Socioeconomic and Cultural Dimensions of National Identity in the Globalized World

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Abstract. The paper outlines the theoretical and methodological basis for determination of national identity and analyzes its main economic, social and cultural criteria. The paper also provides an inquiry into the prerequisites of autopoiesis of social groups, effective management of public resources and shaping social institutions for achieving common goals. Furthermore, the role of ethnic culture in state ideology usage, decreasing practice of state identity on ethnic basis is also discussed. The results of the survey concerning the main points of Ukrainians' national identity show decreasing biological and ethnic priorities in self-identification of young people and migrants and the increasing role of economic motives. The results of the survey also show a danger to national security due to increasingly popular ideas of cosmopolitanism and global citizenship. The paper also develops new approaches for national identity based not only on cultural and political, but also economic and social values.

Keywords: national identity, security, state, globalization, social-economic, cultural development, autopoiesis, competitiveness

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INTRODUCTION

Rising income, wealth inequality and social injustice together with the escalation of military conflicts in the world are leading to the formation of new concepts of economic development. The role of the state

is changing and its most important role is providing common economic and ideological basis for economic development. One of the most important trends of our time is that identity of peoples is changing – from ethnic basis to ideological one. Strengthening globalization and growing international migration tendencies lead to dynamization of social groups .

Under intensifying migratory flows nations are becoming increasingly dynamic systems that change all the time . Thus, ethnic culture is not the basis for development anymore and genetic belonging to a certain group ceases to be an identifier of belonging to a certain nation. There is a concept of "global citizen" who identifies oneself with the global community (term 'global citizenship' or 'world citizenship' typically defines a person who places his/her identity within "global community" above the identity as a citizen of a particular nation or place) (Gates, 2015). But in economic terms, the concept of "global citizenship" is meaningless, since citizenship involves binding rights and obligations towards possession and use of public property, which is still fixed at the level of nation states.

Ethnic factors dominated in citizens' identification before the 20th century, today economic factors are clearly more important in this process. A significant increase in the mobility of young people increases the pace of changing of the place of residence, what leads to a focus on the formation of private interests instead of creating ties with rights and responsibilities towards certain nations. For many nation states, this development creates certain threats to their future development.

The ideological platform of existence is increasingly important to nation states. In an economic sense the state is a unity of people organized for common management of public property. This means that every citizen should identify him/herself not only with a social group (the people), but also with public property, which he/she is a co-owner of.

The lacking adaptation of the main concepts and ideological foundations of national identity and the idea of the nation itself to modern conditions along with an underdeveloped ideological platform of the nation as a whole system generates political, demographic, economic, military crises in many countries today. The anti-Islamic riots in Europe in 2012-2016 or the military conflict in Ukraine in 2014-2016 can serve as excellent examples of these conflicts. Today, the lack of a national idea leads to chaotic management of nation states and to an increased level of global uncertainty in general.

S. Kapitsa indicates that " compression of historical time has reached its limit; it is limited by the effective length of a generation - about 45 years. This means that a hyperbolic growth of population cannot continue - the basic law of growth should change. Ant it has been changing already… The present time can be described as a process of demographic transition – a transition from a growth mode to a stabilization of population at the point of 10 billion. Progress will continue, however it will go at a different pace and on a different level" (Kapitsa, 2013). Kapitsa has also stressed that horizontal ties between people are also changing and that causes new forms of social interaction.

Moreover, social interactions are not the only thing changing in the society. Demographic transition leads to reformation of the institution of property; especially public property because the volume of public property is sharply reducing. Therefore, the struggle for access to survival resources is getting deeper, the very essence of the state as an association is reshaped. As the struggle for access to resources necessary for survival is getting more fierce, the very essence of the state as an association is reshaped (Datsko, 2015)..

Therefore, to create an innovative development strategy of the state it is important to find out what is the uniting factor for its citizens on which the common basis of the nation is formed. Furthermore, for future development of a nation it is important to identify common goals of nation's development and to define the form of its organization and its main functions.

At this point, there is no common scientific and methodological approach to the identity formation that would provide a definite answer to the question of searching the criteria for standardized identity of na-

tions nowadays. However, it is obvious that the formation of national identity based solely on ethnicity has exhausted its relevance. This means that most states do not have a fully formed concept of national identity at present what leads to a systemic threat to their existence as an association of citizens. This new reality also weakens the protection of public property. Hence, there is a need to promote the development of theoretical and methodological approaches to forming the national identity of citizens with regard to socioeconomic and cultural factors – with an emphasis on national security.

The main research goal of the paper is to determine the key trends and changes in socioeconomic and cultural aspects of national identity with the goal to improve the security of nation states and to strengthen their competitiveness.

The research tasks are: to characterize the main approaches to determining nation's identity; to analyze the main economic, social, cultural criteria of national identity; to analyze the conducted survey concerning the key points of Ukrainians' national identity; to offer approaches to national identity shaping based not only on cultural and political, but also economic and social values.

Research methodology. The following research methods were used: (a) axiomatic method – to construct the conceptual basis of the identity of the citizens regarding the state; (b) content analysis – to summarize the available research dealing with public access to property at different levels; (c) generalization and systematization – to determine the role of ownership and cultural factors in building social and economic relations; (d) questionnaire – to determine factors of identification of citizens of Ukraine and Ukrainians, who were citizens of other states, or permanently living abroad.

The survey was conducted in the form of a written anonymous questionnaire of 350 people (250 citizens of Ukraine of different ages and regions, 100 citizens of Ukraine who became citizens of other countries or are residents abroad) between January and August 2016. Each respondent was given a form with two questions. The first question contained a choice of factors through which the interviewee identifies him(her)self as a representative of a nation. Each of the respondents could choose up to 5 factors. The goal of the second question was to determine the place of living of the respondent (Ukraine or abroad).

NATIONAL IDENTITY IN THE MODERN WORLD

Self-identity of the nation is the formation of common institutions, which allow people to form a common ideological basis to develop common everyday practices for protection of their public property and development.

Most researchers consider the nation only as a cultural and political phenomenon. However, nation's identification has a mandatory socio-economic basis. In most dictionaries, the definition of self–identification is explained as (1) the feeling you share on the problems or experiences of someone else; (2) the act of identifying yourself as a particular kind of person. National identity is one's identity or sense of belonging to one state or nation (Ashmor et al., 2001).

A. Kojeve indicates that the progress of history must lead toward the establishment of a "universal and homogenous" state (Kojeve, 1969). L. Harrison shows that among the cultural differences that contribute to the modernization and development there is the depth of identification and trust. In developed societies, there is a strong identification with the broad society, while in underdeveloped societies – strong identification with small communities (Harrison, 2008).

Self-identification is a subjective characteristic that provides an answer to the question "Who am I?". According to R. Jensen, director of the Copenhagen Institute for Future Studies, "… Information Society will gradually turn into a society of dreams in which people are more prone to feelings, senses and history. In

a society of dreams stories relating to six market sections: 'nature', 'friendship and love', 'care for someone', 'who am I?', 'peace of mind', 'beliefs' dominate" (Jensen, 2001).

B. Rothstein and D. Stolle indicate that to make democracy work and economy grow, citizens have to "get involved" (Rothstein & Stolle, 2008), and thus they must become a united society with common goals, interests and live practices.

THE NEED FOR NATIONAL IDENTITY

International Economic Forum defines international competitiveness index in the global dimension, proving that today also nations compete. The main objects of competitiveness of nations in the world are natural resources, investment, talent, technology, markets. During the competition nations need to identify themselves in the global environment. To secure the national interests the people should be consolidated by common goals of development, and also common institutions that allow establishing intergroup communication and interaction. Therefore, members of the public group need common forms of such cooperation, expressed in cultural practices and institutional environment.

To ensure survival and reproduction, a person must belong to social groups that provide this process (local communities, state). People gathered in groups and lived together for procreation, acquiring resources and protection throughout the life of mankind. At the state level the safety of the people is provided, first and foremost to protect the public authoritativeness and physical security. Considering nation as a living system, the lowest institutional unit that achieves the listed goals is the local community (Table 1).

Table 1

Institutional potential for nation's self-reproduction

Social unit	Average, person	The ability of subject of development resources to protect and capitalize				Reproduction of the human species, generation	Providing expanded reproduction of the system
		private	family	public			
				local community	state		
Person	1	yes	no	no	no	0	no
Family (household)	2-5(10)	yes	yes	no	no	1	no
Local community	100-200 or more	yes	yes	yes	no	2 or more (cyclical reproduction)	yes
The state (based on ethnic basis)	5000 or more	yes	yes	yes	yes	2 or more (cyclical reproduction)	yes

Source: Compiled by authors.

At the community level there is biological reproduction of people, the protection of public resources, and the basic social institutions are formed (family, cultural practices, language, legal relations). At this level the most effective accounting of public resources is provided, control over their use and replying to the threat of alienation of those resources or attacks on people's lives. The bigger the local community is, the longer the chain of access to resources becomes.

The cultural identifiers of "friend or foe" emerge there, primarily for security reasons. The constant coexistence of people, the distribution of social roles allows community groups to form such vital social and cultural practices that contribute to autopoiesis (self-reproduction). Given the resources of natural, historical and cultural conditions, the specific genetic different social groups have adapted different, unique social relations that are in the current legal system, customs, and traditions.

The concept of the state as an association of people with common goals and resources of development at the present stage is transformed by globalization, leveling ethnicity, change of the institute of public property. Though the concept that self-reproduction of people takes place at small local communities. Increase in mobility, technology development, in urban groups leads to reformatting goals of human development from public to private, often – only limited by the continuity of their own lives.

Many young people do not think about the kind of state their children will live in or resources they will use. A lot of them do not feel the need to preserve historical and cultural traditions, as accelerated historical development, technological progress, and the emergence of innovative technologies create preconditions of complete reforming of their existence and the existence of future generations.

On one hand, this expectation is based on intuitive prediction that humanity will gain more resources for development than the ones we use now (predictions of futurists say about the transition of human consciousness into virtual reality, decreasing need for food, and its replacement with a consumption of other energy resources, people immortality, etc.) (Griffiths, 2016). Decreasing need to identify a public property is caused by futurologist expectations that earthlings will not need to fight each other for resources, because the Earth's resources are likely to be possessed by beings from other planets, S. Hawking says (Cofield, 2015).

However, at this stage about 2 billion of world population lacks food or live in hunger, with no basic survival resources. Competition for natural resources in the world is growing. The population of poor countries is seeking to move to countries with higher level of well-being, but majority of them has no right to even enter the territory of other states. The uneven distribution of resources causes trends to redistribution of public resources. Migration is associated with inability to obtain public or private resources for the survival, so people migrate to other states, claiming their public resources for development. It causes great resistance of the citizens of the recipient countries, and even forces them to impose restrictions to protect their property and public space. In particular, the European countries are talking about the need for the formation of national identity which is based not only on participation in social and political processes of the country, but on common cultural basis.

Some decades ago, the US thus ensured unity and cultural basis of the state, which was developed on the "American national idea", founded on social values and common cultural practices, development of which was actually formed by the state. On appearing in American movies, American music and American Dream, common benchmarks and common everyday practice was introduced into in the ethnic dimension of the state's development.

While the division of the world into states exists, the need for countries in shaping their identity will be obvious. On the one hand, it is for identifying the persons with duties and rights of management of common property, the other – for protecting the property of other nations, as well as the effective use of that property. Providing economic, and above all patriotic, cultural linkage of people to the state it is possible to ensure co-participation of the people in autopoiesis and protection of shared resources.

THE OBJECTIVES OF THE NATIONAL IDENTITY

By the mid-twentieth century the lifestyle of people was formed within small social groups - rural communities, in the twenty-first century world's population officially became urbanized, so socio-economic and cultural bases of development have changed.

The process of state formation needs to have two mandatory components: (1) people gathered by common vital functions and (2) area. People acquiring ownership of the territory (natural resources) forms appropriate life practices that allow autopoiesis of people as a living system.

Identification of peoples was linked with the need to distinguish one nation from the other for the best possible realization of the goals and protection of their vital interests. This need to protect the resources from attacks of other social groups led to the need for the formation of the unique characteristics of the people/nation.

By the twentieth century, most states had formed social groups (nations) to achieve the following main objectives: (1) Preservation of the genetic code of the people and its transmission to future generations; (2) Joint management of resources for development; (3) Formation of common institutions for communication, distribution of social roles, allowing to achieve the goals and protect the objectives.

The genetic code is formed for thousands of years and is a biological characteristic, so society functions for managing resources (linked to retranslation of the code), formation of joint institutions and the protection system is fulfilled in the social, cultural, political and economic spheres. Economic relations are getting beyond closed systems, the number of economic agents in established systems is growing, and forms of interaction of subjects in socio-economic system are being transformed and diversified (Fig. 1).
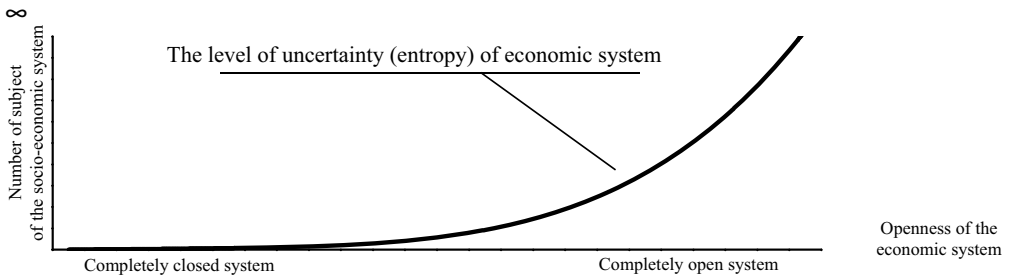

Fig. 1. Interdependence of openness, the number of subjects and unmanageable model of the socio-economic system
Source: Compiled based on content analysis: (Arezki R., 2015, Bringezu, et al., 2014, GEA, 2012:
Global Energy Assessment – Toward a Sustainable Future, 2012, Global Forest Resources Assessment (FRA), 2015,
Rawls, 1999, World Urbanization Prospects: 2014 Revision, 2015).

To ensure the control over a complex system it should be divided into subsystems. If the number of subjects is excessive, dissipation phenomenon manifests itself when some part of the system is getting self-organized, forming some self-governed subsystems which are specific for economies. The main criterion for the efficiency of the system is its self-reproduction with preserving resources of development. Moreover, such systems are mainly formed naturally. States indirectly foster the creation of social capital by efficiently providing necessary public goods, particularly property rights and public safety (Fukuyama, 1999).

In modern conditions social groups are dynamic, ownership of resources is spread around the world, and therefore social groups providing survival, feel increasingly difficult to establish a stable, horizontal rela-

tionships between members of social groups, to form common everyday practices and protect the ownership of resources. As a result, the actual privatization of the world is increasing.

ETHNIC CULTURE AS A KEY FACTOR OF NATIONAL IDENTITY

The reason for the formation of ethnic culture was the need for communication, the institutionalization of common everyday practices and discrimination of "friend or foe" in the fight for resources. Common livelihood has to include joint distribution of public roles on reproduction of the nation, management, enhancement and preservation of properties.

Researchers repeatedly show that members of groups identify not only a tribute to the social group through co-ownership on public resources and origin. Particularly, Experiment "Universe-25": when a paradise became a hell, - organized by John B. Calhoun in the 70's of the XX century, proves that a sufficient number of resources and the absence of threats are not sufficient for survival of social groups. For a population of mice within an experiment paradise conditions were specially created: unlimited supplies of food, drink, absence of threats and diseases, adequate space for breeding. But the colony of mice died. The experiment was repeated several times – the result was always the same: the mice died. Among the causes of extinction there was "the death of the spirit". The researcher demonstrated the need to identify the individual in the social hierarchy and its entry into the social role as a condition of survival of the whole social system.

Modern urban communities resemble the experiment of John B. Calhoun (Calhoun, 1973): indigenous communities are dying in urban environments; cities are increasing mainly due to net immigration; developed countries have high living standards, but the number of indigenous people is sharply reducing. So, there appears a question whether these nations with the high level of prosperity reaching the point of extinction are effective? After all, the main purpose of life is life extension. There is no another purpose of functioning of living systems, except prolonging life. This, in particular, is proved in the works of Albert Schweitzer (Schweitzer, 2003).

People have an instinctive need to protect their social group, including the gene pool, and resources. To form the joint protection mechanisms it is necessary for the people to have common means of communication, values and a common goal of development. And it is in the dimension of culture that these determinants are formed. That is why culture is the defining social institutions providing survival of the people.

Culture is a system of values and codes of cultural interaction between members of society or a particular social group, as well as people's awareness of own responsibility for the social interaction and their own life as members of the social group. Culture also provides forms and methods of communication, allowing to achieve the safe existence of social groups. Understanding the formation and safety codes of interaction takes place in the dimension of culture, and identity is one of the codes of such interaction.

Culture factors that determine the structure and interaction of society members and their identity with them are as follows: (1) ideology that forms the foundation of cultural experience of the nation, and it partly determines the outlook, system of values, social structures, traditions, behavior patterns; (2) environment, natural and social context of cultural processes, imposed by a system of ideas about the world, human existence and so on.

Taking away ethical foundations of human existence, most people had been taken away an understanding of their own "I". They are searching their identity. And if they cannot find the foundations among modern cultures, people try to form their own one, which is based on moment impressions, individual emotions and knowledge or under the influence of market offers, but it does not support achieving the objectives of

social development. Moreover, the identity of the young generation is formed mainly regarding their consumer practices, not their fight for survival and providing reproduction.

For reproduction and formation of criteria of national identity there optimally should be a social group in which social roles are possible to be divided among everyone to build horizontal links, create cultural institutions in the continuity of generations. This social group was predominantly a rural community, since it ensured a stable relationship "man-nature-social group", it was possible to build informal institutions aimed at reproduction, and cultural practices were trained for hundreds of years.

Modern subcultures have not acquired a mass character. Political ideology does not replace identification of a person as a member of the social group. Therefore, modern cultures, political ideologies are temporary. None of today's subcultures, modern urban cultures is the culture of the whole nation (ethnic culture), which increases surviving of people and relays this immunity to future generations.

Ethnic culture, formed in specific circumstances, gave clear answers about the interaction of a person with an object and subject of public relations, concerning the system of values and responsibilities at the following levels (Table 2).

Table 2

System of public interactions

Interactions between subjects of public relations		
I	← →	I
I	← →	Other person
I	← →	Work
I	← →	Environment
I	← →	Social group
I	← →	God
I	← →	World

Source: Compiled by authors.

Modern ethnic culture should be developed on the following principles:
– basing it on the established ethnic culture and traditions;
– forming new cultural practices that provide identity on the existing basis;
– Culture should provide survival and development of the nation.

However it is clear that ethnic culture is not advisable to simply be revived or replayed in the modern world. Since ethnic culture continues to be part of the social life and identity of many people, it must become part of society, organic integral part, which is constantly updated, evolving. The culture of the people should be formed with current practices of life, science and technology, however maintaining vital values in this system, which must be identifiers of the people.

The ethnic culture as a system of the people's values gives a common reference point for people living in the country, allowing them to form common goals of development and joint mechanisms to achieve these goals.

URBANIZATION AND GLOBALIZATION AS A CHALLENGE TO NATIONAL IDENTITY

The growth of the Earth population. Population growth is high especially in less developed countries with limited resources for economic development. This leads to increasing social tensions on the national level, and intensifies migration outflows from these countries (Fig. 2).
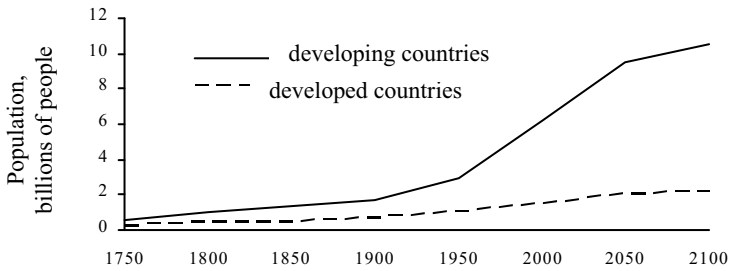

Fig.2. Forecast for the growth of world population in the context of industrialized and developing countries
Source: (World Urbanization Prospects: 2014 Revision, 2014).

UN experts predict that if effective measures to regulate the rate of population growth are taken, then in 2050 the population of the Earth will reach approximately 9 billion. Without these measures the global population can reach the level of 10 or even 11 billion people and this can lead to the aggravation of shortages of natural resources in many countries. Urbanization is also a factor that radically changes the way of people's participation in public relations. For the first time in human history, more people live in cities than in rural areas and the number of people living in urban areas (Fig. 3).
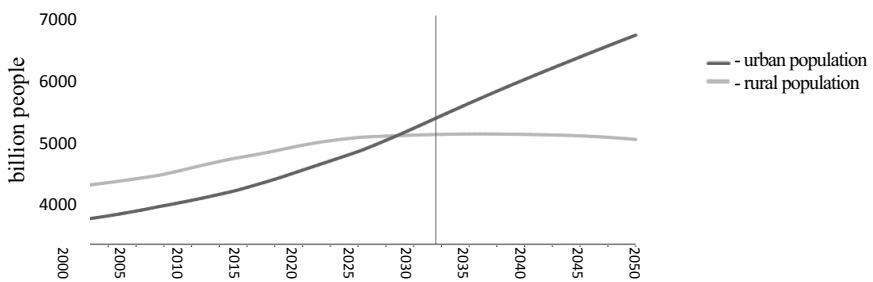

Fig. 3. The urban and rural population of the Earth, 1950-2050 (forecast), million people
Source: Based on (World Urbanization Prospects: 2014 Revision, 2014).

According to available UN data, approximately one million people move into cities every week on the global level. This trend is even stronger in less developed countries, where intensive urban population growth

happens due to increased population growth and increased migration into urban areas (World Urbanization Prospects: 2014 Revision, 2015).

For most citizens the only form of participation in the life of a territorial community or state is paying taxes and participating in elections.. Thus, the rise of the urban population gradually levels the criteria of common identification that does not bind people to live in a particular city

Refocusing from the objectives of procreation, conservation of resources to the objectives of quality of life and satisfaction causes the appearance of destructive social practices that are not focused on the interests of future generations. Such practices as to live without having a family, to marry at an older age, not to have children at all or have no more than 2 children are spreading among young people. These practices are primarily due to the economic conditions of urban environment, the restriction of private and public space and the growth of time for obtaining the necessary resources (getting to the place of work, working for 7-8 hours per day). In fact, the urban population has almost no time to form a new cultural institution base of its development and experience joint management of resources. In terms of cities, the concept of family is often almost disappearing as family members rarely spend much time together – as they do not work together. The main unifying factor of an urban family is common entertainment. Thus horizontal ties are weakened and attachment to the family is reduced.

Globalization is another important factor that changed the social system in the 20ᵗʰ century, as it erases boundaries between nations, increases mobility, decreases available public resources and enhances property stratification on a global scale.

Data presented by Oxfam International show that the size of assets 1 % of the richest people in the world will exceed the size of the assets of 99 % of the rest of the global population in 2016 (Wealth: having it all and wanting more, 2015). In global terms, given the uneven spatial distribution of natural resources, it is impossible to achieve justice and equality of access to them. The immediate availability of individual members to the public resources through dissipation promotes equitable access to them (Fig. 4).
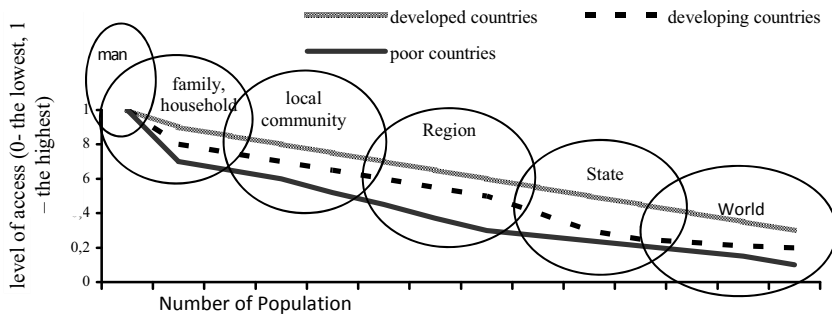

Fig. 4. The level of access to property
Source: Based on content analysis: (Bringezu, et al., 2014, Fukuyama, 1999, GEA, 2012: Global Energy Assessment - Toward a Sustainable Future, 2012, Global Forest Resources Assessment (FRA), 2015, Rawls, 1999, World Urbanization Prospects: 2014 Revision, 2015).

With increasing physical distance of the co-owner from a public resource and with an increasing number of users of this resource the opportunities to realize the right of co-owning are narrowing and the management of the public resource is getting more complicated, so ultimately it requires the introduction of representative institutions of public administration. Unfortunately, it is difficult to ensure the formation of values of na-

tional self-identification based on the ownership of public resources. Education systems are not able to provide a proper understanding of the tangible and intangible basis of the state to the students and they are not ready to transfer cultural and social practices and the skills necessary for the management of shared resources.

UKRAINIAN NATIONAL IDENTITY, SOCIO-ECONOMIC AND CULTURAL DIMENSION

The construction of the national state concept and of a national identity is an important priority for the war torn Ukraine. The lack of knowledge of the Ukrainian people about the need to preserve and protect public resources and the common identity of citizens played an important role in the emergence of inefficient governance, embezzlement of public resources and a very high level of corruption in Ukraine.

Threats to the physical survival of the population contribute to the rising focus on individual problems what even more intensively reduces the common criteria of the self-identification with the nation. The long term occupation of the Ukrainian territory by Russia and other invading countries helped to destroy the cultural base of the nation. This development subsequently led to a crisis of national identity in Ukraine. The lack of national identity is reflected in the low participation of citizens in the protection of public property and in the decreasing level of attachment of individuals to the nation and to the place of residence. For a Ukraine ravaged by war, the formation of a strong common identity is one of the top priorities of state policy.

Nowadays, an escalation of wars and ethnic conflicts is clearly visible in the world. In order to create an enduring system of global security the world needs strong states that could create common rules of the international arena. To succeed in this task, the construction of new approaches to the concept of the state is vitally important.

The case of Ukraine could serve as a key example in the area of nation building, as Ukraine today acutely experiences a deep crisis of national identity that mirrors the problems of many other countries. The study of nation building and national identity in Ukraine is limited by several factors:

– There is a lack of objective statistical data covering quantitative and qualitative indicators of the Ukrainian population. Even demographers are not able to specify the exact population of Ukraine. (Mokiy et al, 2013; Düvell, Lapshyna, 2015). The last population census in Ukraine was conducted in 2001, so it is difficult to objectively assess the current situation of the Ukrainian population.

– There is a lack of systematic studies dealing with the exact ethnic composition and the system of values of the Ukrainians. The existing studies in this area mostly focus on the study of the cultural aspects of national identity and neglect the social and economic factors of self-identification of the citizens.

– Research is complicated by the fact that Ukraine has the highest share of migrants in the population in the world. In 2014, migrants made up 14.4 % of the Ukrainian population (Immigrant and Emigrant Populations by Country, 2016). Such a high level of migrant population creates tensions and eventually the nation can reach a "point of extinction". The war in Ukraine started because Russia used the lack of common identity among the inhabitants of different regions of Ukraine to start a military intervention.

– The indicators of identification of public property and its protection are among the lowest in the world. This makes an objective assessment of the understanding of the population almost impossible, as it is hard to determine which public property are owned by the people. As a result, the formation of associative links with this property is immensely complicated.

To determine the foundations of the state building concept, the most important factors of self-identification of Ukrainian citizens and also of Ukrainians abroad were investigated. The survey of 2016 shows that

permanent residents of Ukraine have different criteria of self-identification with the Ukrainian nation than the Ukrainians abroad (Table 3).

The survey was conducted in the first half of 2016 (January/August) in several regions of Ukraine (Lviv, Kyiv, Uzhgorod, Vinnytsya, Sumy, Odesa) during public meetings such as conferences, round tables, meetings of emigrants, meetings with students and other. In order to reach the necessary number of emigrants, an electronic version of the survey has been used. The total number of participants of the survey reached 350 – with 250 citizens of Ukraine and 100 citizens of Ukraine living abroad.

The collected data clearly show that most Ukrainians have several (3-4) criteria for the self-identification with the Ukrainian nation. Citizens living in Ukraine identify themselves with the nation through coexistence (94.8 % of the respondents), common genetic codes (81.2 %) and cultural practices (61.2 %). The data also show that ideology (40.8 %) and territory (47.2 %) play a visibly weaker role in the process of self-identification with the nation.

Table 3

The results of sociological research on the Ukrainians' identification

Public resource	Respondents-citizens of Ukraine, living in Ukraine and identifying themselves with the people/nation		Respondents-emigrants from Ukraine who received citizenship or residence outside Ukraine and identify themselves with:			
			the people of Ukraine		the people of the state they reside in	
	number	share %	number	share %	number	share %
The people living in Ukraine	237	94,8	36	36,0	12	12,0
Common genetic codes (living family, ancestors)	203	81,2	72	72,0	4	4,0
The law (legal protection level)	18	7,2	5	5,0	36	36,0
Territory	118	47,2	31	31,0	16	16,0
Public ownership	74	29,6	6	6,0	49	49,0
The idea of development (political concept)	102	40,8	14	14,0	53	53,0
Ethnic cultural practices (language, customs)	153	61,2	73	73,0	19	19,0
Favorable ecological environment	28	11,2	4	4,0	16	16,0
The level of socio-economic development	12	4,8	7	7,0	62	62,0
Common religion	56	22,4	41	41,0	21	21,0
Would you return to Ukraine if the level of socio-economic development increased there		0	35	35,0		0,0

Source: Based on a survey conducted by the authors.

Ukrainians living outside Ukraine (still identifying themselves with the Ukrainian nation) possess an entirely different set of factors for self-identification with the Ukrainian nation. Understandably, the need for co-habitation is significantly lower (only 36 % compared with the 94.8 % of the Ukrainians living in Ukraine). On the other hand, Ukrainians living outside Ukraine put an emphasis on ethnic cultural practices (73 %) and common religion (41 %) and common genetic codes (72 %).

The number of Ukrainians who left their home country permanently and nowadays identify themselves with their new country, is relatively low in the survey (12), but they provided very interesting data. Socio-economic factors are clearly the main factors for the self-identification with another country (62 %), but political and legal factors also play an important role.

The survey also confirms that the basis of the Ukrainian national identity is still related to persons. Economic ideas (such as economic development) still do not play a relevant role in the formation of the national identity. Only 40.8 % of the respondents living in Ukraine feels that the idea of economic development is important for them. Ukrainians living abroad (but still identifying themselves with the Ukrainian nation) view the idea of economic development as a marginal factor for self-identification (14 %). Interestingly, Ukrainians who identify themselves with their new country feel much stronger towers economic development as a basis for self-identification (53 %).

These results clearly show the growing importance of socio-economic factors for self-identification with a nation. Today, it is much easier for a person to identify him/herself with a nation on the basis of the level of economic development. This development has serious implications for government policies – such as policies in the area of education and research and innovation.

CONSTRUCTION OF THE CONCEPT OF THE PEOPLE'S NATIONAL IDENTITY UNDER CONTEMPORARY CONDITIONS

As long as there are independent nation states in the world and they compete with each other to ensure the protection of their national interest, there is a need to properly identify the factors of self-identification with states.

In order to improve the links between individuals and the state, states must ensure their economic development in order to stimulate the active participation of its citizens in the development of the country for themselves and for their descendants. Figure 5 contains an algorithm for the construction of the idea of a nation based on the changes in the importance of factors for self-identification with a nation.
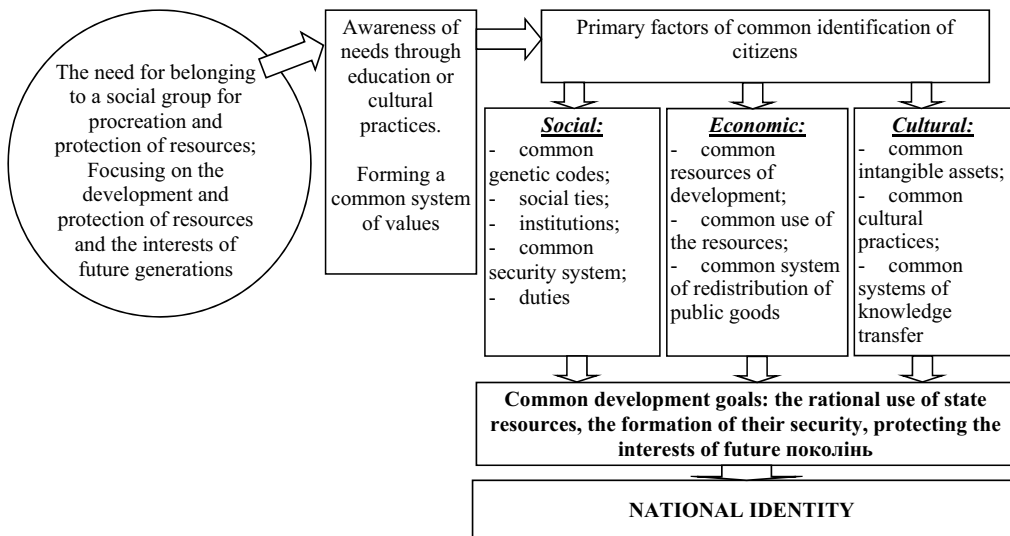

Fig. 5. Algorithm of forming national identity
Source: Compiled by the authors.

A changing global social order caused by increased urbanization and the transformation of the institution of private property necessitates a need for the redefinition of the factors for self-identification with the nation – economic, social and cultural factors. Government policies should put an especially strong emphasis on the development of human capital through education, science and current cultural practices.

CONCLUSIONS

Today, most countries in the world are facing the necessity of forming a new system of values for developing the state as an association of citizens. Due to increased urbanization, globalization and the changing institution of private property, the institutional form of social groups is changing. Therefore, creating a system of values that would help to form a common foundation of the state is a strategic objective for the national security.

The main criteria for the identification of a person with a particular nation are not only cultural, but also political, social and economic. In the context of globalization, the role of socio-economic factors associated with the identification of a person with a group is clearly increasing, especially the role of public resources needed for economic development and the complicity in the use and management of these resources. A person needs self-identification to become a member of a social group for reproduction, for the use and protection of resources of the social groups' development and for the protection of vital interests that people cannot provide them or with the family. It is important for people to acquire a social role in the society through which they identify themselves with the rest of the nation.

In terms of urbanization, the global redistribution of ownership and the increasing mobility of young people causes a threat to the common value system of the society and thus to the common identity. Therefore, the state should support the creation of a new system of values, preferably based on the development of cultural practices, ideology and joint management of people.

It is clearly established in the literature that the reproduction of people and the formation of their identity happens at the level of the local community, where horizontal links and most persistent identifiers of social groups are constructed. To strengthen national identity, there is a need to transfer some of these links and identifiers to the national level. In a globalized world, states should concentrate on the usage of unique ethnic features to address people to preserve their identity and create national competitive advantages.

The results of the study of the factors that shape the identity of the Ukrainians living in Ukraine and abroad show that most Ukrainians have only a limited set of key criteria (3-4) to self-identification with the nation – such as coexistence, common genetic codes and cultural practices. Self-identification with the nation through ideology and territory is less pronounced in the case of Ukraine. For Ukrainians living abroad self-identification with the Ukrainian nation happens through ethnic and religious factors, while their affiliation to the state they emigrated to is often explained by socio-economic factors.

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