

# SOCIAL DEVELOPMENT

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## Social and cultural portrait of the region in the context of changes during 2008 – 2010\*

*The article considers the social and cultural transformation of the region, which appeared in the crisis period of 2008 – 2010. The study based on data of empirical analysis shows the changes in social well-being and social structure, value motivations of the region inhabitants. It identifies positive and negative aspects of social and cultural shifts in the regional development during the global financial crisis.*

*Impact of the crisis, social and cultural changes, social well-being, stratification of the population, basic values.*



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The nature and direction of modernization of the country is largely determined by social and cultural potential of the population. Culture, as the social aspect of people's lives, is reflected in their value orientations, types and forms of organization of life, as well as created material and spiritual values, in particular technological improvements.

The problem of overcoming the crisis in the modern Russian society, conditioned by both financial and economic crisis of 2008 – 2010 and expressed in the innovation stagnation and signified by moral decline, provoked by the dominance of products of mass culture, is the

subject of intense debates in the light of Russia's willingness and its regions to upgrade updates the social and cultural approach to the analysis of regional community [4].

The basis of social and cultural study of the region is the program of N.I. Lapin and L.A. Belyaeva "Social and cultural portrait of the Russian region" [5]. It includes standard tools and, in particular, the method of calculation of common indicators, measuring scale, providing a comprehensive, problem and analytical nature, presentation, and compatibility of the data. Studies on this method are conducted since 2005 in 25 regions of the country.

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Social and cultural study of the Vologda Oblast has been carried out in 2008 – before the global financial crisis [11, 14]. Beginning with the second wave of the survey in 2010, the study came into the monitoring mode<sup>1</sup>.

The modern crisis has clearly demonstrated that monostructural nature of the economy and its export-oriented growth are fraught with great risks. And because of the predominance of metallurgical production, strong integration into the global economy the Vologda Oblast was among the territories hardest hit during the recession. Gross regional product (GRP), reflecting the economic potential of the region, for the first time in recent years has declined. In 2008, still maintained a positive trend of GRP, as the impact of the crisis became apparent only at the end of the year. However, in 2009, the economic growth fell sharply (by 14%, *table 1*).

In November 2008, due to lower external demand and prices for steel products industrial production decreased by 44% (peak month of the recession), as a whole in 2008 – by 5%, in 2009 – 12%. The number of unemployed registered population in State Employment Service in 2009 amounted to 24.6 thousand people, which is 2 times higher than in 2008. The decline in production, employment led to falling living standards.

The government of the Russian Federation in connection with a reduction in government revenue (in 2009 – by 34%, in 2010 – 28%) attributed the Vologda Oblast among 17 most

crisis regions. The oblast which was since the second half of the 1990-ies the donor, in 2011 became subsidized [9].

By the beginning of 2010 due to improved market conditions in the global market, with the adoption by the regional government of anti-crisis measures (optimization of budgetary expenditures, food security, employment promotion, preservation and support of major investment projects, and others [3]) it was out of the crisis, which resulted in the growth of major social and economic indicators.

One of the complex indicators that are sensitive to changes in social and economic development is human potential development index (HPDI). According to the method of calculation developed by the UNO under the “Development Program”, [8] HPDI consists of three equally important components: income, determined by gross domestic product per capita (gross regional product) at purchasing power parity (PPP) in US dollars; education defined by literacy rates (with a weight of 2/3) and the proportion of students among children and youth aged 7 to 24 years (with a weight of 1/3); longevity determined by life expectancy at birth (life expectancy). This is one of the basic social and cultural indices that determine the possibilities for realizing the potential of the country and region.

In the Vologda Oblast, as in other parts of the country since 2000, there was the steady growth of HPDI (*tab. 2*). In 2006, HPDI in the region reached the threshold, which according to international standards refers to the high level, i.e. mark 800. In Russia as a whole, this threshold was crossed again in 2006, however, the Vologda Oblast lags behind the level of HPDI of the Russian Federation (the pre-crisis level – 0.814 and 0.825 respectively).

The global financial crisis has significantly slowed the growth of HPDI in the country, in the Vologda Oblast has been a significant decline of the index (from 0.814 to 0.802).

<sup>1</sup> The survey was carried out in May - June, 2008 and 2010. The sample involved Vologda, Cherepovets and the Districts of Gryazovets, Nikolsk, Tarnoga, Veliky Ustyug, Babaevo, Vozhega, Kirillov, Sheksna. The volume of sample was 1,500 people. Representativeness of the sample is provided by the following conditions: ratio between urban and rural populations; proportions between the inhabitants of settlements of various types (rural communities, small and medium-sized cities), age and sex structure of the adult population of the region. Sampling error is 3%. The study also used data from monitoring “Values and interests of the Russians” in 2006, 2010. The total sample population – 1163 people. Conducted by the Center of social and cultural changes of the Institute of Philosophy RAS.

Table 1. Indices of main social and economic indicators of the Vologda Oblast  
(% to the previous period)

The main social and economic indicators	2007	2008	2009	2010	2010 to 2007
Gross Regional Product*	105.1	96.7	86.0	...	87.4
Industrial production	104.8	94.7	87.6	110.7	96.2
Export of goods (to January – November of the previous period)	120.5	161.9	45.0	131.0	115.0
Producer prices of industrial goods (manufacturing)	106.2	105.3	95.7	131.0	140.2
Net financial result of the organizations (to January – November of the previous period)	132.4	150.6	24.1	126.7	46.7
Investments in fixed capital*	103.8	85.9	71.1	96.9	61.4
The total number of unemployed, average for the year	76.1	143.0	137.0	80.1	119.4
Real disposable income (to January – November of the previous period)	109.8	98.2	88.7	107.4	102.7
Average monthly real wages	110.8	108.3	92.9	111.4	124.2
The actual size of fixed monthly pension*, end of year	114.9	108.2	126.4	111.9	175.8
Consumer prices for goods and services	112.7	114.3	107.2	109.2	150.8
The retail trade turnover*	118.0	108.5	89.4	110.9	126.9
The turnover of catering*	109.6	106.6	73.9	105.1	90.7
Paid public services*	103.5	102.3	95.7	97.9	99.2
* In comparable prices Sources: Statistical Yearbook of the Vologda Oblast. 2009: stat. book / Vologdastat. Vologda, 2010; Social and economic situation of the Vologda Oblast in 2010: report. Vologdastat. Vologda, 2011.					

Table 2. HPDI and its components: the population of the Russian Federation  
and the Vologda Oblast, 1990 – 2009

Territory	Year	GRP in dollars, PPP	Life expectancy, years	Share of students at the age of 7 – 24 years	HPDI	Rating in the world / in the RF
Russian Federation (in 1990 – the USSR)	1990	4905	70.6	No data	0.873	33
	1996	4230	65.9	69.1	0.780	71
	1998	6508	67.0	71.4	0.766	62
	2000	6747	65.3	75.0	0.763	60
	2005	11861	65.3	73.4	0.792	67
	2008	16092	67.9	75.0	0.825	65
	2009	14930	68.7	75.0	0.826	No data
The Vologda Oblast	1996	4302	65.4	70.2	0.782	22
	1998	7422	66.7	69.0	0.769	19
	2000	8460	65.9	71.9	0.775	7
	2005	15762	63.1	71.5	0.792	11
	2008	16096	66.9	71.2	0.814	16
	2009	12401	67.3	71.2	0.802	No data
Reference: HPDI of USSR in 1987 – 0.920 (26 in the world). Sources: Human Development Indicators 1992. [Electronic resource]. Available at: <a href="http://hdr.undp.org/en/media/hdr_1992_en_indicators1.pdf">http://hdr.undp.org/en/media/hdr_1992_en_indicators1.pdf</a> ; UNO, Development Program (DPUNO). Reports on the development of human potential in the Russian Federation. [Electronic resource]. Available at: <a href="http://www.undp.ru">http://www.undp.ru</a> ; HPDI RF and the Vologda Oblast in 2009 – calculated on the data of the Department of Economics of the Vologda government and the source: Russia and the countries of the world. 2010.: stat. book. Rosstat. M., 2010. P. 96.						

Because of some increase in life expectancy index the rate of GRP markedly decreased. In general, it is a higher level of gross regional product, relative to other Russian regions that defined the region's high level of HPDI. However, the level of HPDI in the region did not become lower than the limits of the index in the developed countries reached in 2006 (0.800).

However, the crisis affected many aspects of life. Since statistics can not convey information about many parameters of social and cultural development, we will present results of the survey in 2010 in comparison with the data of the survey in 2008. According to these results, only one-third of the population of the region has not felt the influence of the crisis of 2008-2009. In the NWFD and Russia this proportion is much higher (56 and 47% respectively). Most of the region's population (68%) in one way or another has faced some difficulties due to lower income levels (*tab. 3*). The crisis most of all affected the living standards of Cherepovets (72%).

The crisis has changed the social structure of the population, taking into account, in addition to material well-being, a number of other factors. When selecting social strata, we relied on the method of L.A. Belyaeva, and used the following criteria: income level, the presence of subordinates, and educational level [1]. These three indicators represent the socio-economic, socio-political and socio-cultural fields. Appli-

cation on the basis of the above characteristics of the cluster analysis conducted by the K-averages, except iterations, leads to the selection of five clusters – social strata (*fig. 1*).

“High status” have higher education, 5 – 10 subordinates, are “wealthy”. “Experts” have higher education, are “well provided for”, do not have subordinates. “Realists” have special secondary education, are “well provided for”, do not have subordinates. “Poor executives” have special secondary education, 10 – 50 subordinates, are “well provided for”. “Low status” have incomplete secondary education, are “poor”, do not have subordinates.

According to the survey in 2008 most widely in the Vologda Oblast were represented the “realists” (42%). “Experts” were less (27%), “low-status” were one fifth of the population of the region (20%). “High status” (6%) and “executives” (5%) were the least.

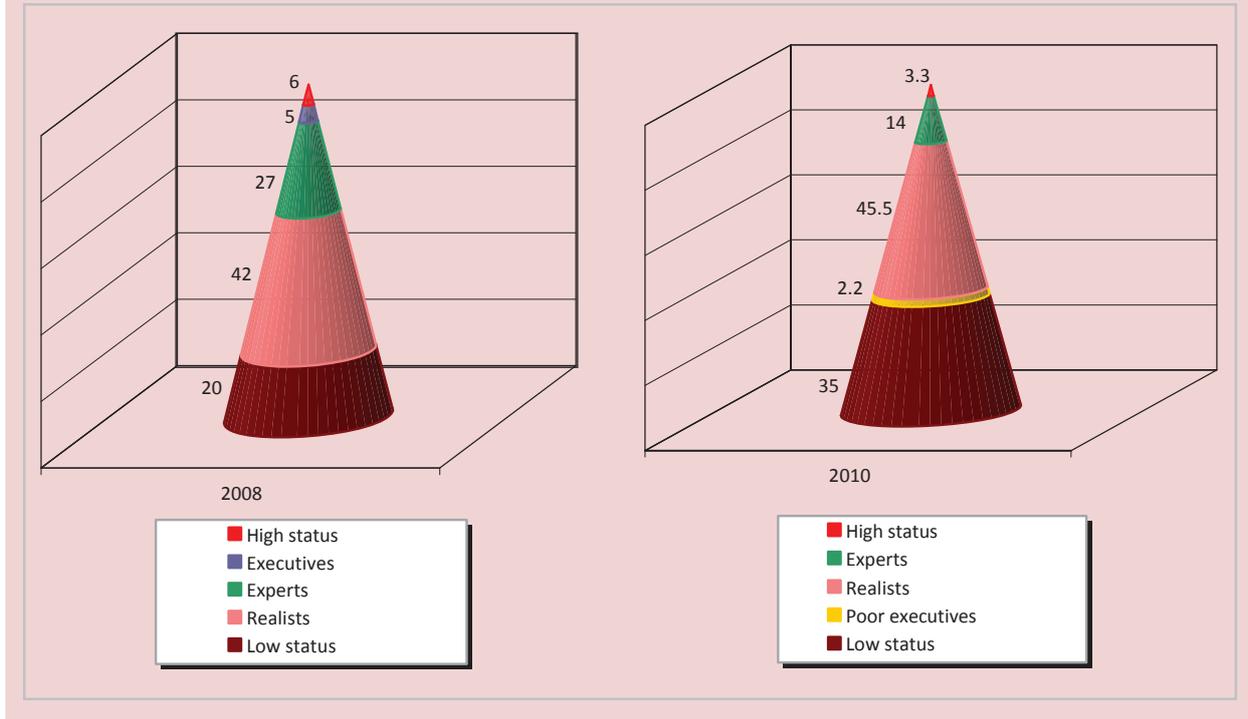
In 2010, the “realists” were still the most massive stratum. In addition, their number has increased slightly (from 42 to 46%), in particular through joining to this stratum of representatives of higher social strata. Small strata of people who have authority have reduced twice. Thus, the stratum “high status” decreased from 6 to 3%. Stratum “executives” decreased from 5 to 2% and due to the reduction of income of its members was transformed into the stratum of “poor executives” as well.

Table 3. Influence of the crisis of 2008 – 2009 on the life of the Vologda Oblast, the NWFD and Russia, %

Answer options	Vologda	Cherepovets	Districts of the region	The Vologda Oblast	Reference:	
					NWFD	RF
Found yourself without work and earnings	6.5	2.9	4.5	4.6	9.7	10.9
Lost earnings, profits	41.2	47.4	35.7	39.9	18.9	23.8
Faced with delays of wages, social benefits	10.0	16.0	14.7	13.9	14.4	12.5
Had to switch to another, less paid work	5.3	2.3	2.9	3.3	5.4	4.4
Had to take on extra work	10.0	12.0	8.5	9.7	8.2	6.4
Nothing changed	28.2	22.3	34.9	30.3	55.5	46.9
Managed to improve my skills and began to earn more	4.1	4.6	3.2	3.8	0.7	1.4
Other	1.2	0.0	0.8	0.7	2.2	1.5
Refused to answer	1.2	1.1	1.3	1.3	3.3	4.5

Source: hereinafter – the data of monitoring “Social and cultural portrait of the region” (ISED T RAS, 2008 and 2010.) and “Values and interests of the people of Russia” (the Center of social and cultural changes of the Institute of Philosophy RAS, 2006 and 2010).

Figure 1. Stratification of the population of the Vologda Oblast in 2008 and 2010, %



As a result of the reduction in income significantly decreased the number of “experts” (from 27 to 14%). There was a sharp decline in social status of 15% of the population of the region, and the proportion of “low-status” rose to 35%. Thus, in the period of 2008 – 2010 there was a high downward social mobility.

In connection with the events of the financial and economic crisis the issues of social well-being of the population, as an integral index, which reflects the economic, political and social processes in society, became topical. The index of social well-being<sup>2</sup> (ISWB), as a part of the methodology “Social and cultural portrait of the region”, allows to capture its three basic components: the degree of protection of the inhabitants of the region from

<sup>2</sup> The generalized index of social well-being (ISWB) [5]. With interviews are measured three components of social well-being of the population: the degree of protection from 10 social risks, the degree of satisfaction with their lives in general, the degree of social optimism – the comparison of living standards to last year, expectations for the coming year, confidence in their future.

major hazards; the degree of satisfaction with their lives as a whole; the degree of optimism in their assessment of their present and future [12]. In Russia in 2010, the raising of the index of social well-being of the population has stopped (in 2002 – 0.53, in 2006 – 0.61, in 2010 – 0.62). In the Vologda Oblast there was a slight decrease in the integral index of social well-being – from 0.62 in 2008 to 0.61 in 2010 at the critical values of ISWB, equal to 0.50. The overall level of social well-being of the region was slightly lower not only the district but nationwide figures (fig. 2).

These components of integral index of social well-being, as indicators of exposure to hazards and life satisfaction of the population, by 2010 have not changed their values (0.60 and 0.61 respectively, fig. 3). However, there was the decrease in the level of optimism in society. The highest stress experienced people in leadership positions (the reducing of ISWB – from 0.72 to 0.58). The coefficient of optimism declined most at residents with low incomes (from 0.55 to 0.52).

Figure 2. The index of social well-being of the population of the Vologda Oblast, the NWFD and the RF in 2008 (2006) and 2010

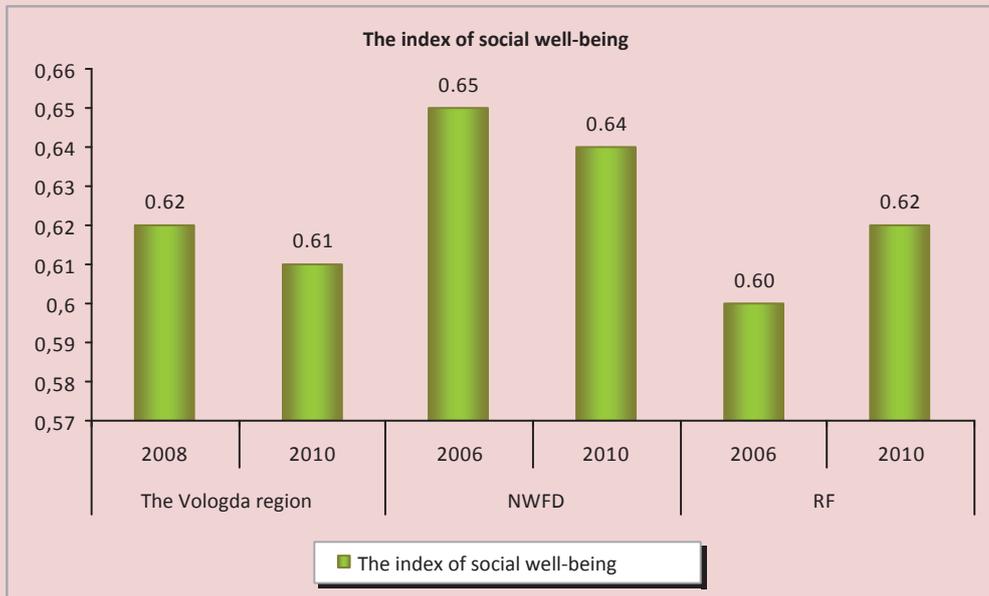
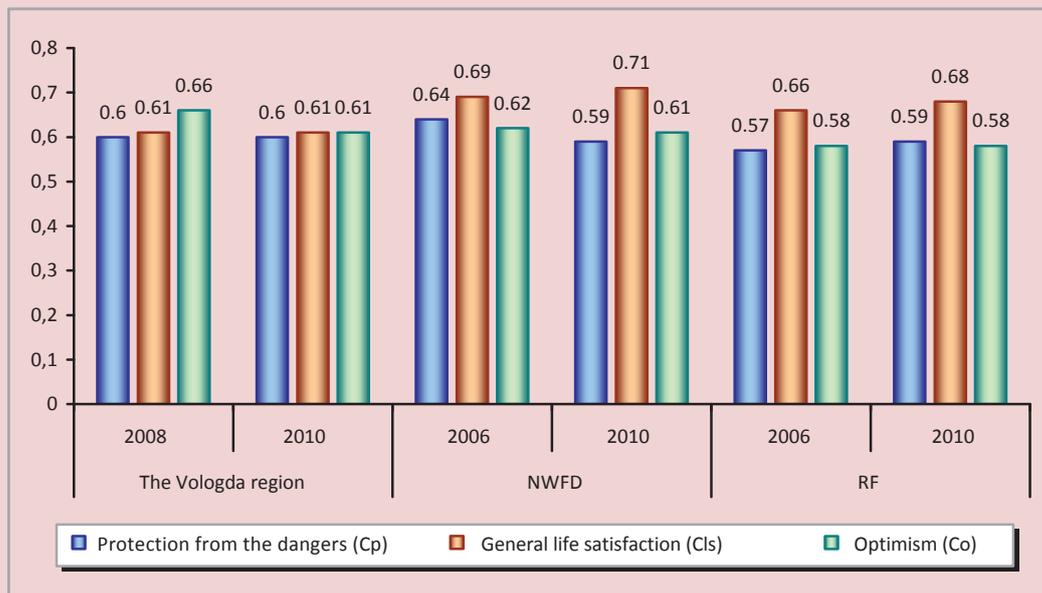


Figure 3. The coefficients of the index of social well-being in the Vologda Oblast, the North-West Federal District, the Russian Federation in 2008 (2006), and 2010



Individuals who are in the age range of 25 – 45 years, it decreased from 0.65 to 0.62, while those without a spouse – from 0.64 to 0.61. Note that in the region the coefficient of general life satisfaction is lower than in the North-West and Russia (0.61 against 0.71 and

0.68, respectively). At the same time the level of protection from the dangers in the region is higher (0.6 against 0.59). Figures correspond to the level of optimism of the North-West and are higher than in Russia as a whole (0.61 against 0.58).

The components of the index of social well-being indicators in the cities of Vologda, Cherepovets and districts of the oblast are different. In 2010 compared to 2008 across the region there was a decrease of the partial indices of social well-being of the population (fig. 4).

Most of all the index of social well-being decreased in Cherepovets (0.04), least of all in Vologda (0.01). Nevertheless the dwellers of Cherepovets stored the highest level of the index of social well-being in the oblast. The value of the index of social well-being of inhabitants of Vologda and districts are, as always, similar.

During the crisis, the level of optimism and security of people most fell in Vologda. At the same time, satisfaction with life in the regional center increased slightly. In Cherepovets, there

was the decrease of all components of the index of social well-being of the population, but more notably as in Vologda, reduced the coefficient of optimism and less notably - the vulnerability of people. Overall, however, Cherepovets has the highest index of social well-being, significantly higher than region-wide (tab. 4). In the districts life satisfaction remained at the same, fairly low level, with seriously reduced coefficient of optimism, and vulnerability to hazards has increased. Thus, each territory of the region has its own characteristics, which are projected on the minds of its inhabitants. Although crisis did not reduce the overall level of satisfaction with life, they had an internal social and psychological pressure on people, manifested in reduced representation of optimistic views on the future.

Table 4. The components of the index of social well-being in the Vologda Oblast in 2008 – 2010, the regional section

Components of the index of social well-being	Vologda		Cherepovets		Districts		Oblast	
	2008	2010	2008	2010	2008	2010	2008	2010
Coefficient of protection (Cp)	0.6	0.57	0.63	0.62	0.57	0.60	0.60	0.60
Coefficient of optimism (Co)	0.63	0.59	0.69	0.65	0.66	0.59	0.66	0.61
Coefficient of life satisfaction (CIs)	0.6	0.61	0.68	0.66	0.59	0.59	0.61	0.61

Figure 4. The index of social well-being in the Vologda Oblast in 2008 – 2010, the regional section

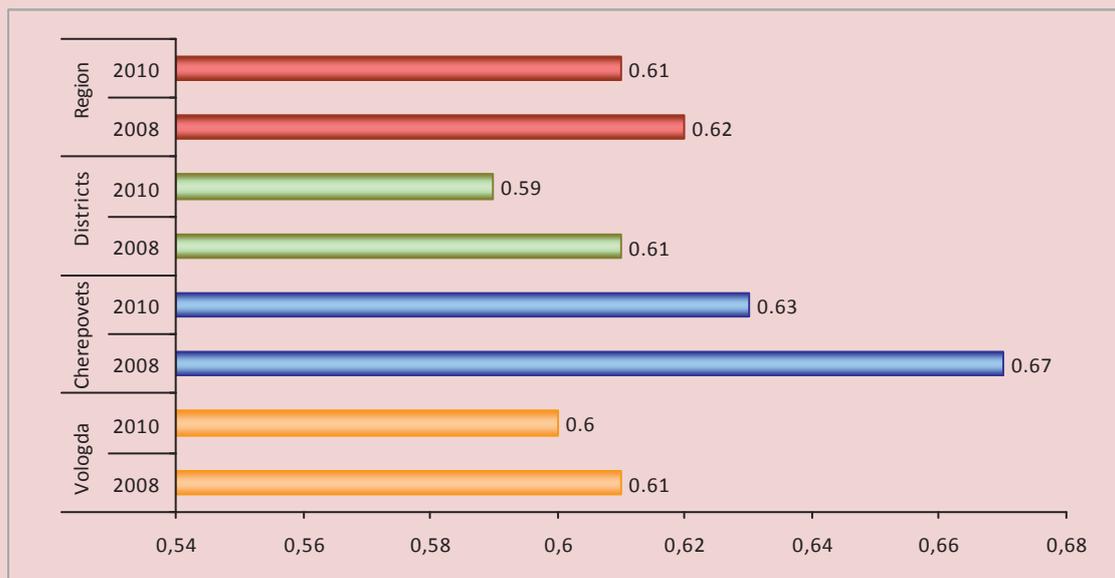


Table 5. Value preferences of the population in the Vologda Oblast in 2008 and 2010  
(weighted average points on a 5-point scale)

The structure of values of the Vologda Oblast in 2010	Values	The Vologda Oblast		The RF		Rating of 2010	
		2008	2010	2006	2010	of the Vologda Oblast	of the RF
Integrating core (4.4 and more)	Human life	4.53	4.64	4.37	4.80	1	1/2
	Family	4.47	4.53	4.69	4.80	2	1/2
	Order	4.36	4.49	4.69	4.72	3	4
	Sociability	4.42	4.48	4.51	4.73	4	3
Integrating reserve (3.91 – 4.39)	Welfare	4.28	4.38	3.68	4.59	5	5
	Independence	4.28	4.29	4.14	4.47	6	6
	Tradition	4.01	4.19	4.34	4.40	7	8
	Work	4.24	4.11	4.08	4.29	8	9
	Freedom	4.20	4.08	4.25	4.44	9	7
Opposing differential (3.0 – 3.9)	Morality	3.87	3.80	3.66	4.10	10	11
	Initiative	3.96	3.74	4.0	4.13	11	10
	Sacrifice	3.64	3.66	3.99	4.07	12	12
Contentious peripheral (2.99 and less)	Imperiousness	2.86	2.49	2.24	2.76	13	13
	Wilfulness	2.72	2.42	2.06	2.49	14	14
Density of the value space		1.81	2.22	2.63	2.31	-	-
Ranked according to the Vologda Oblast in 2010							

Note that the data of public opinion monitoring “The economic situation and social well-being of the inhabitants of the Vologda Oblast” held by ISEDT RAS, supports the conclusion on the decline in social well-being of the population in 2010 relative to 2008 (in 2009 these figures were even lower) [13, 15].

The basic component of social and cultural potential is the value preferences of the population [7]. The study showed that the value space<sup>3</sup> of the region in 2010 has increased (from 1.81 units in 2008 to 2.22 units in 2010; *tab. 5*). This happened on the one hand, due to increasing proportion of the population supporting the most important values, and the other - by reducing the proportion of those who support the values of the least significant order (the values of integrating core and conflict periphery respectively).

Thus, greater awareness of the population was manifested than before the crisis. It is possible that at a critical moment there was another revision of values: the situation has not changed cardinally, but there was an increase of values

<sup>3</sup> Value space means structured environment which includes the majority of people's value categories.

supported by the majority and the reducing of significance of negated values. Thus, the role of human life, family, order, sociability that makes up the backbone of the value of the people's world (the layer of integrating core) increased. Importance of certain values of the second order (the layer of integrating reserve) increased. As can be noted, in the crisis the value orientation of inhabitants of the region show that they, having the desire to maintain order and prosperity, are not ready to act, since the importance of values to change the situation (freedom, initiative, self-willed), and work decreased. We emphasize that the significance of all values of the Russians, including those negated by the majority (the layer of contentious peripheral), have generally increased.

During the crisis, people's motivation to work has not changed significantly. As before, the majority of the inhabitants of the Vologda Oblast in prefers to have a job that brings a small but stable income, and confidence in the future (45%). In the period of 2008-2010 innovative activity of the population, reflected in the organization of a new service, company, product, technology, increased (in Vologda regions and districts; *tab. 6*).

Table 6. Innovation activity of the population in the Vologda Oblast in the period of 2008 – 2010, in %

Answer options	Year								Reference:	
	2008	2010	2008	2010	2008	2010	2008	2010	2010	2010
	Vologda		Cherepovets		Districts		Oblast		NWFD	RF
Participated as an organizer	5.4	6.7	6.1	5.6	2.9	4.7	4.3	5.5	3.1	3.1
Participated on a par with others	9.1	8.9	14.2	5.1	8.9	5.9	10.3	6.4	10	4.6

Note. Question of the year 2008: "Have you participated in the making of any innovations within the last 5 years?"; question of the year 2010: "Have you participated in the making of any innovations within the last 12 months?"

Table 7. The social and demographic profile of innovators in the Vologda Oblast in 2010, %

Criteria	Participated as an organizer	Participated on a par with others
Sex		
Male	44.6	52.9
Female	55.4	47.1
Age		
under 24 years	10.8	14.3
25 – 34	24.6	24.3
35 – 44	26.2	31.4
45 – 54	26.2	20.0
older 55 years	12.3	10.0
Social status		
"High status"	16.9	7.5
"Experts"	26.2	26.9
"Realists"	41.5	41.8
"Poor executives"	3.1	4.5
"Low status"	12.3	19.4
Type of settlement		
Village, rural settlement	21.5	24.3
Urban settlement (industrial community)	6.2	7.1
Small town (up to 100 inhabitants)	13.8	8.6
Large City (100 – 500 thousand of inhabitants)	58.5	60.0

The organizers of innovative activity in 2010 were more often women (55%), men, by contrast, often participated in it along with others (53%). At the same time most of the women initiated the creation of new firms (54%) and men – a new product (53%), new technology (60%). The age of innovators correspond to 35 – 54 years. And among the organizers and participants there are more people with secondary special education (among organizers – 31%, participants – 36%), less with higher (among organizers – 29%, participants – 30%). As for the material level, they refer to well provided for (among organizers – 40%, participants – 33%).

Given the social status of innovators, we note that there are more "realists" (42%) and "experts" (27%). As a rule, these people live in major cities (*tab. 7*).

The most important aspect of social and cultural development of the region is social and territorial identification of population<sup>4</sup>, i.e. self-appraisal of the population belonging to certain social and demographic strata. According to experts, economic, social and cultural and other co-temporary problems are the basis for the formation of identification of the population [2].

<sup>4</sup> Value space means structured environment which includes the majority of people's value categories.

The degree of membership can be expressed through the coefficient of proximity intensity - Cpi [6]. The measurement results showed that for residents of the Vologda Oblast the proximity coefficient is the most important in relation to the inhabitants of the settlement, in which they live. Regional proximity is weaker. All-Russian and universal human connection is the weakest. In the Vologda Oblast in 2010 Cpi recorded a decrease in settlement proximity (from 7.7 to 7.23 units) and increase of regional one (from 1.45 to 1.76 units; *tab. 8*).

Perhaps the inhabitants of the region were rallied by inner anxiety because of worsening of regional problems and the emergence of threats to the future of the territory. General experience increased feelings of regional unity. Along with this, the reduction of settlement proximity is conditioned by global trends of individualization of society rather than crises. Based on the nationwide monitoring “Values and interests of the people of Russia”, conducted by the Center of social and cultural changes of the Institute of Philosophy RAS (1990 – 2010), we note that there has been a decrease not only in settlement population identity but also professional, age, property, as well as other kinds of strata proximity which weaken, losing their previous intensity. Weaker people feel a sense of ownership to certain communities, focusing largely on a narrow circle of people – family. The family in the post-soviet period has undergone several transformations, while

the main interests of the population are concentrated primarily on the family (in the region – 47%; in the Russian Federation – 61%) and only then – on professional activity (13%; in Russia – 14%), ensuring a decent income (8%; in the Russian Federation – 6%) and education (both 4%). In this regard, we emphasize that the weakening of the sense of identity among the population leads to a decrease in motivation for creative work.

In general, the crisis has both negative effects (reducing levels of IDHP and social well-being of the population, optimistic mood, changing the social structure of the population in the direction of trouble, reducing the importance of initiative), and some positive aspects (the extension of the value space of the population, some increase in innovative activity, a large regional cohesion).

We emphasize that only individuals who have professional education, who are well provided for, they saw in the crisis the time to display their abilities, which did not take long to put in some increase in innovative activity. However, most people did not become susceptible to change and under the threat of losing a job, wealth, status, stability, kept inertia, maintaining the values of order, prosperity, traditions and denying the value of freedom and initiative. On the one hand, it may be only a temporary reaction of the people in response to the impact of financial and economic crisis, on the other – a certain rigidity of society can be a factor

Table 8. The coefficient of strata proximity intensity of the population in 2008, 2010 (“own”, “another’s”), a territorial section

Territory	Residents of the territory in which I live		Residents of my region		Residents of Russia		Residents of the Earth	
	2006 – 2008*	2010	2006 – 2008	2010	2006 – 2008	2010	2006 – 2008	2010
The Vologda Oblast	7.7	7.23	1.45	1.76	0.59	0.47	0.51	0.34
The Kursk Oblast	8.5	7.18	1.85	1.59	0.84	0.66	0.55	0.36
The Tyumen Oblast	8.54	7.27	0.67	0.76	0.35	0.35	0.25	0.27
The NWFD	-	-	-	1.5	0.6	0.8	0.4	0.4
The RF	-	-	-	2.1	0.8	0.9	0.7	0.4

\* Note. The Vologda Oblast – 2008, the Kursk Oblast – 2007, the Tyumen Oblast, the North-West Federal District and Russia – 2006.

restraining modernization processes in the country. Meanwhile, the crisis has highlighted the potential of the population, which has not been used previously. Increasing the level and quality of life of the region population, which includes providing an enabling social environment for the development of abilities of each

person, conditions and comfort of life as a fundamental objective of the Strategy of social and economic development of the Vologda Oblast in 2020 [10] will multiply the social and cultural potential of the population, thereby accelerate the transition of the economy to an innovative type of development.

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