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Ecological Social Values Characteristics of Various Demographic Groups of the Krasnoyarsk Territory

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The main areas of topical researches in the field of ecological values of various social groups, their influence on pro-environmental behavior and connection with environmental knowledge in Russia and other countries are studied in the article.

The existing ecological situation in the Krasnoyarsk Territory is identified. The results of practical studies that reveal the contradictory nature of the value orientations of various demographic groups in the Krasnoyarsk Territory are considered.

Conclusions about the current situation of this field of knowledge in the largest region of Siberia – both in the scientific community and in the public sphere are made.

Keywords: ecological social values, pro-environmental behavior, ecological situation, demographic groups, the Krasnoyarsk Territory.

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Introduction

Environmental values studies are directly related to the problems of climate change and scientists' attempts to develop ways of shaping the population's pro-environmental behavior, that is, the responsible attitude of each person to the environment, manifested in appropriate actions.

The longest history of it is traced in the USA, Australia and Europe.

A detailed review of the development stages of various models of pro-environmental behavior in American science starting from the middle of the 20th century is given in the work by Anja Kollmuss and Julian Agyeman, who reveal a gap between the environmental knowledge, environmental awareness and pro-environmental behavior of people (Kollmuss, 2010). The authors also discuss the model of pro-ecological behavior,

show the complexity of its forms and analyze various factors: demographic (gender), external (institutional, economic, social and cultural) and internal (behavioral motivation, environmental knowledge and values, including ecological values). Ecological values, according to the researchers, can be formed by gaining experience: children's experience in nature, the experience of pro-environmental destruction, family pro-environmental values, pro-environmental organizations and patterns of behavior through friends or teachers and education. Ecological values promote environmental awareness and care for the environment. However, ecological values may not influence pro-environmental behavior; the choice of the latter may be related to the conscious choice of a more economical way of life (to refuse transport taxes, expensive construction, etc.) (Bukova, 2014, Sertakova et al., 2015).

The notion of "environmental awareness", according to Anja Kollmuss and Julian Agyeman, along with values and behavior, is significant in the study of pro-environmental behavior. The concept fixates knowledge about the impact of human behavior on the environment. At that, the awareness can have both cognitive (knowledge) and affective (perception) component, including limitations: inexpediency of a lot of environmental problems, slow and gradual ecological destruction, complex systems (which perception a person simplifies for him/herself), emotional participation in the natural world, responsibility and priorities. It is important that scientists make conclusion that environmental awareness, as well as ecological values, can have little impact on pro-environmental behavior.

Robert Gifford (Gifford, 2011) identifies seven main types of psychological barriers to the ecological behavior formation – seven "dragons of inaction": limited cognition about the problem, ideological world views that tend to preclude pro-

environmental attitudes and pro-environmental behavior, comparisons with key other people, sunk costs and behavioral momentum, discredence toward experts and authorities, perceived risks of change and positive, but inadequate behavior change.

Y. Heath and R. Gifford in their article singled out two opposite types of worldview, on the basis of which pro-environmental ecological behavior or its opposite can be formed (Heath, Gifford, 2006). The authors are based on the theory of ecocentric and anthropocentric types of people, proposed by Thompson and Barton in 1994. Ecocentric people value nature itself and believe that it deserves protection by its intrinsic value. Anthropocentric people believe that the nature must be protected because of its importance for improving people's quality of life. According to the theory, ecocentric people should have a more pro-environmental behavior compared to anthropocentric ones, even if it is associated with inconveniences and expenses that reduce the material quality of their lives.

The issue of ecological values formation and development is also associated with the issue of people's perception of scientific and other information about environmental change. In the article by D.M. Kahan, E. Peters and M. Wittlin the dependence of people's science literacy on the scientific information perception on climate changes is studied (Braman, 2012). Modern society, according to the authors, demonstrates apathic attitude to climate change due to the lack of scientific information and its interpretation by social science. Paul Kellstedt, Sammy Zahran and Arnold Vedlitz in their article on attitudes to global warming and climate change in the United States (Kellstedt et al., 2008) write that the media too often represent the issue of global warming and climate change risks as one of the most significant scientific topics for disputes and discussions.

Environmental values and pro-environmental behavior studies are often connected with the consideration of political platforms and beliefs, which, according to the researchers, have a much greater impact on pro-environmental behavior of populations in the US and Europe than scientific information on climate change (Krosnick et al., 2006; Leiserowitz, 2006; Lorenzoni, Pidgeon, 2006; Guy et al., 2014; Hayes, Knox-Hayes, 2014).

The study by D.W. Hine, J.P. Reser, M. Morrison, W.J. Phillips, P. Nunn, and R. Cooksey who draw attention to the existence of significant differences in knowledge, beliefs and the level of awareness of the non-professional public about the issues of climate change both within one country and at the international level is of interest (Hine et al., 2014). Researchers in the field of climate change and communication specialists are increasingly interested in audience segmentation with separating the distinctive characteristics of communities in order to use this information for more effective appeals.

The study of ecological social values also affects economic issues related to the need to change the methods of labor and production in connection with the changes in climate and ecology. This problem is addressed in the articles by D.B. Lobell, B.M. Burke, C. Tebaldi, M.D. Mastrandrea, W.P. Falcon and R.L. Naylor (Lobell et al., 2008), V.R. Haden, M.T. Niles, M. Lubell, J. Perlman and L.E. Jackson (Haden et al., 2012), J.A. Harris et al., R.J. Hobbs, E. Higgs and J. Aronson (Harris et al., 2006).

Katrina Running from the University of Arizona in her article "Examining Environmental Concern in Developed, Transitioning and Developing Countries. A Cross-Country Test of the Objective Problems and the Subjective Values Explanations" contributes to answering the sociological question of to what extent

environmental concern is caused by objective factors (environmental degradation) or subjective values of the population (Running, 2012). The main conclusions drawn by the author indicate a lesser significance of objective factors than are usually attributed to them; but the influence of subjective values is very significant, especially in the developed economies.

In Russian science, such studies are only starting to be carried out. Moreover, the overwhelming number of scientific researches are carried out in the field of philosophy, pedagogy and are devoted to the philosophical and cultural and psychological and pedagogical conditions for the ecological values formation in the modern society with an emphasis on the education of children, adolescents and students (Illenzeer, Malanicheva, 2013, Poluianov, 2009, Khrapal', 2010, Shiian, Vlasova-Saikova, 2010; Emanova, 2014; Shilova, 2009; Skalozubova et al., 2012; Aladyshkina et al., 2017; Isaeva, Abakarova, 2010; Kotliarova, Yakunin, 2011; Zhukova, 2007; Shavaliyeva, 2017).

Modern Russian researchers use a variety of methods, the most common of which are field studies (Kirko et al., 2013), sociological surveys (Sertakova, et al., 2015), linguocultural methods (Koptseva, Kolesnik, 2016, Libakova, 2014, Libakova and Sertakova, 2014, Razumovskaya, 2012), foresight analysis (Sitnikova, 2015), conceptual art criticism analysis (Sitnikova, 2014), content analysis (Koptseva et al., 2017), conceptual analysis (Pimenova, 2016) and many others.

The very discussion of the concept of "ecological values" and understanding the necessity to study the specific features of such values formation became relevant in the Russian scientific community since the late 20th century (Onuprienko, 1998; Morozova, 1994; Budaeva et al., 2010; Khmelenok, 2010; Zhumagulov, Tolobaev, 2012; Berkunova, 2004).

The modern stage of Russian studies is characterized by the development of the concepts

of “environmental consciousness” (Val’kovskaya, Lushkina, 2010; Krainov, 2016; Vasil’eva, 2006; Nazarenko, Funina, 2015; Rusinova, 2008) and “environmental policy” (Egorova, 2011; Antoshkin, 2015; Egorova, 2006).

There are also sociological studies that identify the value preferences of young people and residents of various regions of Russia and the CIS countries on the basis of surveys (Titarenko, Shirokanov, 2015; Shovgenova, 2004; Fal’ko, Kirilina, 2011). However, these studies are not systemic in nature and are conducted on the individual initiative of the regions.

Another area of research concerning the concept of “ecological values” is related to the development of the issue of eco-tourism and rational nature management (Chimitov, 2006; Shishin, Belokurov, 2006; Udal’tsova, Abramova, 2017).

A separate layer consists of studies that describe the traditional ecological values of the indigenous peoples of the North and Siberia as a basis for shaping the ecological thinking of the modern man (Topical Issues of Studying..., 2014; Tatarintsev, 2009; Vinokurova, 2003).

Generally speaking, as Yu.S. Alizade notes, Russian science needs to study international experience in the field of studying and managing environmental projects and researches (Alizade, 2012).

Methods

The methodological basis of this study is the principles of system analysis, the idea of the great importance of subjective values (in addition to objective problems and knowledge) for pro-environmental behavior.

The Krasnoyarsk Territory has not been subjected to specific researches on this topic, but the region has pronounced environmental problems and some degree of social activity in this regard – especially in the last five years, which makes it an interesting material for analysis.

The authors rely on the results of researches conducted by the scientists of Siberian Federal University within numerous grant projects and field researches in the Krasnoyarsk Territory and the areas inhabited by indigenous peoples (Koptseva et al., 2016, Zamaraeva et al., 2016, Reznikova et al., 2016, Nemirovsky, Nemirovskaya, 2003, Nemirovsky, Nemirovskaya, 2010, Nemirovsky, Nemirovskaya, 2011, Nemirovsky, Safronova, 2014, Indigenous Small-Numbered Peoples..., 2012; The New Future of Siberia..., 2013). The abundant material was obtained during the analysis of publications in the mass media and comments on the Internet.

Ecological Values of the Residents of the Krasnoyarsk Territory Exemplified by the Current Features of Climatic and Environmental Situation

At the moment there are no sources, specializing in disclosing this issue. The main body of research on the values of the Krasnoyarsk Territory residents is devoted to describing and analyzing cultural and social values – these are the studies by V.G. Nemirovsky in co-authorship with A.V. Nemirovskaya and K.V. Safronova (Nemirovsky, Nemirovskaya, 2003; Nemirovsky, Nemirovskaya, 2010; Nemirovsky, Nemirovskaya, 2011; Nemirovsky, Safronova, 2014).

Thus, the article by the above-mentioned author “Specific Features of Value Orientations of the Regional Political Elite (Exemplified by the Krasnoyarsk Territory)” (Nemirovsky, Safronova, 2014) emphasizes the basic value orientations of the regional political elite of the large industrial and raw material region of Siberia. It has been found out that the political elite of this Siberian region, in comparison with its population, is more clearly oriented toward liberal and life-purpose values (work, human life, independence, pro-activity, freedom), while its

population has traditional and universal values (human life, family, order, sociability). The legislative branch representatives, unlike senior officials of the executive power of the region are more focused on preserving the existing order. It is in this study the author presents a table (Nemirovsky, Safronova, 2014: 141) of orientation to basic values on the basis of the model and in accordance to the method by N.I. Lapin, which will allow us to draw conclusions regarding the possible dynamics of ecological values of the Territory population.

Monograph “Social Structure and Social Capital of the Krasnoyarsk Territory Population” states: traditional values (family, material wealth, while altruistic values and self-development values occupy the last lines) dominate among the mass population, which indicates a predominance of negative trends for the social capital development – orientation to consumer-hedonistic and prestigious-authoritative content (Nemirovsky, Nemirovskaya, 2011: 40). The general conclusion of the monograph is the following: absence of a single field of values, existence of representations of dependence on various government bodies accompanied by the low level of trust to the state, orientation to the so-called “Possession” (according to Fromm) and decrease in the level of social capital. A number of problems were identified, the most important of which, in our opinion, are inadequate inclusion of residents in the activities of various kinds of public organizations and insufficient attention to self-education. People trust the nearest social environment; institutional and interpersonal trust is low. On the other hand, the study “Dynamics of Subjective Social Well-being of the Population in the Context of Socio-Cultural Modernization of a Large Siberian Region (Based on Researches in the Krasnoyarsk Territory in 2010-2014)” (Nemirovsky, Nemirovskaya, 2003) shows that over the period 2010-2014 as a result of a number

of processes of socio-cultural modernization of the region, there were changes in the subjective social well-being of the population. As a result of the analysis it was established that under conditions of sociocultural modernization growth in the region there was a significant increase in the subjective social well-being of its population, measured by various indicators. At the same time, negative socio-cultural, economic and other factors hampering the modernization processes in the region do not significantly reduce the indicator under study – this is related, as was shown above, to the determination of the population’s priorities towards family and material well-being.

In rare cases, a prognostic function is added to the analysis: in this respect the study “Regional Specifics of Social Values and Their impact on Central Siberian Territories’ Modernization (Based on Research of Krasnoyarsk Region)” (Zamaraeva et al., 2016) is worth mentioning. This material demonstrates the results of the study of values among school and university students of the Krasnoyarsk Territory in 2016. It provides peculiarities of gender associations, the content of social identification processes and their economic consequences. The value of the rising generation of the region is family; as the respondents grow up, the value system acquires a dynamic character and individual values, as well as the values of educational status, are becoming more important.

The prognostic line is supposed to be presented by the project “Main Directions of the Cultural Policy Strategy of the Krasnoyarsk Territory for 2009-2020” (Project “Main Directions of the Cultural Policy Strategy of the Krasnoyarsk Territory for 2009-2020”). In this block of study this document can be called programmatic, since it is about post-industrial lifestyle in developed societies; the driving force of society is culture and creative potential is the core of the modern economy. A thesis about the

special mentality of the Territory's residents – passionate mentality is proposed, due to which “the innovative experience of the unique social projects, whether it concerns the resettlement of peasants within the frames of Stolypin reform, the construction of the world's most powerful hydroelectric power stations, the creation of space technologies for the military-industrial complex or implementation of the program “We will turn Siberia into the region of high culture” was implemented. For this study the most valuable in the project are the statements demonstrating the attitude towards nature and the environment, thus, the aforementioned passionarity is illustrated by constructing hydroelectric power station, the living space of a Siberian as an “empty” space from Europe to the Pacific Ocean and “the fate of Russia” was determined by its development. The analysis of the text forms an idea that despite the appeals to consider culture as a factor for the future growth and economy development, the intensive development of the raw materials industries comes to the fore: “Such projects, which are the “points of growth” for the Territory's economy, will determine the broad infrastructure development of villages and small towns, ensuring, thereby, the creation of comfortable living conditions for the local population. Culture in this case should act as an organizing principle of the social and spiritual life of the community, the resource for forming territorial attractiveness and human potential development”. The project of the Boguchany Dam and creation of the Krasnoyarsk Agglomeration-2020 are defined as “large investment economic projects”. At the same time, a special role in the Territory development is given to nature reserves and parks. The contradictions indicated in the project are more likely to fit into the formula “the challenges of modernity and the demands of modern man are growing; the possibilities of the region and various management institutions

do not meet these challenges”. Challenges can be overcome, among other things, due to “forming regional cultural identity of the Krasnoyarsk Territory as a priority of cultural policy”, as well as the correlation of current activities with modern communication processes and innovative technologies.

The work “Human Capital of the Krasnoyarsk Territory: Foresight Study” (Human Capital of the Krasnoyarsk Territory, 2010) that explores the promising “category” of regions development – the so-called “human capital” is the closest to the issue of this study. The main tendencies, critical situations and promising technologies that will influence the development of human capital of the Krasnoyarsk Territory are identified; the range of managerial decisions necessary for the development of the human capital in the Territory is determined. The report identifies the following social values of different actors: power and business consider man primarily as a resource for production systems, since on the one hand, they have to maintain competitive positions in the market, and on the other, to have long-term sustainability; a gradual transition from the value of higher education as a formal tool for job placement to “initiative education” preparing for real activity in the minds of professionals; the major part of the population is interested in improving the quality of life – parents invest in the education of children, young people invest in additional education; the innovative sector is interested in developing its own potential, creating ambitious projects and activity programmes. As for the ecology, the study gives the following data: **“Emission intensity of air pollutants** per capita in the Krasnoyarsk Territory is 3.9 times higher than the average level in Russia, 9-17 times higher than in the most ecologically favorable regions of the country in this respect. Only 30 % of industrial and domestic wastewater is cleaned up to the standard

level. About 40 % of the Territory's population has to use water that does not meet sanitary and hygienic requirements. Krasnoyarsk and Norilsk are in the list of the cities of the country with a critically high level of air pollution. About 60 % of the urban population of the Territory lives in cities with high and very high levels of air pollution. Deterioration of equipment, engineering networks and non-compliance with technological safety standards at the transport and energy complex sites that resulted in the largest accident at the Sayano-Shushenskaya Dam are critical for the Krasnoyarsk Territory. High-risk venues are hydropower and heat and power plants (HPP, SRHPP, TPP), most of that were designed and built in the 1950s and 1970s and do not meet modern security requirements" (Human Capital of the Krasnoyarsk Territory, 2010: 19). These data gives all grounds to assume that there is a high probability of the forecast risks implementation – by 2030 the situation in the field of healthcare (the so-called "privatization of health", i.e. personal responsibility for health) will deteriorate, there will be increase of interest in labor protection and a healthy lifestyle, there is a loss of reason for the region existence due to a large number of environmental disasters. An alternative scenario is the so-called "innovation-breakthrough" scenario, where ecology is given the role of one of the crucial changes.

Based on numerous studies of the values of social groups (which, according to the survey, are few), then currently, the studies of value orientations of at least two "new" social groups – people who identify themselves with religious and people who do not relate themselves to those are emerging. The studies by L.V. Baeva and L.V. Baev (Baeva, Baev, 2005), S.T. Zhumarova (Zhumarova, 2014) and the information and analytical publication "Religious and Social Life of Russian Regions (Religious and Social Life of Russian Regions, 2016) make conclusion that

religious people put spiritual values, family and family health at the forefront and do not aim for career growth, they are more characterized by the community spirit, they see themselves inseparable from the community – the value of independence is at the last place, in most regions the interest is concentrated on restoring the so-called "traditional values" (it is noteworthy that in Karelia Orthodoxy became the fundamental ground for the ecological approach (Religious and Social Life..., 2016: 248). As for the Krasnoyarsk Territory specifically, the data is the following: religious education and social service are prioritized, and the authorities attempted to unite the social programmes of religious organizations within a general regional programme.

If we consider research papers that reflect the values of such a group of population as indigenous small peoples, then there is no unambiguous answer to the attitude to current ecological changes as well, they are mostly devoted to economic geography, where nature is given the role of resource: these are the articles by M.V. Ragulina (Ragulina, 2000; Ragulina, 2001), N.I. Novikova and V.V. Stepanov (Novikova, Stepanov, 2010), V.F. Zadorozhny (Zadorozhny, 1995), T.N. Shekhovtseva (Shekhovtsova, 2006) and V.A. Shnirel'man (Shnirel'man, 1993). The article by M.V. Ragulina "Indigenous Ethnoses of the Siberian Taiga: Motivation and Structure of Nature Management (Through the Example of Tofalars and Evenks of the Irkutsk Region)" (Ragulina, 2000) characterizes structure, motivation and the role of nature management in the formation and functioning of the phenomenon of ethnicity. The traditional system of Evenks and Tofalars' nature management – consumer crafts, fur hunting, fishing and gathering, transport reindeer herding, cattle breeding and agriculture is considered; the vector of ethnic nature management development is indicated. The values of indigenous peoples are a continuum

of different durations (time, age), animalistic attitude to nature (the “body of the taiga”) and the absence of a clear dividing line “man-animal”. The highest value is human life; the mechanism of survival in the harsh environment is the tradition of mutual assistance and community ties. The value of ethnic nature management is specified: it is “a means of reproduction and preservation of a community’s dependence on it”. The author’s remark that today “the law of the equilibrium of culture” which is based on the original socio-biogeographical approach and was formulated by the researcher S.M. Shirokogorov, has been little studied. A rather interesting hypothesis that “socio-political passivity characteristic of the taiga ethnoses at the socio-psychological level is an “afterimpression” to gross interference in the sphere of interpersonal and production relations, closely related to it” is developed. In other words, aggressive intervention into the rules of human-nature relationship established by the generations provokes the passivity of person and the severance of deep ties of all levels.

In the collective monograph “The North and the Northerners” (The North and the Northerners, 2012), it is noted that “recently the concern of indigenous small-numbered peoples of the North and the bodies of state power and local government bodies of the Yamalo-Nenets Autonomous District in connection with unsystematic industrial development has been growing”, which leads to the growth of social tension, the local residents insist on increasing attention to the environment issues and on ecological and ethnographic expertise. The residents advocate for preserving the traditional way of life, recognizing the problem “in their relations with the gas industry”, expressing dissatisfaction with the process of work organization – the creation of settlements in the undeveloped territories of the tundra, when there are already functioning places for living. Unreasonable use of natural resources

causes an antisocial type of attitude towards nature among the local population (pollution, poaching). Fragments of the interview with the representatives of indigenous small-numbered peoples given in the monograph demonstrate that they protest because they do not see benefits for themselves: “our forests will be cut down, the natural world and ecology will be violated” (The North and the Northerners, 2012: 111). On the other hand, it is noted that the development of ecological and ethnographic tourism is becoming topical – the government tries to involve the indigenous small-numbered peoples in this area of activity. A hypothesis, according to which the guarantee for the projects sustainability is inclusion of indigenous small-numbered peoples in their development, has been elaborated.

Attitude towards the environmental situation in the Territory is most promptly reflected by the most popular in the Territory media: news websites newslab.ru, ngs24.ru and Prospekt Mira, which, in addition to the website, has a popular public in vkontakte (Prospekt Mira: City edition, 2017). News about the current environmental agenda: about the “black sky mode”, oil products emissions, the situation at the Boguchany Dam, the ferroalloy plant, the creation of the so-called “Aluminum Valley”, the construction of a “final storage facility” for nuclear wastes in Zheleznogorsk, etc. cause hot discussions and a huge number of user views. So, the number of views of freshly released news ranges from 1,000 to 3,500 people on Prospekt Mira and the number of comments – from 30 to more than 650 comments on newslab, and not only with sarcasm about the authorities position (“That’s interesting, 40 years ago nothing prevented large beautiful trees from growing on Mira street. And now they say that trees do not take roots and can grow only in planters”), but also with direct suggestions about what the city dwellers themselves should do (“People, we will die out soon! We must do

something – at least for the sake of the children. Or, to leave this place cursed and doomed by someone... But, where? ...” “Any plant carries a threat to the environment and humanity, but the fact that emissions from the manganese plant are great is obvious. If you seem to like the idea of construction, then go there to work, and we will see through your example how far it is not dangerous”, note: here and further author’s text is preserved).

Emotional presentation of environmental themes is also characteristic of the majority of local official mass media: newspapers, TV channels and Internet resources: there are phrases “Krasnoyarsk is sentenced to environmental punishment”, “The last week in Krasnoyarsk was held under the tag of # black sky. We look at the city and are horrified!”, etc. Only some of the media, mainly with a narrow professional specialization (Aluminum Valley Will Increase..., 2016), are trying to write about the new government project “Aluminum Valley” as helping to develop the internal market, improving the status of Krasnoyarsk, noting that “in fact, the Aluminum Valley already exists in Krasnoyarsk – it is a working cycle of aluminum production at all stages ...” and “the project will not result in an increase of the environmental burden on the urban environment”. However, materials published in another register and in other media cause public reaction among the population.

“Prospekt Mira” takes the most active position among the news websites and publics; it contains materials aimed at drawing attention to the issue of environment, but not from an emotional and evaluative point of view, but rather as an “awareness promotion”. Thus, the resource publishes materials: “Who Are These People: Seven Famous Krasnoyarsk Environmentalists” (Who Are These People..., 2017), “Eight Sources of Pollution That Kill the Residents of

Krasnoyarsk”, “Experts Called Krasnoyarsk an Area of Ecological Disaster”, etc. Catchy and provocative headlines, on the one hand, fuel interest to the materials and, on the other, act to form a bold and active civic position of their readers.

The “grassroots” activity of the city residents is of special attention, thus, in the social networks a special group called “Black Sky Mode” (Black Sky Mode, 2017) with a phrase “For those who care” (there is also a website режимчерногонеба.рф) was created, there are also “No to ferroalloy plant”, “Krasnoyarsk volunteers, for those who care for the ecology”, as well as the group “Krasnoyarsk is against!” that covers a wider range of urgent issues for the Territory (the most numerous of them with more than 38 thousand participants). Each of these resources publishes either emotionally colored data (“Krasnoyarsk is slowly dying, turning from the capital of Siberia into a peripheral, polluted and forgotten colonial city”), or reports and invitations to special environmental events (“Volunteer environmentalists shared experiences and discussed the effectiveness of various instruments to attract attention of public authorities of the city, regional and federal levels and industrial enterprises management to the necessity to solve pressing environmental issues”).

The society activity was supported by creative city dwellers – in June 2016 (An Artist Put Gas Masks..., 2017) a Krasnoyarsk artist put on gas masks on the most popular monuments in the city center, calling it a “civilized protest” against the environmental situation in the city. In February 2017 in Krasnoyarsk, actively trying to find its own attractive tourist brand with the support of the regional administration, one of the announced variants was connected with the “black sky” and created by a city resident (A Krasnoyarsk Resident..., 2017). The initiative received wide publicity, including the creation

of a whole specially developed line of images and souvenirs in black and gray colours with a key sign – a cross (“a symbol of the authorities’ attitude towards the city”). Recently civic activity in environmental issues has increased – the opponents of the ferroalloy plant stuck marker-sticker to cars for self-identification and increased attention to their position (according to some data, more than one hundred thousand Territory’s residents took an active part in the protest), in March 2017 a protest “For Clear Sky”, took place, a few years before this (in October 2011) there was a protest against the ferroalloys plant, and within its framework the reports on the medical and financial consequences of such a plant appearance in the Territory were read. The protest “For Clear Sky” gathered more than a thousand people and was finished by the public adoption of the resolution passed to the Territory authorities and the Legislative Assembly.

In this context, it is interesting to note that for those people who actively demonstrate their citizenship, the value, according to the definition by A.M. Korshunov, is “not in any significance, but only in the one that plays a positive role in the society development: it is ultimately connected with social progress” (Zhumarova, 2014). This is confirmed in the text of the study by N.I. Novikova and V.V. Stepanov (Novikova, Stepanov, 2010): the scientists provide data from the World Bank (The World Bank), according to which the quality of life is affected by the degree of the local residents’ involvement in environmentally rationalized projects. The guarantor of a project’s success is active participation of local residents in it. In other words, the maximum openness of the authorities concerning environmental changes is positively regarded by the city residents. The researchers note that the quality of life in the city is determined by the compliance of the environmental quality assessment by the residents and official authorities.

Conclusion

Thus, in the Krasnoyarsk Territory in administrative strategic documents, the attention is mostly paid to the economic component and ecology is rarely discussed; on the other hand, the stake in the Territory development is made on the tourist industry – the growth of domestic tourist flows is a direct reason. The development of tourism in the Territory is understood from the point of view of attracting the population to visiting nature reserves, an attractive brand is being searched for (its visual image is also based on the attractiveness of the local nature).

In the last two years (since 2014) there has been an increase in the interest of the Territory population to the standard of health and the factors affecting it. If in the years previous to this period the so-called terminal sociocultural basic values of the “traditional” and “universal” levels were prioritized, now we can say that in environmental issues Krasnoyarsk residents are gradually starting to form instrumental basic values – independence and initiative. The percentage of such a population is indeed small, but modern means of communication give an opportunity to stimulate interest to environmental issues in the Territory, as well as offer options for public participation in addressing these issues. The “recipe” for such interaction is simple: the participation of the local population in solving environmental problems not post-factum, but at the very first stages of diagnosing the problem – this should become the task of the Territory authorities, environmental activists and the local media.

It is obvious that domestic studies should be based on the experience of American and European scientists, on their research methods and conceptual provisions on the correlation of ecological values, environmental knowledge and pro-environmental behavior.

The studies should be systemic in nature, environmental problems and the formation of allowing taking into account as many aspects a certain type of worldview and behavior, as affecting the perception and understanding of possible.

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Экологические социальные ценности, характерные для различных демографических групп Красноярского края

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В статье рассмотрены основные направления актуальных исследований в области экологических ценностей различных социальных групп, их влияние на экологическое поведение и связи с экологическими знаниями в России и за рубежом.

Определена существующая экологическая ситуация в Красноярском крае. Рассмотрены результаты практических исследований, выявляющих противоречивый характер ценностных ориентаций различных демографических групп Красноярского края.

Сделаны выводы о текущем положении этой области знания в крупнейшем регионе Сибири – как в научной среде, так и в публичной сфере.

Ключевые слова: экологические социальные ценности, экологическое поведение, экологическая ситуация, демографические группы, Красноярский край.

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