A model is being created: Ukrainians are Bandera residents, Bandera residents are enemies, and enemies must be destroyed.

During the full-scale invasion, the Russians launched a narrative that Ukrainians are terrorists. Moreover, they compare Ukrainians with members of the ISIS terrorist group.

When a terrorist attack occurred in the Crocus concert hall near Moscow, they began to say that Ukrainians were to blame for it, together with members of ISIS, even though the Islamic State took responsibility for what happened there. In addition, after this terrorist attack, narratives appeared in the Russian information space that every quarter of Kharkiv should be bombed, because Ukrainians are terrorists. In this way, war crimes are justified in the minds of the Russian people. That is, you can see the following sequence: first narratives appear, and then they are implemented.

Employees of the Center for Human Rights «Zmina» conduct field missions to the de-occupied regions of Ukraine, where they communicate with victims and witnesses of crimes committed there by the Russians. In several cases, human rights defenders noted that the motive of hatred for the Russian invaders was key when choosing victims among Ukrainian civilians.

Insufficient knowledge of the Russian language or the refusal to speak it, the presence of Ukrainian symbols, membership in public or political associations, or one or another connection with the state institutions of Ukraine - all this could lead to a worsening of the situation of such Ukrainians during the Russian occupation, which was talked about people during missions. Employees of the Center for Human Rights «Zmina» believe that hate speech is more related to crimes against humanity than to war crimes. Because war crimes are mostly committed not out of hatred, but out of military necessity. And crimes against humanity, that is, against the civilian population, are committed out of hatred.

Several factors stand in the way of prosecuting those who spread hate speech, but the first stumbling block is the Ukrainian legislation, which does not understand the concept of «hate speech» at all, using instead the concept of «deliberate incitement of enmity», which is quite different. The shortcomings of Ukrainian legislation do not oblige law enforcement agencies to properly investigate the motives for committing such crimes. This leads to the fact that a person can receive, for example, a lesser punishment.

Although the problem of hate speech at the legal level is also at the international level, since the Rome Statute of the International Criminal Court does not provide for such a crime as hate speech, but a crime against humanity is mentioned. Ukraine should criminalize any calls to violence, which is one of the main signs of hate speech.

The issue of criminalization of calls to violence should be resolved by draft law №. 5488, which has been under consideration in the parliament for a long time, but, unfortunately, has not yet been adopted. This draft law clearly states the illegality of any calls for violence based on hatred of certain groups – national, ethnic, religious, sexual, etc. (Hate Speech Affects 2024).

Hate speech blurs the boundaries between the military and civilians, as is visible in the example of Russian propaganda. This is terrible and unacceptable. International humanitarian law says that during wartime, it is possible to call for the destruction of enemy combatants, i.e., the military. This will not qualify as a crime, it is normal resistance. At the same time, in the conditions of war, calls for the killing of civilians of the aggressor country are actions on the level of morally unacceptable things. We in Ukraine cannot say that we need to kill all Russians. We must talk about the fact that we must resist the armed aggression of the occupier, the aggressor's army.

At the same time, hate speech played a positive role for a certain number of people in Ukraine. Responding to hate speech from Russians, Ukrainians united. The language of hatred spread by the Russians has created for some Ukrainians a certain emotional mood that allows them to fight, because for many, fighting is not such an easy task, because you have to kill people, you have to put it in your value system and understand why you do it (Hate Speech Affects 2024).

Recognizing and countering hate speech

The use of hate speech in journalism leads to the spewing of linguistic aggression both on the part of the author of the material and on the part of the information consumer, who, accepting or rejecting the position of the journalist, passes this stream of aggression through his/her perception. This creates tension in society, a general destructive background. And, therefore, we must avoid hate speech in the media space and public communication. But it is necessary to draw a line between freedom of expression, hate speech, and the right to non-discrimination, and analyze every written and spoken word precisely from these positions.

Often, journalists themselves are experts in the given issue, they just need to carefully re-read and edit their materials. While preparing the material for broadcast, you can unconsciously use hate speech. Stereotypes can play a bad joke.

Today, in Ukraine, we are witnessing how hate speech has become a powerful weapon of the Russian invaders in justifying the war against Ukraine. Their mass media, politicians and ideologues actively use it to create an image of Ukrainians in Russian society as Nazis, enemies who must be mercilessly destroyed. And we see how, unfortunately, the vast majority of Russians believe in this image, justifying armed aggression against Ukraine, which brings murder, destruction, and violence.

Journalists oppose this aggressive, hostile propaganda. Our weapon is truth, objectivity. Our task is to collect and distribute in all mass media, through all channels of information available to us, including world, video and photo materials, testimonies of participants in events and war victims, stories about our heroic soldiers, about events at the front, about volunteers, about atrocities of the Russian enemy in the occupied territories. Therefore, it is natural that the language of our materials is now more emotional and angry, more categorical; we have the right to this. At the same time, Ukrainian journalists remember that the mass media word must first of all carry love for one's country, hope, faith in our army, in our people, in fair retribution to the enemy, in our undeniable victory, in the revival and reconstruction of Ukraine after its liberation from the Russian invaders.

It is worth noting that Centers of journalistic solidarity operate in Ukraine. This is an initiative of the National Union of Journalists of Ukraine, which is implemented with the support of the International and European Federations of Journalists, as well as UNESCO. It is designed to help media representatives working in Ukraine during the war. The centers operate in Kyiv, Lviv, Ivano-Frankivsk, Chernihiv, Zaporizhzhia, and Dnipro, and provide journalists with organizational, technical, legal, psychological, and other types of assistance.

UNESCO is a specialized agency of the United Nations for education, science, and culture. It contributes to peace and security by promoting international cooperation in education, science, culture, communication, and information. UNESCO promotes the exchange of knowledge and the free flow of ideas to accelerate mutual understanding. It is the coordinator of the UN Action Plan on the Safety of Journalists and Impunity, which aims to create a free and safe environment for journalists and media workers, thus strengthening peace, democracy, and sustainable development around the world. UNESCO works closely with its partner organizations in Ukraine to provide support to journalists on the ground (In Zaporizhzhia, 2023).

Disinformation is the main message of the enemy

The rise of hateful content online has been linked to the rise and spread of misinformation. In particular, with the deployment of Russian aggression, the number of manifestations of hate speech in the information space has increased.

Among the main messages of Russia, the following can be distinguished:

– Ukraine is a state that does not exist;
– aggressive criticism of the Ukrainian authorities;
– panic-mongering, as if Poland also wants to take our territories;
– discrimination against Russian-speaking people;
– stereotypes about Ukrainians (Benderivtsi).

How to prevent hate speech? In general, the use of hate speech can incite crimes. If we talk about hate speech in the media and journalistic environment, then the mass media should be guided by professional ethical standards in their work and not stoop to discrimination and hate speech.

One of the reasons why there is a lot of hate speech in society is the insufficient level of knowledge and lack of tolerance. To overcome this, quality education is necessary.

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NAIDA VALODA KĀ LĪDZEKLIS UKRAIŅU APZIŅAS IETEKMĒŠANAI KRIEVIJAS-UKRAINAS KARA LAIKĀ

Kopsavilkums

Naida valoda ir jebkura veida naida un vardarbības kurināšana, izplatīšana vai attaisnošana pret personu vai cilvēku grupu pēc dzimuma, seksuālās orientācijas, rases, etniskās piederības, tautības, valodas, sociālā statusa, reliģijas vai citu uzskatu pazīmēm. Naida valoda nav aizsargāta ar vārda brīvību, tāpēc to var novērst un sodīt likumdošanas līmenī. Krievijas-Ukrainas karš turpinās ne tikai uz frontes līnijas, bet lielākā daļa šīs konfrontācijas notiek informatīvajā telpā. Miera laikā dažus izteikumus vispār nevarētu uzskatīt par draudiem. Taču kara un okupācijas kontekstā jebkura naidīguma izpausme pret sociālajām, etniskajām un reliģiskajām grupām, kas ir potenciālie konflikta upuri, var radīt fatālas sekas gan atsevišķiem pilsoņiem un grupām, gan sabiedrībai kopumā. Pēdējos gados ir aktivizējušies pētījumi par naida mērogu, izplatīšanas līdzekļiem un metodēm Krievijas un Ukrainas medijos. Situācija sociālajos tīklos, blogos, forumos, komentāros un izklaides portālos ir vēl sarežģītāka. Šo informācijas platformu analīze prasa atsevišķu pētījumu un secinājumus.

Atslēgvārdi: mediji, naida valoda, Krievijas-Ukrainas karš, konflikts.

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PROCEDURE FOR DEVELOPING TOOLS FOR EVALUATING CUSTOMS OFFICERS' ATTITUDE

Abstract

The purpose of this study is to address the gap in evaluating customs officers' attitudes by developing a set of tools that can assess their attitudes towards management guidelines and work. The study will provide a methodological tool that helps to identify employees' sentiments and offer recommendations to improve their effectiveness and job satisfaction. The problem addressed in this study is the inability of existing universal surveys to effectively evaluate customs officers' attitudes towards management guidelines and the work environment, hindering the ability to effectively address employee motivation and job satisfaction issuesThe novelty of this study lies in the development of an attitudinal questionnaire that can be used by Customs administrations to identify the need for improvement and manage their workforce more effectively.

The objectives of the study are to determine the attitudes of Customs employees towards management and to identify how employees perceive management in different areas of work.

This paper will discuss the design of the toolkit, the research methodology employed, and the main conclusions and recommendations derived from the research.

Keywords: customs officers, attitudes, methodological tool for attitudinal measurement.

Introduction

Employee attitudes are a critical factor in an organisation's effectiveness and productivity. It is important to understand employees' views, attitudes, and motivations to improve the environment and to achieve the organisation's objectives (Alhammadi, 2024). Job satisfaction and motivation are closely related to employee attitudes. Research shows that employees who are satisfied with their job are more motivated and productive (Masyhudi, 2023). Although several methods for evaluating employee attitudes have been developed, there is a need for a new questionnaire that better reflects the dynamics of the modern work environment and the impact of technology. This study aims to design and propose a new methodological questionnaire to determine employee attitudes in various organisational contexts more effectively.

The nature of customs officers' work is unique, as they often encounter many negative factors that significantly affect their work experience and satisfaction. For example, high work-related stress negatively impacts their performance and satisfaction. (Noermijati & Primasari, 2015). Working conditions also play a significant role in customs operations, as the job involves working outdoors in various weather conditions, working at heights, handling chemicals, and other hazardous factors. Therefore, improvements that mitigate these negative aspects are necessary, as they will foster better attitudes from employees. Conversely, poor working conditions can cause stress and decrease employee satisfaction and motivation (Xu, 2023; Raphani, 2022). "Workload is another crucial factor, as excessive workload or the inability to effectively manage time can cause stress and dissatisfaction (Hasanah & Lo, 2020;

Sabil et al., 2021; Fetriah, 2023). Research shows that employees who struggle with time management often experience increased stress and low job satisfaction, which can affect their performance and attitude towards the organization (Kovačević et al., 2020). Internal policies and organizational culture significantly impact customs officers, as they work in one of the largest public sectors. Research indicates that a positive organizational culture fosters collaboration and support that can enhance employee satisfaction and performance (Tama et al., 2023; Mochklas et al., 2018). Conversely, if an organization fosters a negative culture that encourages competition and conflicts, it can lead to stress and low motivation (Rahmawati, 2023; Lesmana, 2023). "However, if employees feel valued and supported, it improves their attitude (Kibar, 2023; Leite et al., 2022). Therefore, communication between departments, colleagues, and managers plays an important role. When employees receive adequate support from their managers and colleagues, they are more motivated and satisfied with their work (Harijanti et al., 2021). Conversely, if employees feel isolated or do not receive the necessary support, it can lead to negative attitudes and low motivation (Fathonah & Kasmir, 2021).

Thus, all these factors can influence employee attitudes and moods. The impact of such specific factors on employees' attitudes requires a specially designed questionnaire that can more accurately reflect the work reality and specifics of customs officers. Existing universal questionnaires are often not suitable for this context, as they cannot adequately evaluate and understand the unique work environment of customs officers. Since no specific questionnaires have been developed for customs officers so far, it is necessary to create a new, tailored methodology that considers all the special requirements and conditions these employees face in their daily work.

Literature review

Previous studies on employee attitudes have mainly relied on traditional survey methods, such as Likert scales and open-ended question formats (Jones et al., 2019; Smith & Lee, 2020). Although these methods are widely used, they often lack depth and the ability to adapt to specific organizational circumstances. For example, the use of the Likert scale can lead to the averaging of values, which may obscure significant differences among employees (Johnson, 2018). Therefore, there is a need for a new approach that allows for a more accurate and flexible assessment of employee attitudes.

The concept of employee attitude surveys emerged in the early 20th century when organizations began to recognize the importance of understanding their employees' thoughts and feelings about the work environment. The first surveys were relatively simple, often focusing on fundamental questions such as job satisfaction, compensation, working conditions, and management practices. The first significant study of employee attitudes was conducted in the 1920s when the Hawthorne studies revealed that employee satisfaction is related to working conditions and social relationships (Mayo, 1933). These studies marked a shift from purely technical aspects to human resource management, emphasizing the emotional and social well-being of employees (Roethlisberger & Dickson, 1939).

During World War II, the U.S. military used attitude surveys to assess soldier morale, which led to the development of more complex survey methods.

After the war, these methods were adapted for the corporate environment, resulting in the widespread implementation of employee surveys in the 1950s and 1960s. (Pratt & Bonaccio, 2016). The basis for this was the Likert scale developed by Rensis Likert in 1950, which became a popular method for measuring employee attitudes. This method allowed respondents to express the extent of their attitudes towards various statements related to the work environment and organization. (Likert, 1932). The Likert scale is widely used, but its limitations, such as the averaging of values, have led to criticism and calls for the development of a new approach. During this period, the main focus was on job satisfaction and identifying problem areas within organizations.

However these surveys evolved, and their focus expanded to include not only job satisfaction but also factors such as organizational culture, management, and employee engagement. The development of computer technology in the 1980s and 1990s further revolutionized the process, allowing for more complex data analysis and faster feedback. The main emphasis shifted to employee engagement, reflecting a deeper interest in how employees' emotional and psychological attachment to their work affected performance. Since the 1990s, interest has grown in qualitative methods, such as open questions and focus groups, which allow for a deeper understanding of employees' attitudes and motivation (Karia & Asaari, 2019). These methods provide employees with the opportunity to express their thoughts and experiences, which can be crucial for understanding the context of their attitudes. Since the 2000s, the emphasis has been on employee engagement, which includes satisfaction, commitment, and a desire to go above and beyond in their roles.

Nowadays, employee attitude surveys are an essential tool for organizations aiming to improve the work environment and retain top talent. These surveys have evolved into comprehensive instruments that measure various aspects of employee experience, providing valuable insights that help organizations align their strategies with employee needs and expectations (Van Rooy & Oehler, 2013; Pulsford 2010; Shah 2011; Muchsinati 2022).

Nowadays, with the advancement of technology, new approaches to measuring employee attitudes have emerged. Online surveys and mobile apps enable quick and efficient data collection, while also providing new opportunities for data analysis and visualization (Demaki, 2023). Moreover, there has been a growing interest in employee well-being and emotional intelligence, which has become an important aspect of organizational culture (Batista et al., 2013).

Despite progress, there are challenges associated with measuring employee attitudes. New methods need to be developed that take into account the specific conditions and dynamics faced by employees in today's work environment (Rafiei et al., 2013). For example, the particular needs and working conditions of customs officers require tailored surveys that can provide more accurate data on their attitudes and satisfaction (Codilla & Quinal, 2019).

Employee attitude surveys have evolved from simple morale checks to comprehensive tools that help organizations foster a more engaged and productive workforce.

Methodology

This paper describes the development of a new toolkit to evaluate customs officers' attitudes towards management guidelines and work. The study is innovative because similar research has not been conducted among customs employees in Latvia until now.

The creation of the questionnaire began with an analysis of theoretical literature to identify the key attitude dimensions critical to the professional activities of customs employees. Theories on management guidelines, employee motivation, and job satisfaction were examined. Additionally, the personal experience of the study author, who has worked as a customs officer, was used. This practical insight helped in shaping a questionnaire that accurately reflects the work peculiarities and attitudes of customs officers.

The quantitative research method – surveying - was chosen for the study. The questionnaire consisted of questions with specified answer options using a Likert scale. This scale allowed respondents to express their stance on specific issues (e.g., from 'strongly disagree' to 'strongly agree'). This approach simplified data processing and made the results comparable across respondents.

The quantitative method was chosen because it is effective in obtaining a large volume of data from a broad target audience and performing statistical analysis. This approach not only allows the identification of general attitude trends but also the comparison of different employee groups considering demographic and professional factors. Quantitative analysis ensures the accuracy and reliability of results, especially with a large sample size, as used in this study.

The study was conducted from May 1, 2022, to June 30, 2022, involving 113 customs officers from Latvia. (The total number of customs officers in the State Revenue Service Customs Board is 520, with a maximum survey selection of 320 customs officers). The sample was carefully selected to represent as wide a spectrum of attitudes and competencies as possible within this professional group.

The questionnaires were offered in two formats: both paper and electronic. The questionnaire consisted of 38 questions covering both the perception of management guidelines and employees' attitudes towards their work (see Table 1). In addition to this questionnaire, there were control questions regarding employee tenure, gender, education, and age, highlighting differences based on additional factors (see Table 2). To facilitate data analysis, the questionnaire questions were divided into 8 subgroups: work process, working conditions, job satisfaction, remuneration, health, conflicts, digitalization, and personal life (see Table 3).

Datu analīzei tika izmantota SPSS 27 (Statistical Package for the Social Sciences Version 27) programmatūra, kas ir plaši atzīts statistiskās analīzes un prognozēšanas analīzes rīks. Analīzes laikā tika identificētas attiecības starp attieksmēm un faktoriem. Rezultāti tika analizēti, lai izstrādātu preventīvus pasākumus muitas darbinieku attieksmes uzlabošanai.

Table 1.

Survey questions

1.	I plan to build a long-term career in this institution.	
2.	Management is interested in the professional growth of its employees and supports their qualification enhancement.	
3.	Management decisions are aimed at increasing employee comfort (infrastructure, equipment, etc.).	
4.	All safety measures are available to perform my job quickly, efficiently, and	

	safely.	
5.	I understand the criteria on which my job evaluation is based.	
6.	Merit bonuses are appropriate for the work done.	
7.	Bonuses motivate me to work more effectively.	
8.	There is no principle of fairness in the distribution of bonuses.	
9.	My work results are adequately evaluated according to the efforts and outcomes.	
10.	My salary is commensurate with my qualifications, skills, and experience.	
11.	When working quickly, I fear making mistakes and receiving disciplinary action.	
12.	The work pace is too high.	
13.	At the current pace, I cannot perform quality work.	
14.	I don't like work where I don't have enough time to prepare thoroughly and perform it well.	
15.	I can develop and grow professionally at work.	
16.	I enjoy working with all my colleagues.	
17.	The digital environment facilitates work.	
18.	Digitalization increases the workload.	
19.	Electronic systems are easy to understand.	
20.	All conditions for quality work are provided in my workplace.	
21.	There may be a lack of physical resources for certain tasks.	
22.	My work does not harm my physical and mental health.	
23.	My work is not associated with constant stress and overexertion.	
24.	I avoid conflict situations with colleagues and clients.	
25.	I do not feel anxiety related to the prospect of losing my job.	
26.	I am proud of my work at the institution and always speak positively about it.	
27.	My work content and its outcomes do not contradict my beliefs.	
28.	Work does not interfere with my personal life, relationships with friends and parents.	
29.	I try to separate work from my personal life.	
30.	I have good relationships with the people I work with.	
31.	Management supports its employees in difficult situations.	
32.	The employer appreciates customs employees and does everything to make them feel comfortable at work.	
33.	Available work equipment helps in combating smuggling.	
34.	The technological process is understandable..	
35.	The employee has everything necessary for safe and efficient work.	
36.	My work brings me professional and emotional satisfaction.	
37.	I have the opportunity to express my opinion openly.	
38.	I understand the criteria on which my work is evaluated.	

Source: own study results

Table 2.

Supplementary questions

Source: own study results

Age	In years	
Work experience	In years, 0 – less than a year	
Work experience in customs		
Gender	1 - Female 2 - Male	
Marital status	1 - Single 2 - Married/in a civil partnership	
Participation in the education process	1 - Education completed 2 - Studying	
Education level (completed or in progress)	1 - Secondary-special 2 - Bachelor's 3 - Higher (obtained during the USSR period) 4 - Master's	
Additional income	1 - Another job 2 - Farm 3 - Pension 4 - None	
Competence level	1 - Sufficient for practical work 2 - Should be improved	
Dependents	1 - Yes 2 - No	
Experience in team management	1-jā 2-nē	
Please evaluate on a 5-point scale the level of personnel management effectiveness in your organization.	1 - Low 2 - Below average 3 - Difficult to answer 4 - Above average 5 - High	
Please evaluate on a 5-point scale the level of personnel involvement in your organization.	1 - Low 2 - Below average 3 - Difficult to answer 4 - Above average 5 - High	

Table 3.

Breakdown of questions by topic

Work process		2; 5; 34; 38;
Working conditions		3; 4; 11; 12; 13; 20; 21; 31; 32; 33; 35; 37;
Job satisfaction		1; 9; 14; 15; 26; 27;
Remuneration		6; 7; 8; 10;
Health		22; 23; 25; 36;
Conflicts		16; 24; 30;
Digitalization		17; 18; 19;
Personal life		28; 29;

Source: own study results

Results. In this study, using the existing survey questionnaire, a large amount of data was obtained for analysis. It is not possible to review detailed analysis within the scope of this article. Therefore, I propose to review the survey results within the framework of one additional question (Additional income) (see Figure 1). to provide an example of the data obtained.

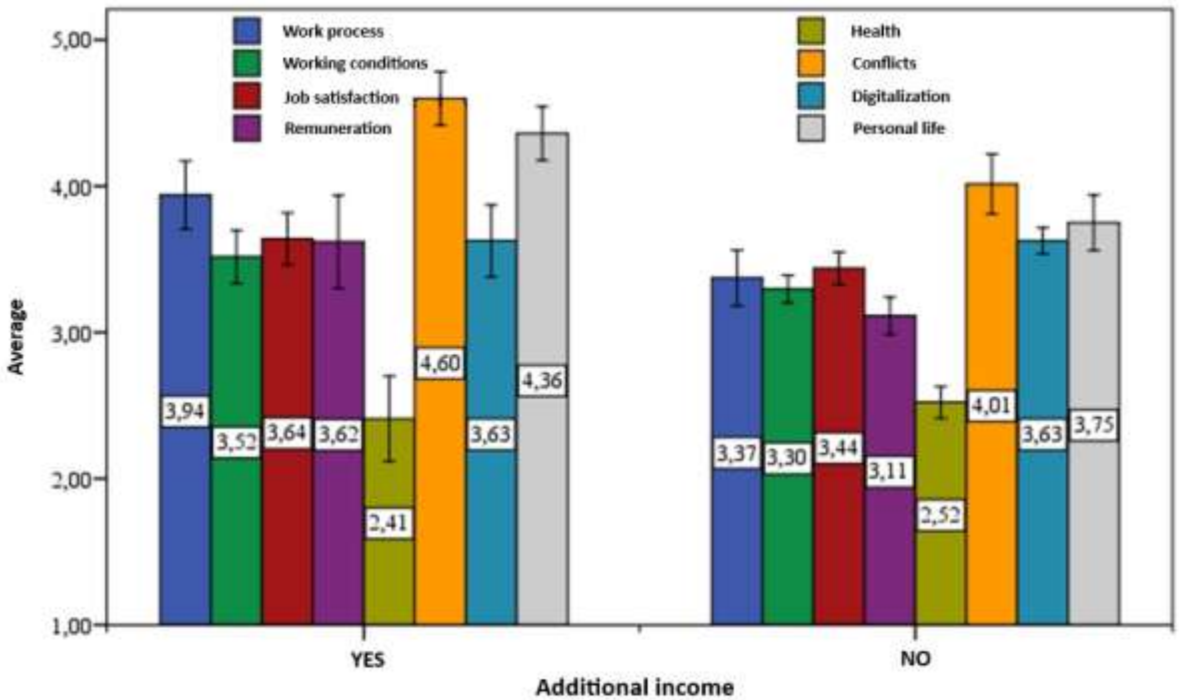

Figure 1. ***Response results by additional income***

Source: own study results

Statistically significant differences are associated with the work process (T-value 2.958 and Sig. 0.004) (see Table 3), where employees with additional income rate the work process higher. This may indicate that financial stability allows employees to better focus on their tasks and improve work quality. Remuneration (T-value 3.470 and Sig. 0.001) (see Table 3) shows the highest statistical significance. This indicates that employees with additional income feel more satisfied with their remuneration, which can promote loyalty and motivation. Personal life (T-value 3.250 and Sig. 0.002) (see Table 3) indicates that employees with additional income feel more satisfied with their personal lives. This may suggest that financial stability allows for a better work-life balance, which in turn improves overall well-being. Conflicts (T-value 2.890 and Sig. 0.005) (see Table 3) indicate that employees with additional income may experience fewer conflicts in the work environment, which could be related to better emotional state and less stress.

Table 4.

Results of the supplementary question in the T-test

	t-test for Equality of Means		
	t	df	Sig. (2-tailed)
Work process	2,958	113	,004
Working conditions	2,179	113	,031
Job satisfaction	1,738	113	,085
Remuneration	3,470	113	,001
Health	-,876	113	,383
Conflicts	2,890	113	,005
Digitalization	,007	113	,994
Personal life	3,250	113	,002

Source: own study results

There is no statistically significant difference in job satisfaction, although it is close to statistical significance, but not strong enough. This may indicate that additional income does not always guarantee higher job satisfaction. A similar situation is observed with health and digitalization, where financial factors do not affect employees' health as directly as working conditions or remuneration do, and regardless of income, employees feel similarly about the digitalization process in their work.

Conclusions

The new methodological questionnaire offers an innovative approach to evaluating the attitudes of customs officers, providing both deeper and more precise insights than universal questionnaires. The study results indicate its potential to become an effective tool for investigating factors and improving the work environment.

Overall, the results suggest that additional income positively affects employees' satisfaction with the work process, remuneration, and conflict levels. This may be because financial stability allows employees to feel safer and less stressed, which, in turn, improves their work experience. However, it is important to note that not all aspects are equally affected. Categories related to health and digitalization indicate that other factors may be decisive, and financial aspects alone cannot ensure comprehensive satisfaction.

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MUITAS ORGANU ATTIEKSMES NOVĒRTĒŠANAS INSTRUMENTĀRIJA IZSTRĀDES KĀRTĪBA

Kopsavilkums

Šī pētījuma mērķis ir novērst plaisu muitas darbinieku attieksmes novērtēšanā, izstrādājot instrumentu kopumu, kas varētu izvērtēt viņu attieksmi pret vadlīnijām un darbu. Pētījums nodrošinās metodisku instrumentu, kas palīdzēs noteikt darbinieku noskaņojumu un sniegs ieteikumus viņu efektivitātes un darba apmierinātības paaugstināšanai.

Šajā pētījumā apskatītā problēma ir tā, ka esošās universālās aptaujas nespēj efektīvi novērtēt muitas darbinieku attieksmi pret vadlīnijām un darba vidi. Tas kavē iespējas efektīvi risināt darbinieku motivācijas un apmierinātības jautājumus.

Pētījuma novitāte ir attieksmes anketas izstrāde, ko muitas administrācijas var izmantot, lai identificētu nepieciešamos uzlabojumus un efektīvāk pārvaldītu savu darbaspēku. Pētījuma mērķi ir noteikt muitas darbinieku attieksmi pret vadību un analizēt, kā viņi uztver pārvaldību dažādās darba jomās. Šajā rakstā tiks apskatīta instrumentārija struktūra, izmantotā pētījuma metodoloģija, kā arī galvenie secinājumi un ieteikumi, kas iegūti pētījuma rezultātā.

Atslēgvārdi: muitas darbinieki, attieksme, metodiskais instruments attieksmes mērīšanai.

Tetiana Simakhova (Ukraine)

ORGANIZATION OF PREVENTION OF RESPIRATORY SYSTEM DISEASES AND CORONAVIRUS INFECTION

Abstract. The article is devoted to the analysis of methods of prevention of diseases of the respiratory system and coronavirus infection. The current state of development of the subject is analyzed. An analytical review of the research topic is carried out. The main aspects of organization of preventing diseases of the respiratory system and coronavirus infection are presented. It is proved that an important aspect is the training and promotion of proper breathing techniques, posture maintenance and the formation of a healthy lifestyle among the population.

Key words. Respiratory system, Covid-19, prevention, rehabilitation, public welfare, ornanization.

Introduction.

Diseases of the respiratory system, such as chronic obstructive pulmonary disease (COPD), bronchial asthma, pneumonia, post-COVID syndrome, and others, are a significant medical and social challenge. They lead to high levels of morbidity, disability, and mortality. Due to the increasing number of such patients, especially after the COVID-19 pandemic, the relevance of physical therapy has increased, as it promotes rehabilitation, restores pulmonary function, and prevents complications. This determines the relevance of the topic.

Current state of the art of the subject:

1. The latest approaches in rehabilitation:

1.1. The use of individual physical therapy programs taking into account the severity of the disease.

1.2. Integration of technologies such as telemedicine for remote monitoring of exercise.

1.3. The use of innovative devices for training respiratory muscles.

2. Scientific research:

2.1. The effectiveness of physical therapy in improving lung ventilation capacity, exercise tolerance and psychological state has been confirmed.

2.2. Standardized programs for patients with COPD, post-COVID syndrome, and bronchial asthma have been developed.

Methods of rehabilitation of patients with respiratory diseases in the practice of a family doctor are described in detail in the work of Mykhailovska et al. (Mykhailovska, 2021). The authors discuss the use of physical therapy in the treatment of pneumonia, pleurisy, bronchial asthma, acute bronchitis, chronic obstructive pulmonary disease, pulmonary emphysema, bronchiectasis, and pulmonary tuberculosis.

The basics of physical rehabilitation of pulmonary patients are considered in the work of Grigus I.M. (Physical.., 2020). The scientist emphasizes: "Comprehensive treatment of pulmonary patients involves the widespread use of physical rehabilitation, including: exercise therapy, therapeutic massage, physiotherapy - during the hospital rehabilitation period, as well as mechanotherapy, occupational therapy - mainly during the post-hospital period" (Physical.., 2020).

Scientists V. Sukhan, L. Dychka, and O. Blaha suggest using therapeutic exercise therapy (TET) for pneumonia, exudative pleurisy, chronic bronchitis, pulmonary emphysema and pneumosclerosis, bronchial asthma, tuberculosis, and bronchiectasis (Sukhan, 2014)

Continuing the topic of exercise therapy, the methods of breathing exercises are considered in the work of O.O. Vlasenko, E.V. Karnaukh, M.S. Brynza (Vlasenko, 2023).

The author S.V. Shuper considers the issues of modern principles of physical therapy and rehabilitation of patients with chronic bronchopulmonary diseases (Shuper, 2024).

Scientists Güner H. R., Hasanoğlu İ., Aktaş F. Considered the prevention of Covid in the community (Güner, 2020). The author Zhou W. in his work provides tips for the prevention of Covid (Zhou, 2020).

The purpose of the study is to analyze the methods of prevention of respiratory system diseases and coronavirus infection.

To achieve the purpose of the article, the methods of analysis and synthesis, systematization and comparison of data were used. The information base of the article was scientific articles, methodological developments and textbooks.

Results. The importance of preventing coronavirus infection is as follows:

1. Preservation of health and life. COVID-19 can cause severe complications such as pneumonia, respiratory failure, thrombosis, and heart damage. Vulnerable populations (elderly people, patients with chronic diseases) are at increased risk of serious consequences.

2. Reducing the spread of infection. Adherence to preventive measures reduces the risk of transmission, especially among people who do not suspect that they are carriers (asymptomatic patients).

3. Reducing the burden on the health care system. A large number of patients at the same time can overwhelm hospitals, making it difficult to provide care not only to patients with COVID-19, but also to those who need treatment for other diseases.

4. Economic aspects. Preventing the spread of the virus helps to avoid lockdowns, closure of businesses and schools, which reduces economic losses.

5. Prevention of virus mutations. The more the virus spreads, the higher the likelihood of new strains that may be more contagious or resistant to vaccines.

6. Psychological well-being. Adherence to preventive measures gives people a sense of control over the situation, which reduces anxiety and stress.

Physical therapy methods play an important role in the prevention of respiratory system diseases and coronavirus infection. Their use is aimed at improving respiratory function, reducing symptoms, increasing physical activity and quality of life. The main means of physical therapy are exercise therapy, breathing exercises, postural drainage, physiotherapy procedures (inhalation, electrophoresis), and patient self-control training.

The importance of physical therapy for prevention:

- Improvement of ventilatory function of the lungs.
- Reducing the severity of shortness of breath.

- Increase in physical endurance.
- Accelerating recovery from acute respiratory diseases.
- Reducing the risk of relapses and complications.

Physical therapy methods contribute to:

- Reducing the symptoms of diseases (shortness of breath, weakness, cough).
- Increasing physical endurance and psycho-emotional state.
- Formation of an active position of patients in maintaining their own health.

Physical therapy methods allow us to create individualized rehabilitation programs depending on the severity of the disease, the patient's condition and concomitant pathologies, which increases the effectiveness of treatment. Physical therapy methods are an important tool in the prevention of respiratory system diseases, as they are aimed at maintaining normal lung function, strengthening the immune system, improving the body's adaptive capacity and reducing the risk of developing respiratory diseases.

The issue of physical therapy methods in the prevention of respiratory system diseases has been considered by foreign scientists (Almeida..)

The following methods of physical therapy in the prevention of diseases of the respiratory system can be distinguished:

1. Preventive breathing exercises (Chekhovsky, 2024). As scientists O. Chekhovskyi and L. Novakova note: "Breathing exercises are especially useful for those who are at high risk of developing COPD or have certain breathing problems" (Chekhovsky, 2024).

Purpose of preventive breathing exercises: to maintain normal lung ventilation, prevent congestion, and strengthen respiratory muscles. Methods:

- Practice of diaphragmatic breathing.
- Rhythmic breathing exercises to improve oxygen metabolism.
- Use of breathing simulators.

Result: increased ventilation capacity of the lungs, reduced risk of infections.

2. Physical activity and aerobic exercises (Datz, 2023). Aim: To improve overall physical endurance and circulation, which promotes tissue oxygenation. Methods: Regular physical activity, such as walking, swimming, cycling. Result: Improved cardiorespiratory system functioning, reduced risk of chronic respiratory diseases.

3. Hardening procedures. Goal: increase the body's adaptation to temperature changes, strengthen the immune system. Methods:

- Contrast shower.
- Walks in the fresh air regardless of weather conditions.
- Using salt lamps or staying in salt rooms.

4. Massage and manual therapy. Objective: Improvement of blood and lymph circulation in the chest area, prevention of congestion in the lungs. Methods:

- Classical chest massage.
- Postural drainage for preventive purposes.

5. Inhalation therapy. Purpose: moisturizing the mucous membranes of the respiratory tract, prevention of drying out and infections. Methods: inhalation with saline, essential oils or herbal decoctions (eucalyptus, chamomile). Result: reduced risk of respiratory infections.

6. Educational activities. Some scholars emphasize the need for educational activities to promote a healthy lifestyle among the population (Chekhovsky, 2024). Objective: formation of correct posture, which ensures optimal lung volume and normal breathing. Methods:

- Lectures and promotion of a healthy lifestyle (Simakhova, 2022).

- Practice of breathing techniques, in particular in risk groups (smokers, people with a sedentary lifestyle).

7. Prevention of physical inactivity (Stukalo, 2021). Aim: Elimination of pulmonary congestion caused by a sedentary lifestyle. Methods:

- Regular physical exercises for the chest.

- Performing a set of exercise therapy (exercise therapy) exercises at home or in a gym.

8. Prevention of infectious diseases. Objective: To increase the body's resistance to infectious agents. Methods:

- Compliance with the rules of personal hygiene.

- Regular ventilation of the premises.

- Use of breathing exercises to cleanse the bronchi.

9. Relaxation methods. Goal: Reduce stress, which affects the respiratory system by increasing adrenaline levels. Methods: Yoga, meditation, relaxation techniques. Results: Improved lung ventilation, normalized breathing.

The importance of preventive physical therapy:

- Promotes the formation of a healthy lifestyle.

- Prevents the development of chronic diseases of the respiratory system.

- Improves the body's adaptation to physical and environmental stress.

Prevention of the coronavirus (COVID-19), as well as respiratory diseases, is aimed at reducing the risk of infection and spread of the virus. The main areas of prevention are as follows:

1. Hand hygiene and personal safety. Wash your hands regularly with soap and water for 20-30 seconds or use an alcohol-based antiseptic (at least 60% alcohol). Avoid touching your face (eyes, nose, mouth) with dirty hands.

2. Maintain social distance. Keep a distance of at least 1.5-2 meters from other people, especially in crowded areas. Avoid close contact with people who have cold or flu symptoms.

3. Wearing a mask. Wear a mask in public places, especially in enclosed spaces. Change disposable masks regularly or wash reusable ones.

4. Immunization. Get vaccinated as recommended by local health authorities. Take booster doses if recommended.

5. Respiratory etiquette. When coughing or sneezing, cover your mouth and nose with a tissue or the bend of your elbow. Throw away used tissues immediately and wash your hands.

6. Ventilate the room. Ventilate the room frequently or use air purifiers.

7. Healthy lifestyle. Support your immune system through a balanced diet, physical activity, adequate sleep, and stress reduction.

8. Monitoring of symptoms. Monitor your health and consult a doctor if you have symptoms (fever, cough, shortness of breath). Stay home if you feel unwell.

Following these recommendations will help reduce the risk of infection and maintain your health.

Conclusions.

Physical therapy in the prevention of diseases of the respiratory system and coronavirus infection is an effective tool for maintaining health, preventing diseases and strengthening the respiratory function of the body. Physical therapy methods, such as breathing exercises, massage, physical activity, postural drainage, and inhalation therapy, have proven to be effective in restoring respiratory system functions. They help to reduce inflammation, improve lung ventilation, strengthen respiratory muscles, and ensure quality sputum removal.

Physical therapy is aimed at reducing the risk of developing respiratory diseases by maintaining optimal lung and airway function. Regular exercises, hardening, inhalation and other methods help to strengthen the immune system, adapt the body to physical and environmental stresses, and prevent congestion. Physical therapy integrates breathing exercises and physical activity, which has a positive effect not only on the respiratory system, but also on the cardiovascular, nervous and muscular systems. An integrated approach helps to improve the quality of life of patients.

An important aspect, as the articles by Ukrainian scientists show, is teaching patients the correct breathing techniques, maintaining posture, and developing a healthy lifestyle.

The importance of organization of preventing coronavirus infection is to protect the health of individuals and society as a whole, as well as to reduce the burden on healthcare systems.

The organization of preventing coronavirus infection is a shared responsibility of everyone. It helps to maintain health, reduce the risk of complications and mortality, and maintain the normal functioning of society.

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ELPOŠANAS SISTĒMU SLIMĪBU UN KORONAVĪRUSA INFEKCIJAS PROFILAKSES ORGANIZĀCIJA

Abstrakts

Raksts ir veltīts elpošanas sistēmas slimību un koronavīrusu infekcijas profilakses metožu analīzei. Tiek analizēts priekšmeta pašreizējais attīstības stāvoklis. Tiek veikts pētījuma tēmas analītisks apskats. Tiek prezentēti galvenie elpošanas sistēmas slimību un koronavīrusu infekcijas profilakses organizācijas aspekti. Ir pierādīts, ka svarīgs aspekts ir pareizas elpošanas tehnikas apmācība un veicināšana, stājas uzturēšana un veselīga dzīvesveida veidošana iedzīvotāju vidū.

Atslēgas vārdi. Elpošanas sistēma, Covid-19, profilakse, rehabilitācija, sabiedrības labklājība, ornanizācija.

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