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A SOCIAL SERVICES CUSTOMERS' SOCIO-PSYCHOLOGICAL CHARACTERISTICS

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The article deals with the members of society, which can become a social work client. It is proved that a person who is a social work client can be considered a person who has suffered from objective difficulties or subjective difficulties, which is the recipient of social worker's assistance and who is registered in the social service. A social work client's individual-personal characteristics and on the research results basis, "the social service client's social portrait" are analyzed, the objective characteristics of social service clients' social portrait are determined.

Key words: personality, social work, client, problems, needs.

Social work has a special place in the modern scientific knowledge system, since it combines theoretical foundations and practical activities with various categories of clients. As a science, social work has an interdisciplinary character and is on the traditional directions verge of the social sciences - psychology, sociology, pedagogy, philosophy, ethics, integrating their inherent theories, approaches, methods for their own needs. Based on the general and specific, paradigms and status analysis, there are three groups of social work concepts: psychologically oriented theories (existential, humanistic, psychoanalytic, behavioral), sociologically oriented theories (systemic, socio-ecological, radical, Marxist), complex theories (social and social psychological, cognitive, socio-pedagogical, vital)

[2]. And at the same time, in the process of social work development, own social work theories were formed - empowerment (the client's inspiration, activation), the theory of labels, task-oriented work and the like.

Almost every member of society can be a social work client. According to Ukrainian legislation, a person who is in a difficult life situation may receive social assistance in case of contacting the social service. After that, the social institution specialists are obliged to check the life situation compliance parameters of the person who applied to the social assistance recipient. The study results of the subjective and objective circumstances of an individual's difficult life situation provide the basis for the right to assistance realization.

The social work client - a person, who suffered from objective difficulties or subjective difficulties, is a social worker's help recipient and is registered in the social service.

In social work, depending on the level of its action, there are various customer typologies:

- The social work client is a certain individual (a neglected child; a woman who has been subjected to violence; a person suffering from alcoholism; an elderly person; a disabled person)
- the social work client is the group (family, production team; self-help group school class; student group)
- the social work client is a local community (individuals living in a common territory, in one locality, people are similar in nationality, common culture, people united by socio-economic status or difficult life situation).

Each client has certain personality traits that must be identified and involved by the social worker in the work process. Whether a social worker's client is an individual, a group, a family, or a larger social structure, it will have special needs, attitudes, value systems, capabilities, knowledge levels, religion, along with physical characteristics and accumulated

experience that make each client unique, and the situation unrepeatable. The main social work goal is to determine the client social problem and the socio-psychological portrait and only then find the right means to solve his or her life difficulties.

The client's typology is also related to request specifics and the assistance type provided by the social worker. The basis for the social services clients' classification can be both objective and individual-personality criteria and characteristics.

The social work client objective characteristics: socio-demographic characteristics (pensioners, employees, students, unemployed); age (children, youth, middle-aged people, elderly, inclined); gender (women, men), education level (incomplete secondary, secondary, secondary special, incomplete higher, higher, academic degree), health status (healthy, temporarily disabled, mentally disabled, disabled); marital status (married, widowed, single, divorced), presence of dependents (children, presence of disabled persons under guardianship), territorial feature (urban dwellers, migrants, refugees, rural residents), social and professional status (employed, unemployed, maternity leave, housewives), material and economic situation (poor, with optimal income, living below the poverty line).

Individual-personal social work client: individual-typological personality properties (character accentuation, temperament features, self-assessment adequacy); attitude to life difficulties (aggression, apathy, rejection, anger, indifference), a difficult life situation consequences (disability, divorce, deviant behavior, unemployment, social orphanhood), the desire to solve and the ability to "see" the problem (problems' denial, self-destructive behavior, active position in solving problems), the possibility of overcoming the problem situation (a financial opportunities' presence / absence, the ability to consult a specialist).

In addition to the general social work client's characteristics, there are also specific ones that characterize a particular person, social group or society. For example, when characterizing the clients' with disabilities life complications, in addition to these objective and individual-personal characteristics, the main categories of their vital activity, their ability to self-service, training, work, orientation in time and space are considered. It should be noted that in practice the client can simultaneously possess both objective and subjective characteristics, of which the social worker must highlight the important and insignificant, determine the client social problem and find the right means to solve it. This is how customer groups are distinguished according to combined criteria — large families with low income [5, p.4]; homeless and neglected orphans [4]; single poor elderly people [8], etc. The presence of vulnerability several criteria causes a particularly difficult person and a group social situation. The characteristics' list on the basis of which a social worker makes a social diagnosis to a client cannot be considered final as long as the specialist works with him. Perhaps, in the process of their interaction, there will be facts that will make, if not reconsider, but correct the conclusion. Solutions to any problem can actualize other problems that have been disguised or have been relegated to the background when solving a problem that at first seemed to be the most actual [6].

The "client" concept, in terms of social work practice, is multidimensional. A systematic approach to this concept means that a personal and social problem, difficulties associated with interpersonal communication, or a difficult life situation, the solution of which the client seeks, should be seen by social work process participants as volumetric, as a result of many circumstances that were influenced by personal as well as social factors. The social work uniqueness for helping people lies precisely in helping to achieve changes in the interactions between people and the

world around them. Each client has certain personal, unique, and characteristic only to these individual traits that must be identified and involved by the social worker in the work process. Regardless of whether a social worker's client is an individual, a group, a family, or a larger social structure, it will have special needs, its own value system, its specific capabilities, a certain development level, and culture. And all this in combination with physical characteristics and accumulated experience make each life situation unique [3].

The study involved respondents, social services clients from the age of 16 years. The children and adolescents age group in the study did not participate.

The category operationalization "a social service client's social portrait" made it possible to single out a socio-psychological study's main parameters (Table 1).

Table 1

Parameters and operational study's indicators

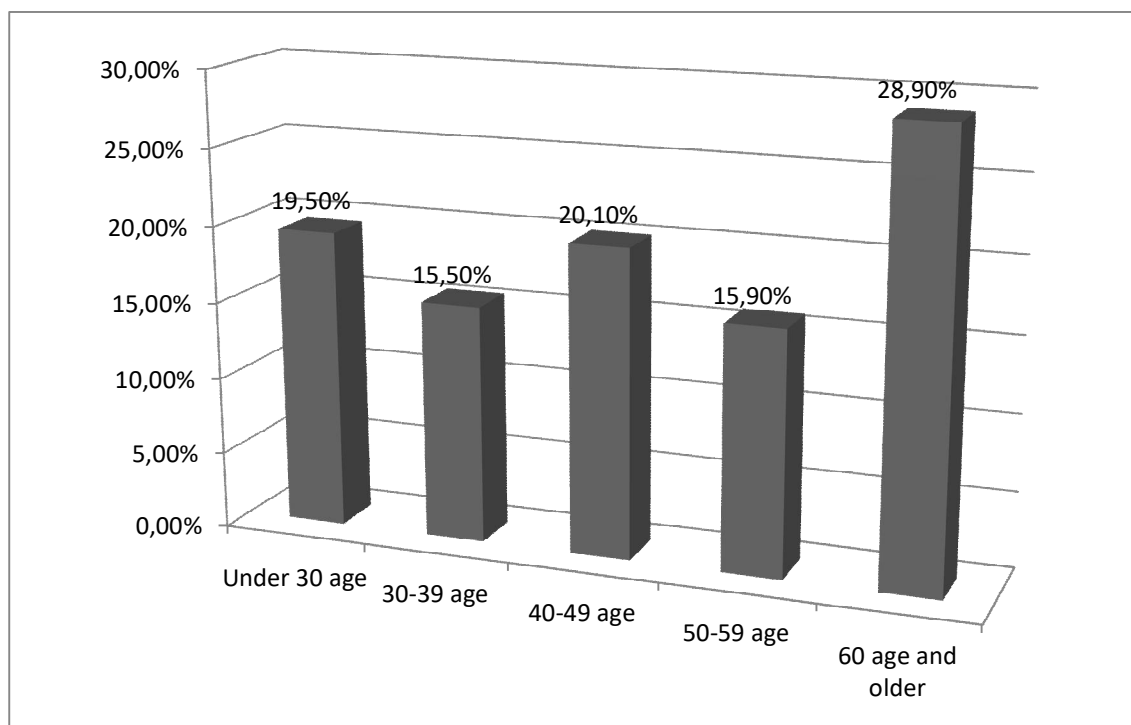
	Parameters	Indicators	Research methods
1.	Socio-demographic characteristics	Gender, age, education, material and economic status self-assessment, socio-professional status, family status	Questionnaire
2.	Adaptive potential	Adaptation level and ability to solve life problems, adaptive behavior's active and passive strategies	Questionnaire
3.	Actual problems and needs	Reasons for appeals to social services Social services	Questionnaire Statements 'content-analysis

4.	Individual psychological and socio-psychological characteristics	Personal anxiety level The depression level Character's accentuation Personal profile Personality's self-referential system Interpersonal relations system	Psychodiagnostic techniques
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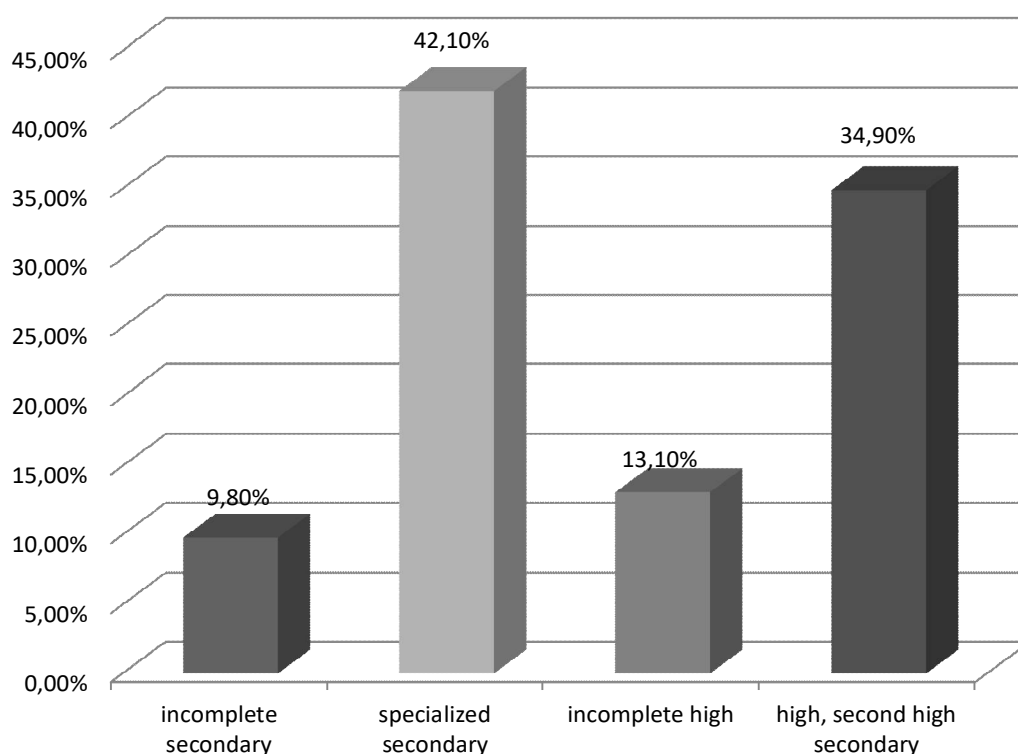
Let us consider in more detail the sociological analysis' parameters and describe their main operational indicators.

1. Socio-demographic characteristics (gender, age, education, the material and economic self-assessment condition, socio-professional status, marital status).

Among the social services' clients are dominated by women (68%), men are more passive in contacting social services (32%), and among them 57% are older and older people visiting the territorial social services center. In pictures 1.1 and 2 are shown the distribution of social services clients' depending on the age category and education level.



Pic. 1. Social service clients by age group



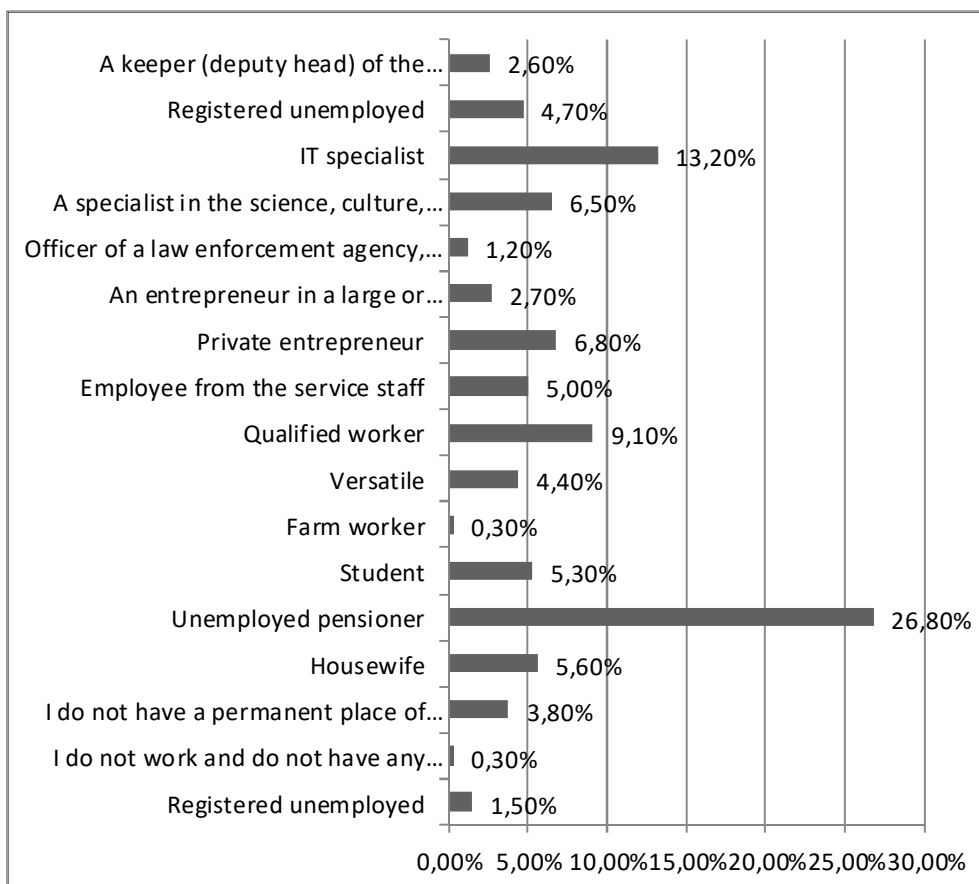
Pic. 2. Social service clients by education level

Almost a third of social service clients are older people, young people and mature clients, mostly with secondary special and high education. In pic.1 is shown the socio-professional status distribution.

On the research results' basis, it is possible to determine the social service clients' social portrait's objective characteristics. These are the older generation people, young people and mature age clients, mainly with secondary special and high education, in marriage, with low or below the average level of material and financial status. That is, a typical social service client is a low-income (or closest) representative segments of the population.

2. The potential social services clients' adaptive (adaptation level and ability to solve life problems, active and passive strategies of adaptive behavior). This parameter is aimed at identifying the social services clients' adaptation level (to what extent people assess themselves as adapted or unadapted to the changes that have occurred, with which adaptation

options (active and passive) people relate their own behavior in current conditions) in the socio-economic crisis context. Economic and psychological adaptation is a human adaptation's essential part as a business entity in the market (producer, consumer, economic policy object).



Pic. 3. The social services clients by social and professional status

It is considered as part of social adaptation, it is an adaptation of an enterprise to economic conditions that change dynamically and manifests itself in poverty or material well-being, that is, in the economic status and a person's life quality, in his expectations and attitude to economic reforms, market, money. It is common to define two types of social adaptation strategies: strategies that are characterized by a predominance of active influence on the social environment and strategies that are determined by the passive, conformal goals acceptance and the group value orientations [1].

3. The social services clients' problems and needs (reasons for

appeals to social services, relevant social services).

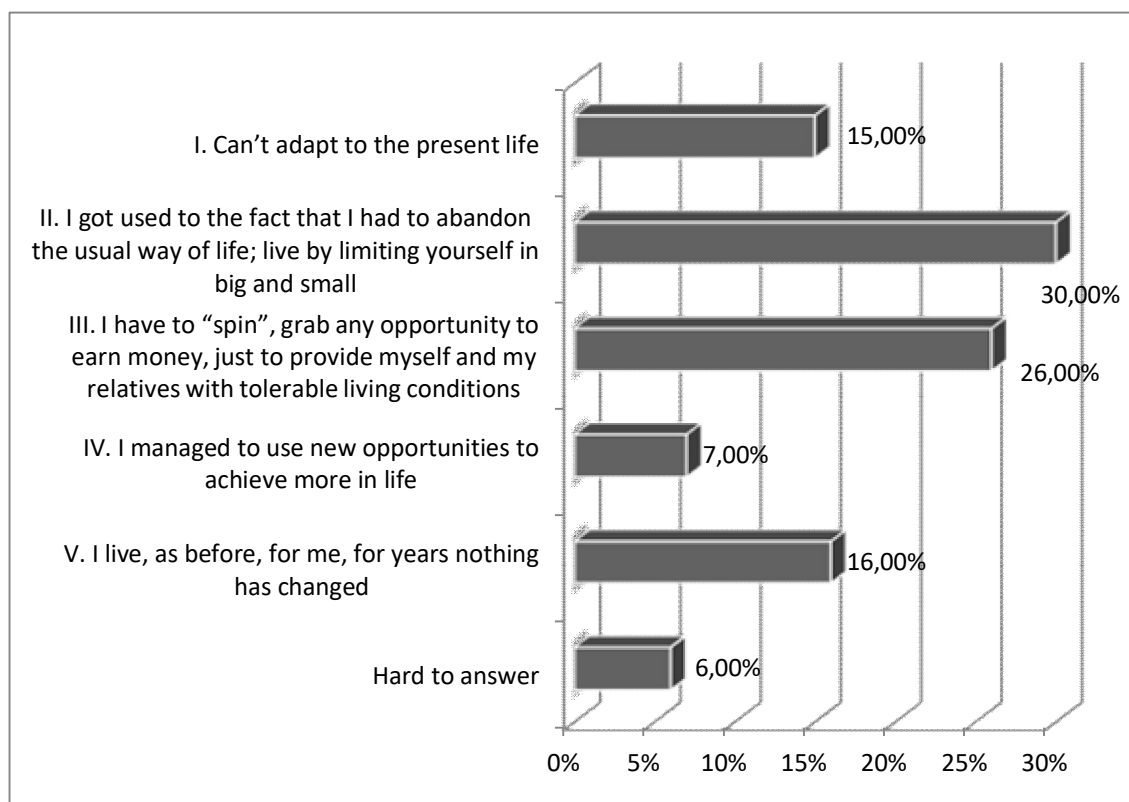
4. Individual psychological and socio-psychological characteristics. This parameter is aimed at identifying the social service clients' social portrait's subjective characteristics.

The socio-psychological research's purpose is to identify the social services clients' social and socio-psychological characteristics in the Zaporizhia region. At the same time, the research parameters were the following: the social services clients' adaptive potential, individual psychological and socio-psychological characteristics, current problems and the social services clients' needs.

1. The social services clients' adaptive potential. In order to social service clients' identify groups with a certain adaptive behavior strategies type, the respondents' answers to the following questions were analyzed: to what extent do people rate themselves as adapted or unadapted to the changes that have occurred, with which adaptation options (active and passive) people correlate available conditions. The results are presented in Pic. 4.

The first, most obvious conclusion is the steady distribution of the respondents among the selected groups (behavior types). Respondents quite clearly define their affiliation to the proposed groups. This allows us to consider the study results as representative of the entire series, as well as to use the combined data set for the analysis.

First of all, you should pay attention to the selected groups' quantitative parameters. The majority of respondents (56%) consider themselves to be II and III, roughly equal in size to groups, that is, to those who are "used" with a decrease in the life quality or are forced to "spin". 31% - up to two "extreme" groups (I and V - "cannot adapt" or "live as before"), the smallest group - 7% - those that can "use new opportunities" (IV), approximately the same proportion those that refuse to answer.



Pic. 4. An adaptive behavioral strategies' features for social service clients

Let's consider the selected groups' socio-demographic characteristics (social potential) (Table 2). As we can see, Group I (the least adapted) is the oldest in age (more than half is 60 years old, the average age is 56 years old), it has fewer people with high education (6%) and almost two thirds with less than secondary education.

Group II (passive adaptation, "are used to") is slightly "younger" - 42% over 60 years old, with an average age of 52 years old, with the highest women proportion, noticeably more highly educated than in the previous group.

Group III (active adaptation, "one has to turn around") is noticeably younger: the average age is 39 years, more than 50% are from 30 to 50 years old, only 6% are more than 60. Here the majority are men. The educational potential is also significantly higher: the share of high educated is at the middle level, the share of the moderately educated is the largest,

and the least educated is less than in any other group.

Table 2

Social potential of social service clients' typological groups

Group	I	II	III	IV	V
Sex					
Men	46%	43%	48%	55%	42%
Women	54%	57%	52%	45%	58%
Age category					
Up to 30 years old	11%	18%	29%	55%	43%
30-39 years old	13%	11%	30%	25%	13%
40-49 years old	11%	13%	24%	12%	14%
50-59 years old	16%	16%	12%	6%	7%
60 years or more	51%	42%	6%	2%	7%
Educational level					
High Education	6%	10%	17%	39%	15%
Secondary, secondary specialized education	35%	45%	56%	47%	45%
Incomplete secondary education	59%	46%	26%	14%	39%
Social-professional status					
Leaders	2%	1%	2%	14%	4%
Specialists	6%	9%	18%	24%	11%
Officials	5%	3%	12%	11%	7%
Skilled workers	10%	10%	27%	18%	14%
Unskilled workers	2%	6%	10%	5%	5%
Students,	0%	4%	2%	11%	16%
Pensioners	58%	51%	5%	3%	26%
Housewives	5%	6%	7%	4%	8%
Unemployed	9%	7%	9%	4%	7%

Group IV (it is succeeded to "achieve more"): is a young, majority are up to 30 years old, with an average age of 31, the most "masculine" - 55% and the most highly educated - more than 67%. This group remains the smallest. This gives reason to believe that group IV (the most "achieved" success) is rather not an avant-garde, not a "general model", but a specifically age-related one, that is, a position taken by a certain part of the population in young years. In fact, the typological series from I to IV group, similar to the states scale with social potential, is increasing.

Group V clearly violates the “scale”, but if you swap groups IV and V, the scale remains. The average age here is 35 years old, but women predominate in it, the share of high educated is second only to group IV. In terms of social potential, this group also lags only behind what has “achieved” success IV.

The changes’ dependence in the material situation on the type of adaptive behavior strategies is analyzed (Pic. 5).

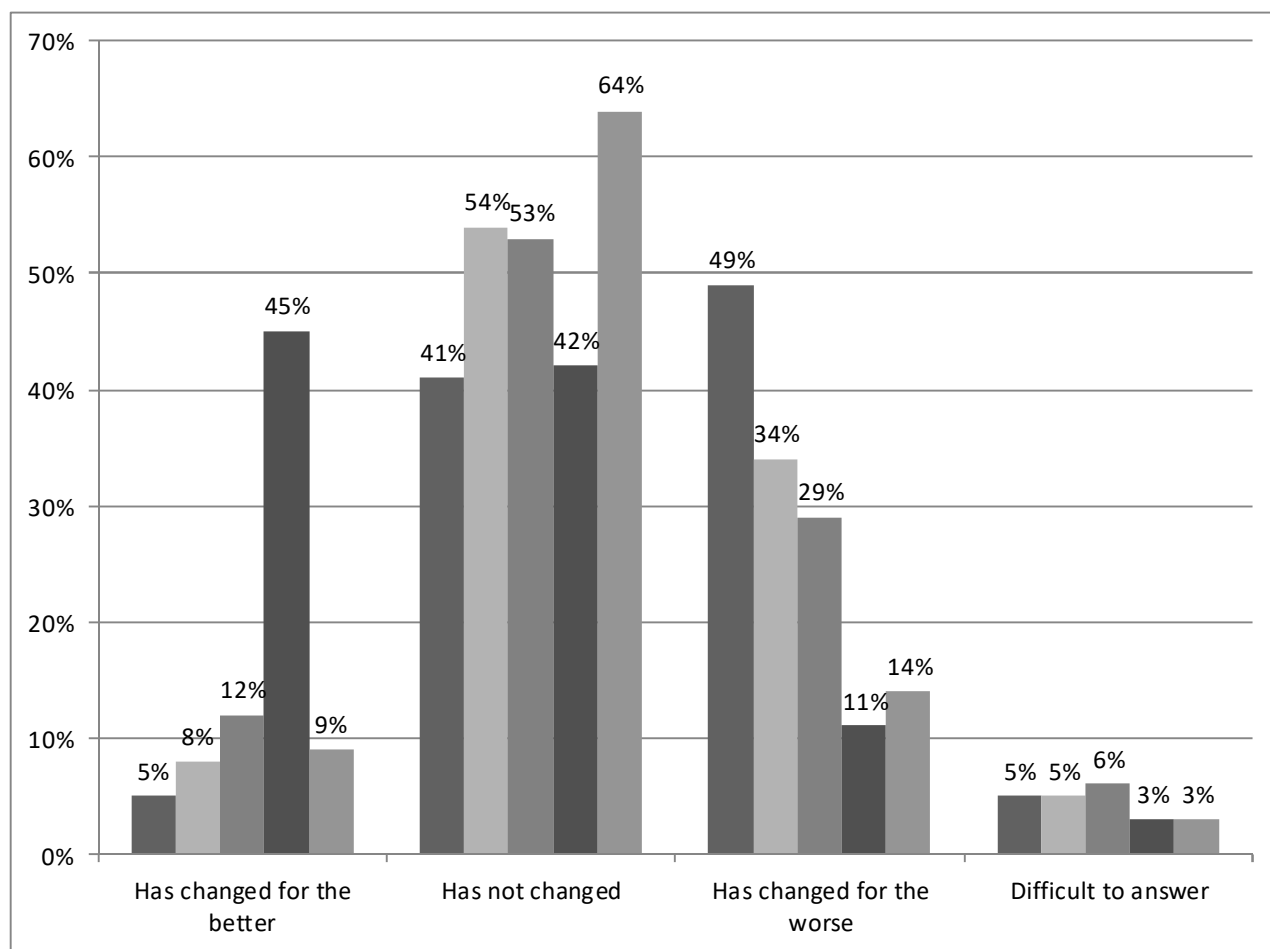
So, 45% of social services clients in the region are either low adapted, or take a passive position, and are represented by older people, retirees, which indicates the difficulty in adapting the "Soviet" generation to new socio-economic conditions that require an active life position and responsibility for own life and well-being. The adaptive behavior active variant is shown by the younger generation's clients, mostly with higher education. Thus, we have a separation of adaptive behavior types according to the value ideas orientation - traditional values, collectivist orientation and paternalism expectations from the state, and individual, liberal values that imply pragmatism and responsibility for one’s own life.

So, the families’ situation has changed for the better only in the IV and V adaptive groups, in others deterioration is noted.

2. The social services customers’ actual problems and needs (reasons for appeals to social services, relevant social services).

In pic. 6 are presented the reasons for respondents to social services (the content analysis results).

The main clients appeals’ purpose to social service are: social services at home (patronage) - 43% among the elderly, chronically sick and people with special needs. Such activities can be provided by public services’ and organizations’ social lawyers, as well as volunteers, religious organizations representatives. A very urgent need is the material charity assistance from charitable foundations, private sponsors, focused primarily on the poor.



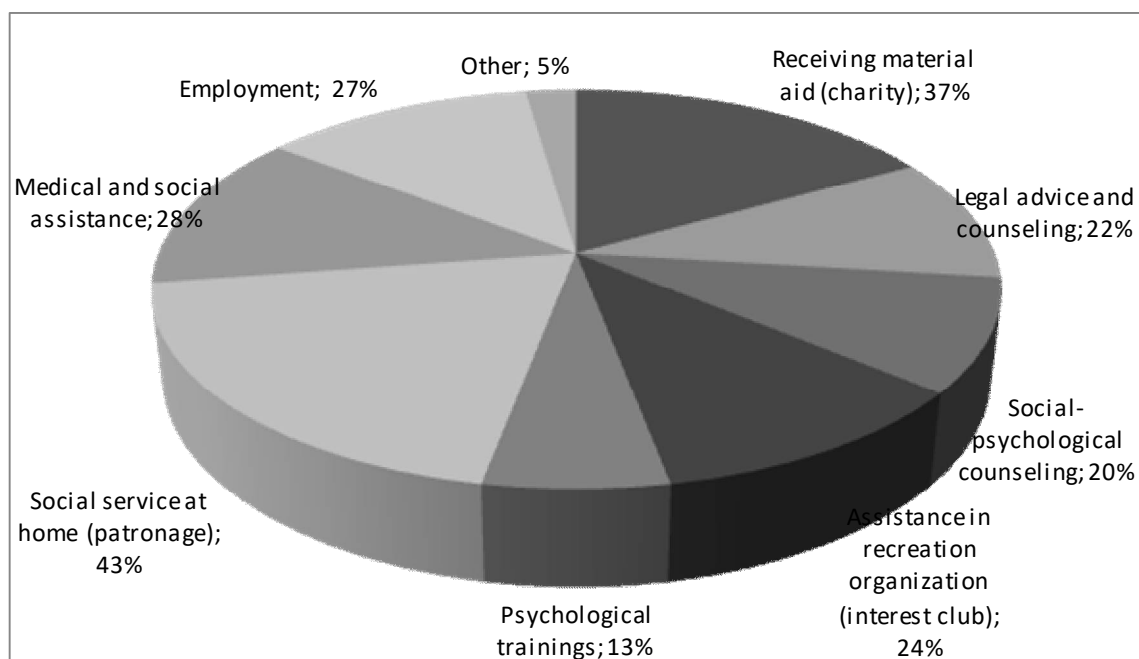
Pic. 5. Changes in the material situation of adaptive behavior various groups

Assistance in employment (27%), medical and social services (28%) and assistance in organizing leisure activities (24%) were very relevant services. Of particular importance, as evidenced by foreign experience, is the creation of interest clubs, territorial centers for people with special needs, training courses and retraining.

In pic. 7 is presented the ranking of the most popular social services that respondents would like to receive from social services.

The dominant character accentuations distribution was carried out taking into account the average values on a scale from 0 to 18 points. So, the greatest indicators found an alarming type's dominance of character accentuation. Such clients are characterized by low contact, uncertainty, minor mood. Rarely come into conflict. Character traits of the dysthymic

type: low contact, passivity, thought inhibition, pessimistic mood, lead a secluded lifestyle. Also, a significant figure was found in the accentuation stuck type, which contributes to the formation of personality neurotic reactions, which are manifested in obsessive thoughts and actions.

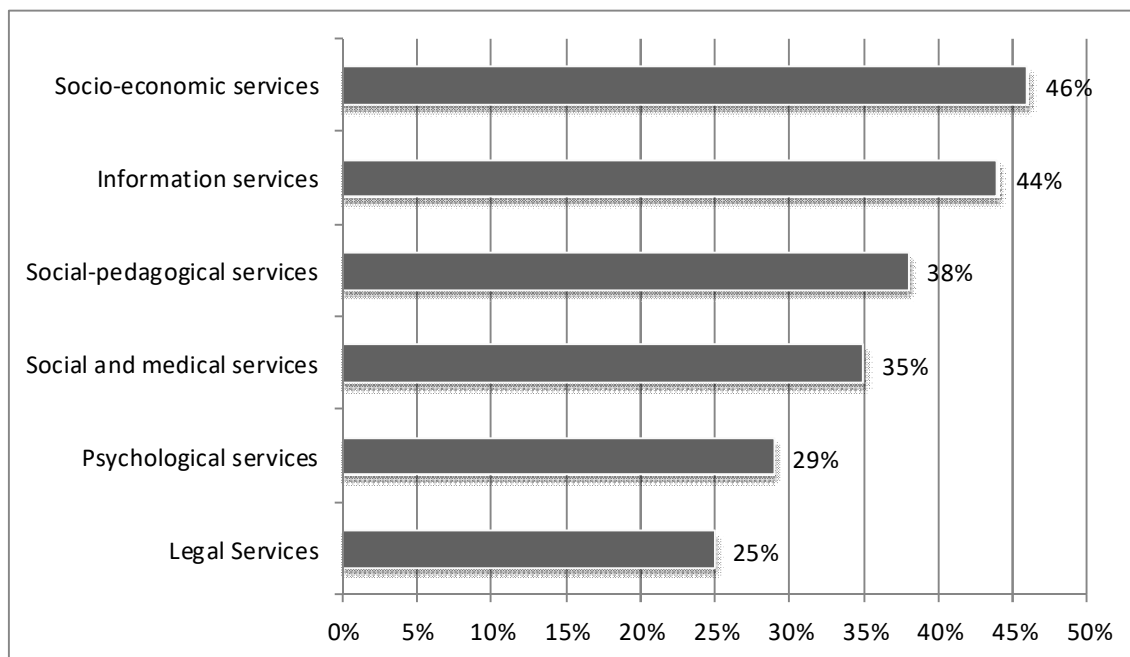


Pic. 6. The reasons for appeals to social services (the content analysis results of respondents' statements)

So, the social services current areas are working with the population's vulnerable groups: orphans, drug addicts, elderly people, people with special needs, people returning from places of detention.

The social work client - a person, who suffered from objective difficulties or subjective difficulties, is a social worker help recipient and is registered in the social service. In social work, depending on the level of its action, there are various client typologies: a certain individual acts as a social work client (a neglected child, a woman who has been subjected to violence, a person suffering from alcoholism, an elderly person, a disabled person); self-help group school class; student group)a social work client is a local community (individuals living in a common area, in one locality, people are similar in national, a common culture, people, united by the socio-

economic situation or a difficult life situation).



Pic. 7. The services that social services clients would like to receive (it was possible to choose several options)

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