

SOCIO-DEMOGRAPHIC RESEARCH

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ASSESSMENT OF RELATIONSHIP BETWEEN POPULATION'S LIFE ATTITUDES AND IDEAS ABOUT ACTIVE LONGEVITY



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The significance of identifying the factors determining the differentiation of the population's perceptions of aging and active longevity is due to the key role of this aspect in assessing the prospects for the introduction of the active longevity concept in Russian regions. The idea of active longevity in its most replicated version is closely related to the issues of increasing the elderly's involvement in labor relations and directly affects aspects of the formation of citizens' pension rights. This agenda is debatable, since the active longevity practices are perceived differently by representatives of different population groups. The state social policy at the regional and federal levels should be adapted to these realities. Only in this case it will be possible to achieve the goals of increasing the duration of healthy life and minimizing the negative effects of demographic aging. The relevance of the research topic, therefore, is determined by the current trends in the demographic development of Russia and its regions, associated with an increase in the elderly's proportion in the population and decrease in fertility, as well as relatively little knowledge of the ideas and practices of active longevity in the context of socio-demographic groups. The purpose of the research is to study the population's perceptions about longevity and aging in the context of their life attitudes and in the context of socio-demographic groups. Based on the materials of the sociological survey, we have proved that the respondents' ideas about the elderly and the active longevity correlate with their ideas about their own social usefulness. We have shown that the longevity motives are differentiated in the respondents' groups who feel their social usefulness differently. The highlighted features can be taken into account in order to improve the effectiveness of the implementation of the active longevity concept in Russia's regions.

Demographic aging, active longevity, longevity motives, subjective health assessment, desired life expectancy, life expectancy.

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Introduction

Demographic aging causes a growing interest in the study of active longevity. This concept was a response to socio-economic and cultural challenges that led to an increase in the proportion of the elderly in the population. WHO has defined active longevity as the process of optimizing health, participation and safety opportunities to improve the quality of life as far as people age¹. To date, the concept of active longevity has gone through several stages of development. Its starting point was the work of R. Havighurst (Havighurst, 1961), where the author proposed a similar term of “successful aging”. The idea was further developed in the works of American gerontologists J. Rowe and R. Kahn (Rowe and Kahn, 1987; Rowe and Kahn, 1997). Subsequently, the theory of successful aging has been criticized due to the fact that it ignored the objective biological and anatomical features of human aging, as well as the sociocultural context of aging perception and the effect of institutional barriers that prevent the preservation of activity and productivity at older ages (Walker, 2016).

In the 1980s, foreign researchers started to use the term of “productive aging” in their works (Butler and Gleason, 1985; Bass et al., 1993). As part of this approach, the focus has shifted to the ability of older people to continue productive activities, which, to some extent, was a response to social fears associated with an increase in the economic burden on working-age citizens due to the growing share of the elderly population and with labor force reduction (Zaidi, Howse, 2017).

In contrast to the theory of active aging and productive aging, the concept of harmonious

aging was proposed, which is more focused on taking into account the cultural characteristics of aging and its perception by the population (Liang, Luo, 2012).

The variety of interpretations of the “active aging” concept is, among other things, determined by the fact that when the concept is transferred to other sociocultural conditions different from the Western developed countries, it is transformed under the influence of the population’s perceptions and the existing institutional environment (Au et al., 2021). This phenomenon, as well as the peculiarities of statistical accounting in different countries, determine the difficulties of creating a universal international methodology for active aging measuring. The most common approach for cross-country comparisons is the construction of an integral index of active aging according to the method proposed in the work of A. Zaidi (Zaidi, 2020). The methodology proposed for the realities of Taiwan is presented as an example. The construction of such a tool was also carried out in relation to the Russian Federation (Barysheva et al., 2018; Varlamova, Sinyavskaya, 2021); it was included into the basis of the draft concept of active aging².

The question of how much the ideas of active aging correspond to the ideas of the Russian population remains relevant. Its being unresolved determines the variety of forecasts regarding the “acceleration” of initiatives in the field of active aging in Russian realities (Grigoryeva, Bogdanova, 2020).

The nature of the population’s ideas about active longevity may determine the choice of specific strategies to achieve it. The research

¹ World Report on Aging and Health (2016). World Health Organization. 316 p. URL: http://apps.who.int/iris/bitstream/handle/10665/186463/9789244565049_rus.pdf?sequence=10&isAllowed=y

² The concept of active aging policy: scientific and methodological report. to XXI Apr. intl. scientific conf. on the problems of development of the economy and society, 2020 / Nat. Research University “Higher School of Economics” (Moscow); ed. by L.N. Ovcharova, M.A. Morozova, O.V. Sinyavskaya. M.: Ed. House of the Higher School of Economics, 2020. 40 p.

on individual active longevity strategies is still relatively poorly developed. N.Yu. Chausova and N.N. Chausov identify four main types of elderly people's strategies, differing in the severity of three classification criteria: socio-economic activity, intensity of transformation and transaction costs, activity in the field of employment (Chausov, Chausov, 2020). These strategies focus on the behavioral rather than the psychological component: they do not show how the population's attitudes regarding life expectancy and ideas about active longevity correlate with behavior in the sphere of its achievement.

The direction associated with the study of the impact of stereotypical ideas about aging and the elderly on their lifestyle and self-perception is relatively more developed. Its researchers have shown that the elderly form a strongly stereotyped group in modern society, with negative stereotypes predominating (Smirnova, 2008). Their influence on the elderly's lifestyle is confirmed in Russian and foreign studies (Kolpina, 2019; Bai, 2014). For example, negative beliefs about aging act as self-fulfilling prophecies: they predispose bearers to classify the behavior of others as age discrimination or behave in ways that may provoke ageist behavior (Voss et al., 2017). They also note that views on aging change throughout life, which should be taken into account when developing methodological tools for their identification and measurement, especially in the course of longitudinal studies (Klusmann et al., 2020).

Gaps in the study of active longevity internal factors determine the relevance of research in this direction. One of the research project tasks was to identify the ratio of internal and external factors of active longevity. The first step towards its solution was the formulation of our own working concept of active longevity as *“a social phenomenon including the dissemination of values and behavioral practices focused on maintaining health and well-being throughout life, social ties, developing and maintaining labor, creative and intellectual activity, ensuring self-realization and satisfaction with life among the population, on the one hand, and the effective*

use of the human potential of all age groups of the population, on the other” (Korolenko, 2022). Unlike most studies on this topic, where the object is the elderly population, the object of our study is the entire adult population, which reflects the fundamentally important position of the author, implying the extension of the concept of active longevity to all stages of human life. Further, methodological tools to assess the formation of external and internal factors of active longevity were developed. They were tested on the materials of a sociological survey of the population of the Vologda Oblast. The paper examines in more detail certain issues relating to the relationship between the population's life attitudes and their ideas about active longevity, attitudes towards life expectancy. Based on the distribution of opinions about the listed aspects, the grouping of respondents, as well as the analysis of the sex and age profiles of the selected groups is carried out.

Materials and methods

The theoretical and applied problems outlined above determine the need for an in-depth study of the Russian population's ideas about longevity and aging as one of the significant sources of barriers and drivers for the implementation of the concept of active longevity in the regions of Russia. The authors attempt to solve these tasks within the framework of the study.

The information base of the research was the data of the Federal State Statistics Service, reports and publications of international organizations (WHO, UN), works of Russian and foreign authors devoted to the problems of demographic aging and active longevity, as well as data from a sociological survey of the population of the Vologda Oblast aged 18 years and older, held in 2021 on the territory of two cities (Vologda, Cherepovets) and eight municipal districts of the region. The sample size was 1500 people. The method of collecting empirical data is a handout survey at the place of the respondents' residence. The sample is quota, representative, the sampling error is within 3%.

The aim of the research was to study the ideas of the Vologda Oblast population about longevity and aging in the context of life attitudes and in terms of socio-demographic groups.

The tasks of the study to be solved are based on the data of a sociological survey of the Vologda Oblast population:

1) assessment of the differentiation of the population's attitudes regarding the desired and expected life expectancy in the context of sex and age groups;

2) search for relationships between the population's ideas about longevity and aging and life attitudes;

3) identification of the differentiation of life priorities, motives for active longevity and ideas about the elderly and aging in selected population groups.

Results

The population of the Vologda Oblast is characterized by differentiation of attitudes regarding the desired and expected life expectancy in the context of sex and age groups. The highest level of desired life expectancy was among men aged 60 and older, it made up 90 years; and the lowest one was among young men which made up 83 years. Men, unlike women, tend to re-evaluate the prospects for surviving after they reach retirement age. This milestone for men also has psychological significance in the context of determining the age limit for the onset of old age: the median value of this indicator in the survey as a whole is the age of 60 years old, and among men over 60, it is 65 years old. Based on the calculated indicators of the desired and expected duration of old age, it was found that young women have the greatest psychological loyalty to this period of life; they define the age of 60 as the beginning of old age and, given all favorable conditions, are ready to live in this state for 25 years, and taking into account real circumstances expect that its duration may be 20 years. In other gender and age groups of respondents, the indicators are noticeably lower. It is also interesting that it is group of women under the age of 29 that have the lowest median value of the end of youth age which is 38 years

old, while in the other groups of respondents this bar is set at around 40 years old (*Table 1*).

As part of the task of finding the relationship between the opinions of population groups about longevity and their life ideas, we grouped the respondents according to their answers to the question "Please tell if you feel your being useful... (for the state, society as a whole / family (relatives, children, grandchildren) / other people around you (friends, colleagues, neighbors))?" and tested the differentiation of attitudes in relation to life expectancy (*Table 2*). Then, we compared the leading motives of active longevity for the four (the most numerous) of the eight selected groups.

The author found a weak positive correlation between the respondents' confidence in their being useful for the state and society and the value of the desired life expectancy (Spearman coefficient 0.085 at a significance level $p = 0.01$), as well as the value of the expected lifespan (Spearman coefficient 0.174 at a significance level $p = 0.01$). In addition, a weak positive correlation was found between the value of the expected lifespan and the respondent's confidence in their being useful for other people around them (Spearman coefficient is 0.067 at a significance level of $p = 0.05$).

In general, the data obtained indicate that a person's feeling being useful for the state (society as a whole), family and other people around has a positive effect on their attitudes regarding the desired and expected lifespan, and also contributes to the formation of a more pronounced motivation for a long and productive life. Presumably, the degree of influence is higher in the case when a person relates the motives of their longevity to the possibilities of self-realization in work that brings social benefit, family relationships, and friendships. To test this assumption, let us consider what are the leading motives for longevity in the most numerous groups of respondents (Nos. 1, 3, 6, 8; *Table 3*).

In the group of respondents who feel their being useful for the state and society as a whole, the family and the people around them, the average scores for all the motives of longevity are higher than in other groups (the only exception

Table 1. Distribution of median values of indicators of desired and expected life expectancy and their derivatives, years

Gender and age groups	Desired lifespan	Expected lifespan	Desired length of old age	Expected length of old age	Desired length of life	Expected length of life	End of youth age	Onset of old age
Men under 29	83	75	20	15	61	52	40	60
Men aged 30–59	85	75	22	12	41	33	40	60
Men aged 60 and older	90	80	21	15	21	14	40	65
Women under 29	85	80	25	20	61	54	38	60
Women aged 30–54	86	80	20	12	43	36	40	60
Women aged 55 and older	85	80	20	16	23	17	40	60
All respondents	85	80	21	15	37	30	40	60

Source: data from a sociological survey of the Vologda Oblast population (hereinafter, unless otherwise indicated).

Table 2. Distribution of average values of respondents' subjective assessments regarding their desired (DL) and expected (EL) lifespan

Group №	Feel their being useful...	Number of respondents, pers.	DL, years	N ₁ , %	EL, years	N ₂ , %	Gap between DL and EL, years
1	for the state, family, other people around	419	81.6	47.3	86.8	47.9	5.16
2	for the state and family	5	70.5	0.7	81.6	0.6	11.10
3	for family and other people around	222	76.6	26.0	83.8	25.4	7.21
4	for the state and other people around	3	66.7	0.3	68.3	0.3	1.66
5	only for the state	4	83.0	0.5	89.0	0.5	6.00
6	only for family	106	78.1	11.9	85.6	12.1	7.52
7	only for other people around	5	78.6	0.6	86.8	0.6	8.20
8	for no one	111	76.1	12.7	83.9	12.7	7.75

Legend: N₁ is the proportion of respondents among 863 people who answered the question about the expected lifespan; N₂ is the proportion of respondents among 875 people who answered the question about the desired lifespan.

was the values equal to the sixth group, obtained for the motives “helping children, grandchildren”, “communicate with grandchildren, great-grandchildren”, “unwillingness to part with their relatives and friends”). The leading motives for longevity here were the desire to enjoy life as long as possible, communicate with grandchildren, great-grandchildren, see the success of children, as well as unwillingness to part with their relatives and friends. The relatively high importance of longevity motives associated with self-realization stands out against the background of other groups of respondents – the desire to continue working at a favorite job (3.6 points out of 5) and the desire to realize the business of life (4 points out of 5;

see Table 3). It is this group that can be called the most motivated for a long and productive life. At the same time, it is the most numerous (47% of those who answered the questions), which indicates favorable psychological basis for the population to perceive the ideas of active longevity in the region.

In the group of respondents who feel that they are useful for the family and other people around them, the most significant motives for longevity were unwillingness to part with their relatives and friends, the desire to communicate with grandchildren and great-grandchildren. The second most important motives were the desires to enjoy life as long as possible, to help

children and grandchildren, to see children's achievements. The significance of self-realization motives in this group is significantly lower than in the first one, but at the same time, there was the lowest mean value of the significance of the fear of death motive among the four groups. In general, the resulting distribution indicates that the respondents in this group are aware of their being useful mainly in the context of relationships with family and loved ones.

Respondents of the sixth group noted the highest importance of the following longevity motives: unwillingness to part with their relatives and friends, desire to communicate with grandchildren and great-grandchildren, to help their children and grandchildren. In this group, the significance of longevity motives associated with family relationships is somewhat higher than in the third group, which indicates an even greater isolation of their life attitudes on intra-family relations.

The respondents who noted that they do not feel being useful either for the society as a whole and for other people around them, or for their families, stand out strongly against the background of other groups. Their mean estimates of the significance of all longevity motives were lower than in other groups. The leading motive for longevity was curiosity (the desire to see how the world will change in the future), the second place was taken by the desire to enjoy life as long as possible, and the unwillingness to part with family and

friends was only in third place. Such a hierarchy indicates a reduced subjective significance of the support of the immediate environment and family for the respondents of this group.

Our factor analysis made it possible to create four variables that characterize the main features of the elderly and the aging process perception in the regional community (Table 4). The initial data were the distribution of respondents' answers to the question about the degree of their agreement or disagreement with the thematic judgments given in the questionnaire. Four factors have been identified: a positive perception of active longevity ideas and a tolerant attitude towards the elderly, a negative perception of aging, stereotypical ideas about the elderly, and the social significance of active longevity.

When comparing the obtained factor variables for the four groups of respondents (1, 3, 6 and 8), we revealed insignificant differentiation. Thus, among the respondents of the first group, only 25% have a weakly expressed positive perception of the ideas of active longevity and tolerance for the elderly, which suggests that a sense of one's own social usefulness is most often combined with positive judgments about longevity and the elderly. At the same time, in this group of respondents, there is a pronounced polarization of positions in relation to the negative perception of aging: 38% share it the least, and 37% tend towards it the most. A third of the representatives of this group fully support the stereotypical ideas about the elderly, but about half fully support the

Table 3. Distribution of mean scores for the significance of longevity motives among respondents grouped by their feeling of being useful for the state and society as a whole, family and other people around

Longevity motive	Group of respondents			
	1	3	6	8
1. I want to enjoy life as long as possible	4.7	4.3	4.1	4.0
2. I don't want to lose my savings, I want to use them fully	3.6	3.1	3.1	3.2
3. I want to take advantage of the rights and benefits due to age (benefits and other preferences)	3.7	3.0	3.4	3.3
4. Keep working at favourite job	3.6	2.9	2.7	2.7
5. Helping my children, grandchildren	4.5	4.3	4.5	3.6
6. Communicating with grandchildren, great-grandchildren	4.6	4.4	4.6	3.7
7. It is interesting to see how the world will change in the future	4.4	4.1	4.2	4.2
8. I'm afraid to die	4.0	3.3	3.4	3.5
9. I want to see how successful my children will be in the future	4.6	4.3	4.5	3.7
10. I don't want to part with my family and friends	4.6	4.4	4.6	3.8
11. I want to have time to realize the business of my life	4.0	3.3	3.3	2.9

judgments indicating the high social significance of active longevity. Representatives of this category of respondents are mostly positive about the ideas of active longevity, but they admit that the modern elderly do not yet correspond to the image formed by this concept and tend to fix the presence of both negative and positive consequences of population aging for society and the economy. Such a position can be called “cautious optimism”, since the implementation of the ideas of active longevity is associated by the respondents, on the one hand, with future generations of the elderly, and, on the other hand, with the need to prepare society and the economic sphere for the accompanying changes. We can assume that the respondents in this category themselves accept the ideas of active longevity and the corresponding behavioral practices. On the whole, the indicated position testifies to the high adaptability of the group to the new conditions of demographic development and transformations of state social policy.

The third group’s respondents largely shared negative ideas about aging, stereotypes

about old age and, among all the groups, supported the idea of the social significance of active longevity to the least extent. The resulting distribution confirms that this group focuses primarily on their own individual interests, believing that aging in general creates more problems for the person themselves and their relatives than it opens up positive opportunities. Active longevity is seen as a way to avoid excessive problems in old age and is perceived as a merit and a personal choice of an individual, beyond assessing the significance of such a lifestyle for society and the state.

In contrast to the third group, the sixth group respondents’ ideas about aging are more constructive. They tend to share a positive perception of the idea of active longevity and a tolerant attitude towards the elderly, as well as focus on the negative consequences of aging to a lesser extent. At the same time, they are united with the previous group of respondents by the high level of support for stereotypical ideas about the elderly and the ill-formed representation of the social significance of active longevity. This

Table 4. Results of factor analysis

Variables	Factor variable	Share of variance explained
1. Citizens' longevity is the key to the development of the state and society	4. Social significance of active longevity	10.357
2. Active longevity is the merit of the state and society		
7. It takes a lot of money to stay healthy and active in old age.	3. Stereotypes about the elderly and longevity	11.052
8. The elderly require care and attention themselves		
9. Companies that hire young people are more efficient		
18. Older people are often scammed.		
4. Active longevity does not depend on financial well-being	2. Negative perception of aging	14.256
10. Old age means poverty, illness, loneliness		
12. Old age limits leisure opportunities		
16. High life expectancy creates a burden on the state and society		
17. The knowledge of the older generation is not relevant for future generations.	1. Positive perception of active longevity ideas and tolerance for the elderly	17.996
3. The older generation are the carriers of valuable experience, knowledge, traditions		
5. Active longevity is personal achievement		
6. Older employees in the organization is a support in the most difficult work situations		
11. Older people are indispensable helpers in educating the younger generation		
13. Old age means a lot of free time, wisdom, stability		
14. Older people's life experience helps to avoid many mistakes.		
15. In old age, there appear a lot of new leisure opportunities (hobbies, socializing, travel, etc.)		

Source: factor analysis was carried out by principal component analysis, varimax rotation with Kaiser normalization in IBM SPSS Statistics.

distribution indicates that the proportion of the elderly themselves is higher in this group of respondents, which determines a more loyal attitude towards the idea of active longevity and the elderly in general. At the same time, this explains the projection of respondents' ideas about active longevity exclusively on the individual level and the high level of support for stereotypical ideas about the elderly. The latter also indicates that for the elderly themselves, whose social circle is closed to the immediate environment (family), there is a high risk of assimilation of the negative stereotypes about aging that exist in this environment, which can act as a significant barrier to the perception of active longevity ideas and the corresponding lifestyle restructuring.

The representations of the eighth group respondents are characterized by a low prevalence of positive perception of active longevity ideas and tolerance for the elderly, as

well as an average degree of severity of negative perception of aging. However, this category of respondents is the most free from stereotypical ideas about the elderly (Table 5).

The gender and age profile of the four selected groups of respondents indicates the predominance of middle-aged men (30–59 years old; 36%) and elderly women (24%) among those who do not feel their social usefulness. This distribution indicates that men in the region are characterized by negative ideas about their own social status and, probably, a high level of dissatisfaction with the opportunities for professional self-realization. It is expected that women predominate in the groups of respondents who feel their being useful only to the family or only for family and other people around. The gender and age groups are most evenly represented among the respondents who feel their being useful for the state and society as a whole, their families and others (Fig.).

Table 5. Distribution of respondents' opinions about the elderly and aging, % of the number of relevant groups

Factor variable	Factor value	Group of respondents			
		1	3	6	8
1. Positive perception of active longevity ideas and tolerance for the elderly	weakly expressed	24.9	31.9	31.9	44.8
	moderately expressed	35.2	35.7	25.7	35.3
	strongly expressed	39.9	32.3	42.5	19.8
2. Negative perception of aging	weakly expressed	38.0	32.3	35.4	25.0
	moderately expressed	24.9	31.5	32.7	45.7
	strongly expressed	37.1	36.2	31.9	29.3
3. Stereotypes about the elderly	do not support	27.5	31.1	19.5	46.6
	partially support	41.5	33.6	31.0	23.3
	fully support	31.0	35.3	49.6	30.2
4. Social significance of active longevity	do not support	24.2	46.0	40.7	34.5
	partially support	26.8	31.5	32.7	33.6
	fully support	49.1	22.6	26.5	31.9

Note: for each of the four factors, the sum of the factor values is 100% across the columns.

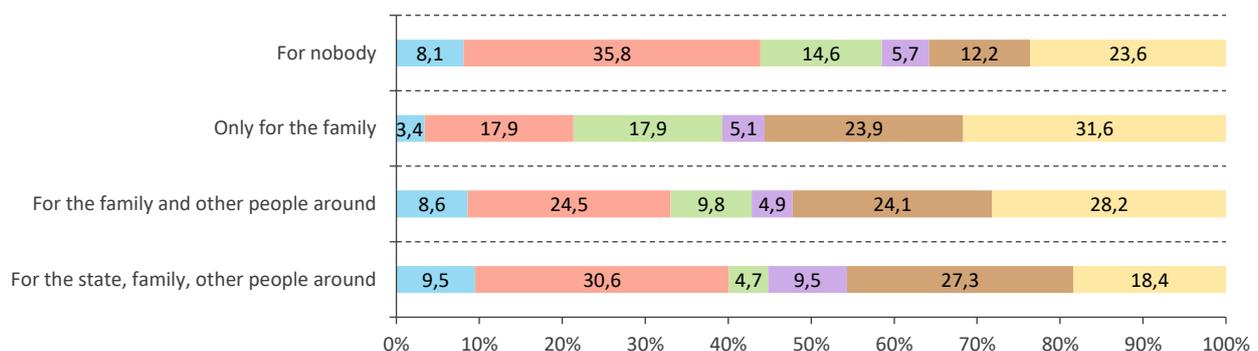


Figure. Distribution of respondents by gender and age, % of the number of relevant groups

The distribution of ranking values of the subjective significance of various aspects of life in groups of respondents indicates that the feeling of being useful for society to some extent correlates with the ranking of the significance of various aspects of life for them. In all groups, most often the first place in a number of life priorities is occupied by the desire to maintain good health throughout life (from 48% among the respondents of the first group to 57% in the sixth group), and the second place is to maintain communication with the usual circle of people (relatives, colleagues, friends, acquaintances). In ranking by other priorities, there is intergroup differentiation of responses. In the first group, the third ranking place is more often occupied by labor activity (26% of the respondents of this group answered like this), self-development and education are on the fourth place (29%), and favorite activities and hobbies (29%) are on the fifth place. In the third group of respondents, labor activity (26%) and favorite activities and hobbies (28%) are in the third ranking place with almost equal frequency of mention. The desire to engage in self-development and education is also put only in fifth place by representatives of this group (32%). For the respondents in the sixth group, self-development and education and favorite hobbies practically lose their significance, being placed in the fifth place in a number of life priorities (26 and 28%). At the same time, the importance of maintaining labor activity is also low, it is more often ranked fourth (32%). It is not possible to single out the dominant priority for the third ranking place due to the high variation in the frequency of responses for this feature. A similar situation with respect to the third ranking place is observed in the eighth group of respondents. In contrast to the sixth group, the respondents of the eighth group almost equally often placed labor activity and self-development and education in the fourth place (25 and 27%, respectively), while the fifth rank position remained for favorite activities and hobbies (40%; *Table 6*). The presented distribution allows us to make a number of judgments. Orientation to the immediate

environment in assessing the significance of one's life correlates with a higher significance of leisure practices (hobbies). The lack of the feeling of the significance of one's own life for society, the state and others is accompanied by a decrease in the importance of maintaining and prolonging labor activity.

Table 6. Distribution of ranks of significance of various life aspects for the respondents of four groups, % of the number of corresponding groups

Life aspects	Ranks	1*	3	6	8
1. Do your favorite hobbies	1	10.50	21.40	15.30	16.30
	2	16.10	20.20	18.50	9.30
	3	16.60	28.30	21.30	13.60
	4	27.70	24.00	17.60	23.70
	5	29.10	18.50	28.70	39.80
2. Work as long as possible	1	16.10	13.30	7.40	4.20
	2	21.60	12.90	16.70	22.90
	3	26.10	26.20	23.10	22.90
	4	15.50	22.30	31.50	25.40
	5	20.70	25.30	21.30	24.60
3. Maintain good health throughout life	1	48.40	49.80	57.40	55.90
	2	21.40	25.30	18.50	18.60
	3	13.60	10.30	9.30	14.40
	4	11.80	10.70	9.30	6.80
	5	4.80	3.90	5.60	4.20
4. Engage in self-development, education	1	13.20	12.00	7.40	5.90
	2	9.10	13.70	20.40	18.60
	3	23.20	19.70	21.30	24.60
	4	29.50	22.70	25.00	27.10
	5	25.00	31.80	25.90	23.70
5. Maintain communication with the usual circle of people (relatives, friends, colleagues, acquaintances)	1	11.80	15.90	13.90	20.30
	2	31.80	27.90	25.90	30.50
	3	20.50	15.50	25.00	24.60
	4	15.50	20.20	16.70	16.90
	5	20.50	20.60	18.50	7.60

Note: 100% across the columns for each of the aspects in each group of respondents.

Conclusion

The results of the study allow us to formulate several theses that characterize the ideas of the Vologda Oblast population about longevity and aging in the context of taking into account life attitudes and in terms of socio-demographic groups. We have shown that there is a weak positive correlation between the respondents' confidence in their own usefulness for the state and society with the value of the desired life expectancy (Spearman coefficient 0.085 at a significance level $p = 0.01$), as well as with the value of expected lifespan (Spearman coefficient 0.174 with significance level $p = 0.01$). The research substantiated that the feeling of self-usefulness for the state, family and other people around has a positive effect on person's attitudes regarding the desired and expected life expectancy, and also contributes to the formation of a more pronounced motivation for a long and productive life. We revealed differentiation of ideas about active longevity and aging in the context of groups of respondents, formed according to the respondents' sense of their own usefulness for the state, family and others. The research has shown that this feature correlates with the characteristics of the hierarchy of life priorities. The largest group of respondents feel their being useful for the state and society, family and others. On the one hand, they connect the implementation of active longevity ideas with future generations of the elderly, and, on the other hand, with the need to prepare society and the economic sphere for the accompanying changes. In general, this position reflects a favorable socio-psychological background for the introduction and implementation of the principles of active longevity. A decidedly different effect is produced by the respondents' lack of a sense of their own usefulness for the state and society. In this group, there is an idea that aging in general creates more problems for people and their loved ones rather than it opens up positive opportunities. Active longevity is considered as person's individual choice and merit, it is perceived as a way to avoid excessive problems in old age. In the group of respondents who feel their own importance only for the family,

there is risk of older people learning negative stereotypes about aging, which can act as a barrier to active longevity. The lack of a sense of the usefulness of one's own life for society, the state and other people around is accompanied by a lower significance of maintaining and prolonging labor activity, self-development and education, but at the same time, orientation to the immediate environment correlates with a higher significance of leisure practices (hobbies). The study has shown that there are more women in the groups of respondents who have pessimistic ideas about their social usefulness, which indicates their vulnerability and unfavorable psychological prerequisites for the assimilation and implementation of active longevity ideas. At the same time, women are more characterized by an internal locus of control, which makes their attitudes towards life expectancy more stable, and their self-preserving behavior more autonomous and independent of social circumstances and common stereotypes about aging and longevity. Therefore, the high proportion of middle-aged men in the group of respondents who do not feel social usefulness is of great concern. This situation indicates that men in the region are characterized by negative ideas about their own social status and, probably, a high level of dissatisfaction with the opportunities for professional self-realization. Taking into account that in this group of respondents, on average, the expected and desired life expectancy, as well as the significance of all longevity motives, are lower, it is middle-aged men with designated life attitudes that should be considered the main risk group when implementing activities aimed at popularizing the ideas and practices of active longevity.

The results obtained have a theoretical novelty, since they reflect the newly revealed correlations between the life attitudes of various groups of the Vologda Oblast population and ideas about active longevity and the elderly. The findings of the study can have practical application in the development and implementation of social policy measures aimed at introducing the ideas and practices of active longevity at the regional level.

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ОЦЕНКА ВЗАИМОСВЯЗИ ЖИЗНЕННЫХ УСТАНОВОК НАСЕЛЕНИЯ С ПРЕДСТАВЛЕНИЯМИ ОБ АКТИВНОМ ДОЛГОЛЕТИИ

Значимость выявления факторов, определяющих дифференциацию представлений населения о старении и активном долголетии, обусловлена ключевой ролью данного аспекта при оценке перспектив внедрения концепции активного долголетия в российских регионах. Идея активного долголетия в ее наиболее тиражируемом варианте тесно связана с вопросами повышения включенности лиц пожилого возраста в трудовые отношения и напрямую затрагивает аспекты формирования пенсионных прав граждан. Эта повестка является дискуссионной, поскольку практики активного долголетия по-разному воспринимаются представителями различных групп населения. К этим реалиям должна быть адаптирована социальная политика государства на региональном и федеральном уровнях. Только в этом случае удастся обеспечить достижение целей в сфере увеличения продолжительности здоровой жизни и минимизации негативных эффектов демографического старения. Актуальность тематики работы, таким образом, определяется современными тенденциями демографического развития России и ее регионов, связанными с увеличением доли пожилых в составе населения и снижением рождаемости, а также относительно слабой изученностью представлений и практик активного долголетия в разрезе социально-демографических групп населения. Цель исследования заключается в изучении представлений населения о долголетии и старении в контексте их жизненных установок и в разрезе социально-демографических групп. На материалах социологического опроса обосновано, что представления респондентов о пожилых и об активном долголетии соотносятся с представлениями о собственной социальной полезности. Показано, что мотивы долголетия дифференцированы в группах респондентов, по-разному ощущающих свою социальную полезность. Выделенные особенности могут быть учтены в целях повышения результативности при внедрении концепции активного долголетия в условиях российских регионов.

Демографическое старение, активное долголетие, мотивы долголетия, субъективная оценка здоровья, желаемая продолжительность жизни, ожидаемая продолжительность жизни.

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