

SLOVAK ACADEMY OF SCIENCES



**INSTITUTE FOR RESEARCH
IN SOCIAL COMMUNICATION**

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OUR MISSION

Focus on communication, which is both the subject of research and its methodological framework.

Scientific disciplines:

- (1) Social psychology and other psychological disciplines (neuropsychology, evolutionary psychology, health psychology, environmental psychology)
- (2) Systematic philosophy, history of philosophy, logic and methodology of sciences, ethics
- (3) Educational sciences

Epistemological and methodological principles:

- transdisciplinarity – neurology, evolutionary biology, nuclear engineering
- cross-cultural comparative frame
- qualitative methodology in combination with other approaches.

Researchers (FTE): 10,3

Flat structure – thematic research teams

The **RESEARCH STRATEGY** of the Institute is constructed on following pillars:

- (1) Gaining **knowledge** on
- (2) **unknown phenomena of the individuals and societies** in the processes of their
- (3) **communication and interaction**, reflecting their involvement in
- (4) **important and/or urgent societal challenges and problems**; thus
- (5) **enable positive solutions.**

3 RESEARCH PERSPECTIVES

- 1) Society of Individuals
- 2) Individuals in the Society
- 3) Education from Macro and Micro Perspective
(individuals' development towards society)

(1) Society of Individuals

a) **Democracy, Participation, and Inclusion**

- democratic processes in the society
- public perception of the Roma and interventions to reduce anti-Roma prejudice
- political discourse and legislation concerning inclusive education
- participation of people with health disabilities
- cultural and psychological determinants of democratic behaviour

b) **Norms in the Society**

- interplay between social and moral norms
- norms concerning parenthood, parenting roles and family

c) **New Media**

- new media use by Slovak NGOs
- new media use by Slovak migrant communities in the Rep. of Ireland and in the UK

d) **Society and Technologies**

- interactions between scientific and technological innovations, and philosophical, societal, cultural, political, value - and ethical context of science and technology innovations

(2) Individuals in the Society

a) Social Identities, Transnational Migration, and Intergroup Relations

- cross-border mobility, national categorization and intergroup relations in changing Europe (Slovaks, Czechs, Poles, Germans and Austrians).

b) Sexuality, Health, and Reproduction

- Non-medical research in sexuality
- complex contextual background of human sexuality: norms, values, gender, human rights, intimate citizenship, and human reproduction.

c) Meaning in Human Life

- pragmatist philosophical paradigm
- meaning of human life, good life and the art of living (including empirical research)
- philosophical counselling- relation between theoretical and practical philosophy

(3) Education from Macro and Micro Perspective

a) Education form macro-perspective:

- contemporary education policies, administration and school governance
- uncovering the ideological backdrop of contemporary education policies
- transnational education policies
- focus on preschool and primary education.

b) Literacy, cognition, and metacognition

- development of learning processes in relation to current developments in national and school curricula
- language development and related cognitive and metacognitive processes
- cultural literacy with its various forms of social communication



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2010-2013/ 5,000 EUR

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Original Article

Personal values and political activism: A cross-national study

Michele Vecchione , Shalom H. Schwartz, Gian Vittorio Caprara, Harald Schoen, Jan Cieciuch, Jo Silvester, Paul Brun, Gabriel Bianchi, Hasan Kirmanoglu, Cem Baslevant, Catalin Mamali, Jorge Manzi, Vassilis Pavlopoulos, Tetyana Posnova, Claudio Torres, Markku Verkasalo, Jan-Erik Lönnqvist, Eva Vondráková, Christian Welzel, Guido Alessandri


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February 2015
Pages 84–106

[Political Behavior](#)December 2014, Volume 36, [Issue 4](#), pp 899–930

Basic Personal Values Underlie and Give Coherence to Political Values: A Cross National Study in 15 Countries

[Authors](#)[Authors and affiliations](#)

Shalom H. Schwartz , Gian Vittorio Caprara, Michele Vecchione, Paul **Tsai**, Gabriel Bianchi, Maria Giovanna Caprara, Jan Cieciuch, Hasan Kirmanoglu, Cem Baslevent, Jan-Erik Lönnqvist, Catalin Marnău, George Manzi, Vassilis Pavlopoulos, Tetyana Posnova, Harald Schoen, [show 7 more](#)

Original Paper

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Abstract

Do the political values of the general public form a coherent system? What might be the source of coherence? We view political values as expressions, in the political domain, of more basic personal values. Basic personal values (e.g., security, achievement, benevolence, hedonism) are organized on a circular continuum that reflects their conflicting and compatible motivations. We theorize that this circular motivational structure also gives coherence to political values. We assess this theorizing with data from 15 countries, using eight core political values (e.g., free enterprise, law and order) and ten basic personal values. We specify the underlying basic values

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CULTURE AND POLITICAL PSYCHOLOGY

A SOCIETAL PERSPECTIVE

EDITED BY

THALIA MAGIOGLOU



CHAPTER 13

SOCIAL IDENTITIES, SOCIETAL CHANGE, AND MENTAL BORDERS

Identity Construction Strategies of Young Slovaks Commuting Between Bratislava and Vienna¹

Barbara Lášticová and Magda Petrjánošová

*Institute for Research in Social Communication
Slovak Academy of Sciences*

INTRODUCTION

The aim of this chapter is to investigate the relations between cross-border mobility, national categorization, and intergroup relations in a changing Europe. It focuses on young adults commuting on a regular basis between the city of Bratislava (the capital of Slovakia) and the city of Vienna (the capital of Austria).²

We share Hopkins' and Dixon's (2006) conviction that social and political psychologists should pay more attention to places and spaces that "play

KVSK 1439

Češi a jejich sousedé

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academia

Meziskupinové postoje a kontakt
ve střední Evropě

Czechs and their neighbours

Intergroup attitudes and
contact in Central Europe

Petrjánošová, M.

NEW MEDIA, SOCIAL CAPITAL AND TRANSNATIONAL
MIGRATION: SLOVAKS IN THE UK¹

BARBARA LÁŠTICOVÁ

Abstract: This paper investigates Slovak migrants' use of new media to build social capital. It draws on data from a pilot study with 36 Slovaks living in the UK, and on content analysis of the main Facebook page for Czechs and Slovaks in the UK. The data suggest that Facebook is used for sharing emotions rather than to build a community and share practical information. While Facebook and Skype are used to maintain preexisting strong ties in the country of origin, face-to-face contact and mobile phones are used to maintain ties within the UK. However, social media do not seem to facilitate the formation of weak ties prior to migration, with face-to-face contact being dominant upon arrival. Transnational migration experience forms a separate dimension within the participants' identity, independent from social capital. The data are discussed in relation to findings from previous studies about Slovak migrants in the Republic of Ireland.

Key words: new media; social capital; transnational migration; Slovakia; UK.

Introduction

With the advent of Facebook and other social network sites, there has been a renewed interest in the use of information and communication technologies by migrants; especially regarding the extent to which these technologies facilitate migration and integration within the host society (see McGregor & Siegel, 2013 for a review). Mobility and connectivity are among the defining features of the 21st century migrant, ensuring continuity in migrants' lives and in the relationships they have with their environments at home, in the host country or in between (Diminescu, 2008). Therefore 21st century communication and transportation technologies facilitate the creation of transnational social fields by virtue of their low cost and rapidity (Glick Schiller, Bash, & Blanc Szanton, 1995). Transnationalism can be defined as "the process by which immigrants build social fields that link together their country of origin and their country of settlement (...), take actions, make decisions and feel concerns, and develop identities within social networks that connect them to two or more societies simultaneously" (Glick Schiller et al., 1992, pp. 1-2). From a social psychology perspective,

¹ This paper was prepared as part of VEGA project no 2/0144/12 "New media as an instrument of democracy fostering? Mapping current state and potential of civic participation online."

SOCIAL TRUST, NORMS AND MORALITY¹

MIROSLAV POPPER

Abstract: The article approaches the topic of social trust from an evolutionary perspective. It begins by summarising the most influential approaches that have defined specific and social trust and ascertains what causes differences in degrees of trust and how the potential risk of deception might be lowered. It then notes that the basis of morality had already been formed during the era of prehistoric man, who was able to create coalitions against aggressors and to socially control the behaviour of deviants. It points out, however, that having a certain predisposition to behaving cooperatively or an increased sensitivity to recognising and not tolerating behaviour aimed at abusing cooperation is not a sufficient guarantee of the fact that people will always (or at least in the majority of situations) favour cooperation over deception. One of the reasons for this is a tendency to favour short-term gains over long-term ones. The article argues that establishing norms (moral, social and legal) produces a higher level of social trust because it not only "encourages" individuals to behave in certain ways in particular situations but also works as a sanction which "discourages" the individual from socially deviant behaviour. The article then focuses on a debate about the causal relationship between social trust and social capital. It discusses the suggestion that political institutions, government and the judiciary may reduce rather than raise levels of social capital and consequently also the level of social trust. This is partly because of their powerful position and the consequent scope for corruption and partly because of the fact that even when attempting to act honestly, representatives of these institutions cannot sufficiently reflect upon dynamic change at the local level. Finally, the article ends by adopting the position that social trust is built primarily from bottom up and so it is risky to continually doubt the very existence and usefulness of social norms and morality and to be governed simply by legal norms.

Key words: social trust; norms; morality.

Introduction

Insecurity in the labour market and in social care and pension provision, the falling number of productive people, rising unemployment, the increasing risk of repossession, decreasing levels of consumer spending—all these are phenomena familiar to our fellow citizens across the globe. They are phenomena that are spreading across western democracies and impacting negatively on the rest of the world as well. They are phenomena that can be included amongst the global changes affecting the lives of almost every individual. They are phenomena that are leading to marked increases in levels of fear, helplessness, suspicion

¹ This article was supported by VEGA grant no. 20015/12.



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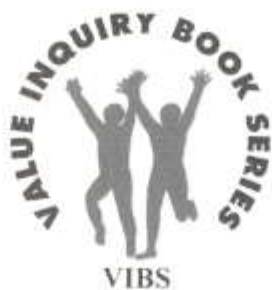
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Research article

Prevalence and correlates of young people's sexual aggression perpetration and victimisation in 10 European countries: a multi-level analysis

Barbara Krahé ✉, Anja Berger, Ine Vanwesenbeeck, **Gabriel Bianchi**, Dannes Chliaoutakis, Andrés A. Fernández-Fuertes, Antonio Fuertes, Margarida Gaspar de Matos, Eleni Hadjigeorgiou, Birgitt Haller, Sabine Hellemans, Zbigniew Izdebski, Christiana Kouta, Dwayne Meijnckens, Liubove Murauskiene, Maria Papadakaki, Lucia Ramiro, Marta Reis, Katrien Symons, Paulina Tomaszewska, Isabel Vicario-Molina & Andrzej Zygałło

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SEXUAL LIFESTYLES IN THE FIELD
OF CULTURAL DEMANDS

IVAN LUKŠÍK, DAGMAR MARKOVÁ

Abstract: In the research we focus on the construction of the sexual lifestyles of young people—undergraduates—in Slovakia and ask “which cultural sources are used?” and “which cultural demands exert pressures on these constructions?” The analysis was based on the answers respondents provided to a questionnaire relating to the preferences of values, aspirations regarding partner and sexual life as well as the socio-economic background of respondents. On the basis of the factor analysis and other steps, we obtained five groups of respondents with different lifestyles: 1. Liberal—free, 2. Partner—monogamous, 3. Natural—instinctive, 4. Hedonistic—free, 5. Submissive—partner. The research proves that while constructing their sexual lifestyles, young people experience confusion as to their personal interests, preferences, internal orientation of partner relationships, and culturally prescribed norms of monogamous relationships.

Keywords: lifestyle, sexuality, partnership

1. Lifestyles

Conceptualizations of lifestyle are connected with the so-called period of sociology around the turn of the nineteenth and the twentieth centuries when sociology responded to the industrialization and urbanization of society. In connection with these social changes questions relating to consumption and ways of life began to attract attention. The concept of lifestyle was used by Weber (1919/1978) who claimed that society is not only structured economically, but is also stratified according to status, which is expressed by lifestyle. Simmel (1903, 1950) dealt with lifestyle in connection with life in large cities. Tarde pointed out that leisure and consumption were aspects of everyday life, whereby people could socialize and do something with their lives (Reimer 1995).

At present, the concept of lifestyle is used in a large number of disciplines: ethnology, sociology, social work, psychology, pedagogy, philosophy, political science, economics, mass communication, neurology, health sciences, etc. Studies have been conducted in parenting styles, coping styles, styles of learning, attachment styles, healthy and non-healthy lifestyles.

According to Reimer (1995) the current repeated interest in lifestyles is connected with processes of individualization in society, and with processes of rapid and radical change affecting the lives of people. The lifestyle concept also relates to studies into the

***Ora et labora* – the use of prayer in schooling**

Ondrej Kaščák^{a,b,*} and Slavomíra Gajňáková^c

^a*Centre for Educational Research, Slovak Academy of Sciences, Klemensova 19, Bratislava 1, 813 64, Slovakia;* ^b*Faculty of Education, Trnava University, Priemyselna c. 4, Trnava, 918 43, Slovakia;* ^c*Anton Bernolak Primary and Pre-school, Ul. S. Tomášika 1, Martin 036 01, Slovakia*

This study researches the role prayer plays in a class at a faith primary school in Slovakia in terms of reproducing the traditional elements of school organisation/schoolwork, such as accepting authority, conforming and competing. It looks at non-religious elements of school socialisation as a consequence of the practice of praying. At the same time, it establishes the state of research in the psychology of religion and its limits. It reconstructs the path Slovakia has taken in establishing faith education and religious elements within education in order to reveal the sociocultural background concerning the practice of prayer in Slovak schools. It then presents some of the research findings from the ethnographic study of prayer. Prayer is found to be a strong formal and symbolic element in school socialisation.

Keywords: prayer; schoolwork; school socialisation; Slovak education; ritual; ethnography

Ondrej Kaščák a Branislav Pupala

ŠKOLA ZLATÝCH GOLIEROV

Vzdelávanie v ére neoliberalizmu



Kaščák, O. & Pupala, B.

School of Golden Collars / Education in the Era of Neoliberalism

LITERACY AS A TOOL OF CIVIC EDUCATION AND RESISTANCE TO POWER

OLGA ZÁPOTOČNÁ

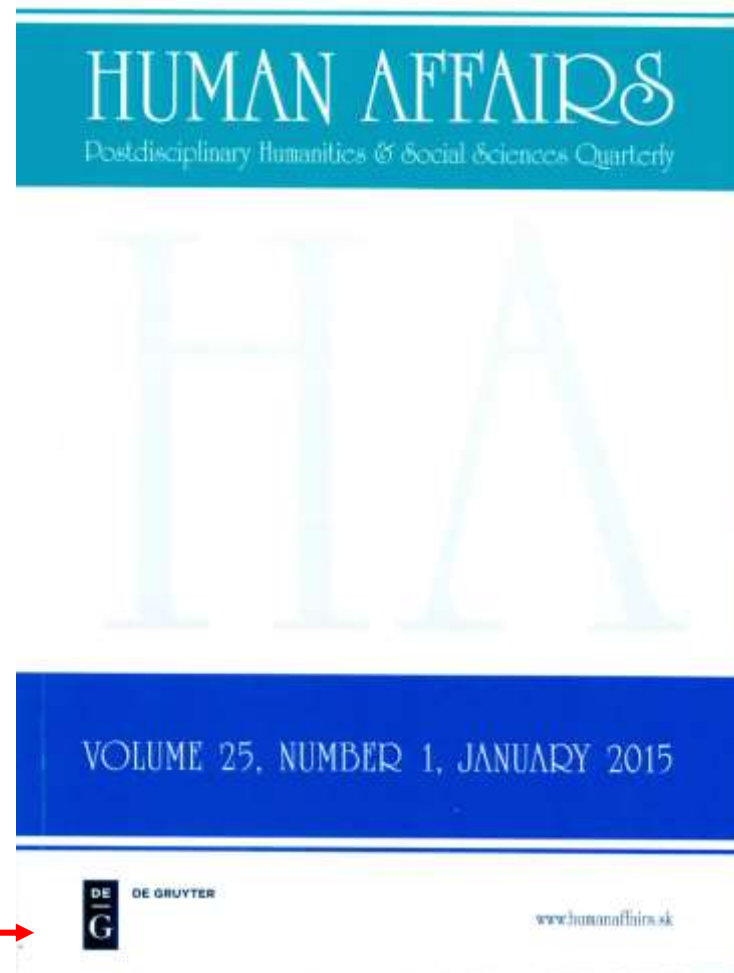
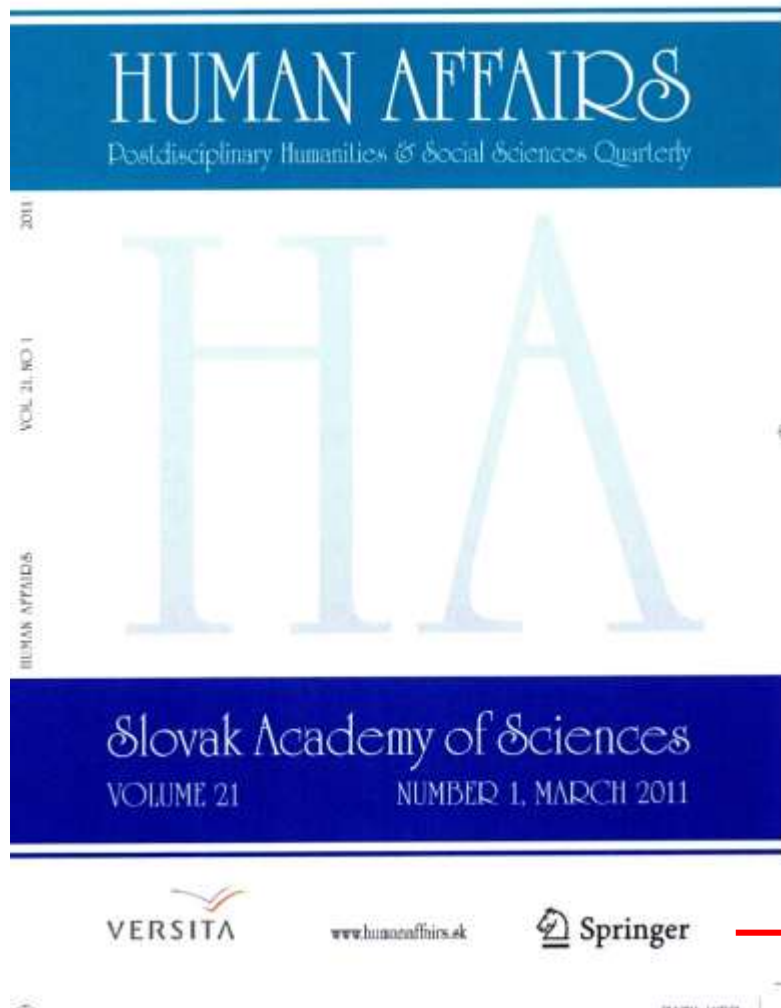
Abstract: This paper discusses literacy as a socio-political phenomenon from the perspective of several relatively independent educational discourses. The first is critical education theory and research revealing the hidden mechanisms by which education policies act in the interests of a global market economy. The second is the perspective of critical pedagogy scholars on contemporary educational challenges, who offer responses similar to those discussed in current discourse on informal civic education. The third is the heated discussion of high-stakes literacy testing (related to OECD literacy studies such as PISA, IALS, etc.) the results of which are used as a source of argumentation for diverse attitudes and educational consequences. Based on an analysis of literacy theory, research on active citizenship and civic education, the term “civic literacy” is proposed and argued as a relevant conceptual frame for conceptualizing school as an institution which can be involved in resistance to all forms of power politics or ideological indoctrination and manipulation, while at the same time, respecting the traditional values and aims of general education.

Keywords: literacy, civic education, critical pedagogy, high-stakes-testing

A pedagogical reflection on neoliberalism

If we are to even briefly outline the socio-economic context of the theme we are concerned with, it is hard to avoid mentioning phenomena such as globalisation and neoliberalism. A more in-depth critical analyses of the means by which these popular concepts have been employed within social science studies over the last two decades reveals that on the whole they are not defined at all (Boas and Gans-Morse 2009) or are misinterpreted in a variety of ways (Monkman and Baird 2002). Setting foot in this territory therefore means that we are unlikely to avoid the problem. Nevertheless, we will attempt to proceed, since the questions with which we are concerned in this article are a natural reaction to these phenomena and the social consequences that are manifested in all areas of social and public life. This is particularly so in education.

Let us therefore, at least briefly, interpret the ways in which the current political economic ideology of globalized capitalism is reflected in the intense critical pedagogical discourse which is developing in the shape of a wide-spectrum of critical pedagogical studies and educational policy analysis.



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Diskusní studie

Singerova britva, druhizmus a výnimočné postavenie človeka vo vesmíre

Peter Sýkora

Ústav všeobecnej sociálnej komunikácie SAV, Bratislava

1. Úvod

„Má človek vo vesmíre zvláštne postavenie medzi inými živočíchmi?“, pýta sa vo svojich kresťanských filozoficko-teologických svahách docent Inocent-Mária V. Szaniszló z Teologickej fakulty Katolíckej univerzity v Ružomberku.¹ Pod zvláštnym postavením človeka má na mysli predovšetkým jeho privilegované morálne postavenie oproti iným biologickým druhom ako aj otázku morálnej rovnocennosti všetkých štádií individuálneho ľudského vývoja.

Ako je z textu zrejmé, V. Szaniszló si kladie iba rečnickú otázku, správnu odpoveď nehladá, keďže ju už dávno pozná. Cieľom jeho práce je ohľadit tézu, že človek má privilegované morálne postavenie vo vesmíre (stačí by mohlo aj „skromnejšie“ postavenie človeka, vymedzené hranicami našej planéty, keďže zatiaľ nevieme, či aj inde vo vesmíre sú biologické druhy). Jeho stratégiou je podporiť svoju tézu nepriamo tým, že skritizuje zástancov tézy opačnej (konkrétne P. Singera a P. Sýkora). Bohužiaľ jeho kritika neprešla nie pôvodného, čo zrejme ani nebol jej zámer. V najlepšom prípade ju možno považovať za nie veľmi systematicky usporiadanú prezentáciu celej plejády kritických názorov nemeckých a rakúskych filozofov a teológov – bez akýchkoľvek hlbšej analýzy – na viac ako 40 rokov známu Singerovu kritiku druhizmu. Napriek tomu, že David Černý² už podrobil na stránkach Filosofického

IDEA „VYLEPŠOVANIA ČLOVEKA“ Z Hľadiska FILOZOFIE PRAGMATIZMU

EMIL VIŠŤOVSKÝ, Ústav všeobecnej sociálnej komunikácie SAV, Bratislava, SR

VIŠŤOVSKÝ, E.: The Idea of „Human Enhancement“ from the Perspective of the Philosophy of Pragmatism. FILOSOFIA 70, 2015, No. 5, pp. 343–355

The author presents the current content and key issues connected with the transhumanist idea of human enhancement. He argues that from the philosophical point of view human enhancement is the continuation of the ancient ideas of human perfection and perfectionism. These ideas, when taken in abstracto, separated from other ethical ideas such as happiness, dignity, self-care and self-control, might lead to problematic consequences. Further, the paper gives an account of pragmatist philosophical humanism which at some points may look as a precursor of transhumanism or its close ally. However, the author's conclusion is that pragmatist humanism while supporting „transformation“ keeps in mind the meaning of human endeavors which it sees in good life and good society rather than in radical enhancement of human biological nature via technology.

Keywords: Human enhancement – Transhumanism – Perfectionism – Humanism – Pragmatism – Naturalism – Eugenics – Meliorism – Growth – Ethics – Education

Úvod. Súčasný transhumanizmus, ktorý presadzuje ideu „vylepšovania človeka“ (Bostrom 2005; Savulescu, Bostrom 2009), nie je antihumanizmom ani kritikou humanizmu v duchu Foucaulta či Adoma, teda v zmysle „konca človeka“ či „zhrusenia“ nad tým, čo všetko je človek schopný vo vzťahu k druhému človeku. Namiesto toho „superhumanizmus“ v zmysle prekonania a dokonalosti človeka až za jeho prirodzené či prirodzené (biologické) hranice a mužnosti. Všetkých jeho predstaviteľov však spája spoločné odmietanie človeka, ako ho poznáme, čo z hľadiska tradičného humanizmu môže byť oprávnené lokalizované ako nihilizmus (nihilizácia ľudskosti). Takisto ich spája problém moci – kým však humanizmus na ňom streskotáva, transhumanizmus na ňom stavia.³ Transhumanizmus v sebe ďalej zahŕňa ideu posthumanizmu, na ktorú iným spôsobom poukazuje R. Brudotti (Brudotti 2013); podľa nej ani moderný humanizmus, ako ho

¹ Termom *evchéria* má pôvod v anglickom „enhance“: zlepšovať, zvyšovať, zlepšovať, obohacovať, umocňovať, zväčšovať, pechovať, rozširovať, rozširovať, dokladovať.

² Najnovšia Brudottova kniha *Superintelligence* (Bostrom 2014) sa zameriava na otázky, ako sa ľudstvo najprv vďaka technologickým dosiahne na takúto nadľudskú úroveň inteligencie, ktorú ľudom budúcnosti poskytne „supermoc“ nad prírodou i nad sebou samým.

HUMAN ENHANCEMENT AND TRANSHUMAN TECHNOLOGIES IN SLOVAK MEDIA DISCOURSES

Magda PETRÁNOŠOVÁ

ABSTRACT:

In this article we report on and discuss our initial insights from a media analysis, whose goal was to map media discourses around human enhancement and transhuman technologies in the Slovak media. The main timeframe for material collection was 2009–2012. We conducted a search of the Slovak Press Agency (SITA) media outputs database, using thematically chosen keywords. Based on a critical discourse analysis of the material collected, we suggest that three basic discourses (with several subdiscourses) can be found in the Slovak press: A) Transhuman technologies and the survival of humans as a species; B) Transhuman technologies and superhumans; C) Transhuman technologies and changes in basic human nature (with consequences for ethics, morals and religion). We decided to concentrate on the closely related, intertwined discourses A and B. We included all the kinds of media (except the general public) because we were interested in the whole spectrum of potentially different „readings“ of the topic aimed at all possible audiences. However, the differences found were smaller than expected. Our findings do not indicate that certain kinds of media (according to „orientation“) or particular themes focus a specific presentation of transhuman topics, nor that they foster more discourses and completely ignore others. But we did find an appalling lack of any critical discussion from different or morally anchored perspectives that would provide specific answers to dilemmas around prohibiting / regulating some technologies, at the national or international level, which are already partly reflection now and may become extremely relevant in the near future.

KEY WORDS:

Human enhancement, transhumanism, transhuman technologies, media analysis, Slovakia

1 Introduction

In this study we would like to present the initial results of a media analysis on the topic of human enhancement and transhuman technologies in the Slovak press. We were interested to see how well or how deeply these new topics are covered, how the media reflect public opinion (if it has one), despite the novelty of the issue and if there is any mediated public discussion about the inherent controversies (quite common in the United Kingdom, for example).

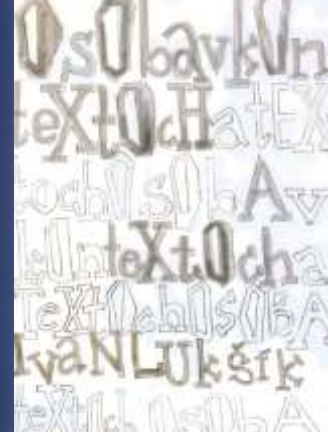
¹ Szaniszló, I. M. V., Má človek vo vesmíre zvláštne postavenie medzi tými živočíchmi? / *Filosofický časopis*, 60, 2012, 3, 2, s. 255–276.

² Černý, D., Inocent-Mária V. Szaniszló a Peter Singerovi, *Filosofický časopis*, 60, 2012, 3, 4, s. 585–597.

EMIL VIŠŇOVSKÝ
Richard Rorty
a zrkadlo filozofie



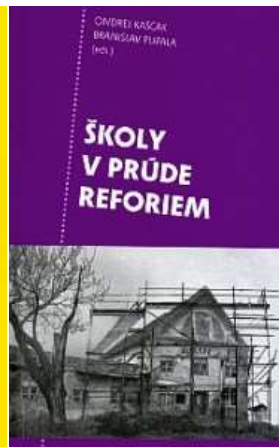
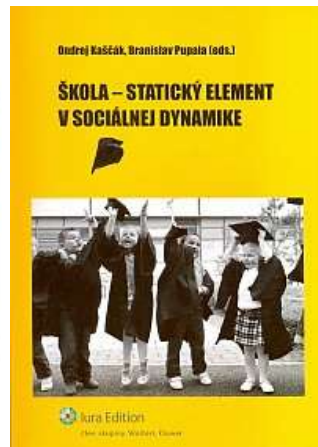
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- APVV
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FUTURE STRATEGIES: Human Resources

