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## **Sociocultural Research of the Cultural Requirements of the Residents of the Krasnoyarsk City**

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*The article is devoted to the analysis of the results of the sociocultural research of the modern cultural requirements and leisure time of the residents of the Krasnoyarsk city, that took place in the regional centre during summer 2010 as a part of the grant "The culture complex of the Krasnoyarsk region: basic subjects and cultural requirements". The theoretical part of the article is a verification of the necessity of the research and emphasis of its topicability. In this part of the article subject and targets of the sociocultural research are defined, the purpose is stated and research tasks are identified: the questionnaire construction, considering different ethnic composition of the population of the Krasnoyarsk city, and, accordingly, people's particular social activities, definition of the different cultural requirements of the social groups with further recommendations for the formation of the actual cultural politics of the city. The key method for this research is an opinion poll method, which gives the opportunity to discover and evaluate the cultural requirements, to study basic and everyday values of the residents of Krasnoyarsk.*

*The applied part of the research is devoted to the processing and analysis of the information, obtained during the opinion poll and the development of a number of recommendations for the municipal authorities in the field of the cultural politics, which consider the modern requirements of residents of the Krasnoyarsk city and may influence the creation and regulation of their cultural and leisure preferences.*

*Keywords: sociocultural research, opinion poll method, subjects of culture, cultural requirements of residents, cultural values, cultural and leisure preferences of the citizens of Krasnoyarsk, recommendations for the cultural politics of the regional centre.*

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### **The significance of the sociocultural research.**

### **The description of the questionnaire of the sociocultural research of the cultural requirements**

Sociocultural research emerges on the border of the sociological and culturological

sciences in the fields of cognition and solving the problems, which appear in the area of a person's social relation of the subjects of culture. The possibilities to use the sociological methods for the cultural researches had been illustrated in different definite studies. The following methods are widely used by the cultural studies scholars:

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the method of the sociological observation with the further processing of the empirical data (E. Giddens, A.A. Radugin); the sociological poll method, which is the most popular and widely used in the cross-cultural researches (C. Osgood, A. Pease, A.V. Korotaev etc.), the method of analysis and processing of the sociological data (widely used by Russian scholars – A.Y. Gurevich, E.V. Mareeva, M.L. Gasperov and others). The key method for this research is the sociological poll method, which allows identifying and evaluating the cultural requirements of the residents of Krasnoyarsk, find out basic and everyday values that come to light during their relations with the existent subjects of culture.

Sociological poll is understood as the method of “a direct or indirect collection of the primary sociological data by verbal or written handling of the researcher to the definite group of people (the respondents) with questions, further registration and statistical processing of the obtained answers and their theoretical interpretation” (Sinkevich, 2005). The peculiarity of the method is the following: the source of the information in this method is an individual (a respondent) – the direct participant of the studied sociological processes and events. The questionnaire survey of the sociocultural research should be prepared taking into account the diversity of the ethnic groups, which reside in Krasnoyarsk, as under this condition, collection of the empiric data will be objective and lead to the valid results. The field of the research is an identification and analysis of the cultural values encoded in socio-economic, political, religious, educational and professional preferences of the residents of the capital of the region. It is supposed, that with the use of the quantitative method of the data collection it is possible to identify the current and problematic content of the importance of special organization of the social activities, which are specified by the respondent; to learn

the values of the relationship between a person and the culture, constructed under conditions of the modern dynamics of the globalizing world by theoretic and empiric research. Therefore, the sociocultural research of the poll method was needed for the understanding of the characteristics of the modern peculiarities of the ethnocultural groups development, formation of the definite actions to solve the detected problems and transformation of the cultural politics in the multicultural space of Krasnoyarsk. The research helps us to answer the following questions: what exactly is required in the cultural environment of the residents of the city? What aspects of culture satisfy cultural requirements of the residents of Krasnoyarsk? Which values are important for the formation of the modern culture leisure activities? What processes influence the choice of a subject of culture as compensation of the need of the cultural communication? What measures should be taken to organize and regulate cultural politics, which meets the cultural requirements of the residents in the future. The conduction of the sociocultural research gives the opportunity to find the answers to these questions.

The object of the research is the study of the cultural and leisure preferences of the population of the centre of the region and analysis of the demand of the certain cultural services. The subject of the research is analysis of the actual cultural requirements in order to form the recommendations in the sphere of the cultural politics, considering the modern requirements of the Krasnoyarsk residents and influence the formation and regulation of their cultural and leisure preferences. The goal of the research is determined by the obtaining the up-to-date current information about an attitude towards the cultural requirements in the sociocultural sphere. The important research tasks are: construction of the questionnaire, taking into consideration originality of the

culture of leisure, recording of different cultural requirements of the social groups with further recommendations for the formation of the effective cultural policy and forecasting the changes in this field. Topicability of such a research is determined by accumulation of the modern meaning of the cultural requirements, that exist in on the territory of Krasnoyarsk.

The sociocultural research is based on the sociocultural research model, in the form of a questionnaire, and with the topic of the cultural requirements and cultural leisure of the residents of Krasnoyarsk, as a field of organization and regulation of the contemporary cultural policy of the city. Sociological questionnaire survey consists of the following continuous stages: making up the questions of the questionnaire; development of the selection system; carrying out of the sociological questionnaire survey; collection of the empirical data; processing (interpretation) of the collected information; drawing of the scientific conclusion.

*The 1-st stage.* Making up the questions for the questionnaire. The main goal of the questioning (subjective quantitative method) is analysis, on the basis of the previously made questionnaire, of the opinions on problems, existing in the field of the cultural leisure organization. That is why the questioning had been conducted in the written form, thus excluding a direct contact of an interviewer and a respondent. The practicability in the choice of the form of the questioning lies in the necessity to question a large number of the respondents in a short period of time and in the opportunity of the respondents to observe (read, think over) the suggested questions and the variety of answers in the published questionnaire.

The structure of the questionnaire had been determined by the introductory words and a short instruction to the suggested questions. Than there were fifty questions organized in the logical order, made up in accordance to the goal and

subject of the research. The questionnaire was oriented on for both young and adult population of Krasnoyarsk, as these respondents are well informed about the main socio-cultural processes on the territory of their residence.

The main “blocks” of questions of the questionnaire had been divided according to the following topics:

- leisure time planning and spending;
- frequency of visit of cultural and leisure events (in the last month, year);
- types of leisure and the necessity of their modification (who should take care of the residents’ leisure time, what else should be done to spend your leisure time, etc. );
- civilizational orientation (directions, other countries);
- causes of the permanent place of residence in the city.

Thus, all the blocks of questions gave the opportunity to analyze the system of values and socio-cultural requirements encoded in social and economic, political, religious, educational and professional preferences and needs of the city dwellers. Most of the questions were “open”, had the line “other” and let the respondent to express his/her own opinion.

*The 2-nd stage.* Selection system’s development. To make the sociocultural research objective and had valid results, 1000 individuals aged from 15 to 60 years old had been chosen.

*The 3-rd stage.* Sociological questionnaire survey conduction. The sociocultural research took place in the period from 1 July till 30 September 2010. 780 questionnaires were collected.

*The 4-th stage.* Empirical data collection had been determined by the following method of their processing: according to the logic of the questionnaire questions composition, the most and the less frequently repeated statements in every question were counted (matching the form

of the answer), the percentage ratio of the answers was shown and the results were processed.

**The results  
of the sociocultural research  
of the cultural and leisure preferences  
of the residents of Krasnoyarsk,  
their interpretation**

780 residents of Krasnoyarsk took part in the sociological poll. The age of the respondents was from 15 to 65 years old, but the majority of the respondents were from 19 to 25 years old (49 %) and from 26 to 39 (16 %) years of age – the representatives of the currently working population.

218 respondents were males, 562 respondents were females. The students – primarily university students (37 %) and technical schools students (17 %) as well as economically active population – mostly professionals with higher education degrees (27 %) and representatives of the scientific fields (3 %) were among the respondents. According to the occupation there were people of economical (23 %), creative (16 %), technical (6 %) professions and careers. There were not too many unemployed and housewives – 3 %.

From the point of view of material security the respondents can be characterized as people with average income. 30 % of the respondents are quite well-off, but have no opportunity to buy movable and immovable properties. 37 % pointed out that for the money they earn they can buy only food and clothes, but they can not buy long use goods.

Except formal information a few questions in the questionnaire were devoted to the identification of information about the nationality of the respondents, their religious beliefs and political views. According to the data processing, it is noteworthy that there are a lot of ethnic groups in Krasnoyarsk. The representatives of 17 ethnic groups had been questioned: Khakass, Armenians, Azerbaijanians, Tatars, Chuvashes,

Ukrainians, Tuvinians, Evenks, Tajics and others. But the majority of the respondents (70 %) are Russians. 61 % of them are orthodox, 12 % are atheists. The rest of the respondents are Muslims, Buddhists, Protestants, Shaivites, Jehovah's Witnesses, Cthulhu cult, etc.

Unlike religious beliefs, when respondents could quickly identify themselves with certain religious confession, the question about political views was mostly ignored by the respondents. A lot of them noted that they may not tell about their position towards this point and pointed at definite articles of the law of the Russian Federation. 40,5 % answered that they have not political preferences, the rest called themselves democrats (4 %), monarchists (2 %), communists (1,5 %), liberals (1,5 %) etc.

To resume, the residents of the regional centre may be characterized as representatives of the currently working population, who work in different spheres and have average income. They identify themselves with definite ethnic group and have certain religious beliefs. Quite often these people do not trust the authorities and conceal their political views and their support and loyalty to one or another political party. They are not active in manifestation of their citizenship and find their self-expression in activities connected with the cultural processes, as they spend a lot of their leisure time on these activities.

The main part of the questionnaire was devoted to the identification of the cultural requirements of the residents of Krasnoyarsk. The obtained answers allowed to find out what do residents do in their leisure time and what they expect from the leisure activities.

The results of the questioning evaluated in the overall ranking.

The most preferred types of leisure activities by the residents of the regional centre are: going out with friends and acquaintances (44 %) and visiting interesting places, where they learn something new

(33 %). Among the proposed by the respondents answers are the following: the opportunity to have the choice in organization of their leisure activities and do something useful or vice versa – do something useless and unpredictable. For example, to go to Stolbi with friends. The walk, even being spontaneous positively influence person's well-being and mood.

It is noteworthy that the priority in the choice of leisure time activity is given not to the place and event, but to the company – to the people, dear to a respondent. People try to find peace and comfort in the company of their loved ones, they are ready to spend their leisure time with friends.

If it is an early weekend morning and there are no certain plans, most often (45 %) the residents of Krasnoyarsk do not leave their homes and do household chores and duties (cleaning, cooking) or spend time in front of the computer screen as much as they are pleased. A lot of respondents prefer to get enough sleep and wake up not earlier than at noon. Only few respondents answered that early in the morning they go to a garage, for a walk. The early walk to Stolbi is popular, in order to have time to enjoy fresh air and nature.

At their leisure time – in the weekdays evenings and all the weekends – the respondents most often visit cinemas (35 %) or theatres (20 %). They are interested in the spectacular kinds of art. Then follow libraries and bars/cafes. There are only 7 % of the respondents, who lead night-life, primarily young people. *Dacha* is a popular leisure time in the warm seasons. Activities connected with land cultivation and crops growing are considered as a kind of leisure, not work. Another place, where citizens of the city spend their leisure time very often – is their home. According to the respondents they have no money and time for other kinds of leisure.

Information about where and how they can spend their leisure time residents of Krasnoyarsk

get primarily from their relatives and friends (35 %), as they trust them best of all, their opinion is weighty for them. It is also conformed by the fact that citizens rest by companies.

The other sources of information are Internet-sites devoted to leisure time activities (20 %), magazines and newspapers (17 %), TV advertisement and posters in the city.

According to the quantity of the answers, the fashionability and popularity of the visited activities are not very important for the citizens of the city. Only 4 % of the respondents try to follow the modern tendencies, have the image of the person from the capital. 41 % of the respondents also mentioned their interest to the fashionable activities, but pointed out that they also freely visit not fashionable places. 35 % of the respondents do not pay any attention to the fashionability of the place and visit places and do activities which interest them or their relatives and friends. They decide what places are considered to be fashionable or not fashionable.

38 % of the respondents answered that in the different periods of their life they were called *home-birds* and *good-timers*, but some of them have never had such nicknames (24 %). According to the received answers it is noteworthy that official “*good-timers*” are 2 % more than “*home-birds*”.

More often the residents of Krasnoyarsk give the priority of spending their leisure time in a company of colleagues, fellow students (48 %) or members of their families (42 %). 11 % of the city dwellers prefer to be alone or go for a walk with their imaginative friends.

The choice of the place for leisure activities by the citizens depends on circumstances or certain situations. Very often it depends on people respondents spend their time with. Only few people prefer to rest alone. 45 % of the respondents could not name certain places for spending leisure time. 43 % of the respondents named the Central district of Krasnoyarsk, the

rest – districts where they live. They mentioned that everybody wants to go to the city centre. Unlike the right bank of the Yenisey river, a lot of people walk along beautiful avenues of the city centre, and there are more opportunities to meet friends in acquaintances there. Among recreational areas residents of Krasnoyarsk also name Akademgorodok district, Tatishev island, the square with fountains near Opera and Ballet theatre, where things are humming from the early evening till late at night.

When respondents meet friends and relatives more often they walk in the city (49 %) or visit bars, cafes and restaurants (44 %) – places where in the cozy atmosphere they can discuss something. Many respondents prefer to meet their friends and relatives at their places (25 %), as they don't have to pay for tea and they can stay as long as they want, changing actions and activities. In their own variants of answers respondents pointed out, they organize their leisure time activities in different ways: drive a car, go to Stolbi, drink, listen to the music together and just have fun.

According to the respondents' opinions, their friends and colleagues (34,5 %) spend their leisure time in the same manner or a little bit different (33,2 %). The respondents didn't have any difficulties in answering this question, as they got used to organizing their leisure time together with somebody, but there were times when they spend their leisure time alone, and in this case the situation with spending their leisure time was quite complicated.

In a situation, when the company likes the way they spend their leisure time and a respondent doesn't, a respondent usually puts up with it and takes part in the company's actions and activities (43 %). A company is very important, and in order not to look a dull beggar or next time not to spend leisure time alone respondents try to keep the communication in such situations, or

leave the company, if they couldn't change the proposed programme (31 %). In order not to be in such situations some respondents have different companies with different interests. They expect certain things from their friends and colleagues, and in the described above situation they can find people who think the same way and will definitely support their idea about the change of place or scenery.

The city residents also have a positive attitude towards the presence in their company of people of the opposite sex. 49 % of the respondents note, that they are glad when it happens, but it is not a target for them. 32 % like such a company very much and even, by any means, try to spend time with people of the opposite sex. Only 1 % of the respondents blankly deny company with people of the opposite sex, these respondents show a strong dislike to it and leave the company as soon as possible.

About the statement "in order to have a good time it is necessary to spend a lot of money" respondents' opinions divided. The majority (36 %) was not agree with the statement, 26 %, *visa versa*, quickly said "yes". 24 % of respondents are strongly disagree with this statement.

Residents of Krasnoyarsk mostly hold the opinion that alcohol is not necessary to have a good time and it is possible to do without it (46 %), but 28 % of respondents think, that it would be better to have it. To their opinion, alcohol let them to relax, get distracted from everyday problems and be more free and open in communication. 7 % are against alcohol in companies.

Residents of the city prefer to spend their holidays and abroad or visiting Russian cities and towns (52 %), at their relatives' places, or traditionally, visiting dacha (23 %) or staying at home. Visits to the lakes of Khakassia are also still very popular.

If we consider the range of the leisure interests of the residents of Krasnoyarsk in a

month period, we will see that they spend their leisure time primarily in small companies in not very expensive places. At that, they took advantage of spending their leisure time. Thus, quite often respondents visit cinemas (42 %), bars and cafes (45 %), shopping malls (60 %), where they do shopping together. They have field days (45 %), go for a walk and hike with their intimates, they also read books and magazines alone (60 %) as long as they are pleased, play computer games, visit Internet-sites to have fun.

Less preferable are visiting of theatres and concerts (19 %), museums and art galleries (23 %), discos, night clubs (18 %) and libraries for pleasure (15 %). Taking part in public events (13 %) and visiting religious services (5 %) are not popular. Going to the gym, visiting workshops, clubs and taking part in sporting events and city celebrations were not very important in respondents' lives in the last month.

During the sociocultural research it was found out, that usual leisure time for the residents of Krasnoyarsk have little in common with sport or other physical activity. Almost half of the respondents do morning exercises or other physical exercises at home (49 %), but only 29 % go to the sport clubs. Respondents usually prefer roller-skating and riding a bike (30 %), running (32 %) and camping, connected with physical activities (25 %).

The citizens like sport and physical activities because of their health benefit– 45 %, and possibility to have a rest from everyday routine – 33 %. In sport they also try to find comfort and adrenaline-buzz. A lot of respondents mentioned benefit of sport for the figure and fashion for the healthy lifestyle. 15 % of the respondents absolutely do not do any physical activity and mention high cost of going to gyms and unwillingness to leave there the last strength, left after the working day.

At the moment of the survey, besides their primary places of employment and study, 43 % of the respondents visited professional or educational courses, thus showing that leisure time can be spent with usefulness.

Except courses almost all the respondents have hobbies. 68 % of respondents have hobbies and spent reasonable amount of money, time and strength on it, 18 % spent a lot of money, time and strength on their hobbies, making them the way of life.

The majority of the respondents (about 64 %) agree with the statement that leisure time should be relaxing, comfortable, it should give rest, fill your life with new feelings, emotions, events, add colours into everyday life (80 %). The respondents believe that leisure time should not be used to finish work one couldn't do at work hours (66 %), but moments of freedom from all the responsibilities (55 %), time for self-development and flexing their creativity (69 %). Leisure time helps to escape the problems and sink into relaxing activities (49 %), and it is great that it can be spent with the friends (30 %) or alone, without a company (27 %).

According to the data, obtained from the questionnaires, a lot of people in Krasnoyarsk like to read. 48 % of the respondents read literature of different genres from time to time, 19 % of the population are its enthusiastic admirers. There not too many people who do not like to read at all, only 4 %. Unfortunately, as the city residents note, because of the lack of time, they have to read something light (newspapers and magazines). Reading books for pleasure are replaced by reading books and documents, necessary for work and study. Usually electronic variant is used, as it is faster to find the necessary book or information on the net, than in the library.

From the question how much time to the residents spend in front of the computer, watch

TV, read books or listen to the music, the following conclusions were made:

a) today electronic devices are very popular among the citizens. 37 % of the respondents from 1 to 3 hours a day in front of the computer, 23 % – from 3 to 5 hours, 19 % – more than 5 hours. Only 1 % of the residents of Krasnoyarsk do not use computer at all;

b) as computers became widespread, the need in television have dropped dramatically. 33 % of the population watch it from 1 to 3 hours a day, 24 % – less than an hour, 23 % – do not watch TV programmes;

b) 38 % of the residents read books from 1 to 3 hours a day, 33 % read less than an hour a day, 14 % do not read books;

r) 32 % listen to the music less than an hour, 30 % – from 1 to 3 hours, 7 % – do not listen to the music.

It is possible to say, that from 1 to 3 hours is an average time when residents of Krasnoyarsk do what they want to do, not thinking about work, study or other duties. Working at the computer, 63 % of respondents are looking for information, connected with work, study or entertainment, 55 % are communicating with their friends in social networks, by e-mail, etc. Respondents prefer to use the Internet, and this is not surprising, as in this network one can watch video, listen to the music and read books, thus spending leisure time.

From the answers, obtained on the question how often do the respondents visit places of recreation in Krasnoyarsk, it is obvious, that it is happening not very often:

a) theatre is visited not often, 1-3 times a year by 37 % residents of the city, 23 % visit theatres once a year;

b) the majority of the residents of the city (33 %) do not visit concerts, 25-27 % of the respondents visit them 1-3 times a year, 3 % of

the residents listen to the concerts 1-2 times a week;

c) 35 % of the respondents do not visit libraries at all, 19 % visit it once a month, 16 % visit it 1-3 times a year;

d) Internet-cafes are not popular in the city. 80 % of the city residents do not need this service. Only 5 % visit them when necessary, for example, to send an urgent e-mail, if there is no computer at hand;

e) sporting inclinations, as it was found out, are not fully developed. 14 % of the respondents visit gyms. 45 % do not even think about it, as they prefer to prefer not active recreation. Sport events are intended for amateurs. 68 % of the respondents do not visit them, 10 % visit them less than once a year;

f) 4 % of the city residents like night life and entertainment in the city, night clubs and discos are places of attraction for the young people of 16-20 years old. 45 % of the respondents not visit such places;

g) not too many people go to churches. People primarily of older generation (23 %) visit churches 1-3 times a year, 44,5 % of the respondents do not think it is necessary.

Leisure requirements of the city residents lie in preference to visit big shopping-malls, like “Planeta”, “Torgovyi kvartal on Svobodnyi avenue”, “Iune”, etc. 33 % of the respondents visit them regularly once a month, 25 % visit them few times a month.

Numerous cafes in the city – coffee houses and pizzerias, where respondents can meet their friend and do not spend large sums of money, are very popular. The figures are the following: 22 % of the city dwellers visit cafes once a month, 21 % – 2-3 times a month, 12 % – regularly.

If the respondents had a chance to change their usual way of spending leisure time, 52 % of the respondents would use it, 23 % would not change anything. In general, it is

noteworthy, that situation with spending leisure time in the city is satisfactory. There are no problems with a lack of recreational facilities, city residents want more facilities and their availability – in the terms of time (56 %), and money (48 %). Few respondents noted, that there are not many facilities for spending leisure time comfortably and not spending too much money in Krasnoyarsk.

27 % of the city dwellers believe that the government should solve this problem, as the government has to take care of their leisure time organization. 12 % of the respondents have the opposite point of view, noting, that private entrepreneurs could solve this problem better and more effective. 12 % were pathetic about this problem.

One of the reasons of the indifference of the respondents to the question of who and how organizes leisure time activities in Krasnoyarsk, may probably lie in the fact that half of the population (51 %) would like to move to another city. Residents of Krasnoyarsk believe that in the South there are more comfortable conditions for work and rest (68 %), 57 % would be happy to move to the West. 40 % of the respondents could have move to the East, 30 % – to the North. But the North is not preferred destination for the place of constant residence. The North is still perceived as a destination for work under a rotating system by many people.

59 % of the respondents could have immigrate to another country. For the constant place of residence the respondents would prefer Western Europe (59 %), USA (54 %) or Canada (32,5 %). 32 % want to stay in Russia. It is interesting that respondents had no difficulties answering this question, as some of them have already thought about possibility to change the place of residence and some of them are even planning it. They stay in Krasnoyarsk because of the several reasons: close friends are on the first

place (19 %), the unique nature is on the second (16 %), then go study at the higher educational institution (13 %), force of habit and family. If not these reasons, a lot residents of the centre of the region would probably move to another cities looking for the conditions that could have satisfy their needs.

**Recommendations  
for the development and organization  
of the cultural activities  
of the residents of Krasnoyarsk**

According to the obtained data, the following conclusions can be made.

During the opinion poll it was found out that residents of Krasnoyarsk spend their leisure time in a company of their close friends and relatives. This is the most important thing in spending their leisure time. The communication with friends happens in actual (walks, going to the shopping malls together, visiting cafes, meeting at home, etc.) and virtual (communication in the evenings in social networks) forms. In this context, the places, which are visited by the respondents most often, con not be directly associated with places of culture. There is catch twenty-two. Being very proud of the city and unique natural landscape, wholeheartedly adoring natural reserve “Stolbi” and noting, that there are a lot of places to spend leisure time in the city, the majority of the residents do not think that Krasnoyarsk is culturally unique and dream to move far from here.

This problem derives the necessity of correction of the regional centre cultural policy, which may change the situation – to transform the existing opinion about Krasnoyarsk, make the image of the city more positive. The task is to make the residents of the city believe that Krasnoyarsk is the city of culture, with good conditions for work and rest, the city, comfortable for living.

### **Krasnoyarsk is the city of culture**

Firstly, it is necessary to start the change of the image of the city in the residents' minds from the city.

Such a work is being done on the basis of the several places of leisure and culture. In July, 2010 in the museum complex "Krasnoyarsk museum and exhibition centre" on 13-a, Metallurgov av., within the framework of the sociocultural project, the exhibition "Images of the year" was held. The target of the exhibition was to understand how the image of the city has changed after transition from industrial to postindustrial period and through what signs and symbols residents and visitors of Krasnoyarsk see its image. Regrettably, this project has been carried out primarily by people with art degrees: artists, designers, architects, etc., for whom the city has always been interesting and inspiring. Average city residents were not active participants, most of them even didn't know about the event, and if they knew, they didn't visit it. This fact once again proves the results of the survey – only small percentage of the city residents visit museums, exhibition halls and art galleries, as they prefer to walk in the city or socializing in the crowded areas (opera and ballet theatre square, Otdiha island). Consequently, such actions should be carried out in these places.

It is necessary to improve (make more beautiful) streets and squares far from the city centre, thus varying favorite walking routes of the residents. It should be done with the help of different art-installations and benches near them, there a company may seat and communicate.

Places with city art-installations – virtual or multimedia performances, or certain objects of art, temporary shown in the city are very popular among the residents. Social project "Alie Parusa" in St. Petersburg and advertisement installation for Mini Couper in Amsterdam are

good examples. Multimedia show "Alie Parusa" is annually visited by about 1 million people. Advertisement installation of Mini is very creative and is still very interesting for the city residents. Both projects give positive and bright emotions.

In different parts of the city several places for such installations can be found. It is important to have competitive tender, as future art-objects should be of a high quality and could really attract residents' attention.

### **Krasnoyarsk is creative city**

Secondly, it is necessary to organize in the city constant outdoor performance stages or service clubs, where for a little fee dancing, musical, theatre, etc. troops of students of higher educational institutions or other institutions could have give performances. These troops will be interesting and popular among the city residents because of their availability and mansidedness. Hence, the new environment will be formed, where new ideas and projects, which make the city attractive for the residents with different interests, will appear.

Thirdly, it is necessary to invite to the organization of the cultural and leisure time activities not only educational institutions, but city working men organizations and enterprises. As many respondents mentioned the lack of time for having a rest, there is necessity to combine it with their main activity (study/work). For example, on the basis of numerous institutions sporting or creative teams may be created. Culture politics department should support their work, bringing them to the city, regional and other levels. One of the successful examples – creative teams, created on the basis of Kazan engine-building industrial association. They win medal places in several nominations ("Theatrics", "Ballroom dancing") on the annual contests among Russian airplane industry

plants. These teams are well-known not only for the workers of the plants, but also for the other city dwellers.

### **Krasnoyarsk is my favorite city**

These days many towns and cities face the problem when its residents cease to love their towns and cities, and think about moving to other places. That is why many of them started the project named “My favorite city”, oriented to improvement of the leisure time activities and creation of the positive image about the city among the residents. For example, Novosibirsk carries out innovation project, which uses the high technologies of Internet. “My favorite city” – is the first social network in Novosibirsk, where city residents, who visit this site, become direct participants of the project, who can generate the most part of the site content. Project “My favourite city” in Irkutsk is connected with planting the streets and squares, changing the city into a kind of a park for the family rest. In Perm “My

favourite city” is aimed to enlarge and improve present infrastructure of cultural and leisure time activities.

Hence, appears the fourth offer: in order to enlarge the interest of the residents to the city it would be useful to enlarge the number of contests and projects, devoted to the improvement of the city environment concerning leisure time and cultural activities, topical workshops, etc., and carry out quests “My favourite city” for the population of all the age groups, where all the places of culture in Krasnoyarsk will be marked out. The conception “Krasnoyarsk is my favourite city” should be developed thoroughly, on the basis of leisure time and cultural spheres, so as in the process of its realization the city residents had a chance to choose and combine forms of physical and intellectual, creative and contemplative, productive and entertaining activities, so that in spending leisure time each resident of the city should sincerely believe that Krasnoyarsk is the best city on Earth.

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## **Социокультурное исследование культурных потребностей жителей города Красноярск**

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*Данная статья посвящена анализу результатов социокультурного исследования современных культурных потребностей и досуга жителей Красноярск, проведенного в краевом центре летом 2010 года в рамках гранта «Система культуры Красноярского края: базовые субъекты и культурные потребности». Теоретическая часть статьи представляет собой обоснование необходимости проведения данного исследования, подчеркивается его актуальность. В данной части определены объект и предмет социокультурного исследования, поставлена цель и определены задачи: разработка анкеты, учитывающей разнообразный этнический состав общества города Красноярск и, соответственно, его своеобразный культурный досуг, фиксация разных культурных потребностей социальных групп с последующими рекомендациями для формирования актуальной культурной политики города. Ключевым методом для данного исследования становится метод социологического опроса, позволяющий узнать и оценить культурные потребности, выяснить базовые и повседневные ценности красноярцев.*

*Прикладная часть статьи посвящена обработке и анализу информации, полученной в ходе проведения анкетирования, а также выработке некоторых рекомендаций для муниципальных органов власти в области культурной политики, которые учитывают современные потребности жителей Красноярск и способны повлиять на формирование и регулирование их культурно-досуговых предпочтений.*

*Ключевые слова: социокультурное исследование, метод социологического опроса, субъекты культуры, культурные потребности горожан, культурные ценности, культурно-досуговые предпочтения жителей Красноярск, рекомендации для культурной политики краевого центра.*

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