SOCIAL AND CULTURAL RESEARCH

© **Guzhavina T.A., Makarova S.P.**

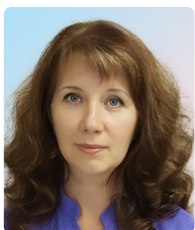## PORTRAITURE POSSIBILITIES IN FORMING THE IMAGE OF A SOCIAL GROUP

TAT'YANA A. GUZHAVINA
Vologda Research Center, Russian Academy of Sciences
Vologda, Russian Federation
e-mail: tanja_gta@mail.ru
ORCID: 0000-0003-0636-7690 ResearcherID: R-4871-2017

SVETLANA P. MAKAROVA
Vologda Research Center, Russian Academy of Sciences
Vologda, Russian Federation
e-mail: svet578@mail.ru

In the article, we focus on such a way of presenting the sociological research results as social portraiture. Portraiture is more and more actively used and becomes an increasingly demanded mediator between specialists and various consumers of the research activity products. This method is used in many branches of science, including sociology. Portraiture in creating an image of a social group allows solving a whole range of research tasks. The feature of the method is that the creators of the portrait can add their vision, clarifying the subject field of research, specifying opportunities, and limitations. However, this creates certain difficulties in its application. The process of institutionalization of this method of processing and presenting research results in sociology is far from complete: the question of the essence of social portrait is open, its definitions and indicators are variable, its key characteristics are not systematized. Due to its weak formalization, the procedure of building a portrait provides each portraitist with an opportunity to choose their own strategy of painting, the angle of the final image, the depth of drawing, etc. The better the image is obtained and the better it combines the requirements of universality and recognition, the more opportunities for practical application it creates. The higher

the quality of the image and the better it combines the requirements of universality and recognition, the more opportunities for practical application it creates. Nevertheless, the use of portraiture as a research method requires compliance with certain principles and procedures. The aim of this paper is to try to clarify and refine the methodology of social portrait construction on the basis of generalizing analysis of the experience of using the method in various studies. The research highlights the main principles of social portrait construction are and presents its possibilities. We show the experience of building a social portrait based on the refined methodology. We chose women-activists with a high level of social capital as an object.

Social portrait, indicators, social group, groups of bearers of social capital, social capital, woman-activist.

Introduction

Among the research tasks in most projects, it is possible to find the need to describe the parameters of the object under consideration. Sociologists, dealing with social communities of various scales, usually characterize them by socio-demographic characteristics, sometimes adding other characteristics, to create a certain image of the observed group. This image is a kind of portrait reflecting the main features of the group under study. Nevertheless, it can be stated that at present, the scientific community does not unambiguously and precisely categorize the formation of a social portrait as a way (methods, techniques, technologies) of studying society, despite the fact that this approach to summarizing and presenting the results of sociological research is already actively used in a significant number of publications. Many works are characterized by qualitative methodological elaboration, reasonable choice of indicators and contours of the created image, which makes them quite interesting for followers. In this regard, the attention in this article is focused on social consumption as a convenient and visual way of presenting the results of studying various social groups.

Characterized by the visibility, "convexity" of the created images, portraiture is used not only in scientific developments, as a result, social portraits of service consumers, professional groups, territorial communities, etc. are modeled. The created portraits become an empirical basis for making informed managerial decisions in various spheres.

Theoretical basis of the research

The origin of the idea of creating a social portrait in sociology is not covered in scientific publications. At the same time, we believe that the borrowing of the idea of social portraiture by sociologists can be traced back to the tradition of portraiture in the fine arts. The most arguable will be the appeal to Renaissance portraits, which tend to show the inner world and social status of the portrayed person, which is beginning to be considered no less important than the resemblance to the original[1].

Scientists tend to consider M. Weber's "ideal types" as a theoretical and methodological basis for portraiture (Weber, 2014). Ideal types of actions, which are a generalized construction, can well be regarded as a model or stencil with which real behavioral manifestations in society are compared. The Weberian approach is continued by the judgments of N.V. Borodina, I.I. Ukraintseva and A.L. Khovyakova about

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[1] Pribylovskaya V. Portrait. Part 1. Available at: https://litobozrenie.com/2016/11/portret-chast-i (accessed: September 12, 2024).

the need to record the most common and stable – "averaged" – features of the object under study that implements a certain model of behavior (Borodina et al., 2017).

Fully sharing the validity of such an approach, let us assume that many researchers, when working on topics affecting the stratification of society or studying individual social groups, without setting themselves the goal of portraiture, can provide those interested in creating social portraits with an empirical base. For example, T.I. Zaslavskaya's studies of social strata or the precariat by Zh.T. Toshchenko contain a significant amount of factual data characterizing these groups. At the same time, we clearly realize that the data presented in these works may be insufficient to form a full-fledged social portrait.

At this stage of reasoning, the question of the essence of social portrait and its key characteristics becomes particularly relevant. At the moment it has not been possible to find a single exhaustive definition, the authors in their publications prefer to emphasize only the features that are significant for them.

When forming the actual interpretation of social portrait as a method, researchers most often note the following: the importance of "integrated description"[2], "systemic characterization" of the main properties of the object under consideration (Plotnikova et al., 2008). It is emphasized the importance of generalizations that allow, on the basis of preliminary analysis, synthesizing individual qualities into a single complex, creating a holistic image. At the same time, the author notes that the portrait will be characterized by incompleteness because detailed "drawing" when compiling the final universal image will contradict the general idea (Aron, 1992). B.G. Ushakov's interpretation seems to be simplified,

which, in fact, reduces the portrait to social status, presented in a somewhat fragmented form (Ushakov, 1996).

Preventing possible misunderstandings, we should say that in some scientific publications, the term "sociological portrait" is also mentioned in addition to the term "social portrait". The studies unclearly distinguish between them, but based on indirect signs, we can assume that the sociological portrait emphasizes the social in the depicted objects to a greater extent. In other words, the "artist" in this portrait is not so much interested in who is in front of him or her or what group he or she is going to portray; it is more important for him or her to show in this image the imprint of social influence, the subsequent adherence to social constraints or evasion of them.

The definition of this type of portrait, which combines the most significant essential characteristics of this way of presenting sociological information, is formulated in the collective work of Kazan researchers: "A sociological portrait acts as a holistic representation of the social essence of various objects, such as a social organization, community, class and the like, which includes a systematic characteristic of the elements that make it up, social processes, including relations that are connected with it" (Yermolaeva et al., 2024). Thus, the authors extend the concept of portrait beyond the basic features of the group, including processes and relations, which may well lead to a change of the research object or to its distortion.

Russian researchers first turned to social portraits in Russia back in the 1970s, which was embodied in the portrait of a "simple Soviet man" (Golov et al., 1993). Creating a single image on the basis of a large amount of empirical material, scientists sought not only to describe typical features of representatives

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[2] Leonov A.K. (2017). *Fundamentals of Sociological Data Analysis: Textbook.* Blagoveshchensk: Amurskii gos. un-t. 160 p.

of different ethnic groups, generations, and strata of society, but also to study their stability.

Today, novice researchers, trying their hand at portraiture, turn to the works that have already proved themselves. We should note the social portrait of age cohorts created by L.A. Belyaeva (Belyaeva, 2004), the portrait of teachers in one of the subjects of the country (Borisova, 1998), images of high-status groups (Golovachev, 1996) and consumers of medical services (Reshetnikov, 2003). Many interesting portraits recreate the image of students (Vishnevskii, 1997; Karpenko et al., 1999). At present, the following collective images can be emphasized: a student of this or that higher educational institution, a consumer of goods (services), a patient, a representative of a profession, etc. Some researchers turn to the description of such communities that have always attracted attention due to their large number and importance for society, for example, doctors (Kuznetsova, Sergeeva, 2016). The portrait of Muslims of Mordovia represents the results of religious and ethnic self-identification, displays social attitudes and value orientations of this group of persons (Agishev, 2023). The method also allows creating images of groups distinguished by rather specific features. An example is the experience of describing the group of "distrusters" (Guzhavina, Silina, 2018).

It is necessary to pay attention to the purpose that scholars pursue when using this way of presenting information. We can state that there is an opportunity for great variability: portraiture has the potential not only to indicate general contours, but also has the resource to highlight the specific features of the portrayed subjects, thereby detailing the image. For example, in a study devoted to the creation of a socio-cultural portrait of a region, the goal is formulated as follows: "to give a concentrated characteristic of the region (RF constituent entity) as a socio-cultural phenomenon, which will be useful for heads of institutions and enterprises of various levels and profiles, political figures, social workers and journalists, researchers and teachers, students and graduate students – all those who are interested in the issues of social development of regions"[3]. The task "to create a holistic picture of personal development in the education system, to identify trends, to direct efforts not only to overcome, but also to prevent major problems, to help students with the choice of education profile" is designed to solve the monitoring research program "Social and psychological portrait of the graduate" (Malaya et al., 2016).

Pragmatic considerations based on the understanding of the practical significance of creating portraits stimulate various fields of cognition of reality, bordering on sociology, to actively turn to this way of accumulating knowledge and solving utilitarian problems. The argument in favor of the judgment that portraiture in related scientific fields relies on a tested methodological basis is the fact that the essential features necessary and sufficient for the formation of a portrait have been identified. In particular, we note the desire to develop indicators in the formation of the portrait. For example, mandatory components in the compilation of a collective image of an offender are family relations, level of education, interests and hobbies (Shchetkin et al., 2009; Kazitsyn, Mironova, 2018). The components of the patient's portrait may include attitude to life (Chizhova, Bogatyrev, 2015), quality of life, the presence of "technogenically loaded

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[3] Socio-cultural portrait of the region. Model program and methodology (2006). In: *Socio-Cultural Map of Russia and Prospects for the Development of Russian Regions: Collection of Proceedings of the Conference.* Moscow: IFRAN.

environment" (Zubko et al., 2020), etc. When developing a sociological portrait on business demand, it seems necessary not so much to give a detailed characteristic of an actual or potential consumer of goods or services, but to focus on those qualities that will have a determining influence on behavior. These may include food habits, hobbies, preferred style of clothing, etc. It should be noted that such portraiture can be considered as a special case or a constituent element of marketing research, which is actively used today both at the stage of market segmentation and in the process of promoting an existing product.

A variant of portraiture in the interests of business is social scoring as "a type of scoring that evaluates a client by his social characteristics and predicts his or her behavior by analyzing his or her presence in social networks"[4]. When forming an image, the most general information is used, which is often posted by the user himself or herself on his/her page: gender and age, place of residence and professional status, hobbies, etc. Such data allows categorizing the studied users into groups from the position of their "relevance to the business" or potential ability to become a client of the goods or services offered by the business. Another sphere in which portrait creation is used quite often and is evaluated as an effective way of presenting necessary information is education. Most portraits presented on the Internet reveal the image of a student of this or that educational institution (Kolokolnikova et al., 2024). It is worth noting that the "accuracy of drawing"

a portrait varies from study to study and can be explained not only by the nature and number of tasks, but also directly depend on the available data[5].

The intention to formulate a definition that specifies a social portrait taking into account the subject area is extremely rare in studies and is often characterized by an insufficient number of essential attributes. Probably, for the realization of specific pragmatic goals, such as the definition of "goals and measures for the prevention of specific diseases" (Zubko et al., 2020), the formulation of a definition seems redundant, not approaching the put forward goal.

At the same time, today we can find studies of relatively new and (or) few social groups that stimulate interest by their unusualness. In this series, let us note the social portraits of women drivers (Krasichkova, Lapina, 2018), supporters of childfree (Belinskaya, 2018), terrorist[6], etc.

When developing a toolkit, it is necessary to be extremely careful about the information that is required to make a portrait. An interesting solution is proposed by P.O. Ermolaeva, E.P. Noskova, M.R. Zainullina, A.I. Kuptsova, A.M. Nagimova within the framework of population research, when mood is the key indicator important for further portrait formation. In addition, when forming a holistic image, the authors offer a general characteristic of the region as a "background" and further on the basis of it they specify "ethno-cultural and social features, living standards and social well-being of the population, cultural potential

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[4] Social scoring. Available at: https://ru.wikipedia.org/wiki (accessed: September 3, 2024).

[5] For example, in most cases, the university can operate with the information that the applicant provides to the admission committee: USE scores in subjects, additional achievements, priority areas of study or specialties. A more accurate portrait requires the researcher to collect additional data, thus creating new opportunities and allowing diagnosing, as an option, the reasons for the decline or growth of popularity of the university, the motives for choosing this or that specialty; planning the work of the admission campaign more accurately; meeting the educational needs more qualitatively, etc.

[6] Kosenov A. A social portrait of a terrorist in Kazakhstan has been compiled. Available at: https://tengrinews.kz/crime/sostavlen-sotsialnyiy-portret-terrorista-v-kazahstane-253308 (accessed: September 8, 2024).

(capital) of the population, motivation to work and economic activity" (Ermolaeva et al., 2014).

The question of mandatory components that should be presented in each social portrait is also at the stage of formation. In publications one can meet images that differ quite a lot from each other in terms of accuracy and depth of "drawing". It is obvious that in each specific case the portrait being formed, obeying the "artist's" intention, contains its own accents, angles, palette of socio-demographic characteristics, etc.

All the indicators used in creating the portrait can be divided into two semantic categories. The first is objective characteristics, primarily socio-demographic, such as age, gender, available education and employment at the time of the study, wealth, place of residence, etc. The second is subjective characteristics reflecting the respondent's self-identification, his/her self-relationship to the traits, properties and states under study, the list of which is quite extensive and is determined by the framework of a specific research task. Especially valuable is the fact that by combining these attributes, it is possible to identify common external and internal features of a certain group, to describe its way of life (Guzhavina, Silina, 2018).

Thus, in our opinion, a social portrait can be called a portrait that describes the object of research, whether it is a group, collective, territorial community, on the basis of the principle of unity of the common and the particular, which is achieved through the presentation of basic characteristics, supplemented by distinctive features inherent in a particular object or manifested in specific circumstances.

When compiling a portrait, the specific result will directly depend on the researcher's tasks, and his or her pictorial abilities may be limited solely by the ability to assemble an image and harmoniously characterize a typical representative of a particular social group, for example, from the position of inclusion in economic relations, attitude to religion, power, musical genres, so the specific angle of the finished social portrait will be dictated by the researcher's intention.

Thus, the portrait method requires the development of a certain methodological approach and methodological tools. In the first case, it is necessary to rely on the Weberian methodology of ideal typing and define the expected typical features of the group under study. When developing a toolkit, it is necessary to understand what information can become a source of group description and what are the ways of obtaining it, possible and available sources of necessary information. An important principle of social portraiture is the separation of objective and subjective characteristics. The social portrait is a convenient and easy-to-understand way of presenting information and does not dictate requirements for the professional specialization of the person who will use it in the future.

Materials and methods
We decided to show the possibilities of the portrait method on the example of creating a portrait of a female activist to realize the theoretical part of our research. The authors believe that the need to create a portrait of this particular social group is dictated by practical necessity. Often women-activists can be and are the initiative support, on whom the political elite expects to be included in the implementation of social projects, public events, discussion of territorial innovations, etc. Therefore, the leaders of the local community, heads of settlements are seen as persons in whose interests the portrait can be modeled.

We believe that informing the governing bodies about those areas and types of civic participation that women activists are likely to support and those from which they will try to stay away can have a pronounced practical managerial orientation.

The empirical basis was a survey of public opinion of the Vologda Region population conducted in April 2024 according to the standard methodology used by Vologda Research Center of RAS[7]. The region has been monitoring the state of social capital of the population since 2016. Social capital is a significant characteristic of the local territorial community that allows understanding and assessing the state of social relations in it, identifying such structural characteristics as groups of bearers of social capital, the share of active residents, the nature of sentiments, the degree of involvement in the life of the territorial community, the nature of communications – open or predominantly closed type of relations.

The problem of social capital belongs to the actively developing field of interdisciplinary knowledge, represented by a significant number of theoretical approaches and empirical substantiations, largely developing the ideas expressed by the classics of the concept J. Coleman, R. Putnam, F. Fukuyama, P. Bourdieu (Coleman, 2001; Fukuyama, 2004; Fukuyama, 2008; Bourdieu, 1986; Coleman, 1993; Putnam, 1995; Putnam, 2000). We consider social capital in the context of the mainstream of this concept (Guzhavina et al., 2018). The indicators that allow grading the level of formed social capital are trust, networks, and values. The distribution of social capital and the resources behind it is uneven. To measure the level of its accumulation in carriers, an indicator model was developed, which allows calculating the integral index of social capital and to structure the region's population into groups on this basis; when processing statistical data obtained in the course of population surveys, to allocate groups of carriers depending on the "weight" of social capital of its holders (Guzhavina et al., 2022). Within the framework of the research, five groups of social capital holders were identified. The first group includes respondents with minimal social capital, and the fifth group includes respondents with maximum social capital. The owners of a high level of social capital are actively involved in social processes and interactions. As a rule, a high level of capital correlates with a high level of education, material well-being, positive attitude in assessing the present and future. It is important to note that representatives of the group with a low level of capital tend to give negative answers when describing their own social activity, social complicity, tendency to trust, etc.

Taking into account exclusively the opinion of female respondents[8] possessing different levels of social capital, the article will seek to form a portrait of a female social activist. Based on the knowledge of the essence of social capital and its components, we will look for women-activists among the owners of a high level of social capital. These are women who are included in various networks of social relations due to their participation in various forms of social life, who demonstrate involvement in active participation and allow themselves to use a significant time resource for the formation and maintenance of their social capital.

The relevance of studying the female group with a high level of social capital is due to their significant role in the social, economic

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[7]   The sample is multistage, quota sampling, the sample size was 1,500 people over 18 years old. The representativeness of the sample was ensured by the observance of proportions between urban and rural population, between residents of settlements of different types, compliance of the sex and age structure of the survey participants with the sex and age structure of the adult population of cities and districts.

[8]   The share of female respondents amounted to 55.5% of the total sample population.

and cultural development of society. Women with a high level of social capital, as a rule, have extensive networks of contacts, which allows interacting effectively with various social groups and institutions, as well as to participate actively in public life. In addition, an analysis of their social capital can reveal the specific barriers and opportunities that women face in different contexts, which has implications for the design of targeted programs aimed at gender equality and women's empowerment.

When modeling the portrait, both objective socio-demographic characteristics and subjective data showing the results of self-identification of the interviewees will be taken into account.

Analysis of results and discussion

To form a portrait of a woman-activist, it seems logical to use the opposite approach to create an image. First, we consider it rational to dwell on subjective characteristics, which will allow forming the main criteria of the portrait and distinguishing the participating woman from other respondents. Then, based on the outline, we will add objective socio-demographic features to the portrait, which will enhance the clarity and recognizability of the image.

Let us consider the specifics of social and political participation of a female activist. In the structure of public participation there are several consecutive stages that remain unchanged regardless of the specifics and orientation of participation. The starting point, the beginning of reflection on inclusion in public activity is awareness of it. This indicates the expansion of the boundaries of contacts and the creation of more favorable conditions for the dissemination of meaningful information. Consequently, ignorance can already be interpreted as a

Table 1. Distribution of answers to the question "Do you know about the federal project "Formation of Comfortable Urban Environment' and opportunities to participate in it?", depending on the level of social capital, %

Response option	Social capital level				
	1	2	3	4	5
Yes	18.9	31.9	42.2	57.2	63.2
No	62.2	49.1	38.1	23.9	26.3
Hesitate to respond	18.9	19	19.6	18.8	10.5
Source: results of the public opinion poll, April 2024.					

barrier that cuts off those who are unaware of projects, actions, and events from participating in them. Let us consider how informed the women who are participated in the study. In the survey for analysis, we were asked to assess their knowledge of a specific project *(Tab. 1)*, which is significant for the development of the local community and to which the local authorities are actively attracting attention.

Based on the answers received, we note a clear relationship: the lower the respondent's social capital level, the lower her awareness of the project, and as social capital increases, the number of informed respondents increases. It is important to note that even in the group with a low level of social capital some women are aware of the project (19%), while two thirds denied their awareness or were not sure of it. At the same time, not every woman with high social capital was able to declare her own awareness of this particular issue.

The respondents were also asked to express their opinion about the manifestations of democracy in the local community and citizens' involvement in governance *(Tab. 2)*.

It was predictable that almost all groups (except for the first one) chose the "neat" answer "partially corresponds". Demonstrating such a delicate point of view, women agree that "in some situations and on some issues" their opinion is interested, but not always, not

Table 2. Distribution of respondents' answers when assessing the alternative "The population really participates in discussing and solving significant issues on the basis of open dialog with municipal authorities", depending on the level of social capital, %

Response option	Social capital level				
	1	2	3	4	5
Does not correspond at all	27.8	16.1	8.9	0.7	1.8
Does not correspond	37.8	29.7	22.7	23.9	8.8
Partially correspond	30	43.4	45.4	34.1	42.1
Correspond in general	4.4	9	15.6	29.7	21.1
It completely corresponds to reality	0	1.8	7.4	11.6	26.3
Source: results of the public opinion poll, April 2024.					

when addressing any issue, when the position of the population could be significant and, perhaps, determinative. We believe that despite the neutrality of the answer, it can speak about a certain degree of dissatisfaction of the respondents, perhaps not even fully realized by them. This is dissatisfaction with the authorities' desire to dosage the population's involvement in the discussion of issues important for them, disagreement with the presence of some filters and barriers between the authorities and the local community.

The negative answer ("does not correspond"), leading among all other choices of respondents

in the first group, attracts attention. Let us assume that these women, due to various life circumstances, are not regularly in those places or organizations, situations in which their opinion may be interested. In addition, they are not invited for such discussions. The combination of such circumstances makes women from groups with low levels of social capital a category of the local community whose opinion remains unknown, unidentified, and unaccounted for.

The next logical stage of participation is to move from a generalized opinion of others to one's own participation through the expression of personal opinion *(Fig. 1)*.

When analyzing the answers to this question, the assumptions made earlier based on the data of Tables 1, 2 seem appropriate and reasonable. The respondents' answers fully correspond to the positions and views presented above.

The most significant and pragmatically useful among all forms of participation is active participation, following verbal involvement. It is worth noting that the transition to a new level of public participation presupposes the possession of a certain range of managerial competencies. Moreover, such involvement may involve the expenditure of resources, primarily time. The combination of these circumstances can be a more serious and difficult to overcome
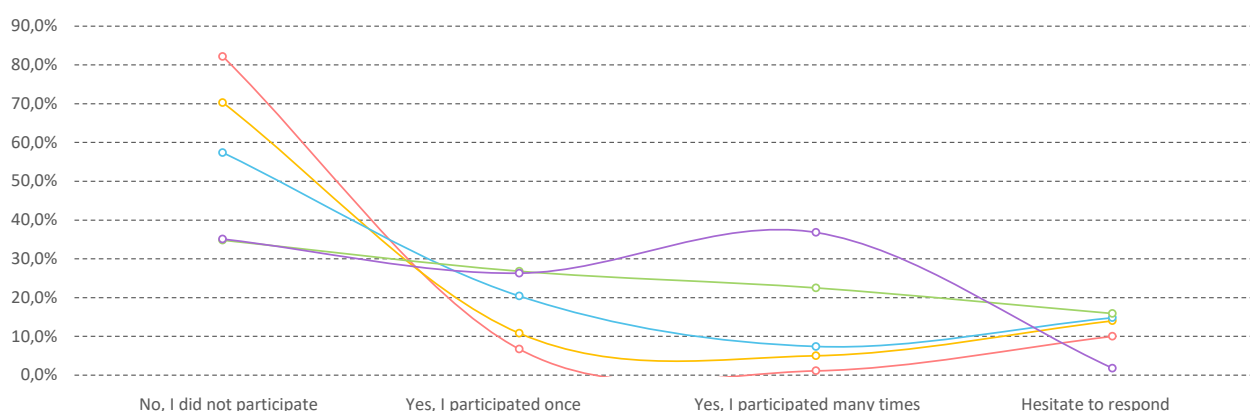

Figure 1. Inclusion of respondents in voting on the choice of public areas for improvement depending on the level of social capital, %

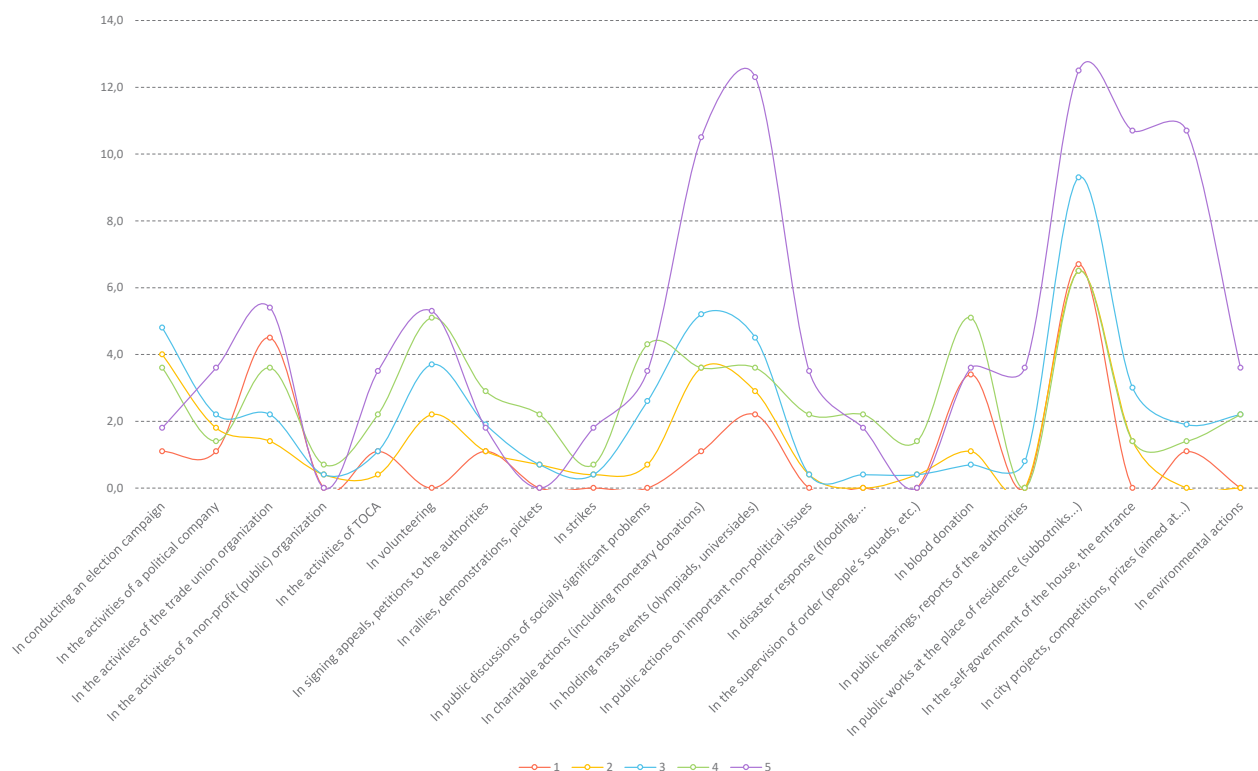Source: results of public opinion poll, April 2024.

Figure 2. Forms of socio-political participation depending on the level of social capital, %
Source: results of public opinion poll, April 2024.

barrier to active participation. It is important to understand what types of socio-political participation women consider so important for themselves that they allocate for their realization a valuable resource of modern society – time *(Fig. 2)*.

It is worth noting that the diagram deliberately excludes the most popular and mass way of political participation – voting in elections. The importance of this type of activity is realized by women in every group studied. Due to the prevalence of this particular option among others, the diagram would provoke a shift of attention, becoming less visual and informative; therefore, we consider it possible to verbally describe the answers of female respondents regarding this type of participation.

For instance, more than one third of the interviewed women from each group stated their participation in elections (36% on

average). It is interesting that the variability of answers by groups does not exceed 4%. In other words, regardless of the possession of social capital, women participate in elections with almost the same activity. Women are most actively involved in public works at their place of residence. As in the case of participation in elections, the involvement of women from different groups in them does not differ practically. The only exception is women with the highest level of social capital. It is likely that among them we can meet not only responsible tenants, but also the chairperson of a homeowners' association, treasurer or initiator of various internal and external improvements.

Women are somewhat less enthusiastically involved in charity events (4.3% in total), mass events of various levels (4.1%), and election campaigns (3.7%). Women are less frequently involved in all other types of socio-political

participation proposed for analysis in the questionnaire.

We should note that within the scope of participation (except for elections), women tend to be more socially active than politically active. Probably, they perceive their involvement in solving pragmatic and everyday problems as more important and useful.

It is interesting to see whether the directions of participation will differ among women with a high level of capital. Our assumption is confirmed, as activist women, co-participating like other respondents, expand their involvement and get involved in urban projects, contests (10.7%), environmental actions (3.6%), political party activities (3.6%), public actions about non-political problems (3.5%).

Despite the greater number of types of social activity, women-activists are still inclined to deal with issues that directly determine the quality and conditions of life of their fellow citizens. We should say that almost all forms and types of socio-political participation presented in Figure 2 belong to the category of socially approved behavior. In this case, any activist first of all cares about the needs and requirements of others, often strangers and strangers. Active involvement in solving public problems, complicity in crisis situations – all this is positively perceived in society and causes respect for the direct participants. And only protest actions, the right to which is granted to citizens by the constitution and regulated by other legal acts, are not perceived as favorably by everyone in society. On this basis, it is important to see whether women are ready to defend their (and others') rights and interests at rallies, pickets and similar actions of disagreement *(Tab. 3)*.

Protest participation is a complex and responsible step. In reality, not everyone is ready for such actions. However, verbal

Table 3. Distribution of answers to the question "If mass demonstrations against rising prices and low living standards take place in your locality, will you personally take part in them?", depending on the level of social capital, %

Response option	Social capital level				
	1	2	3	4	5
Yes	7.8	1.8	4.1	5.1	8.8
Rather yes	4.4	3.2	5.6	8	17.5
Rather no	10	15.1	20.7	29	15.8
No	53.3	63.4	53	43.5	35.1
Hesitate to respond	24.4	16.5	16.7	14.5	22.8
Source: results of the public opinion poll, April 2024.					

reactions indicate a certain potential. Those who are ready to agree to some extent (answers "yes" and "rather yes") to participate in a protest event are more than twice as numerous among the holders of high levels of social capital than among the representatives of groups with low levels of capital. The final observation to be made when analyzing this question is that the most popular answer was "no".

To conclude the analysis of participation, it is important to understand how women themselves perceive their own activism *(Tab. 4)*.

The presented answers allow referring again to the formula outlined earlier: the higher the level of social capital of female respondents, the more active they claim to be. But it is unreasonable to state that women from groups

Table 4. Distribution of answers to the question "How would you assess the degree of your participation in public and political life?", depending on the level of social capital, %

Response option	Social capital level				
	1	2	3	4	5
Active	0	1,4	1,5	3,6	17,5
Rather active	3,3	9,7	25,2	32,6	42,1
Rather passive	20	31,9	33,7	41,3	22,8
Passive	48,9	33	23	8	5,3
Hesitate to respond	27,8	24	16,7	14,5	12,3
Source: results of the public opinion poll, April 2024.					

Table 5. Distribution of answers to the question "On a 10-point scale, how active a participant in the life of your community (yard, village, town) do you consider yourself?", depending on the level of social capital, %

Response option	Social capital level				
	1	2	3	4	5
1	3.3	1.4	3.3	3.6	7
2	26.7	12.5	6.7	1.4	1.8
3	16.7	12.9	9.3	0.7	3.5
4	**18.9**	**22.2**	11.9	10.9	3.5
5	13.3	19.7	17.8	21	10.5
6	7.8	8.6	**18.5**	**19.6**	8.8
7	6.7	11.5	12.2	15.2	14
8	4.4	3.9	8.5	12.3	15.8
9	1.1	6.1	8.1	10.1	**19.3**
10	1.1	0.4	2.2	4.3	8.8
Source: results of the public opinion poll, April 2024.					

with high level of capital (4 and 5) demonstrate increasing activity. The percentage of those who find it difficult to assess their participation is also informatively high.

The next question is aimed at concretizing the previous one and allows obtaining more precise numerical estimates given by women regarding their own activity *(Tab. 5)*.

In our opinion, the respondents evaluate themselves quite objectively. Almost everyone participates in socially significant actions and realizes it. And in the above self-assessments we see significant differences in the awareness of their own involvement. As the level of social capital increases, the score for participation increases. It is the highest among the representatives of group 5 (9 points). Maximum scores are also present. Expectedly, they are higher in groups with greater social capital (4 and 5). At the same time, one can observe the presence of its own maximum in each group. The obtained data can be interpreted as more optimistic from the position of social inclusion than presented earlier in Table 4.

The analysis of subjective parameters confirms our assumption that the greatest activity is demonstrated by the representatives of the group with a high level of social capital. Let us further consider the objective socio-demographic characteristics of this group.

Thus, the majority of activists (72%) are in the middle age category (36–65 years old). This fact is expected because at this age, women are established personalities, have well-established views on important worldview issues, have learned to successfully cope with daily and professional concerns, and feel capable of social and political participation. Many of them have children who have become schoolchildren, and their mothers have time for public affairs. It is likely that the growing up of children for many women is an incentive to find a new direction for their efforts and self-realization.

The activist is in a registered marriage (67%). In her family with approximately equal probability (≈28%) there can be 2–4 people together with her. Almost half of the respondents in this group have minor children (49%).

The educational level of an activist can vary quite seriously: from 9 grades to a master's degree. But still the majority of public women (49%) have higher education, but secondary vocational education is also common (35%). In any case, this means having a sufficiently qualified job. The professional sphere is very diverse. Among activists there are expectedly many specialists not employed in production or employees (35%), many work in trade or service sector (25%). Retirement does not prevent some activists from remaining involved in socio-political processes (11%). More women activists live in urban areas (86%) than in rural areas.

Avoiding repetition, we will add specific strokes to the portrait outlines presented above, showing the most significant features of the representatives of this group.

First of all, the woman activist is quite well informed. In particular, she knows about the national priority projects being implemented in the country. Consequently, in the course of her worries, she allocates time to familiarize herself with the most significant events, processes, decisions that directly affect her or may affect her life, the lives of her relatives, friends, colleagues, and associates.

At the same time, she is cautious in assessing the inclusion of the public in the discussion of issues of importance to the local community. Perhaps this sensitive response is based on the doubt that the local political elite actually invites the public to the discussion or takes into account their positions in each particular case. A woman activist tries not to limit her social participation to expressing her opinion on substantive issues. It is important that her involvement in public concerns is not a one-time action; women claim repeated participation.

The greatest value of the portrait is given by the representation of types and orientation of social participation. For instance, an activist can most often be found at polling stations, where she expresses her opinion; some are members of election commissions. With less success, she can be found at the sites of city contests or projects, at charity events. However, we should note that when attending such events, any woman encountered is likely to be an activist, since she is involved in any public concerns much more often than representatives of groups with a lower level of social capital.

While it is possible to meet an activist in public organizations or at various city events, it is still more logical to look for her in the vicinity of her home. Among all the women who can be found in the neighborhood, we suggest looking for the one to whom others address their questions and whose instructions they follow. Probably, she is more of a leader than a doer by her competences, so she chooses such public concerns where her skills can be in demand.

It seems almost hopeless to try to find the activist in people's vigilantes, during the liquidation of emergency disasters, etc. Interestingly, she also tries to avoid protest actions. However, if we meet a woman at such events, we can be almost certain that she is an activist.

Conclusion

Despite the different approaches to the definition of the semantic content of the term "social portrait", experts are in solidarity when considering the issues of portraiture functionality. The main purpose of creating a social portrait is to develop a universal image that clearly represents the typical features of any community. A qualitative portrait allows recognizing specific social groups in the modeled image. It is important to consider the potential of a social portrait when analyzing the attitudes of social groups to various events.

When compiling a portrait, the final result will depend on the researcher's objectives; his or her abilities may be limited only by the ability to collect and harmoniously characterize a typical representative of a particular social group, for example, in terms of involvement in economic relations, attitudes towards religion, power, or musical genres. Thus, the specific angle of the finished social portrait will be determined by the researcher's intention.

The indicators used to create the portrait can be divided into two categories. The first category includes objective characteristics such as age, gender, level of education, field of employment at the time of the survey, level of wealth, place of residence, etc. The second category consists of subjective attributes reflecting the respondent's self-identification and attitude to

the characteristics under study, which can be quite diverse and depend on the specific research task. What is particularly valuable is that by combining these attributes, it is possible to identify common external and internal features of a certain group and describe its way of life.

The portrait method requires the development of a certain methodological approach and methodological tools. In the first case, it is necessary to rely on the Weberian methodology of ideal typing and define the expected typical features of the group under study. When developing the toolkit, it is important to understand what data can become a source of group description and what are the ways of obtaining them, as well as the available sources of necessary information. An important principle of social portraiture is to distinguish between objective and subjective characteristics. The social portrait is a convenient and accessible way of presenting information and does not require professional specialization from the user.

Thus, we believe that social can be considered a portrait that describes the object of study – be it a group, collective or territorial community – on the basis of the unity of the common and the particular, which is achieved through the presentation of basic characteristics, supplemented by unique features inherent in a particular object or manifested in certain circumstances.

In the process of forming the portrait of a woman-activist, the analysis of the research results also allowed us to formulate several proposals for strengthening the population's involvement in socio-political processes. As noted earlier, the starting point for every participation is invariably information. The data show that the information awareness and involvement in the information field of the population is uneven, with the representatives of group 1 by the level of social capital expectedly low.

Consequently, if the goal of the local political elite is to strengthen civil society and increase participation, it is important to diagnose and test mechanisms and ways of interaction with such categories of the population that are currently poorly involved in socio-political processes. The discovery of such methods will allow to tell the population about various forms and methods of involvement, among which citizens can choose the one that is interesting for them. In the process of informing, it is necessary to emphasize the benefits of inclusion in socio-political activity for different categories of the population and groups by level of social capital. By involving those with low levels of social capital, we get the opportunity to see the situation or event through their eyes, and we give them the opportunity to expand their social contacts and increase the level of social capital.

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INFORMATION ABOUT THE AUTHORS

Tat'yana A. Guzhavina – Candidate of Sciences (Philosophy), Associate Professor, Leading Researcher, Vologda Research Center, Russian Academy of Sciences (56A, Gorky Street, Vologda, 160014, Russian Federation; e-mail: tanja_gta@mail.ru)

Svetlana P. Makarova – Candidate of Sciences (Sociology), Researcher, Vologda Research Center, Russian Academy of Sciences (56A, Gorky Street, Vologda, 160014, Russian Federation; e-mail: svet578@mail.ru)