NEW PHENOMENA IN SOCIAL CONSCIOUSNESS AND SOCIETAL PRACTICES

3 KARACHAROVSKIY V.V., SHKARATAN O.I. (both – National Research University Higher School of Economics, Moscow, Russia)

Creating national collective capital: direct and latent contribution of nations’ citizens to merit goods producing

Summary. The problem of contribution of nations’ citizens to merit and public goods producing is considered. Along with the direct contribution estimated through the revealed civil activity, the idea of indirect (latent) forms of contribution such as “additional” workforce productivity and “leisure productivity” is taken into account. On the basis of the created complex of indices the chances for realizing indirect forms of citizens’ participation in reproducing the public and merit goods were evaluated for Russia.

Keywords: merit goods • public goods • civil society • NGO • good society • Genuine Progress Indicator (GPI) • volunteering

4 SHABANOVA M.A. (National Research University Higher School of Economics, Moscow, Russia)

On a social mechanism associated with fostering innovative consumer practices in Russia

Summary. Noticeable transitions in the models of consumer decision-making have been observed in the developed countries over the past 20–30 years. Consumers “vote with their money” against unseemly business practices which cause sufficient damage to the environment, people and animals. Gradually innovative consumer practices are evolving in the less developed countries. This paper presents novel data analysis examining positions of several key actors in the development of new consumer practices in Russia: citizens, NGOs, businesses and government. Based on the analysis of drivers and barriers affecting involvement of Russians in the new consumer practices and drawing on the research of views held by other institutional actors regarding the place and direction of relevant activity of their group and co-actor groups, the paper identifies divergences in the social mechanism associated with fostering innovative consumer practices and maps out ways to reduce them.

Keywords: consumption • new social practices • ethical/responsible/sustainable consumption • social mechanism • social solidarity • social responsibility • civil society

THEORY. METHODOLOGY

26 GORSHKOV M.K. (Institute of Sociology, Russian Academy of Sciences, Moscow, Russia)

Russian socium in the conditions of crisis development: a contextual approach

Summary. The paper presents multi-faceted contextual analysis of state and dynamics of Russian society in conditions of new reality mediated by outer and inner threats and risks with current economic crisis added. Empirical base of the study is formed by the results of three waves of all-Russian sociological monitoring (N-4000) in 2014–2015. A special attention is paid to adaptive capabilities of population, to analysis of economic and political behavior practices of Russians in crisis conditions. Presence is noted in the
Russian society of understanding interdependence of inner and outer factors influencing social economic situation of our co-citizens and the course of societal processes in the country, as well as adaptation strategies displayed by members of various professional groups and inhabitants of manifold territorial settlements mediated by their diversified labor incomes and emloyment nature. It is concluded that dynamic movement of the Russian socium towards modern consumer society causes lower dependence grade of the population on government while personal interests begin to prevail over the public ones. Choice made by Russians in favor of 'great-power' institutes is verified allowing to characterize institutional trust in the society not only as hierarchical, but also as a holistic one.

**Keywords:** Russian socium • mass consciousness • economic practices • crisis situation • adaptation • identity • civic activism • trust • solidarity • consolidation

DEVIATKO I.F. (National Research University Higher School of Economics, Institute of Sociology Russian academy of sciences, Moscow, Russia)

**Social Norms: From Attempts of Definition Towards New Theoretical Questions and Theories of Normanivity**

**Summary.** While many past theoretical discussions on nature of social norms were centered on problem of their precise definition, I propose an analysis of peculiar character of sociological theorizing about norms which is grounded in a wider interdisciplinary context (particularly, in sociologically relevant implications from H.L.A. Hart’s and H. Kelsen’s works on law and norms) and based on systematization of principal norm-related questions which varying types of theories attempt to answer, i.e., nature of norms, social mechanisms of their support and change, analytic and empirically-based distinctions between norms and rules and conventions, irreducible complexity of norms, etc.

**Keywords:** social norms • conventions • rules • sociological theories • rational choice • legal theory

KIRDINA S.G. (Institute of Economics, Russian Academy of Sciences), KLEINER G.B. (Central economic-mathematical institute Russian academy of sciences; Financial University under the Government of the Russian Federation). Both – Moscow, Russia

**Social forecasting as an interdisciplinary project**

**Summary.** The article analyzes some of the features of forecasting in social science using interdisciplinary approach. Main methodological problems of forecasting are considered. It is shown how interdisciplinary approach contributes to solving these problems. Not only benefits but also limitations of the interdisciplinary approach to forecasting are presented. The key idea of the article is that implementation of interdisciplinary forecasting projects is possible when full-fledged dialogue between the parties, based on a shared methodology, is organized. The paper summarizes some of discussions held in the All-Russian Scientific Conference “Interdisciplinarity in the Modern Humanities and Social Sciences” (Southern Federal University, Rostov-on-Don, June, 2016).

**Keywords:** forecasting • interdisciplinary methodology • systematic approach • institutionalism • scientific conferences

**SOCIAL STRUCTURE. SOCIAL POLICIES**

NEFEDOVA T.G. (Institute of geography, Russian Academy of Sciences); NIKOLAEVA U.G. (M.V. Lomonossov Moscow State University); POKROVSKII Y.E. (National Research University Higher School of Economics). All – Moscow, Russia
Intelligentsia in the space of non-urban Russia

Summary. The authors discuss concept of Russian intelligentsia from the standpoint of the present. Particular attention is given to examining the concept of “intelligentsia” and considering objective external indicators of its position in society. In particular, by using the conceptual tools of social geography the authors explore trajectory of geographical migration of intellectuals from the big cities to the countryside (late 19th – early 21st centuries.). They discuss such phenomena amidst intelligentsia as a cautious attitude towards urbanization, emergence of cultural perception of nature and rural traditions, passion for country recreation. The examples of enclaves of intellectuals in non-urban areas are reviewed with regard to the social role of the Russian intelligentsia. By positioning itself in geographical non-urban space, the intelligentsia thus refers to its social role and produces self-identification.

Keywords: Intelligentsia • migration to non-urban areas • culture of summer ‘dacha’ and its social meaning • enclaves of the intelligentsia in the remote villages

Social institutions: an analysis of social changes in Belgorod oblast

Summary. The paper provides theoretical analysis of social institutions as crucial for societies’ functioning arguing that there is a need for deeper understanding of how social institutions are placed among basic concepts that describe social interactions. One should also take additional steps to reveal conditions promoting efficiency of institutions as well as determining patterns of their development and change. Basic characteristics of institutions are also considered. Key elements of social institutions include 1) cultural norms that provide moral legitimacy for the “rules of the game”, and 2) formal enforcement mechanisms such as administrative and legal norms. Special focus is placed on institutional changes and interaction of cultural values and enforcement mechanisms in such processes. The principles of institutional approach were implemented in empirical studies conducted in rural areas of Belgorod oblast’ in 2000 and 2013. The authors conclude that enforcement mechanisms are key drivers for behavioral changes compared to values and cultural norms that are of secondary importance.

Keywords: social institutions • institutional changes • social interactions • social practices • Russian rural community • panel studies

Managing Russian volunteers’ efforts: essence and contradictions

Summary. The article is based on sociological research identifying problems of volunteers’ movement development in Russia. The purpose of the article is to consider volunteer management as a sociological problem. Review of Russian and foreign sociological research on volunteer management is offered. Major scientific approaches and aspects of researching this problem in the context of civil society development, third sector activity, sociological measurements of Russians’ participation in volunteer activities and helping behavior practices are specified. It is proved that in Russian sociology processes of external (governmental) volunteer management extension are not reflected in academic discourse yet. The author suggests the model of social volunteer management system. It is a theoretical construct for logical analysis of real situation in volunteer management, which helps to reveal and comprehend cause-and-effect relationships explaining dynamics of volunteer group, its specifics and features of its different subgroups’ activity. Practical issues of volunteer management in Russia are analyzed. Contradiction between public administration prevalence and development of volunteering is described as a key element of civil society. The article also reveals contradiction between Russians’ readiness to help other people and their real actions. The contradiction between public servants’ declarative statements about the importance of volunteering in life of the country and selective support of volunteer activity
in Russia is investigated as well. The author shows some contradictions in regional management of volunteer activities in the Sverdlovsk region.

**Keywords:** volunteering • volunteerism • volunteer activity • volunteer management

**DEMOGRAPHY. MIGRATION**

78 RYBAKOVSKY L.L. (Institute of Social and Political Studies, Russian Academy of Sciences, Moscow, Russia)

**On specifying the notion of ‘population migration’**

**Summary.** The article deals with a mass phenomenon of territorial movement of the population, the ratio of its migration, the essence of this concept, various approaches to its definition, and differences between population migration and migration movement, migration process and the migratory mobility. In the final part, the article explains criteria for isolating from territorial movements of people a part of which makes migration of the population, also author’s definitions are offered of population migration in both narrow and broad senses.

**Keywords:** phenomenon • the concept of migration • the migration process • the migration movement • mobility • spatial displacement

84 RYAZANTSEV S.V. (Institute Social and Political Studies, Russian Academy of Sciences, Moscow, Russia)

**Russian Diaspora abroad or Russian speaking communities?**

**Summary.** The article discusses features of emigration from the Russian Federation during 1990–2010s, that is, after collapse of the USSR. Identified is singularity of modern accounting system of emigration from Russia and real estimates are given of number of Russian immigrants based on corrected data from Federal Service of State Statistics data supplied by countries receiving Russian migrants. Identified are geographical features of the settlement of migrants from Russia, as well factors promoting formation of the Russian-speaking communities abroad. Identified are six types of identity that allow a rough estimation of the number of Russian-speaking communities. The article explains the term “Russian-speaking communities” instead of the term “Russian diaspora” supported by the results of empirical statistical and sociological studies. Russian-speaking community is considered as a factor for the future capable to provide stable functioning and development of the Russian economy and the state. However, it is concluded that at present, the Russian-speaking community resource is undervalued by the Russian government, and diasporal policy is ineffective.

**Keywords:** Russian statistics • emigration • the Russian-speaking community

95 GOLENKOVA Z.T., SUSHKO P.E. (both – Institute of Sociology, Russian Academy of Sciences, State Academic University for the Humanities (GAUGN), Moscow, Russia)

**Social mobility in the context of migration biographies of Russians**

**Summary.** The article covers basic theoretical approaches to migration biographies’ interpretation. The authors identify key motivations and factors of individual territories’ movements. The interactions between horizontal movements and social mobility are analyzed. Analysis of methodological approaches occupies a special place in the article. In particular, biographical method is reviewed as it gives integral tracking of individual movements during one’s life. Some methods of statistic analysis such as event history analysis and sequence analysis are specified. Both methods require significant time and creativity investment for collecting data. Based on retrospective research “Human, Family, Society” the analyses of statuses’ characteristic changes of Russians in the context of their horizontal movements were made. The conclusion re. the key role of migration in vertical mobility is stressed.
Keywords: social mobility • migration • migration biography • social and demographic occurrence • social status • biographical method

HISTORY OF SOCIOLOGY

105 KOZLOVA L.A. (Institute of Sociology, Russian Academy of Sciences, Moscow, Russia)

Post-revolution period of Russian sociology: a failed attempt at sovietization

Summary. The paper analyzes post-revolutionary phase of Russian sociology in the late 1930s converting to a prolonged period of its dormancy. The purpose of the study is to substantiate the point of view of this stage as an unrealized attempt to sovietize sociology in contrast to the established concept of its ban. The post-revolutionary period of sociology is examined in the context of history, that is, in connection with the pre-revolutionary and subsequent (“Khrushchev”) stages. The reorganization of sociology and its socio-political environment shows its temporary (until the end of 1950-beginning of 1960-ies) removal from the hull of the Russian social sciences. It is the framework of the project of the early Soviet state scientific construction, the lack of conditions and freedoms, rather than suppression, rendered impossible preservation and further development of sociology.

Keywords: Russian/Soviet sociology • history of sociology • imposition • ideology • convergence characteristics • reorganization • deinstitutionalization.

114 TSVETKOVA G.A. (Russian State University for Humanities, Moscow, Russia)

Village identity: a forgotten, but very important study of the 1920s

Summary. Russian village has deep historical roots. In the history of sociology there are various theoretical and applied studies of this socio-economic formation. Among them a special place occupies the name of Anton Mikhailovich Bolshakov (1887–1938) now undeservedly forgotten. Meanwhile, in the first third of the XX century, he was widely known historian and researcher of social problems of the village, his articles and books widely read and reprinted [Bolshakov, 1925, 1926, 1927, 1928, etc.]. They offered observations, reasoned conclusions and carefully thought-through research of rural life, its real processes, problems and ways of transformation – from business processes to the content of spiritual life in the initial period of Soviet construction. A major research scientist, he had his own farm that allowed to give comparative characteristics of the past and present, to explore old and new features of post-revolutionary Russian village.

Keywords: Rural sociology • agrarian reform • rural life • the peasants • the parish office • Councils • socio-economic reform • the political life of the village-culture village

SOCIOLOGY OF MASS COMMUNICATIONS

123 ADAMIANTZ T.Z. (Institute of Sociology, Russian Academy of Sciences, Russia)

Latent technologies of information wars and double standards

Summary. The article is devoted to the role of communication in modern social and political processes and phenomena. The latent influence of the manipulative technology mechanisms used in the information wars, is dealt with in article. For this purpose, the so-called semantic traps are created. These include transferring nominations of accepted norms and values from one object to another, creating emotional accents for the desired effect. False classification is also applied, as well as intention “all bad”. The so called information warfare and the situations of “double standards” receive, in the opinion of the author of the article, the moral support of concepts that declare the idea of multiplicity of meanings, “death of the author”, and therefore the right to arbitrary interpretation. Constructive arrangements and interactions (between countries, societies, cultures, etc.) is impossible without universally valid reference points.
Contents. Summaries

in values terms, laws, regulations, semantic dominants of works, texts that are being discussed.

**Keywords:** information warfare • technology of manipulation • concept understanding • meaning • understanding • significance • semiosociopsychology

SHARKOV F.I. (RANEPA Russian Presidential Academy of National Economy and Public Administration, Russia)

**Sociology of Communication in the Structure of interdisciplinary scientific Direction “Communicology”**

**Summary.** Communicative direction in the study of social reality has a theoretical basis and application results obtained in the framework of existing conceptual approaches and research paradigms. Every science or scientific discipline, studying various aspects of communication or problems contiguous to communication, lay the emphasis on a particular subject of study. Sociology studies the functional properties of communication in different social groups representing their interaction – transmission and reception of semantic and evaluative information – to operate on this interaction, as well as on attitude towards social values within certain communities and society as a whole. Economic, social, political and other interests determine communication as process of interaction of subjects. Likewise, sociology studies the interaction of social and communicative factors in interpersonal, intragroup, and mass communication, as well as levels of communication, types of communication systems, their units and categories, particular functions of social communication. For a sociologist, it is important to study communication as a socially determined process subject to formation of individual and/or group patterns of verbal behavior. On the basis of mutual understanding in this interacting process a set of activities and arrangements is to be defined to ensure achievement of communicative purposes. Sociology of communication, along with interpersonal and intragroup communication, is a comprehensive study of mass communication, as it explores social factors contributing to the influence of mass media on public opinion. The object of the Sociology of communication is social communication. Changing trends in science created the need for an independent discipline, a system of knowledge about communication. The science «Communicology» by its disciplinary organization is a system of disciplines with rationales to their possible interconnections. In it a discipline of sociology – sociology of communication – stands to integrate theoretical and applied sociological research in the field of social communications. Communicology as a whole is designed to consolidate a variety of theoretical systems, in one way or another related to communication issues.

**Keywords:** communication • social communication • communicology • sociology of communication • communicative activity • communication science • theory of communication.

**DISCUSSION. POLEMICS**

MAYOROVA-SHCHEGLOVA S.N. (Russian State University for the Humanities, Moscow, Russia)

**On prospects of studying modern leisure activities of children (Response to B. Kupriyanov’s “Children’s leisure classes of two generations of Russians (according to the results of sociological research)” article**

**Summary.** This article critically reviews the outcome of the study of leisure practices by a research team from HSE, and determines methodological and methodical problems in studying leisure practices of young generation. Value of the analyzed article of the research consists in fixation of a new trend of parental behavior: high degree of involvement in the organization out-of-school activities by modern parental generation. Main disadvantages of the analyzed work relate to the limiting study of leisure practices just to sphere organized with the help of parents, visiting officers of additional education and producing conclusions about the space of life of children on the basis of adult opinion. In the interpretation of the concept leisure of children are invited to take
into account totality of the activities children are carrying out in free-of-study time of their choice, additional educational programs, domestic responsibilities, health treatment and other actions organized for them by parents or institutions. These activities should bring to child sense of fun, entertainment, self-perfection or achieving goals important for him. The article presents data on the complex structure of free time of modern Russian children. The study of the problem is proposed to carry out in line with the developing sociology of childhood through a variety of models: instrumental, humanistic, legal etc., a special place is assigned to studying real leisure of teenagers of their choice. The use of public parental opinion to evaluate children free time requires a “correction factor” taking into account the role and position of socializers and female (mother’s) vision of the world. An important methodological problem is to measure reflection in the new modern leisure practices of social differentiation and specific sociocultural environment of families with different economic levels.

**Keywords:** leisure • children • adolescents

**ACADEMIC EVENTS**

139 KRAVCHENKO S.A. (MGIMO Moscow, Russia)

*Future: skipping diary of Wien ISA Forum 2016*

144 POPOVA I.P. (Institute of Sociology, Russian Academy of Sciences; National Research University Higher School of Economics, Moscow, Russia)

*Professionals in the sphere of science and technologies: looking towards desirable future*

148 ZHELEZNIKOV A.S., LITVINNOVA T.N. (both – Institute of Sociology, Russian Academy of Sciences; Moscow, Russia)

*Political participation of the young (results of International conference in Montreal)*

150 BOOK REVIEWS (reviewed are: Yarskaya V.N. Kaleidoskop vremeni. Sledy biografii (Ca-leidoscopic times. Traces of a biography). M., 2015 by E.A. Shishkina (Astrachan’ bramch of International legal institute, Astrakhan’, Russia); Nikulin A.M. Agrarniki, vlast, i selo: ot proshlogo k nastoyashchemu (Agrarians, government and village: from the past to the future). M., 2014 reviewed by S.N. Ignatova (Sociological Institute Russian academy of sciences, St-Petersburg, Russia)

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