

## POPULATION BEHAVIOR STUDY IN GEOGRAPHY APPLYING BEHAVIORAL APPROACH

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**Abstract:** Complex social and geographical processes of today are changing human place in society. The social conduct of individual is formed from spatial information and is a part of geoinformative environment of man. In the process of studying of human behavior behavioral theory is becoming increasingly important (the origin of the word comes from English for "behavior" – manner of behaving or conducting oneself), the essence of which lies in studying antisocial manifestations phenomena by means of personality and social groups investigation under demographic crisis. The behavioral problem of youth culture is very actual. It is at this age group that social norms, values and lifestyle are finally formed and established. And it is at this age that most of moral values deformation occurs, which leads to antisocial behavior, namely to smoking, alcoholism, drug use, sexual promiscuity. Behavioral environment is behavioral in nature that is made up of images which are the basis of human behavior but the process of perception of behavioral environment is realized by perception and cognition.

**Key words:** relation and interaction, perception, stereotype of space

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### OBJECTIVE OF THE STUDY

The relationship of human and modern information environment largely determines human behavior. And it is behaviorism as a research method that considers people as beings whose actions are mediated by cognitive processes, i.e. with the combination of mental processes by which people acquire and use knowledge and information. The purpose of behaviorism is to replace simplified and mechanical concepts typical of many theories previously existed on the relations of man and the environment and new ideas, which openly acknowledge the complexity of human behavior.

The practice of behavioral approach application to population geography is not yet widespread, but definitely has its own prospects, creating a more complete and objective representation of the state of affairs than traditional approaches. Considering this, it will be possible to create viable concepts of youth policy development in the future, elaborating theories of efficient use of labor resources potential and implement them in practice.

### **THE STAGE OF ELABORATION IN SCIENTIFIC LITERATURE**

Behaviorism as a trend emerged in the 60-70s of the twentieth century in the works of western scholars:

A. Beck, H. Spencer, Edward C. Tolman and Clark Hall. Among domestic scholars this theory was used by V. Preobrazhensky, Y. Vyedyenin, M. Grodzinsky, O. Savytska and others. Among geographers this theory is applied by M. Bagrov, K. Mezencev, K. Nyemets, L. Nyemets, Ja. Olijnyk, A. Topchiev, A. Chablij and so on.

Despite the increase in social phenomena research and the processes in geographical science through behavioral theory methodology of environmental perception of an individual and impact on his behavior is not sufficiently elaborated. Unfortunately, today the state of the problem studying remains insufficient and its methodology is contradictory.

### **THE PRESENTATION OF MATERIAL**

The behaviorism theory was founded in 1964 by English scientist D. Volpert and it emerged at the intersection of psychology and sociology, and in the late twentieth century behaviorism came through the geographical science and became the basis for human spatial behavior geography. As a field of social geography, it is "occupied with building a geographical theory on the basis of human behavior..., focusing its attention on social and psychological mechanisms that have a strongly pronounced spatial component and operate on the spatial structure" (Shabliy, 2003, 276).

Due to complexity of different social and geographical processes taking place in present conditions, man's place in society is changing as well as its social role (an expected typical behavior). To understand the basis of such behavior one should apply directly to sociology that studies "human problems in order to understand and study out thoroughly and deeply social reality, social relation and interaction" (Andruschenko, 1998, 178).

Sociologists define man as a product of nature (*homo sapiens*) and the product of society (*homo socius*). To characterize a man as a social being the term "personality" is used that defines a set " of altogether qualities and properties of a human which are acquired under the influence of a corresponding culture of society and specific social communities to which it belongs and to whose livelihoods it is included (O. Jacub). Personalities remain constantly in the system of social relations, which largely determine their behavior and certain social functions.

Human behavior – is a totality of acts and other social actions of an individual which constitute motives and social status reaction (Andruschenko, 1998, 273). The peculiarity of human behavior depends on the nature of his relationship with the social community to which an individual belongs, from common norms and value orientations. Man is greatly influenced by relationship between the biological and the social which is in him and between the individual and social principles.

Human behavior in space and in time also depends on his general culture, his knowledge and his experience. The human evaluates his place in society and his environment herewith.

External factors of human behavior under which it realizes certain acts may differ from the real environment of human existence. Behavioral environment is a basis in decision making and action implementing. Images and ideas are fundamental cognitive elements that mediate behavior.

It is through the prism of human perception of the world that human behavior is explained by behaviorists (D. Gould, K. Bowling, K. Lynch, etc). In their opinion not the objective environment but only perceived by the individual and transformed by cognitive activity part is the basis of human behavior. As Sorokin states that personality is formed in the system of defined social coordinates, but since each individual belongs not to one but to multiple different social groups, so it is their original combination that defines social image and social status of such an individual (Chernish, 2003, 188). Each of such social groups allegedly dictates behavior imperatives to its members. Thus, with the change of man's place in social relations will inevitably change his position in the society and his behavior.

Human behavior is largely formed by social settings, which refer to "individual psychological experience of values, the meaning and sense of social object, the state of consciousness of the individual in relation to a particular value" (Chernish, 2003, 190). Such settings are created by society by means of day-to-day act factor on the individual, a human collects such settings for all his life and his behavior is formed under their influence. Herewith there is a certain predisposition of an individual to setting perception and to a certain behavior in such circumstances (i.e. "disposition of a person", according to V. Jadov) in a particular environment.

Behavioral environment is a perceived by a human and transformed by human activity part of the environment. Largely it is formed by social settings and diverse social communities influenced by geo - informative environment which in turn is the result of interpenetration of information fields of natural, anthropogenic and mental origin.

Behavioral approach covers the perception of society as an image, which is formed in human mind. The process of individual perception of the environment (behavioral environment) is materialized through perception and cognition. M. Grodzinsky interprets perception as a sensory perception of stimuli from the environment, and cognition as a set of mental (cognitive) procedures of stimuli processing (Grodzinsky, 2005, 431). Herewith the environment perceived by human activities may significantly differ from the real one.

As a result of human perception of the environment certain images that are formed constitute the basis of individual behavior. Here significant role is given to education and experience level of a human, his emotional state of living in a community. According to behavioral theory, human behavior is realized in a community that is in the environment. It can be real and behavioral. The central, according to O. Shablij, is behavioral, that is, as such "perceived by a human with certain culture, with a stereotype of space ("earth's surface"), etc. (Shablij, 2003, 277).

Performing an act that shapes behavior, an individual becomes self-expressed and self-asserted in the most essential way. Therefore, regarding the behavior of the individual, we must consider a wide range of its determinants their role in a particular time of the act realizing as an external manifestation of human behavior.

According to the doctrine introduced by an American psychologist A. Maslow, the basic social need of a human is to realize his potential possibilities, abilities and talents. He classified needs in a hierarchical way: primarily a man satisfies physiological needs but the needs of higher level are available to financially provided. Such hierarchical structure determines human behavior

and to some extent explains spreading and growth of antisocial phenomena, especially among the young. Smoking, alcoholism, drug addiction, social diseases (tuberculosis, HIV and AIDS), crime etc. we attribute to antisocial manifestation of population behaviors in modern Ukrainian society.

The personality of the individual, in terms of behaviorism, is a collection of subjective behavioral responses. An individual interacts with the environment which he wants to cognize but spatial environment is always associated with social environment and influences his behavior.

Due to socialization individual is involved into society, learns the customs, traditions and norms of a certain social community, appropriate ways of thinking inherent to the given culture, patterns of behavior, forms of rationality and sensibility (Gorodyanenko, 2003, 195).

Requiring a need, an individual is looking for a set of attributes that would satisfy this need. Taking into account the attributes of "successful life" one can more effectively direct commercials, appealing to the specific needs which an individual may not be aware of.

Exogenous subjective factors of behavior motivation differ among others by the fact that they are difficult to assess, but it is the administrative influence over them that is the most available and effective.

The only influential instrument over subjective factors is the formation of certain images by means of transformation of geoinformative environment or community in which an individual is found.

Under the influence of science and technology in today's conditions, space changes its structure: compression of the geographic space and expansion of the informative space is reflected in the nature of social relations and processes.

By compression of the geographical space regional self-awareness of people on the contrary is expanding. Spatial information as representation of geoinformative space has instrumental influence over human behavior, its subjective ideas and perception of decisions concerning their own behavior.

Thus, an individual is not only consequence but also cause of socially important acts in a specific environment. Economic, political, ideological and social relations of certain historical types of society come out differently, determining the social quality of each individual, the content and the nature of his practical activity. It is in the process of functioning of a person, on one hand, integrates social relations of the environment and on the other hand elaborates his special behavior to the outside world. They are found in human activity as a personal behavior to reality. Social relations are defined as a stable system of relations of individuals that has developed in the course of their interaction in specific social environment (Gorodyanenko, 2003, 191).

## **CONCLUSIONS**

The study of human behavior has been largely a concern of sociologists. It is them who brought basic concept interpretation related to human behavior, they defined main types of this behavior, factors causing it. But there still remain unexplored manifestations of this behavior in different local communities, among different social groups, the impact of regional factors over the formation of deviant behavior in different geographical conditions.

The use of behavioral approach in the study of human behavior in geography allows for perception of society as an image, which is formed in human mind. Studying the behavior of young people in the region by behavioral

approach application enabled to use sociological methods widely to determine the causes of unequal behavior of humans, distribution of asocial phenomena among the young.

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