

The pilot experiment is conducted on the basis of initiative EQUAL as a part of the European Employment strategy. The aims of the strategy are: more and better jobs, and labour market open for all. Financed by the European Social Fund, EQUAL is developing and testing new and innovative ideas and practice to combat discrimination and inequality in relation to labour market. This program provides opportunities to pilot and assess the new ideas and applications intended to influence employment and training, policy and practice, to reconcile family and professional life, as well as to re-integrate men and women who have difficulties in the labour market, by developing more flexible and effective forms of work organization and qualified social support services.

I am sure that the articulation of this problem in the field of organizational culture by using the instrumental approach and the process model approach is the most productive way to make change possible at our still patriarchal and hierarchic academia.

Development of Social Work Identity (The Workshop is dedicated to 15<sup>th</sup> Anniversary of Social Work Studies at Vilnius University and 10<sup>th</sup> Anniversary of the Department of Social Work).

**UNDERSTANDING PEOPLE IN POVERTY:  
A STUDY OF CULTURAL CONSENSUS AMONG SOCIAL WORKERS  
AND GENERAL POPULATION MEMBERS IN LITHUANIA**

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This study compared the perceptions of poor people and poverty held by general population members and social workers in Kaunas, Lithuania. The study used the cultural consensus method, an approach that combines qualitative and quantitative data. The most common ideas and phrases about poor people from the interview phase were used for further study. During the second phase, participants grouped the phrases according to similarity, and three groups of phrases about people in poverty were distinguished: those describing people in the worst state, those describing people in a better condition, and those relating to the state policy.

Three dimensions of cultural knowledge about poverty and poor people emerged: Degree of Poverty, Responsibility of the Poor Person, and Reasons for/Consequences of Poverty. During the last phase, the phrases were ranked according these dimensions. Social workers and general population members shared cultural knowledge about the three dimensions, with social workers having a higher degree of knowledge about Reasons for/Consequences of Poverty. Both samples rated structural reasons as main reasons for poverty.

**CONCENTRATION OF POVERTY IN THE POST-SOVIET CITY OF VILNIUS:  
COPING STRATEGIES OF MEANS-TESTED BENEFIT RECIPIENTS**

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Post-soviet cities are not so widely researched, although they have witnessed dramatic changes since the fall of the Communist regime. Vilnius, the capital city of Lithuania, is not an exception to this situation. There is no study that assesses the extent of growing segregation in the city and explores the coping strategies of the urban poor.

The purpose of this paper is to explore coping strategies of the poor in the urban landscape, measuring also the extent of segregation in the city. The coping strategies include both the analyses of formal social support (the government transfers and services) and informal social security (help obtained from family and relatives, friends, neighbours, and other social networks). In this study, individual or household unit is considered poor if it relies on means-tested benefits to make ends meet.

This paper is based on secondary and primary data sources. The primary sources include the questionnaire carried among means-tested benefits recipients in the city of Vilnius in 2006. In addition, 10 in-depth interviews were conducted with individuals living on social assistance.

The findings of this paper show that residential segregation is growing in the city. The quantitative analyses indicated that some neighbourhoods of the city are over-represented by the recipients of means-tested benefits. Therefore, it is possible to claim that poverty is concentrated in particular areas of the city.

This study does not confirm the hypothesis that post-socialist welfare state promotes the development of the informal social security. The qualitative and quantitative analyses show that the post-socialist welfare state in Lithuania gives relatively adequate support for the very poor. This promotes their reliance on formal support and reduces dependency on informal social security.

## **SOCIALINIO DARBO ĮVAIZDIS ŽINIASKLAIDOJE (SPAUDOJE IR INTERNETO SVETAINĖSE) – LYGIOS GALIMYBĖS PROFESIJAI?**

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PAGRINDINĖS SĄVOKOS: įvaizdis, socialinio darbo įvaizdis, palankus (patrauklus) įvaizdis, neutralus įvaizdis.

Kintančiame, daugialypiame XXI a. kontekste socialiniam darbui, skatinančiam socialinę kaitą, žmonių tarpusavio santykių problemų sprendimą, žmonių įgalinimą bei išlaisvinimą, svarbu išlikti „matomam“ visuomenėje. Žiniasklaidos, informacinių technologijų panaudojimas gali būti efektyvus socialinio darbo įvaizdžio kūrimo įrankis. Atsižvelgiant į XXI a. didėjančią informacinių technologijų ir informacijos svarbą, pranešime analizuojama įvaizdžio reikšmė bei jo palaikymo galimybės socialiniame darbe, atskleidžiamas socialinio darbo įvaizdis lietuviškose interneto svetainėse ir spaudoje.

Tarptautinės socialinių darbuotojų federacijos dokumente „Etika socialiniame darbe, principų konstatavimas“ (2004) teigiama, kad viena iš socialinių darbuotojų profesionalaus elgesio rekomendacijų yra rūpinimasis savimi ne tik savo darbo vietoje, bet ir visuomenėje, kad būtų užtikrinamas atitinkamų paslaugų teikimas. Lietuvos socialinių darbuotojų etikos kodekse (1998) numatomas socialinio darbuotojo santykis su savo profesija – šio darbuotojo tikslas yra aktyviai puoselėti ir ginti savo profesijos garbę (pvz., propaguoti socialinio darbo reikšmę, prieštarauti teoriškai bei praktiškai nepagrįstai informacijai apie socialinį darbą ir kt.). Socialinio darbo įvaizdžio kūrimą galima suprasti kaip profesionalaus elgesio išraiškos būdą. Socialinio darbo įvaizdis kuriamas / kuriasi įvairiai: leidžiami įstatymai, inicijuojamos programos, įgyvendinami projektai, socialiniai darbuotojai tiesiogiai dirba su klientais, rašomi straipsniai, kuriamos interneto svetainės, portalai, socialiniai darbuotojai dalyvauja pokalbių laidose ir t. t. Kaip rašoma literatūroje apie įvaizdį ir jo kūrimą, dažniausiai norima, kad būtų sukurtas palankus, teigia-