"Social and Economic Factors of Differences in the Value Portrait of Russian Society"

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Annotation

Today, the study of the influence of economic, cultural, geographical, religious factors on the formation of values, the economic behavior of people and the development of the region in general is one of the relevant topics. The question of how much the inhabitants differ in different regions of the country and in cities of different sizes and what are the fundamental reasons for these differences are of interest to many scientists, since this can determine the key factors for the development of a region (city).

As part of my research, I should study the influence of geographical as well as socio-economic factors on the formation of a value portrait of Russian society. The research task is that it is necessary to compare people's values and their views in different types of cities (depending on the size of the city) and different federal districts, to identify the fundamental causes of similarities and differences.

The following model was taken as the basic model, which allows us to analyze the influence of geographical and socio-economic factors on the value portrait of an individual

$$Q_m = \alpha + \sum_{s=1}^{S} \beta_s D_{ms}^s + \gamma' X_m + \epsilon_m,$$

where $m$ is the respondent’s number, $s = 1, ..., S$ is the index of the federal okrug, $Q_m$ is the respondent’s answer to the question, $D_{ms}^s$ is the dummy variable belonging to one or another federal okrug (or this or that city size): equal to 1 if the respondent $m$ belongs to the federal okrug $s$ (or a city with a certain amount of population), and is 0 - in another case, $X_m$ is the vector of control variables. The following indicators were used as control variables: gender, age, education level, religion, marital status, number of children, dummy variable equal to 1 if the respondent works and 0 otherwise, and also a dummy variable equal to 1, if the respondent is retired, 0 otherwise.

In my research on the basis of the World Value Survey database for the following periods: I wave (1981-1984), II wave (1990-1994), III wave (1995-1998), IV (1999-2004), V wave (2005-2009), VI wave (2010-2014) using the above the maximum likelihood regression model (depending on the type of question, the logit-model, ordered logit-model, multinomial logit-model were used) and the application of statistical methods, answers to questions showing the influence of the respondent's economic, social and demographic characteristics on his norms, values were
evaluated and preferences. In each regression, the joint significance of dummy variables was tested at a 10% significance level.

As the result of this work, it was shown that, indeed, the population in different federal districts and in different types of cities is statistically significantly different in its value characteristics. In addition, based on qualitative data, it was found that this difference changes over time and is especially evident in questions of the attitude of the population to life in general, to work, family, society and politics. Based on the data and results of the study, a certain value portrait of the population in each region and city is built. Thus, the obtained results allow us to conclude that the region of the country and the size of the respondent's city are among the predictors of the value portrait of a person. On the other hand, when analyzing the results, it is also necessary to take into account that the number, size and form of organization (countries or settlements) themselves can be endogenous, namely, determined by the interaction of individuals and groups.

In the future, it is planned to compare the difference in responses between groups of people living in different regions and in different cities, to establish the reasons for the differences between regions and between cities at given time intervals, to identify social and economic factors that influence the formation of values, to select variables that describe the economic development of the region, and understand the impact of people's values on economic growth.