

7. Горілий А. Г. Історія соціальної роботи. Навчальний посібник. Тернопіль: Видавництво Астон, 2004. 174 с.

8. Длугопольська Т. І. Історія розвитку законодавства про соціальний захист населення: міжнародний аспект. Актуальні проблеми правознавства. 2016. Вип. 3 (7). С. 58-63.

DOI <https://doi.org/10.30525/978-9934-26-177-0-8>

**TWITTER-RECEPTION OF PUBLIC OPINION  
ON THE INITIATIVE OF THE PRESIDENT OF UKRAINE  
ON FINANCIAL INCENTIVES FOR VACCINATION  
FROM COVID-19**

**Kalnysh Yu. H.**

*Doctor of Science in Public Administration, Professor,  
Professor at the Department of Sociology  
Oles Honchar Dnipro National University  
Dnipro, Ukraine*

In the midst of the pandemic, COVID-19 vaccination has become one of the most important tasks for the government of each country. In many countries, various incentive methods, including financial ones, are used to encourage people to be vaccinated.

In the United States, for example, \$ 100 has been issued to all fully vaccinated citizens since the end of July, and there are many local events that vary from state to state. For example, in New York there is a program of the City Hall, according to which vaccinated people are given tickets to the botanical garden, aquarium and sports events. In Europe, the first country to introduce financial incentives was Serbia, where in May they promised to pay each vaccinated citizen about € 26. However, this measure was later declared ineffective, as the dynamics of the number of vaccinated in May did not change significantly. And an experiment by scientists from Sweden showed that with a monetary reward of about \$ 24, the vaccination rate increases by 4%. Some countries are implementing incentive programs for certain groups of the population. For example, in Georgia, the government has promised each vaccinated pensioner a one-time supplement to the pension of approximately \$ 63, and in Lithuania they plan to pay € 100 to people over the age of 75 who are vaccinated by December [1].

On November 15, 2021, the President of Ukraine Volodymyr Zelensky made an appeal in which he promised to pay a 1000 UAH to each fully vaccinated citizen of Ukraine [2]. These funds can be obtained in the form of a certificate for certain goods and services: gym tickets, tickets to movies and theaters, tickets for domestic air and rail transportation and more. The initiative is aimed not only at stimulating the level of vaccination, but also at supporting entrepreneurs.

In Ukraine, the problem of insufficiently fast vaccination is acute, so it is advisable to conduct a sociological survey on public attitudes to Zelensky's initiative to pay a 1000 UAH to each vaccinated. This program aims to increase the level of vaccination, so the feedback should be mostly positive. Because the researcher has to work with limited time and resources, and because the president's statement has sparked heated discussions on social media, which has provided much material for analysis, we choose content analysis as the most appropriate tool for research.

The source of information for the study are posts on social networks, namely – the social network Twitter. Although Twitter is much inferior to the audience of Facebook and Instagram among Ukrainians, for our research this social network is the most favorable, because it has the best search system for keywords and convenient potential units of account – tweets.

Take the following categories of content analysis: approval of the initiative, neutral position, negative attitude. The first category includes judgments that indicate a possible public ("Potentially, this thousand can save some lives, reduce the burden on hospitals and doctors, and medical staff, reduce the cost of oxygen, drugs, etc.") or personal ("Thousand Zelensky, it is to watch Spider-Man") benefit from the president's initiative. The second category includes messages that do not give a final assessment of the initiative, note both its advantages and disadvantages, or do not assess at all. This category includes criticism of the restrictions on the cost of financial incentives ("I think where to put the thousand in the village. Because there are no museums, cinemas and fitness clubs here, and I travel by car"), criticism of the time of payments ("as on me, it was logical to offer this thousand in the summer, when there was no excitement. and already in the fall to impose restrictions. countries, it's about the subway"), the question of subsidies and taxes ("And what will Hetmantsev tell us about taxes on additional goods in the amount of 1000 (one thousand) UAH?").

The third category includes judgments that express a sharply negative attitude to the initiative. This category includes messages that (summarized in the table below):

– call the initiative unnecessary ("Personally, my family does not need this thousand in principle. These 6 billion UAH have much to spend, given what is happening on the border with Belarus");

– compare "Vovina's thousand" with "Yulia's thousand" ("Someone will write a brochure" One thousand hryvnias as a measure of Ukrainian populism". There was Yulia's thousand, there was Vitina's thousand, now there will be Vavina's thousand");

– accused of irrational spending of budget funds ("What a thousand Zelensky? All his thousands are hidden offshore. Whatever it was – it's taxpayers' money, which he decided to somehow give to someone, using citizens");

– call payments "virtual" and "ghostly" ("a virtual thousand UAH from the virtual president for virtual purposes will be paid on virtual payment cards");

– note the main goal of promoting the application "Action" ("Why did they come up with a thousand from Ze? And in order for more people to install the application "Action". The next step is to translate elections, referendums and other" expressions of will "into electronic format");

– compare the amount of payments with the mortality rate from Kovid ("Vovina thousand is not about money, but about the number of deaths per day");

– called payments "cashback for the purchase of a certificate";

– note the ineffectiveness of the initiative in encouraging anti-vaccines ("I talked to the anti-vaccine, she said that in order for him to agree to be vaccinated, it should be at least a thousand dollars, not a thousand hryvnias");

– confident in the corruption of the scheme ("And how much money will need to bring in OPU owners of a fitness club or cinema to get on the list of the program" Thousand of Vova "in Action?").

**Conclusion.** A total of 125 tweets written between November 15 and 19 were analyzed, which were selected by searching for the keywords "thousand" and "Zelensky". In the first category there are only 22 tweets, in the second – 32 tweets, in the third – 71 tweets. Therefore, it can be argued that despite the initial assumption in this social network, a negative attitude towards the president's initiative prevails, or at least a negative attitude is expressed more willingly.

### References:

1. Від 570 до 4500 грн: скільки та кому платять за вакцинацію у різних країнах. *Слово і діло*. URL: <https://www.slovoidilo.ua/>

2021/11/18/infografika/suspilstvo/570-hrn-45-tysyach-hrn-skilky-ta-komu-platyat-vakscynacziyu-riznykh-krauinax (дата звернення 18.11.2021).

2. Повністю щеплені від COVID-19 українці незабаром зможуть отримати від держави тисячу гривень – Володимир Зеленський. *Офіційне інтернет-представництво Президента України*. URL: <https://www.president.gov.ua/news/povnistyu-shepleni-vid-covid-19-ukrayinci-nezabarom-zmozhut-71569> (дата звернення 15.11.2021).

DOI <https://doi.org/10.30525/978-9934-26-177-0-9>

## МОДЕРНІЗАЦІЯ РАЙОННОГО РІВНЯ УПРАВЛІННЯ У ЛЬВІВСЬКІЙ ОБЛАСТІ

**Лазор О. Д.**

*доктор наук з державного управління, професор,  
професор кафедри публічного управління та адміністрування  
Вінницького державного педагогічного університету  
імені Михайла Коцюбинського  
м. Вінниця, Україна*

**Лазор О. Я.**

*доктор наук з державного управління, професор,  
професор кафедри публічного управління та адміністрування  
Вінницького державного педагогічного університету імені  
Михайла Коцюбинського  
м. Вінниця, Україна*

Назрілою проблемою чергового етапу розвитку держави, що потребує нагального вирішення є завершення адміністративно-територіальної реформи. Неодноразово наголошувалось на розмитості та відсутності чітких індикаторів виокремлення адміністративно-територіальних одиниць, їх належності до відповідних категорій та рівнів.

Система адміністративно-територіального поділу України впродовж тривалого історичного періоду пройшла складний еволюційний шлях, окремі періоди якого формувалися як знизу, так і зверху, як стихійно, так і свідомо. Вважається, що проблеми адміністративно-територіального поділу та устрою належали до політичної категорії та