Social Content of Psychological Specialists' Professional Activity

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Abstract: The study defines two main research areas of ideas about a rescuer psychologist. The first area is devoted to the issue of creating social representations about the specialist psychologist and his/her relations with representatives of other professional groups. The other area is represented by works focused on the direct analysis of the profession of psychologist, specific peculiarities of professional activity and personal characteristics of the psychologist.

It is indicated that the study of the representations about rescuer psychologist' involves collective consciousness, and the main direction that allows to solve the reconstruction problem of idea about a rescuer psychologist in the system of categories and conceptual coordinates is psychosemantics. For this purpose, the method of associatives defines the basic constructs used by the population to evaluate the representation about a psychologist. The obtained words associations were used to develop a method of semantic scaling of the concept "Psychologist".

The research has constructed the semantic profiles of perception of a civilian psychologist and a rescuer psychologist, their most pronounced characteristics were defined. With the help of multidimensional scaling the place of rescuer psychologist in psychosemantic space of psychologists of different kinds of activity was determined. Thus, the rescuer psychologist has the closest professional similarity with a military psychologist and forensic psychologist. According to the respondents' opinion, he/she (a rescuer psychologist) mainly provides psychological correction and rehabilitation, he/she has to work in uncomfortable and dangerous conditions, and also to deal with both individual and group psychological problems.

Keywords: *representation; rescuer psychologist; civilian psychologist; psychosemantics.*

I. Introduction

In the postmodern society, we can confidently talk about the significant role of psychologists in society. Every year number of psychologists and people who see a psychologist increases. There is a staff psychologist in many public and private organizations. Such specialists work in the State Emergency Service of Ukraine (the SES of Ukraine), one of their main functions is to provide psychological support to the population suffered from emergency situations. They (psychologists) have repeatedly proved their necessity in eliminating the consequences of emergencies of different types: buildings breakdown, gas and arsenals explosions, mining accidents, countering terrorism, etc. Despite their activity and social significance it is quite difficult to differentiate psychologists, who perform various professional duties. Today, it is often possible to meet the wrong and even absurd interpretation of counselors and psychiatrists and also the civilian psychologist.

From the point of view of development of psychological service of the Seas Pscycology (a team of experienced counselors and psychiatrists providing variety of therapy and counseling services) in Ukraine the issue of creating an image is the most relevant, because a distorted idea about a psychologist and his/her occupations has been created in collective consciousness. This prevents the popularization and development of psychological science and the creation of a positive image of the counselors and psychiatrists in Ukraine as a whole. The situation is so complicated and requires a systematic approach to the solution to existing issues and high professionalism of the specialists who work in this sphere.

The hypothesis of the study is that society's perception of psychologist's image is middling by their professional specialization.

2. Literary review

The problem of image in psychology is one of the most important and belongs to the fundamental ones. Mazilov (2018) reveals the problems that have methodological nature and need to be solved in order to determine the strategy for the development of scientific psychology in the XXI century, in particular, in response to current challenges. The article reveals the problems that have a methodological character and require their decision to determine a scientific psychology development strategy in the 21st century, in particular, within the responses to the actual challenges.

Studies by Barrow (2000) and Hartwig (2002) demonstrate a stereotypical image of a psychologist in mass consciousness.

The works of Kendil (2019) and Ramadas and Vijayan (2019) are devoted to the examining of various aspects of psychologists' professional activity.

Kendil (2019) reveals the features of psychologist's work with victims of a terrorist attack. Ramadas and Vijayan (2019) characterize the features of the psychologist's work with children with mental disorders. All this emphasizes the diversity and complexity of a practitioner psychologist's professional activity. Moreover, the authors emphasize the need to increase the level of professional training for future psychologists, emphasize Fostering the scientific practice of vocational psychology.

In the paper of Isaacs et al. (2020) the features of providing psychological assistance to the population of India, which is in crisis caused by the consequences of social unrest by marginalized communities are described . The authors emphasize that the role of a school psychologist has increased lately; so many proposed strategies of interfering are waiting for the professionals to be realized effectively.

Studies by Winsor and Mueller (2020) reveal the image of the school psychologist in the context of helping gifted students experiencing symptoms of depression, suicidal ideation, and others. The authors emphasize that the role of the school psychologist has recently increased, and therefore many of the proposed intervention strategies can require a team of professionals to implement effectively. Increasingly, however, it must also be recognized that the role of the school psychologist has expanded in recent years, and thus many of the intervention strategies offered may require a team of professionals to effectively implement.

As demonstrated in the article by Welch (2015), psychologists should adhere to ethical principles in their work and act solely to alleviate human suffering and take full responsibility for their own actions.

Experimental studies by Castro-Tejerina (2014) conducted by a sample of Spanish student psychologists, have shown that, on the one hand, they agree and fix a neutral image of a professional psychologist who respects the multicultural world. On the other hand, they argue on civic and religious issues from a personal or ideological point of view, setting the boundaries of multiculturalism. Neither the exchange of ideas nor the function of reading virtual artifacts improved the reflexivity to the close dependencies and contradictions of the two areas of identity. This great stability is explained by the social and cultural context, by the the Western world - where psychology is constituted as a neutral, objective scientific world, where reflective citizenship is one of the social and historical

products of which, it developed before the proclamation of its autonomous agency, forgetting any root in social engineering.

Results show that students segregate both conditions. On one hand, they agree and consolidate the neutral image of a professional psychologist being respectful with the multicultural world. On the other hand, they argue about the citizen and religious topics from a personal or ideological point of view, establishing limits to multiculturalism. Neither the interchange of ideas nor the writing-reading features of the virtual artefacts improved the reflexivity on the close dependencies and contradictions of the two identity domains. This great resilience is due to a sociocultural context -the Western World- where psychology has been constituted as a neutral, objective Science World, one of whose socio-historical products - reflective citizenship- has evolved until proclaiming his/her autonomous agency, forgetting any root in the social engineering.

Methods of training psychologists at different academic levels of education are described in the article by Rokach and Boulazreg (2020). The authors emphasize the importance of mentoring (coaching) in a student's becoming a future specialist in psychology.

Gottfredson (2001) highlights the need to study individual personality traits during the training of practitioners in practical psychology. The author emphasizes the individual approach in providing psychological assistance, and for this the future specialist must be highly professional and be able to analyze and take into account social characteristics of subjects in professional activities, their abilities and natural skills, forms of orientation and others. A professional psychologist should make psychodiagnostics and scientifically explain the results of measurements.

Pelechano (2005) in his article states the need to study related sciences in the training of psychologists. This, according to his point of view, will allow future professionals to expand their understanding as for provision of psychological assistance to the population, taking into account the systemic approach, comprehensively considering biological and social and cultural factors and preconditions.

Regional features in the training of psychologists are revealed in the work of (Diab, Veronese, Jamei, & Kagee, 2019). The authors report the need for psychologists in connection with the need to provide psychological assistance to the population in the Gaza Strip, which are suffering from the Arabic and Israels conflict and shelling. However, the training of specialist psychologists in this region is complicated due to the difficulties of leaving this area to obtain knowledge and skills in prestigious educational institutions.

As it was reported by Allwood, Geisler, and Buratti (2020), practical psychologists should study the means of preventing emotional burnout, as professional activities are quite intense and stressful. The authors analyze the factors that cause burnout and negatively affect the psychological health of psychologists.

Rios and Roth (2019) devoted their research to the problem of self-identity formation, in particular spiritual one. The authors emphasize the importance of this area in the personality structure of the psychologist. Kovacs et al. (2019) identified and described psychological indicators that should be taken into account during the professional selection of rescue psychologists.

Nagimzhanova et al. (2019) note that the changes in the system of higher professional education that are currently taking place are related to the search and creation of psychological and pedagogical conditions for the formation of general and professional competencies that allow future professionals to realize their personal and creative potential. The authors argue that studying at high school is the foundation for professionally significant and personal qualities of a specialist, which subsequently ensure professional development of the individual in the process of activity. They revealed the peculiarities of the components development and their relationship in the structure of personal readiness. The authors believe that the presented research will contribute to the maturation of personal readiness for professional activity of future psychologists.

In a study by Potter (2019) the principles of working with naturalistic data using methods involved in the focus on conversation and text aimed at action are described. The virtues of working with naturalistic data using methods that attend to the action orientation of talk and text are pressed.

In the works of Osgood, Suci, and Tannenbaum (1957), Kelly (1955) and others. there is the idea of mediating the knowledge of people around the world by some structures, the idea of "constructing" a person's surrounding reality by the available mental means - constructs. A person is not dealing with the world as such, but with the "cognitive map", "cognitive scheme", "image of the world", "social ideas", "psychosemantic space".

Thus, the problem of studying the image of the psychologist-rescuer should be explored from the standpoint of constructivism as a productive approach in modern social psychology. The result of this construction is the creation of a prototype of the world, which appears to a person as a certain social reality.

The ideas of categorization and constructivism find expression in the views of Kelly (1955), according to which there are no unambiguously

identical objects, events, people. He argues that there are different ways of interpreting them, and any phenomenon can be viewed from different angles. A person evaluates the world around him with the help of conceptual schemes or models that he creates, and then tries to adapt to objective reality. He introduced into the psychological literature the concept of "construct" as a special subjective means, constructed by a person himself, tested on his own experience by which a man evaluates and predicts events, organizes his behavior, understands other people, constructs "self-image".

Thus, creating the image of a rescue psychologist is not a matter of one individual. It is constructed by correlating the personal system of assimilated values and the system of meanings with similar systems of other individuals. That is, social ideas do not act as an independent opinion of an individual, but are the opinion of a member of a social group. This suggests that according to the everyday consciousness of citizens, there are constructs that form the basis of the process for perception of a rescuer psychologist.

The direction that allows to solve the problem of reconstruction of the image of the psychologist-rescuer in the system of categories and conceptual coordinates is psychosemantics. Thus, in studies by Afanasieva, Svitlychna, and Shayda (2019) a psychosemantic analysis of psychologists' ideas about the place of psychological counseling, which was conducted using semantic differential scaling and the method of pairwise comparisons, is presented. The authors proved that psychological counseling is a completely independent specific type of assistance to the population. This is how the psychologists imagine it.

In psychosemantics, the search for meanings semantically related to the studied concept and the fixation of these connections in the form of a matrix of semantic distances, semantic fields and spaces. The mathematical construction of semantic space is a transition from a space of large dimension (a set of individual features) to a smaller one - implicit factors that reflect the categorical structure of consciousness. In the geometric representation of semantic space, these categories-factors act as coordinate axes of some n-dimensional space (Petrenko, 2005). This will allow us to move to a more concise description of the image of a rescue psychologist with a small set of such constructs.

Thus, psychosemantics is aimed not so much at the study of individual value systems, but at the sphere of collective consciousness. This determines its successful application in the study of images, stereotypes and other social and psychological phenomena.

3. Methods of the study

3.1. Research participants

The study was organized in several separate stages, and the sample was formed by random sampling in accordance with the purpose of the study and the criteria of internal validity and representativeness. The total number of subjects was 436 people, including 208 men and 228 women aged 15 to 57 years.

At the first stage of the study, the main characteristics of the concept "Psychologist" were determined. 60 students from higher educational institutions of Slovyansk, Donetsk region, Kharkiv, Chernihiv (28 men and 32 women) took part in it. The age of the subjects is from 18 to 22 years.

The second stage included the study of the image psychologist' perception with the method of semantic scaling. The sample included residents of Slovyansk, Donetsk region, Kharkiv, Chernihiv and Rivne in the number of 318 people (including 165 men and 153 women) aged 15 to 57 years.

At the third stage, students and cadets of the 4 and 5 years of Social and Psychological faculty of the National University of Civil Defense of Ukraine in the number of 58 people (15 male and 43 female) took part in establishing the peculiarities of perception of a rescue psychologist among psychologists of various activities. The age of the subjects is from 19 to 21 years.

All participants volunteered to participate in the study. The participation of all respondents was voluntary and confidential.

3.2. Research methodology

The research work was carried out during 2020 and included several interrelated stages. Psychodiagnostics was performed in a writing form. Test tasks were presented according to standardized instructions.

At the first stage the differences in the perception of the main characteristics of the image of the concept of "Psychologist" were determined with the method of associatives. The subject was presented with the stimulus word "Psychologist", to which he responded in writing with the first words-associations that came to his mind. During the research, the subject was not limited to grammar class in the choice of possible associations. 60 subjects were involved at this stage, who provided 513 words-reactions. First of all, the mentioned words were ranked in the order of their frequency. As a result, 143 unique variants of reaction words were

obtained. Associations that appeared only in 1 or 2 people were not further processed, because they are random and due to the individual characteristics of the subjects. Associative reactions, which appeared at least 3 times were used in the analysis. The total number of such words-reactions is 42, and their total share in the set of received associations is 62%. Quite a large number of identical words-reactions indicates a certain stability of perception in the image of the psychologist.

At the next stage of the study, the obtained words-associations were used to develop the author's methodology for studying the peculiarities of the perception of the image of the psychologist. The methodologies based on the method of semantic scaling, which in addition to the categories obtained on the basis of the results of our study included part of the scales of the classical semantic differential Osgood, Suci, and Tannenbaum (1957), and the semantic differential developed by Petrenko (2005).

Semantic scaling allows us to assess not only the concept "Psychologist", but also perception of reality behind it. The application of the methodology resulted in the construction of group semantic profiles of scales in public perception of the image of a civil psychologist and a psychologist of the State Emergency Service of Ukraine (see Table 1).

In the procedure of semantic scaling the task for the subject was to place test objects (the concept "Civil Psychologist" and "Rescue Psychologist") on a measuring scale set by antonymous adjectives such as "strong-weak", "far-near", etc. ., in accordance with its subjective assessment to the meaning of the word. That is, scaling by a separate option was that the subject, evaluating the image "Civil Psychologist" and "Rescue Psychologist", placed it between two poles of the scale, which contains 7 gradations. Subsequently, the evaluation options were statistically compared using the parametric criterion of t-Student for independent samples, because the primary data corresponded to the normal distribution, as confirmed by the Shapiro-Wilk test.

The third independent stage of empirical research was to establish the peculiarities in perception of the rescue psychologist among psychologists of various activities.

To this end, eight psychologists who differ in the type of activity were singled out.

Organizational psychologist is a specialist in the field of human resource management in the organization, psychological support of management and psychological foundations of marketing.

Clinical psychologist usually works in medical institutions, helps to cope with neuroses and anxiety, panic attacks, helps to understand yourself in crisis situations.

Educator and influential works in kindergartens, secondary and sports schools, gymnasiums, helping students to learn about themselves, build relationships with peers, teachers, parents, and helps teachers to find optimal forms of education and upbringing.

Military psychologist works in paramilitary and military units of the country. The tasks of a military psychologist can be rehabilitation and adjustment to battle, methods development of negative impact on the enemy, search and adaptation of psychological knowledge useful in hostilities both within the country and in enemy territory, and so on.

Psychologist-criminologist works in special laboratories of forensic psychological examination, in law enforcement agencies. He conducts expert research on criminal behavior, the presence of common sense at the time of the crime, mental state and psychophysiological characteristics of the subject of the crime, analyzes psychology of the offender, the motives of the crime, situations of violence and others.

Psychologist of PR-companies deals with the formation of public sentiments and opinions, research of political sentiments and motives, psychological support of political movements and elections of candidates for political positions, control of groups, masses, crowds, improving the effectiveness of information, including advertising, promotion of goods and services.

A research psychologist usually works in institutes and laboratories, studying various branches of psychology. Most frequently, a research psychologist also works with students as a teacher of psychological disciplines. The main task of a research psychologist is to discover new knowledge about the inner world of a person and his behavior.

A psychological consultant is a specialist who provides competent information at the request of the client for the optimal solution of certain life, personal or business problems. He creates conditions for a person to understand himself and others, to make decisions about what to do and how to treat it.

The task of the subjects was to compare pairly all psychologists with each other on the criterion of similarities and differences in the type of activity according to the intensity scale from 1 to 5, where the estimates are the following:

1 - similar (perform similar professional tasks);

2 - insignificantly different;

3 - significantly different;

4 - significantly different;

5 - perform completely different professional tasks.

Students and cadets of the Faculty of Social Psychology of the National University of Civil Defense of Ukraine, who study at "Psychology of activity in special conditions" and are well acquainted with the features of the professional activity of a rescuer psychologist, took part in the pairwise comparison procedure.

In order to visualize the obtained data and the picture of the generalized psychosemantic space of the stimulus ratio, the statistical method of multidimensional scaling was used.

The array of primary data obtained during the study required the use of both one-dimensional and multidimensional statistical methods. Simple descriptive statistics were calculated (mean values - m, standard deviations - δ). Student's parametric t-test was used to assess the significance of differences between the groups of subjects. The significance of differences at the level of $p \leq 0.05$ was taken into account. From multidimensional methods of mathematical and statistical analysis of primary data, multidimensional scaling was used. Statistical processing of primary data was performed using applications of the statistical package SPSS Stanistics 23.0 on a personal computer.

3. Results of the study

After the survey results had been recorded, primary data analysis was carried out. The semantic profiles of perception of a civilian psychologist and a rescuer psychologist were constructed in order to visually assess the characteristics based on different parameters. The results are presented in table 1.

Table 1. The semantic profiles of perception of a civilian psychologist and a rescuer psychologist

Source: Authors' own conception

Scales	Average results (m)					Scales
	2	1	0	1	2	
Funny						sad
To be a sourse of pride						to induce shame
Rough						gentle
Disciplined						undisciplined
Indifferent						careful
Beautiful						ugly
Reliable						unreliable
Necessary						unnecessary
Dangerous						safe
Organized						unorganized
Responsible						irresponsible
Passive						active
To humiliate someone						respect someone
Strong						weak
Private						frank
Brave						coward
United						separated
Severe						gentle
Smart						mentally retarded
Inspire confidence						not credible

According to the data presented in table 1, it can be seen that the images of psychologists are perceived positively, the average group indicators in almost all parameters reflect the constructive sides in a duet of opposite values of adjectives. That is, there is a positive coherence of the image of a psychologist, a tendency to idealize a real psychologist by people. On the one hand, such results could be affected by objective factors: for example, most psychologists, who the study participants have seen in their life, really have positive character traits. On the other hand, many psychologists have some character flaws and weaknesses, and it is really difficult to find the psychologists, who are highly trained professionals. In this case, such idea of the population about most psychologists is

exaggerated and somewhat idealized. Also, the monotony in the image perception can be associated with common factors which could influence (for example, the mass media and broad social ideas about a psychologist, University's general education requirements, and teachers' attitudes).

It is obvious that there are a number of differences in society's perception of a civilian psychologist and a rescuer psychologist.

The most obvious characteristics of the civilian psychologist' image are intelligence, responsibility, reliability, justice, activity, respect for the individual and confidence.

The main characteristics of the image of a rescuer psychologist are intelligence, discipline, organization, responsibility, courage and pride.

In order to find significant differences between indicators, Student's t-test was used for independent samples. The results are presented in table 2.

Table 2. Comparative analysis of the image perception of a civilian psychologist and a rescuer psychologist

Source: Authors' own conception

Parameters of image perception	Rescuer Psychologist		Civilian Psychologist		t	p
	m	σ	m	σ		
Cheerfulness	-0.70	1.71	-1.58	1.32	4.08	0.000
Pride	-1.23	1.53	-1.28	1.32	0.25	0.805
Rudeness	-0.59	1.48	0.86	1.38	-7.18	0.000
Discipline	-1.68	1.52	-1.02	1.57	-1.94	0.044
Care	-0.52	1.87	0.89	1.56	-5.79	0.000
Beauty	-0.94	1.42	-1.18	1.41	1.20	0.232
Reliability	-1.40	1.60	-1.60	1.39	0.94	0.346
Necessity	-1.20	1.71	-1.39	1.56	0.82	0.412
Danger	0.37	1.84	0.97	1.67	-2.41	0.017
Self-discipline	-1.73	1.52	-1.63	1.36	-0.49	0.624
Responsibility	-1.66	1.70	-1.75	1.43	0.40	0.686

Activity	0.93	1.53	1.39	1.51	-1.95	0.046
Respect for the individual	0.79	1.76	1.39	1.66	-2.48	0.014
Power	-1.40	1.44	-1.09	1.59	-1.45	0.149
Sincerity	0.42	1.91	0.73	1.72	-1.21	0.229
Courage	-1.51	1.52	-1.44	1.33	-0.35	0.729
Cohesion	-1.11	1.52	-0.88	1.57	-1.05	0.294
Strictness	-0.74	1.74	0.27	1.68	-4.18	0.000
Intelligence	-1.74	1.44	-1.85	1.41	0.55	0.586
Confidence	-1.42	1.82	-1.68	1.64	1.06	0.291

According to statistics it was found that society perceives the image of a civilian psychologist and a rescuer psychologist based on a number of parameters differently: cheerfulness (t = 4.08, p = 0.000), rudeness (t = -7.18, p = 0.000), discipline (t = -1.94, p = 0.044), care (t = -5.79, p = 0.000), danger (t = -2.41, p = 0.017), activity (t = -1.95, p = 0.046), respect for the individual (t = -2.48, p = 0.014), severity (t = -4.18, p = 0.000).

Population perceive a rescuer psychologist as a sad one (t = 4.08, p = 0.000). This difference can be explained by regular contact of a rescuer psychologist with people who experience a variety of severe mental disorders, have physical and mental trauma. In order to provide them qualified assistance, the psychologist must present high levels of empathy and reflection that can not but reflect their emotional states.

Society consider a rescuer psychologist ruder (t = -7.18, p = 0.000), more disciplined (t = -1.94, p = 0.044) and stricter (t = -4.18, p = 0.000) than a civilian psychologists. Perhaps, perceiving the psychologists of the SES of Ukraine, the researchers evaluate them in terms of people in the uniform. Accordingly, rescuer psychologists are associated with a serviceman and are credited with character traits of the Armed Forces of Ukraine.

Statistically significant differences according to the indicator "care" were established (t = -5.79, p = 0.000). Population perceive rescuer psychologists more indifferent in comparison with civilian psychologists. This fact can be explained by the peculiarities of the professional activity of the psychologists of the SES of Ukraine, which, as a rule, provide only short-term emergency assistance to the population in a disaster area. That is, they do not actually carry out long-term psychotherapy with the population,

this causes the perception that they are more indifferent, less attentive to problems than civil psychologists; for them long-term psychological support to patients is usual practices.

Statistically significant differences according to the indicator "danger" were also established (t = -2.41, p = 0.017). This feature characterizes rescuer psychologists. In our opinion, this perception is based on the conditions in which rescuer psychologists have to work. The activity of the SES of Ukraine is associated with fires, accidents, floods, blockages, etc., that is, with threats to personal safety and danger, unlike civilian psychologists who work in more comfortable conditions, therefore, they are perceived as safer.

Statistically significant differences according to the indicator "activity" have also been established (t = -1.95, p = 0.046). Rescuer psychologists are perceived as more passive. In our opinion, this perception is caused by the different approaches to its activity promotion. It is quite difficult for civilian psychologists, especially for young ones, to find a job in a highly competitive job market, so they have to offer their services actively and obsessively in various ways. It is not necessary for the rescue psychologist to do this, his activity is advertised together with the image of the SES of Ukraine. Due to these conditions, a civilian psychologist is perceived by society as more active.

It is established that society considers rescuer psychologists respect an individual less (t = -2.48, p = 0.014) in comparison with civil psychologists. Perhaps this difference is due to the fact that a rescue psychologist works in the disaster areas according to the here-and-now principle, he/she does not have enough time to build trust and a stable communication, he/she needs to help the person as soon as possible sometimes using quite crude methods (for example, to give a slap in the face, to pour water, to shout at the hysterical victim; it is allowed to hurt, to cause negative emotions when a person is in a stupor using different expressions; to use the "capture" technique when a person with excessive motor activity, to shake a victim's shoulders when a person is nervous, etc.). Above mentioned reasons form the image of a rescuer psychologist who respects an individual.
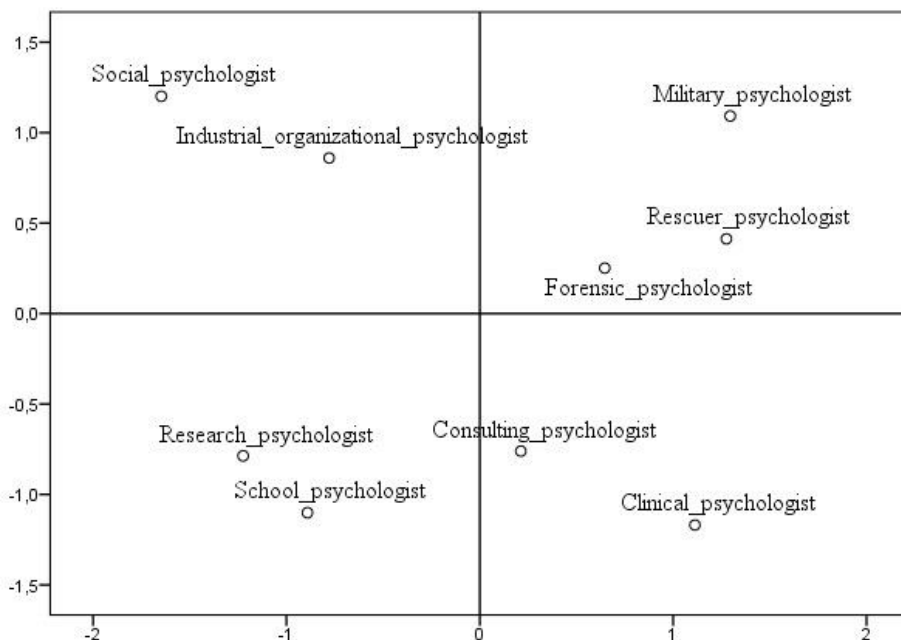
The next stage of the empirical study was to find the place of a rescue psychologist in the psychosemantic space among different types of psychologists (Industrial-organizational psychologist, clinical psychologist, school psychologist, military psychologist, forensic psychologist, social psychologist, research psychologist, counseling psychologist).

In order to visualize the data we have collected and to get a model of a generalized psychosemantic space, the stimulus ratio, the group average

matrix of differences has been analyzed using a statistical **technique** - multidimensional scaling. The result is a representation of two-dimensional semantic space. Kruskal's stress index is 0.177 (Stress) - acceptable values are not more than 2.0. The square of the correlation coefficient of the original matrix of subjective differences and the matrix of interstimulus distances is 0.868 (RSQ) - acceptable values are not less than 0.6. So, the explained proportion of the data discrepancy is 86.8%. These results are the proofs of excellent correspondence of the obtained models with the original data.

It should be noted that the more the phenomena under study, stimuli, objects are subjectively similar, the closer the indicators of the motivation should be in the feature space. Based on this remote model, according to subjective data and including the differences between one stimulus from another their **relative location** is reconstructed in the space of several features. The distance between these objects can be considered as an indicator of differences in this space.

The above mentioned allows to state that a rescue psychologist has the closest resemblance to a military psychologist and forensic psychologist (see Fig. 1)

Figure 1. Psychosemantic space of correlation of psychologists of different kinds of activity

Source: Authors' own conception

Using multidimensional scaling, it was established that industrial-organizational psychologist and social psychologist are in the same psychosemantic area of perception. According to the subjecs of the research, they (psychologists) perform similar professional duties. This group of specialists can be called "Psychologist of Group Process". They work in state and commercial organizations, in consulting firms - with organizations, *companies of all sizes*. These specialists consult directors and HR-managers on psychology of management, marketing, advertising, *build* a *motivation system* and support professional and personal development of employees, conduct training of the team in improving communication skills and in resolving conflicts, study social psychological processes, assist in recruiting, in conducting employee performance appraisal, in developing corporate culture, dedication and more.

The next cluster consists of a counseling psychologist and a clinical psychologist. This group of specialists can be described as "Psychologists who deal with personal problems". These psychologists help in solving personal or business problems, assist people who have physical, mental, social and emotional health problems in adapting and self-realization. That is to say, they provide competent information to solve personal emotional problems according to the client's request.

School psychologist and research psychologist have been united into one category. Generally, it can be called "Educational Psychologist". These specialists work in the education sector and educate the public about psychological science. They study and provide timely information about the *individual's psychological traits*, mental processes, states, abilities, their development. Psychologists develop and use different methods of psychological support. People unite these psychologists into one category, probably due to the fact that research psychologist often works with students as a teacher of psychological disciplines, so he/she both teaches and educates the public.

Also, the result of multidimensional scaling has revealed the professional similarity of rescue psychologist, forensic psychologist, and military psychologist. This cluster can be called "Psychologists of security forces". The peculiarity of these psychologists is the work in *specific conditions* with different types of stress, in *emergency situations.*

4. Dicussions

Analysis of the psychosemantic space of correlation of psychologists of different kinds of activity allowed us to distinguish three main vectors (criteria) for ranking psychologists in puplic representations.

In our opinion, the first vector of ordering psychologists, according to the X axis is a criterion - a type of professional activity. There are the following specialists (military psychologist, rescue psychologist, clinical psychologist, forensic psychologist) in Figure 1 (right). Their main duties are mental health recovery and emotional stabilization after mental disorder. The main types of their activity are psychological correction and rehabilitation. There are psychologists who mainly diagnose mental health problems, help prevent mental disorders, educate in Fugure 1 (left). That is, social psychologist, industrial-organizational psychologist, school psychologist and research psychologist study, form and develop necessary skills and personal **characteristics**, prevent negative psychological phenomena. There is a consulting psychologist who is engaged both in development and in corrections in the middle of this list. His main type of activity is counseling psychology.

The second criterion is the t**ypes of mental health problems**. So there are psychologists (industrial-organizational psychologist, social psychologist) who mainly help a work with mental health problems of a group in the top left square of the sector 1, and in the opposite bottom right sector 4 there are specialists in **personal issues** (counseling psychologist, clinical psychologist).

Another criterion is working conditions. There are specialists who work in comfortable conditions (school psychologist, research psychologist) in the bottom left sector 3, and and in the opposite top right sector 2 there are psychologists of security forces (psychologist of the SES of Ukraine, forensic psychologist, military psychologist) who have to work in uncomfortable and dangerous conditions.

That is, people unites psychologists of different kinds of activity into four psychosemantic areas of perception, which we have called as: psychologists of group processes, psychologists in **personal issues**, educational psychologist and psychologists of security forces.

We have also learnt that there are three main criteria for distinguishing psychologists in public representation: the main type of activity, the type of psychological problems they solve and working conditions.

5. Conclusions

Image means a subjective picture of the world or its fragments, including the subject itself, other people, the dimensional environment and the temporal sequence of events. The concept of an image is inseparable from the broad concept of the world image as a holistic, multi-level system of a person's ideas about the world, other people, himself/herself and his/her activity. The image is considered as an active, dynamic principle that influence not only on the nature of perception, but also on the motivational sphere of the personality, and through it on the activity of the subject.

Society perceives the image of the psychologist positively, the average group indicators in all parameters reflect the constructive sides in a duet of opposite values of adjectives. That is, there is a positive coherence of the image of a psychologist, even a tendency to idealize a real psychologist by people.

The most obvious characteristics of the civilian psychologist' image are intelligence, responsibility, reliability, justice, activity, respect for the individual and confidence. The main characteristics of the image of a rescuer psychologist are intelligence, discipline, organization, responsibility, courage and pride.

Images of civilian psychologist and rescuer psychologist are perceived by the society differently. In their opinion a rescuer psychologist is sadder, ruder, disciplined, strict, indifferent, dangerous, passive; he/she respects an individual less. These differences in the perception of the image are caused by the special conditions and nature of the activity of a rescuer psychologist, by the association with a serviceman.

There are three main criteria for distinguishing psychologists in public representation: the main type of activity, the type of psychological problems they solve and working conditions. According to people's opinon, he/she (a rescuer psychologist) mainly provides psychological correction and rehabilitation, he/she has to work in uncomfortable and dangerous conditions, and also to deal with both individual and group psychological problems.

Thus, the rescuer psychologist has the closest professional similarity with a military psychologist and forensic psychologist.

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