THE MONITORING OF PUBLIC OPINION: ECONOMIC & SOCIAL CHANGES

Issed 6 times a year.

18th year of Publication  5[99]  September-October 2010

Table of contents

<table>
<thead>
<tr>
<th>EDITORIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theory and Methodology</td>
</tr>
<tr>
<td>S.G. Klimova, E.G. Galitskaya, E.B. Galitskiy</td>
</tr>
<tr>
<td>Innovative Behavior: Social Index Construction</td>
</tr>
<tr>
<td>P.A. Lebedev, S.I. Petukhova</td>
</tr>
<tr>
<td>Social Media: Indicator of Development of Information Society or not?</td>
</tr>
<tr>
<td>L.A. Pautova</td>
</tr>
<tr>
<td>Youth Segmentation: Public Opinion Foundation Experience</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State and Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>D.L. Konstantinovskiy</td>
</tr>
<tr>
<td>Inequality in Education: Situation in Russia</td>
</tr>
<tr>
<td>D.V. Polikanov</td>
</tr>
<tr>
<td>Staff Shortage: State and Municipal Service</td>
</tr>
<tr>
<td>E.P. Tavokin</td>
</tr>
<tr>
<td>Optimization of Civil Service Staff</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MONITORING OPINIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Results of Public Opinion Polls: September-October 2010</td>
</tr>
<tr>
<td>Contents of the Digest</td>
</tr>
<tr>
<td>Policy (domestic and foreign)</td>
</tr>
<tr>
<td>State and Public Institutions (rating, public assessment, resignations and appointments)</td>
</tr>
<tr>
<td>Economics</td>
</tr>
<tr>
<td>Social life (problems in social sphere, moods and fears of Russians)</td>
</tr>
<tr>
<td>Culture, art, leisure</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL DIAGNOSTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>N.V. Andreenkova</td>
</tr>
<tr>
<td>Comparative Analysis of Satisfaction with Life and Determining Factors</td>
</tr>
<tr>
<td>O.A. Miryasova</td>
</tr>
<tr>
<td>Political Socialization of Youth in Protest Participation Process</td>
</tr>
<tr>
<td>Yu.M Baskakova</td>
</tr>
<tr>
<td>Problem of Raising the Retirement Age as Mirrored by VCIOM Polls</td>
</tr>
</tbody>
</table>
A.S. Duzhnikova
Social Networks: Trends and Types of Use

M.S. Scherbal

BOOK REVIEWS
L.G. Byzov
“Russian world — past or present? Polemical notes on the margins of the monograph by M.A. Tarusin and A.A. Dukhanin titled “National identity. Sociological Research Experience”.

CHAPTERS OF FUTURE BOOKS
Maltseva D.V.
Theoretical Approaches to Studying Paternity in Modern Western Sociology

THEORY AND METHODOLOGY

S.G. Klimova, E.G. Galitskaya, E.B. Galitskiy

INNOVATIVE BEHAVIOR: SOCIAL INDEX CONSTRUCTION

KLIMOVA Svetlana Gavrilovna – Ph.D. in Philosophy, leading researcher at the Institute of Sociology RAS. E-mail: sklimova@orc.ru

GALITSKAYA Elena Gennadievna – head of data processing and analysis department, Public Opinion Foundation, associate professor at the faculty of management at the SU-HSE. E-mail: galicelena@yandex.ru

GALITSKIY Efim Borisovich – Ph.D. in Economy, head of laboratory for data analysis at the Public Opinion Foundation, associate professor at the faculty of management at the SU – HSE. E-mail: egalit@yandex.ru

Based on the analysis of nationwide representative opinion polls the study reveals the labor behavior syndromes. The authors use the method of structural logical typification which involves the procedures of multidimensional data analysis. The authors identify five types of labor strategies and construct the innovativeness index.
The study represents social technographic segmentation of the Internet users that was proposed by the Forrester company analysts. The authors attempt to construct similar segmentation applied to Russian population. The authors define types according to particular actions but not the use of particular services. The authors conclude that the share of those who use Internet social media is not high provided that they stand out from the average Russian.

Key words: information technology, social and technographic segmentation, types of actions, social and technographic profiles

Bibliography


**L.A. Pautova**

**YOUTH SEGMENTATION: PUBLIC OPINION FOUNDATION EXPERIENCE**

PAUTOVA Larisa Alexandrovna – Ph.D. in sociology, project manager at the Public Opinion Foundation. E-mail: pautova@fom.ru

Based on youth opinion polls conducted in 2008-2009, the study defines five types of achievement strategies: “state reserve”, “yappy”, “office workers”, budget workers”, proletariats”. According to the types of young people, the study reveals spontaneous self-identification of young bloggers. The segmentation of youth’s lifestyles is as follows: “mass”, “smart alecks”, “advanced ones”, “real guys”, and “new poor”.

293
Key words: achievement strategies of youth, self-identification of young bloggers, lifestyles` segmentation

Bibliography


STATE AND SOCIETY

D.L. Konstantinovskiy

INEQUALITY IN EDUCATION: SITUATION IN RUSSIA

KONSTANTINOVSKIY David L`vovich – Ph.D. in Sociology, head of department at the Institute of Sociology RAS. E-mail: konstant@isras.ru

The article examines the results of the long-term research devoted to the youth` opportunities to get good education and deepening of social differentiation in the sphere of education.

Key words: education, inequality, social structure of school graduates, barriers on the way to get education

Bibliography


D.V. Polikanov

STAFF SHORTAGE: STATE AND MUNICIPAL SERVICE

POLIKANOV Dmitriy Valerievich — Ph.D. in Political Science, associate professor, consultant of the project “Staff reserve – country`s professional team”. E-mail: d.polikanov@edinros.ru

The article considers the effectiveness of state and municipal services, basic motivation factors of civil servants, as well as perspectives of overcoming staff shortage in the public sector. The study is based upon opinion polls that involved 4535 of participants of the project “Staff reserve – country`s professional team” from 82 regions of Russia.

Key words: staff shortage, state service, civil servants, state management, municipal management, officials, labor motivation, competence, carrier, professional potential.
Bibliography


E.P. Tavokin

OPTIMIZATION OF CIVIL SERVICE STAFF

TAVOKIN Evgeniy Petrovich — doctor of social science, professor at civil service and personnel policy chair, Russian Academy for Public Administrative under the President of the Russian Federation. E-mail: tavokin@mail.ru

The article analyses the results of expert poll aimed at revealing problems, defining the direction, mechanism, forms and methods of optimization of staff policy of the Ministry of Justice of the RF and Federal Bailiff Service. The author assumes that it leads to the leveling of negative tendencies.

Key words: state service, staff, carrier, civil officers’ social protection measures

Bibliography
MONITORING OPINIONS

Results of Public Opinion Polls: September-October 2010

SOCIAL DIAGNOSTICS

N.V. Andreenkova

COMPARATIVE ANALYSIS OF SATISFACTION WITH LIFE AND DETERMINING FACTORS

ANDREENKOVA Nina Vladimirovna — Ph.D. in philosophy, research fellow of the Institute for Comparative Social Research. E-mail: cessi@cessi.ru

The article examines the satisfaction with life option. Based on ESS data, the study analyses the factors that define satisfaction with life level such as: a) internal factors which characterize the person and his/her place in social relations (social and psychological, social and demographic), and, b) external factors which characterize the environment a person is living in
(social environment and social network, institutional, economic and ecological factors). The analysis is based on comparison of countries and comparison of people (aggregated and individual analyses).

**Key words:** satisfaction with life, aggregated and individual analyses, intercountry comparison, internal factors, external factors

Bibliography


O.A. Miryasova

POLITICAL SOCIALIZATION OF YOUTH IN PROTEST PARTICIPATION PROCESS

MIRYASOVA Olga Alexandrovna – junior researcher at the Institute of Sociology RAS. E-mail: info@ikd.ru

The article analyses motives of the participation of young activists in social and political actions created from the bottom, reasons and channels of resocialization, specifics of youth’s political socialization, and changing values of young people. The study is based upon the data of the survey; semi-structured formalized interviews with activists of the opposition movements and structured interviews with the anarchist movement participants aged from 17 to 30.

Key words: youth, protests movement, political socialization, resocialization, youth’s subculture, values

Bibliography


Y. M. Baskakova

PROBLEM OF RAISING THE RETIREMENT AGE AS MIRRORED BY VCIOM POLLS

BASKAKOVA Yulia Mikhailovna – Ph.D. in political science, VCIOM analyst. E-mail: baskakova@wciom.com

The article is devoted to the problem of the reform of pension system. The study is based upon the opinion polls’ data and analyses the reasons of the public disapproval of the initiative to raise retirement age which is inevitable. The author also considers how strong such disapproval is and ways to overcome it. The analysis of the public opinion polls shows that the society has found
itself in the institutional trap which implies that for the majority of Russians it is much more profitable to save the current state than to change it.

**Key words:** Russia, public opinion, retirement age, pension fund, pension payment, pension reform, modernization, pension savings

Bibliography


A.S. Duzhnikova

SOCIAL NETWORKS: TRENDS AND TYPES OF USE

DUZHNIKOVA Anna Sergeevna – postgraduate student of the Institute of Sociology of the Russian Academy of Sciences, specialist of the Department of International and Public Relations, VCIOM. E-mail: duzhnikova@wciom.com

The article considers the problem of behavior of users in a new social field such as social resources in the Internet. The author tackles issues related to the vector of development of social networking in Russia, as well as its place in the life of Russians. Particular attention is paid to the types of networks’ users which were defined according to self-designed model based on several indicators. The author uses quantitative survey.

**Key words:** Internet, social networks, internet users, internet behavior
Bibliography

   http://rumetrika.rambler.ru/review/0/4222?article=4222
7. Sotsialnie seti zhdet rost vo vsem mire.
   http://mediarevolution.ru/audience/behavior/1527.html
8. Sotsialnie seti i blogi uzhe populyarnee, chem elektronnaya pochta.
   http://mediarevolution.ru/audience/geography/1887.html
   http://www.computerra.ru/magazine/361633/mailto:site@computerra.ru

M.S. Scherbal

ECONOMIC SITUATION IN THE COUNTRY AND PERSONAL WELL-BEING MEASURED BY RUSSIANS: PUBLIC ASSESSMENT DYNAMICS (2005-2010)

SCHERBAL Maria Sergeevna – postgraduate student of the State University- High School of Economics, VCIOM analyst. E-mail: scherbal@wciom.com

The article encompasses and analyses the extensive empirical data collected through VCIOM studies and devoted to the public well-being. The study is focused on two aspects of social well-being such as assessment of economic situation in the country and financial self-assessment. The author analyses the dynamics of the views of Russians about the economic situation in the country and personal well-being, as well as differences in the assessments by
representatives of different social demographic groups; the analysis is done through the use of indices and based upon the nationwide surveys dated 2005-2010.

**Key words:** index, social well-being, financial self-assessment, economic situation in country, social and demographic groups

**Bibliography**

8. Obnovlennaya metodika izmereniya indeksa sotsialnikh nastroenii (ISN) http://www.levada.ru/isn02.html

**CHAPTERS OF FUTURE BOOKS**

Maltseva D.V.
THEORETICAL APPROACHES TO STUDYING PATERNITY IN MODERN WESTERN SOCIOLOGY

Bibliography:
