

## References

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### **Responsibility and policy relevant aspects of ecological interests in the activities of different social actors: sociological point of view**

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Water problem issues is too important for Ukraine that caused not only by the state of water supply resources, technologic regimes of water treatment, the number of emergency and regular pollution source but the attitude of population towards this problem, the dominance of economical and ecological priorities in mass consciousness, the users' mood of the citizens. Sociological researches show the stereotypes of ecological consciousness of population can be determined as principle factors of human behavior regarding different spheres of the environment including the hydrosphere. They are also important for finding out the causes which have to be taken into the consideration by other social actors during decision making. At that time the change of stereotypes of ecological consciousness is considered as the level of real change of situation within political and social negotiation process. In this context policy relevant aspects of ecological interests of the social actors (political parties, NGO, business) are investigated.

On basis of empirical research the estimation of ecological perception and behavior of different

social groups, willingness to cooperate is conducted. The results of issues demonstrate that the division of population only partially depends on occupation and residence of population. The main factors are the formed stereotypes among which the most spread aspects are the following: 1) the necessity of environment renewal; 2) the determination of the role of social actors participated in this renewal; 3) the readiness of the citizens to the individual participation in corresponding ecological activity. The sociological indicators were used: the public trust to the ecological information received from the bodies of various levels executive power; individual people participation in environmental activity; the role of different social subjects in solving of ecological problems and individual readiness of citizens for cooperation with them. These data opposes to the indices of satisfaction/dissatisfaction of Ukrainian population by the ecological situation residentially, the disquietude of water supply, soils, air and other components of environment; evaluations of its influence on the health and migration behaviour of anthropogenic factors. The determined stereotypes of ecological consciousness limits largely the successful achievements of political decisions and support of effective social dialogue between various part of society engaged into the solving of water issues. To solve this problem it is necessary to change, firstly, the opinion of population about the factors of rehabilitation and environment protection, increasing of individual interesting of the citizens in development of successful strategies regarding the environment.

### **Influence of phytoplankton bloom and heterotrophic bacteria on dissolved organic matter in coastal water**

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Dissolved organic matter (DOM) in the sea, one of the largest reservoirs of organic matter on the earth's surface (Ogawa and Tanoue, 2003), plays an important role in the global biogeochemical