Areas of Interest of Age-Generational Groups as a Factor of Social Management of Settlement Structures

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Abstract. Social life, according to H. Garfinkel (Studies in Ethnomethodology), is carried out through the daily practice of accounting for social life as part of social life. Accounting for social life is one of the factors of social management. At the same time, sociology is an important link in the interaction of social management and social life accounting. One of the most important objects of accounting for social life (both sociology and social management) is the sphere of interests of the population. First of all, it is about identifying the leading areas of interest of different groups of people and the corresponding problems, themes, narratives, ideas and suggestions for possible improvements in social practice. The purpose of this study is to identify the leading areas of interest of the population not only in the whole region, but also in the main age-generational groups, which is an important condition (factor) of social management of settlement structures. This task is solved using the materials of the sociological survey "The youth of the Samara region 2018", conducted in the Samara region (Russia) in 2018 under the leadership of V. B. Zvonovsky. There are differences in the leading areas of interest between age and generational groups. All these features require attention and consideration in social management. If participation in political events in the country is a concern and problem mainly for political parties and organizations, then the organization of socioeconomic and socio-cultural life in the region and in settlement structures is a common concern mainly for local authorities and management, for business structures and for the public, for public organizations and volunteers. Sociological materials on the Samara region show the priority importance of developing the local community in the fields of science and technology, recreation and entertainment, the natural world and ecology, improving places of work and study, and developing the education sector.

1. Introduction

The existence and development of any territorial-settlement structure (system) presupposes a certain combination of self-government and management mechanisms. At the same time, objective information about the real situation is important for the success of any management.

Many researchers refer to the main provisions of the theory of systems when analyzing the problems of development of territorial and settlement structures (systems), which, of course, is quite justified. For example, there is no doubt that the successful development of a particular territorial and settlement structure requires harmony between self-government and management, which in turn depends on the circular feedback between the population and management.

As Pogosyan rightly pointed out, direct and feedback is important for ensuring order, self-organization of the system, determining its contours, and signaling the achieved adaptive result [1, p.
According to Garfinkel, social life is carried out through the daily practice of accounting for social life as part of social life [2].

Accounting for social life is one of the factors of social management. At the same time, sociology is an important link in the interaction of social management and social life accounting.

One of the most important objects of accounting for social life (at the same time objects of sociology and social administration) is the sphere of interests of the population. At the same time, the larger the territorial-settlement structure is (using the words of Simmel, a numerous organism), the more differentiated is the set of interests [3, p.26]. In particular, the city, according to the increase in its size, affects the differentiation, refinement, and greater richness of the needs of the public [3, p. 32].

With sufficient circular feedback, the adaptive properties of the system (of territorial and settlement structure) increase, and the effectiveness of self-government and management mechanisms increases.

The purpose of this study is to identify the leading areas of interest of the population not only in the whole region, but also in the main age-generational groups on the example of the Samara region (Russia).

2. Materials and methods

As a factual basis, this work uses the materials of the sociological survey "The youth of the Samara region 2018", conducted in the Samara region (Russia) in 2018 under the leadership of V. B. Zvonovsky.

The methodical tools of the survey provided for the identification of both age-generational and territorial-settlement groups of respondents.

Some materials of this research are reflected in the published book [4].

The survey was conducted on a sample that is representative of both age and gender, as well as the territorial and settlement structure of respondents, the total number of which was 1200 people aged 14-60 years (table 1).

| Number of respondents | 14-30 years | 31-45 years | 46-60 years | Total |
|-----------------------|-------------|-------------|-------------|-------|
| Percentages           | 600         | 300         | 300         | 1200  |
|                       | 50.0        | 25.0        | 25.0        | 100.0 |

Table 1. Distribution of respondents by age-generational groups.

As noted by R. Park, cities, especially large ones, exhibit a number of morphological properties that are not found in smaller population aggregates [5]. This fact creates additional difficulties for social management in cities.

Regional and municipal structures and authorities should take care of solving specific problems of age-generational and territorial-settlement groups of the population, and for this purpose it is necessary to know these problems (and needs) specifically.

3. Results and discussions

Social life is not something that simply exists out there, but is made: the very existence of social life depends on specific practices of display, representation, accounting and enactment [6, p. 19].

What solutions are suggested by sociological data on the most interesting (important) areas for the population? (Table 2, table 3).

The top three places were taken by responses related to events and circumstances in very "global" areas – political events in Russia, events in the region (cities, villages), achievements in science and technology (received votes from two-fifths to half of all respondents).
Table 2. Distribution of places (ranks) of answers to the question about 3-5 areas, events in which respondents are most interested (N=1200).

| Political events taking place in Russia | 50.3 | 1 |
| Events of the region (cities, villages) | 44.4 | 2 |
| Achievements in science and technology | 38.4 | 3 |
| Recreation, entertainment | 34.7 | 4 |
| The natural world, ecology | 34.3 | 5 |
| Your profession, job | 33.6 | 6 |
| Your place of work or study | 30.1 | 7 |
| Developments in the field of education | 26.4 | 8 |
| The political developments taking place in Western countries | 17.5 | 9 |
| Disaster events | 17.1 | 10 |
| Elections to government bodies | 14.2 | 11 |
| Business world, business structures | 11.2 | 12 |
| Events related to famous politicians and businessmen | 6.4 | 13 |
| Show business | 6.3 | 14 |
| Other | 1.5 | 15 |
| Nothing interesting | 0.8 | 16 |
| Hard to say/no answer | 0.6 | 17 |

Source: materials of the sociological survey "Youth of the Samara region 2018", conducted in 2018 (Russia); head V. B. Zvonovsky.

The next leading positions were taken by responses related to more" local " and close to individuals areas-recreation and entertainment, the natural world and ecology, place of work or study, events in the field of education (received votes from one-fourth to one-third of all respondents).

The second half of the places are started by responses related to events and circumstances in areas that are relatively remote from individuals, first of all, events in Western countries and events of catastrophes (about one-sixth of all respondents received votes).

Among the areas where respondents are least interested in events are government elections, the business world and business structures, events related to well-known politicians and businessmen, and show business (one-seventh to one-sixteenth of all respondents received votes).

The answer "Political events taking place in Russia" confidently took 1st place in the entire sample - 50.3% of all respondents (table 2). Also, for each of the age-generational groups, this option unanimously took 1st place (table 3). However, the older group (46-60 years old) received more votes than the other groups - 59.8%, the middle group (31-45 years old) - the average measure of votes-51.9%, the younger group (14-30 years old) - less votes than the other groups - 44.8%. That is, the age dynamics is quite noticeable in this case.

There is no unanimity between the age groups for the other answers that are leading in the entire sample. Options that get higher places in one age group end up in lower places in other groups. But the age dynamics in this case, as a rule, is noticeable.

Thus, "Events of the region (cities, villages)" are more interesting to the middle and older age groups (2nd place) than to the younger group (4th place). And "Achievements in science and technology" are more interesting to the younger group (2nd place) and the middle group (3rd place) than to the older group (4th place).

"Recreation, entertainment" is more interesting to the younger group (3rd place), while the middle and senior groups have this option only in the 7th and 8th places.

"Natural world, ecology" is more interesting for the older group (3rd place), but less interesting for the middle group (5th place) and the older group (7th place).
However, in close places, all groups have the answer "Your profession, work" (4th place in the middle group and 5th place in the Junior and senior groups).

Table 3. Distribution of places (ranks) of answers to the question about 3-5 areas, events in which respondents are most interested.

| Event in 14-30 years | Place | Percent ages | Event in 31-45 years | Place | Percent ages | Event in 46-60 years | Place | Percent ages |
|----------------------|-------|--------------|----------------------|-------|--------------|----------------------|-------|--------------|
| 1. Political events taking place in Russia | 1     | 44,8         | 1                    | 59,8  | 2             | 51,9                 | 1     | 2            |
| 2. Events of the region (cities, villages) | 4     | 40,6         | 2                    | 46,0  | 3             | 50,6                 | 7     | 4            |
| 3. Achievements in science and technology | 2     | 43,0         | 3                    | 29,1  | 4             | 38,3                 | 7     | 8            |
| 4. Recreation, entertainment | 3     | 42,2         | 3                    | 22,3  | 8             | 31,8                 | 7     | 3            |
| 5. The natural world, ecology | 7     | 31,6         | 5                    | 39,4  | 3             | 34,6                 | 3     | 4            |
| 6. Your profession, job | 5     | 34,9         | 4                    | 27,6  | 5             | 37,2                 | 4     | 6            |
| 7. Your place of work or study | 6     | 31,7         | 6                    | 23,7  | 7             | 33,4                 | 6     | 9            |
| 8. Developments in the field of education | 8     | 28,0         | 8                    | 19,6  | 9             | 30,1                 | 8     | 11           |
| 9. The political developments taking place in Western countries | 12    | 13,6         | 9                    | 24,8  | 6             | 18,2                 | 9     | 4            |
| 10. Disaster events | 10    | 20,6         | 10                   | 11,8  | 11            | 15,5                 | 10    | 11           |
| 11. Elections to government bodies | 11    | 13,8         | 12                   | 17,8  | 10            | 11,3                 | 12    | 10           |
| 12. Business world, business structures | 11    | 13,8         | 12                   | 4,9   | 13            | 12,4                 | 11    | 13           |
| 13. Events related to famous politicians and businessmen | 14    | 7,4          | 13                   | 6,7   | 12            | 4,0                  | 13    | 12           |
| 14. Show business | 16    | 10,3         | 14                   | 1,5   | 16            | 3,3                  | 14    | 14           |
| 15. Other | 15    | 0,5          | 15                   | 3,3   | 14            | 2,0                  | 15    | 14           |
| 16. Nothing interesting | 17    | 0,2          | 17                   | 2,1   | 15            | 0,6                  | 17    | 15           |
| 17. Hard to say/no answer | 15-16 | 0,5          | 16                   | 0,6   | 17            | 1,0                  | 16    | 17           |

Source: materials of the sociological survey “Youth of the Samara region 2018”, conducted in 2018 (Russia); head V. B. Zvonovsky.

We can say, generalizing, that the "improvement" of the country and region (city, village) is closest to the majority of respondents of all ages.

These and many other General and private, large and "small" problems and interests of the population (groups and individuals) become the object of attention in the information field of the life of regions and municipalities, the public and organizations, scientists and managers. The possibilities of information (computer) support of research and management activities are increasing. There are already some programs (including in Russia) such as "e-government" and "smart city".

It is noteworthy that, speaking about "network urbanism", the Irish researcher Rob Kitchin included such properties among the characteristics of the "smart city":
- smart living by improving quality of life, increasing safety and security, and reducing risk;
- smart people by creating a more informed citizenry and fostering creativity, inclusivity, empowerment and participation [7, p. 8].

All these are certainly important progressive achievements. At the same time, it is necessary to take into account the possible risks of formal and false steps on the path of "network urbanism", which are far from the essence of real social problems. In particular, there is a risk of "replacing the social and political agenda with technical issues" [8, p. 6]. This can create the appearance of attention to social problems (some kind of reflection of social problems in computer forms), but not solve the problems themselves.

Implementation of truly circular feedback between the population and management, truly democratic relations and mechanisms of self-government and management with the use of modern
information technologies in the interests of the population will ensure the effectiveness of social management of settlement structures.

4. Conclusions

The appeal of regional and municipal structures to the population and public organizations for feedback, for getting information about the interests of different groups is really important. Sociological materials show that the "improvement" of the country and region (city, village) is closest to the majority of respondents of all ages.

Especially important (interesting) for the population is "improvement" in the fields of science and technology, recreation and entertainment, the natural world and ecology, improving places of work and study, and developing the education sector. All this can help to really improve the entire structure and way of life in localities (cities and villages) in the spirit of "settlement for life", "settlement favorable for a healthy lifestyle".

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