## Survey: Internet in Russia

O.V. Dmitrieva

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## Political Leadership

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- Political Functions of the Internet Perceived by Russians

## Social Diagnostics

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## Economic and Social Changes

A. V. Bubnov, O. V. Dmitrieva, V. L. Shapovalov

- Intensity of Russian Involvement in the Internet Communication

## Business and Consumer Behavior

E. V. Brodovskaya

- Political Functions of the Internet Perceived by Russians

## Social Diagnostics

T. A. Aymaletdinov

- Views of Russians on Mortgage as a Way to Improve Living Conditions

## Liberalization of Aging

I. A. Shmerlina

- Liberalization of Aging: Theoretical Illusions and Empirical Anomalies (Part 1)
SURVEY: INTERNET IN RUSSIA

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RUSSIAN USERS AND NON-USERS: CORRELATION AND BASIC FEATURES

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Abstract: The article is dedicated to the analysis of the typical features of the Internet activity of Russians. The study aimed at measuring the intensity and duration of the use of the Internet, making social portrait of the Russians users and non-users, revealing the reasons behind the refusal to use the internet communications.

Keywords: users, non-users, Internet, Internet communication, Internet activity, social profile

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INTENSITY OF RUSSIAN INVOLVEMENT IN THE INTERNET COMMUNICATION
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SHAPOVALOV Vladimir Leonidovich - Sholokhov Moscow State University for Humanities, Director of the Institute of Politics, Law and Social Development, Candidate of Historical Sciences, Associate Professor. E-mail: vladshapovalov@mail.ru.

Abstract: The article considers the key aspects of the Russian segment of the World Wide Web as means of leisure, commerce and education. The authors prove that the Russian Internet has entered the saturation phase. The article describes changes in the gender balance and examines the gender specifics of the leisure activity. The typical internet roles of “gamers”, “shoppers”, “music lovers”, “bloggers” and “researchers” are discussed. The connection between content consumers, growth of social media and changes in communication channels is considered by the authors.

Keywords: internet communication, social networks, Runet, portrait of the Russian Internet user, leisure, commerce and education in Runet.

Bibliography


V.D. Nechaev, E.V. Brodovskaya

POLITICAL FUNCTIONS OF THE INTERNET PERCEIVED BY RUSSIANS

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Abstract: The article describes how Russian citizens perceive their personal potential to influence the governmental policies by means of the World Wide Web. The key tasks of the author were to reveal and describe the users who are focused on the political functions of the Internet, to determine whether the settings to implement political subjectness are completed, as well as to
show how Russians assess their potential to influence the governmental actions using the Internet.

**Keywords:** internet, political subjectness, political functions of Internet, potential of influence, political setting

**Bibliography**


V.V. Titov

**INTERNET AS A PLACE FOR TRANSFORMATION OF SYSTEM OF COMMUNICATIVE IDENTITIES OF THE RUSSIAN SOCIETY (BASED ON THE DATA OF THE WORLD INTERNET PROJECT (WIP) INTERNATIONAL RESEARCH)**

**TITOV Viktor Valerievich** – Sholokhov Moscow State University for Humanities, Institute of Politics, Law and Social Development, Department of Political Science, Candidate of Political Sciences, Associate Professor, titov-msu@mail.ru

**Abstract:** The article examines the processes of the transformation of sustainable communicative preferences of Russians influenced by the Internet. Based on the data obtained during the nationwide poll conducted in December 2012, the study describes the specifics of the influence of the Internet communications on the intensity of the Russian users `communications with the primary (family, friends, colleagues) and secondary (communities of people sharing similar political and religious interests) reference groups.

**Keywords:** internet, world internet project, communications, communicative identity, contacting, referent groups

**SOCIIOLOGY OF POLITICS**

L.G. Byzov

**2011-2012 ELECTION CYCLE THROUGH VALUE AND IDEOLOGICAL CONTRADICTIONS OF SOCIETY (PART II)**

**BYZOV Lenty Georgievich** – Candidate of Economic Sciences, Senior Researcher at the Institute of Sociology, Russian Academy of Sciences. E-mail: leontyi13@mail.ru.

**Abstract:** The article analyses the hypothetical reasons behind the aggravation of political situation in the country during the 2011-2012 election cycle. Based on the author`s special typology involving ideological vector and perceptions of power, the study describes groups of society that caused a surge in protest activity and the shortage of votes of the “party of power” during the parliamentary elections. The author shows that the aggravation was due to stable
value and ideological orientations of the society resulted from the polarization of a number of 
groups that were previously part of the common value consensus of the Putin era.

The study emphasizes a shift of the protest movement to the left, towards the extension of 
the left democratic component at the expense of the liberal one. There is a new generation of 
leaders of the street protest activity. The “protest winter” resulted in a forecast of the further 
evolution of political system and the appearance of new political forces and ideological trends.

**Keywords:** ideological and political orientations, values, liberals, conservatives, 
nationalists, consensus, protest activity, party system, value polarization

Yu.M. Baskakova

DISSATISFIED AND DISAGREEING: SOCIAL UNREST AND ITS SCALE (PART II)

**BASKAKOVA Yulia Mikhailovna** – Candidate of Political Sciences, Head of VCIOM`s Research 
Projects. E-mail: jbaskakova@gmail.com

**Abstract:** The article describes the level and the scale of social discontent and the way it is 
manifested. The author examines the connection between different forms of political protest 
during the 2011-2012 election campaign such as protest voting, absenteeism, and participation 
in the protest actions.

**Keywords:** political process, electoral preferences, electoral absenteeism, political protest

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A.A. Pozhalov

INSTITUTIONAL PREREQUISITES AND RESTRICTIONS OF APPEARANCE OF NEW FIGURES IN 
REGIONAL POLICY IN NEW POLITICAL CYCLE

**POZHALOV Aleksandr Alekseevich** – Deputy Director, Institute for Socio-Economic and Political 
Research Foundation.

**Abstract:** The party reform introduced in 2012 as well as changes in electoral legislation 
create prerequisites for the parties to search for new figures in municipal and regional public 
policy. Tough the legislation still allows the parties using similar electoral lists at the simultaneous 
elections in several regions, the policy of the “nationalization of elite” may facilitate the reduction 
in the number of middle and large business representatives in the total number of candidates at 
the 2013 regional elections. The number of leaders of other social groups such as provincial 
intelligentsia, social sector workers, representatives of the agroindustrial complex, production 
workers, and non-political public activists is expected to increase.

**Keywords:** federal reforms, State Duma deputies` election, election system, regional 
policy, electoral policy
V.L. Rimsky
INSTITUTES OF POLITICAL AND STATE CAREERS IN RUSSIAN REGIONS

RIMSKY Vladimir L’vovich - Head of Department of Sociology, INDEM Foundation

Abstract: The results of the data obtained during the 2012 survey granted by the Institute for Public Projects (INOP) allow describing the essence of the social institutions that determine the political career in Russian regions. The study proves the systematic ineffectiveness of the public administration.

Keywords: career, political career, public administration, municipal administration, leadership, leader, elite, political elite, regional elite, local elite

E.B. Shestopal
POLITICAL LEADERSHIP IN NEW CIRCUMSTANCES: CHANGE OF THE PERCEPTION PARADIGM

Abstract: The article describes the opportunities provided by quality political and psychological methods, in particular, the ones that were used to study the images of political leaders. These methods help comprehend mass political consciousness. Traditionally, the leadership studies are focused on personality, but it is also interesting to know how a leader is viewed by its followers, citizens and society.

Keywords: political leader, president, elections, associations with politician, unconscious level of perception

SOCIOLGY OF ECONOMIC LIFE

T.A. Aymaletdinov
VIEWS OF RUSSIANS ON MORTGAGE AS A WAY TO IMPROVE LIVING CONDITIONS

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Abstract: The article presents the results of the sociological studies devoted to different aspects of consumer behavior of Russians in their attempts to improve living conditions including the mortgage arrangement. The author regards the results of the polls as a source of empirical
information for describing and forecasting social and economic prerequisites and consequences of the development of the modern Russian mortgage market.

**Keywords:** mortgage, mortgage market, living conditions, real estate, savings of Russians, trust in financial institutions, financial behavior, financial literacy

**Bibliography**


**SOCIAL DIAGNOSTICS**

A. Yu. Dombroskaya

**VIEWS OF PERSONS WITH DISABILITIES ON FAVORABLE CONDITIONS OF SOCIAL ADAPTATION**
DOMBROVSKAYA Anna Yurievna – Candidate of Sociological Sciences, Associate Professor, Department of Social and Cultural Activities, Orel State Institute of Arts and Culture. E-mail: andoc@yandex.ru

Abstract: The article presents the results of the analysis of the views of persons with disabilities on favorable conditions of social adaptation. The opinion of the people with disabilities is analyzed in accordance with the structure of social adaptation of the disabled and is arranged in the presentation of favorable conditions of adaptation to socio-economic, socio-psychological, socio-cultural spheres and sphere of information behavior.

Keywords: people with disabilities, social adaptation, conditions of social adaptation.

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O.A. Oberemko
WHAT IS MEANT BY “GOOD SCHOOL”: RECONSTRUCTION BASED ON ANSWERS TO OPEN-ENDED QUESTIONS

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Abstract: The article examines a communicative situation concerning the open-ended questions during the VCIOM’s omnibus made in 2008. Based on the primary data, the study shows how a designed question undergoes changes during the communication between an interviewer and a respondent. Formulations of the questions that respondents answered to were reconstructed; the recommendations for the interviewer to record the primary data were made.

Keywords: question and answer communication, open-ended questions, answer-based reconstruction of questions, mass polls

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FORTUNES OF THE OLDER GENERATION OF THE IVANOVO RESIDENTS

IPATOVA Anna Alekseevna – Senior Researcher at the Center for Federative Research Methodology, Russian Presidential Academy for National Economy and Public Administration. E-mail: ipatova_anna@mail.ru

Abstract: Three types of life strategies of the senior citizens are considered in the article. These types destroy the stereotypes about the resemblance of the senior citizens, about their inability to learn, about their isolation from the society and family, as well as about their poor physical and mental health. The article is based upon the results of the study conducted in Ivanovo region during the summer of 2012.

Keywords: biographical interview, old age, life circle, Ivanovo region, old age, senior age, image of senior citizens, key life events, family stories, retired persons

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1 The results of the Complex Social Project “Society to the Older Generation” were used in the article. The project was organized by the Ladoga Charitable Foundation and conducted by the research team in close collaboration with the Centre for Federative Research Methodology of the Russian Presidential Academy for National Economy and Public Administration, the Social Validation Organization and the Moscow School of Social and Economic Sciences.
I.A. Shmerlina

LIBERALIZATION OF AGING: THEORETICAL ILLUSIONS AND EMPIRICAL ANOMALIES (PART 1)

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Abstract: The article is based upon the qualitative study conducted by the Center for Federative Research Methodology of the Russian Presidential Academy for National Economy and Public Administration and the Social Validation Company. The study was commissioned by the Ladoga Charitable Foundation in the summer of 2012. The study was targeted at the older citizens of the Ivanovo region (40 in-depth interviews). The article examines the J. Vincent dichotomy “liberalization of aging” vs “liberation from aging” as an attempt to impute the “right” model of aging on the society. Based on the empirical data, the study describes three basic scenarios of aging for the Russian province: continuing the pre-retirement way of living with the active working age settings; survival; and refocusing on social and personal realization in new spheres of life. The author shows that all these scenarios can hardly be attached to the above mentioned dichotomy. The liberalization can only be applicable to the third scenario. At the same time the most popular scenario is the second one, rather than the first one.

Keywords: demographic aging, cult of youth, liberalization of aging, survival, free time, social stigmas of old age

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(VIEWS OF CONSCIENCE CASE STUDY)

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SOCIO-CULTURAL BEHAVIORAL STRATEGIES: MEASUREMENT AND INTERPRETATION IN DIFFERENT SOCIOLOGICAL STUDY

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NEW PARADIGM OF SOCIOLOGICAL THEORY AND PRACTICE

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