

**L. G. Titova**

### **Sustainable development of society: problems and prospects**

The article examines the problems of sustainable development of modern societies, identifies their causes and the evolution of views on the origins of unstable and non-equilibrium development in the spatial and temporal aspect of social and political processes. Identify the factors of territorial sustainability, stresses the importance of humanization of development of all spheres of society, the role of education in formation of personality, able to independently decide within fragile and conflict in the world.

The fact of General global instability of development is emphasized. Achieving the sustainability of social systems is currently a debatable and difficult task, the main problem of its solution is the inability to meet the growing needs of both individuals and society as a whole due to the exhaustion of resources on a global scale. Of course, production and distribution in some countries is ahead of time, in others it leads to a lag at the level of previous centuries. The uneven evolution of different countries in the direction of technological structure and artificial replenishment of their own resource base, the desire of countries that have entered the era of technological take-off to take priority political and military positions, gives rise to many planetary and territorial conflicts. The technological progress itself is contradictory, all the consequences of which are still unclear, poorly understood by people, and therefore are often perceived as a threat to man himself and the future of mankind. The new era has shown that at the current level, political management and police-military pressure cannot cope with numerous social, economic, environmental, ethnic, and religious problems, and their resolution must be at a deeper intellectual and cultural level. It is obvious that the importance of forming a person who is able to understand the risks of modern civilization is increasing, breaking through the muddy waves of information flows, misinformation and myths, and the role of education and upbringing is growing many times. Step-by-step solution of these tasks can begin with separate territories that localize and concentrate the rules, methods and methods of concretizing the combined actions of administrations, citizens, parties, social movements, and cultural and educational institutions.

**Key words:** sustainable development, instability, model of sustainable development, stagnation, territory.

**O. V. Eparkhina**

### **Digital rights of citizens and their protection in a post-covid 19 society**

In article research intention of digital rights of sitizen and some problems of it perception and protection during the pandemic 2020. Weakness of low base in this sphere and actualization of right's protection during fast digitalization of society lead us to research international standards of right's protection and to research some possibilities of different international human rights organizations. The author presents brief field of privacy data threats in digital society in pandemic situation. There's analyzed the experience of different countries with digital personal data and some problems in this work. There're some differences in digital personal data policy in different countries. As a base of creation a future law about work with digital personal data and digital rights of sitizen, european countries use GDPR. But regulation of this field is take-off now, the most important role have an active public organizations and international human rights organizations.

**Key words:** digitalization of society, GDPR, human rights organizations, digital rights of sitizen protect.

**A. S. Emelyanov**

### **Two poles of ethnic identity of university students of the Yaroslavl region**

This article examines the features of the types of ethnic identity of university students in the Yaroslavl region. The author points out the insufficient effectiveness of the current policy of fostering tolerance and interethnic friendship. The processes of globalization and leveling of the national self-awareness of ethnic groups taking place in the modern world, on the one hand, and the growing need to preserve ethnic culture, on the other hand, are to a certain extent manifested in the example of university youth in one of the regions of Central Russia. The study of the features of this problem was carried out by the author on the basis of a questionnaire survey of about 900 students using domestic methods. The research results are grouped into six types: ethnonihilism, ethnic indifference, positive ethnic identity, ethno-egoism, ethno-isolationism, ethnophanaticism. The geographical approach allows us to see some qualitative differences in relation to a number of the questions raised among students representing more than 40 peoples of Russia, the republics of the former USSR, foreign Asia, Africa, and foreign Europe. A certain emphasis is placed on identifying one of the negative manifestations in the youth environment - ethnophanaticism among Azerbaijani, Armenian, Kazakh, Russian, Tajik, and Turkmen students. The polarity of the studied phenomena of ethnonihilism and ethnophanaticism is compared, first of all, using the example of russian and tajik youth. Attention is drawn to the desire to preserve the foundations of life in an unchanged form with a noticeable role of Islam among tajik students. On the other hand, among the russian respondents, ethnicity is not so actualized, it is close to western cultural norms. In the context of the mosaic nature of the information space, contacts with multilingual peers receiving education at the universities of the Yaroslavl Upper Volga region, interethnic attitudes and stereotypes are consolidated for subsequent adulthood. The formation of a positive ethnic identity in the host of migrants with educational, labor goals of the local population is an urgent need.

**Key words:** globalization, leveling of national self-awareness, ethnic identity of students, university education, Yaroslavl region, globalization, tolerance, ethnic culture of the youth environment.

**L. G. Batrakova**

### **Innovative development of russian regions according to the «triple helix» model**

The topic of the article is extremely relevant for modern Russia. The formation of an innovative economy begins with the creation of an innovative climate and the definition of a model for further development. To assess the innovation system of regions, the AIRR rating is used, based on the calculation of 29 indicators. The rating data shows managers the strengths and weaknesses of development and allows them to adjust the innovation policy of the regions. The article presents the data of the "rating of innovative development of the Russian Federation subjects" based on the results of 2017. It is shown that if you divide the regions into 3 groups (advanced, medium and lagging), the number of subjects of the Russian Federation in them is approximately the same.

The article describes possible ways to coordinate relations in different types of economies. More attention is paid to partnerships in the post-industrial online economy. This economy is characterized by the interaction of three subjects in the network mode and thus forms a "triple helix". According to the "triple helix" concept, the formation and implementation of innovations should be based on universities that interact with business and government.

In Europe, the "triple helix" model of innovative development is the main one in regional development. The article focuses on the problems of the formation of the "triple helix" in the regions of Russia. At the same time, successful examples of effective interaction of science with business and government are given.

A continuation of the "triple helix" concept is the "quad helix" theory, in which the Quad element is the users of innovation, i.e. citizens who are the driving force of the innovation process. The forms of implementation of the "quad helix" model are aimed at the development of the region's human capital.

**Key words:** innovation climate, region, innovation system, rating, partnership, "triple helix", University, "smart specialization".

**A. Y. Volkov**

### **Modern stage of social and economic development of the Yaroslavl region**

The article analyzes the indicators that characterize the dynamics of socio-economic development of the region on the example of the Yaroslavl region. The correspondence of actually achieved indicators with the forecast of regional development is considered.

The regional economy depends on the Russian economy, which is characterized by slow development dynamics and inertia. Reformatting the economy requires both time and costs. In turn, the regional economy has at its disposal both financial instruments and other ways of influencing the country's economy. The results of this impact can be tracked through a number of statistical indicators. According to initially published data, the industrial production index in the Yaroslavl region in 2019 compared to 2018 was 98.4%. Since February 2020, a retrospective recalculation of industrial production indices for 2015-2019 has been made based on the new base year 2018. As a result, industrial production in 2019 increased by 5.6% compared to the same period last year.

Given the transition period in the formation of the industrial production index and the difference in the value of the indicator for 2019 at the level of 7.2 percentage points, there may be risks of interpretation of this indicator. The growth rate in 2019 compared to 2018 for most other indices that characterize the economy has decreased, with the exception of growth in the turnover of public catering and real disposable income.

Comparison of actual data on socio-economic development of the region with forecast data indicates that there are deviations in most indicators. At the same time, insufficient accuracy of macroeconomic forecasts can lead to errors in choosing priorities for socio-economic and fiscal policy, and lead to further incorrect goal setting and forecasting.

**Key words:** development, region, development indicators, industrial production index, socio-economic development, forecast indicators, actual indicators.

**S. E. Zhura, V. V. Markin**

### **Features of the development of entrepreneurship in the russian Arctic**

The article deals with the development of Arctic entrepreneurship in the Russian Federation. The development of the Arctic territories at the present stage is of increased interest to almost all world powers, since the Arctic region is becoming of strategic importance for strengthening the national security of states, so this issue is paying attention to both russian and foreign researchers. The main indicators of small business development in the Arctic zone of the Russian Federation are analyzed. It is concluded that small business is developing unevenly across the Arctic regions of the Russian Federation.

According to the level of small business development, there are two groups of territories. The first category includes the Nenets autonomous district, Yamalo-Nenets and Chukotka autonomous districts, where the development of the business sector is significantly lower than in other regions. The second group includes the Krasnoyarsk territory, Murmansk and Arkhangelsk regions, where Arctic entrepreneurship is well developed. This division explains the features of small business development, taking into account the natural-climatic, geographical and socio-economic features of the Arctic territories.

Proposals aimed at the development of Arctic entrepreneurship and Arctic territories are formulated. Entrepreneurship in the Arctic zone is a necessary condition for the development of these territories. It is necessary to create small mobile points for the delivery of essential goods and services, provide services in the field of cultural and educational activities, provide additional educational services, and develop social and transport infrastructure.

An important direction for the development of Arctic entrepreneurship can be an innovative sphere aimed at the production of goods and services that increase energy conservation. Additional measures are required to support entrepreneurship in this area, including programs for the development of business of indigenous minorities.

**Key words:** Arctic entrepreneurship, small enterprises, regions, the Arctic zone of the Russian Federation, business development, small peoples of the North.

## **THEORY, METHODS AND ORGANIZATION OF SOCIO-CULTURAL ACTIVITIES**

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**T. N. Gushchina**

### **Research on the views of modern youth about social success**

This article analyzes representations of modern youth about social success, the factors of social success and the role of socio-pedagogical support in the development of the social success of young people; on the correlation of age and success, success and support; about the impact of social success on the level of human life; about the readiness of youth to accompany other people. The sample size was one hundred and twenty young people between the ages of fourteen and thirty who are studying in General education organizations, professional educational organizations, and educational organizations of higher education in the Yaroslavl region. To study the social perceptions of modern young people, the author's questionnaire was used, and to control the results, individual conversations and the method of focus groups were used. The survey was conducted in writing on an individual basis, indirectly, using the Internet service "Google forms". The link to the survey was posted on the public pages of educational and public organizations in the social network "in contact". Differences are shown in the content of social representations of success as a socio-psychological phenomenon, and in their interpretation by the study participants. It is established that socially successful young people tend to perceive success not only as a result of their own actions, but also as a result of support by family members or teachers, while their peers who consider themselves unsuccessful tend to exaggerate the role of circumstances, including support, in the development of their own social success. Indicators of the presence of socio-pedagogical support in the life of people who are socially successful are higher in percentage than those who are unsuccessful. Most of the study participants note that the most effective development of social success of young people occurs in the conditions of accompanying this process.

**Key words:** social success, representations, youth, social survey, socio-pedagogical support, leadership qualities, technology, socialization of youth.

**V. P. Golovanov**

### **Education in modern sociocultural conditions: new challenges, opportunities, responsibility**

The problem of upbringing in modern socio-cultural conditions is very significant and relevant. Modern reality has a significant positive educational potential, creates a new space for personality development, self-determination, self-organization and self-realization. The transformations in modern Russia, the preparation of a new generation of russians who are able to successfully carry out these transformations in the interests of the individual, society and the state, overcoming numerous manifestations of lack of spirituality in children and youth require an increase in the role of education in educational organizations as a social institution. In this regard, this article deals with new approaches to the organization of educational activities in the education system. The article notes that in modern socio-cultural conditions, education should be focused on achieving two interrelated goals: the success of socialization of the younger generations in modern conditions and self-development of a person as a subject of activity, as a person and as an individual. Education is viewed as a pedagogically organized and purposeful process of personality development, the process of mastering and accepting values, moral attitudes and moral norms of society. The main content of education is to ensure the process of socialization and self-development of a young person on the basis of technologies and means of pedagogical assistance, support and accompaniment. The article also takes into account the fact that in connection with the legislative initiative of the President of the Russian Federation V.V. Putin of May 21, 2020 on the draft federal law "On amendments to the federal law" On education in the Russian Federation " the appeal, first of all, to the problem of upbringing in the education system acquires special relevance. Thus, there is a conscious need of the state to restore the upbringing function of education and in its new understanding. The material is revealed on the basis of a systematic approach to education, where the child is the main subject.

**Key words:** upbringing, upbringing function, education, upbringing activity, new opportunities, upbringing dominant of education, social activity.

**M. A. Zaitseva**

### **Peculiarities of work with creatively gifted youth in the context of state policy**

This article is an attempt to study the awareness of talented youth about the forms of support for their own initiatives. In 2020, specialists and students of the Yaroslavl state pedagogical university named after K. D. Ushinsky conducted a study that

showed significant differences in the awareness of young people about the opportunities for implementing their own initiatives and existing support experience. The work presents the experience of state support for talented youth, analyzed legal sources and organizational forms of work with talented youth, using the example of the Yaroslavl region. The work is based on the research of scientists such as A. V. Batarshchikov, A. D. Boroday, I. M. Ilyinsky, S. V. Maksimova, N. S. Zlobin, M. S. Kagan and other scientists. The work analyzes the activities of federal authorities to support talented youth, talks about forms of grant support, defines and approaches to the concept of "talented youth." The guidance provided by professionals in support of talented youth focuses on youth motivation and self-organization. Young people, first of all, highlight the need for external support, for example, more free open workshops, opening sites, sharing experience with other areas, taking into account the individual characteristics of each; accessibility, wide dissemination of information in this field. Others consider it important, first of all, internal factors depending, first of all, on the person himself – work on themselves, clearly set goals, believe in yourself, not be afraid to express their ideas, be more active, etc. The study made it possible to highlight problems in the information support of youth initiatives and present the experience of specialists in improving the system of supporting initiatives of talented youth.

**Key words:** support for talented youth, grant support, initiatives, creatively gifted youth, work with youth, team formation, features of working with creative youth.