

# The Role Of Information Support In The Implementation Of The State Youth Policy

By

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## Abstract

Media convergence, the global spread of the Internet, the digitization of communications has led to fundamental changes in the media sphere and the place of a person in it. The Internet has connected many users into a single open communication network, created an unlimited number of connections, reduced the distance between network participants, and destroyed the spatial and temporal restrictions. And every year the time spent in the Internet environment increases. According to the study by We Are Social, Russians spend about 7 hours 17 minutes on the Internet every day [1]. The media have become an effective tool for purposeful social order development by building connections and relations with the public that are correct for the authorities, which is especially important for the youth environment, since this age cohort is the most massive user of the network and the successful integration of the younger generation into the social system largely depends on media support for state efforts to ensure the conditions for young people potential implementation and development.

The article presents the results of information support practice study concerning the state youth policy in Russia, the role of the media in covering the activities of government bodies to implement the programs for the younger generation support. The key problem of the study was the study of the Federal Agency activities for Youth Affairs concerning information support of the performed youth policy and media support effectiveness determination. For this purpose, the content and the channels of Rosmolodezh presence on the Internet were studied.

**Key words:** State youth policy, information support, media consumption, media sphere, mass media.

## 1. Introduction

The study of information support practice concerning the state measures for the social development of young people, their effectiveness and difficulties in implementation is an important task both in scientific and in practical and political aspect. The indicated problem is extremely actualized by the growth of media consumption volume among the younger generation, as indicated by the results of many studies [2, 3]. Internet consumption is growing: for example, if the Internet audience in Russia was 81% in 2020 [4], then in 2022 already 89%

of the country population use the Internet at least once a month [5], and almost 100% of young people, and social media are more often preferred as multifunctional platforms that allow them to be used not only as communication and entertainment, but also in order to search for information to study, for future profession and self-development [6].

The process of media digitalization is going on at a global pace, and those entities that use new media channels, such as social media, significantly increase the effectiveness of their communication with their public [7]. Today it is the primary institution of socialization, in many respects exceeding the potential of traditional tool influence - the family, the church, the education system, not only by communication provision in the social system, by the provision of links between public groups and institutions, interaction of citizens with the authorities, but also by forming a citizen's sense of involvement in the ongoing processes of society development, awareness of their importance and belonging to the state. In this regard, it is important today more than ever that young people have access to open, equal and adequate information about reality, and, above all, on the conditions of life activity created for the successful integration of the younger generation into the social system.

## **2. Methods**

The methodological basis of the study was made by monographic studies, the results of a comparative analytics of youth content according to the content criteria, headings, forms of presentation in social networks. The basic methods of analysis were general scientific methods of induction, deduction, and synthesis [8]. The main special method was content analysis [9, 10]. Rosmolodezh uses the Vkontakte, Rutube, Tiktok, Yandex Zen and Telegram platforms for information support of the ongoing policy on the social development of youth: Yandex Zen, creation date - 14.02.2022, the number of subscribers - 216 the period of content analysis: 14.02.2022-1.05.2022; Telegram, creation date - April 5, 2016, the number of subscribers: 7651, the content analysis period: 1.04.2016 - 30.04.2016, 1.04.2022 -30.04.2022; VKontakte: the chronological framework of the study - May 2021 - June 2022, the number of subscribers - 146826; Tik tok: 1127 subscribers, the chronological scope of the study is 22.02.2021 – 22.02.2022. Rutube: the chronological framework of the study 2016–2018 – 2021–2022, the number of subscribers is 51, the study of which made it possible to determine the effectiveness and the features of information support for the practice of state youth policy implementation in Russia.

## **3. Results And Discussion**

Currently, social networks are an accessible and used way of obtaining information about the activities of the state, and the policy pursued. The Internet, bringing together traditional media, is a universal public tool for obtaining the necessary information sources. The study of the Vkontakte audience showed that 69% are female users and 31% are males aged from 20 to 30 years. Many of them work, the other part is listed as "students", living mainly in big cities such as Moscow, St. Petersburg, Yekaterinburg, and Kazan. The results of studying the network content on youth issues, the regularity of publications, the dynamics of views and likes are presented in the table. The data obtained suggests that this year the regularity of publications has become less frequent, but the interaction with content by views and likes has increased, which suggests that the number of subscribers also increased during the year. The results obtained by ranking topics published in the community indicate that both entertainment and news content was the most popular (27 posts) in 2021 and 2022, the posts on forums and festivals took the second place (26 in total), the third place belongs to the

publications on youth initiatives - competitions and grants. The comparative analysis of the rating on youth topics showed that over the year the number of posts on competitions and grants from Rosmolodezh increased by 1.6 times, and the volume of entertainment and news content decreased from 27 to 16 posts. Of the positive dynamics, one can note the appearance of posts about assistance concerning a profession selection, business organization, and the publications related to the Victory in the Great Patriotic War.

### *Results of content analysis of Vkontakte publication content*

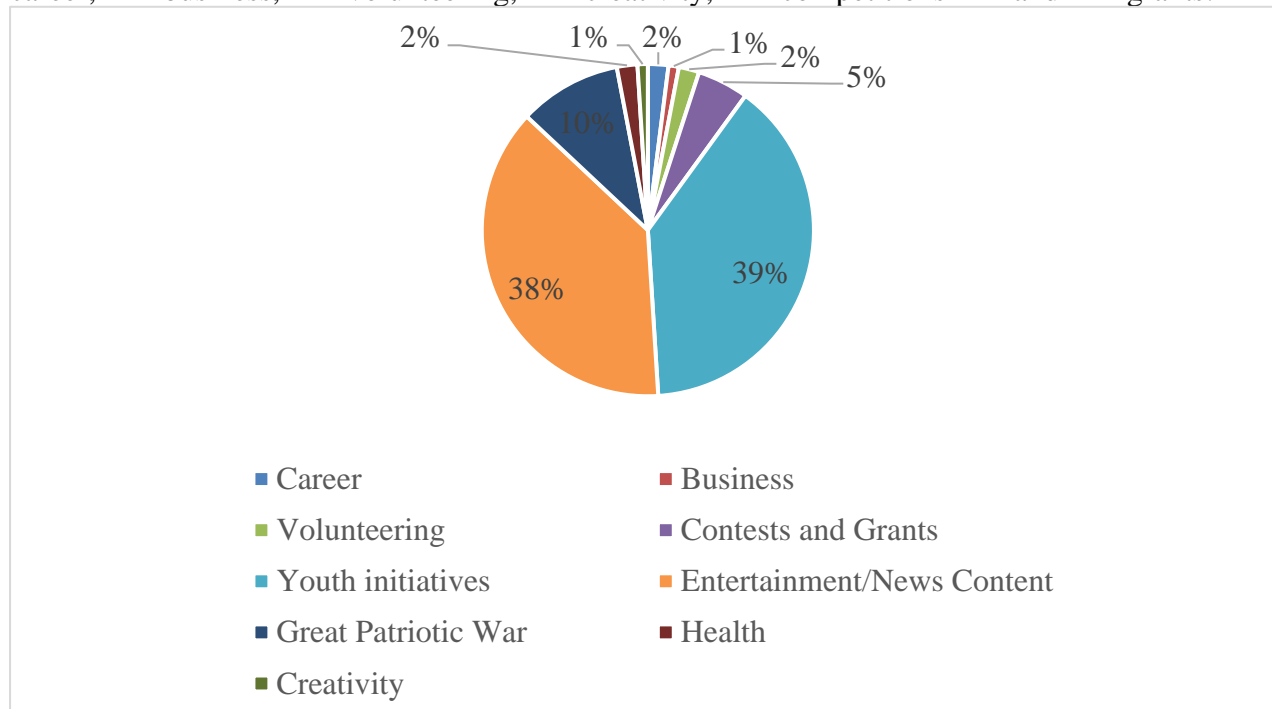
<b>Evaluation criteria</b>			
	Platform	Vkontakte (May 2022)	Vkontakte (June 2021)
	Link	<a href="https://vk.com/rosmolodez">https://vk.com/rosmolodez</a>	
	Number of subscribers	146 826 subscribers	NS
	Regularity of publications	3 - 6 posts per day	4 - 7 posts per day
Content	Themes	Great Patriotic War, Rosmolodezh events, projects, grants, achievements in various fields, hashtag "#историяУспеха", heading "More than travel" (about cities), choice of profession	Tavrida, higher education, e-scooters, film selection, Day of Russia, examination period for schoolchildren and students
	Illustrations and photos	In each post, mostly youth are depicted	In each post, mostly pictures
	Contests and other activities	Drawing competition, youth project competition, hashtag "СимволБудущегоРоссии", international competition-prize KARDO	Grant competitions, All-Russian competition for students "Your Move," Quiz-marathon "Win a dream journey"
Promotion	Target ads Working with bloggers Viral publications		
Communication	Post views	10k - 100k, 500k, 1M	2k - 17k
	Post engagement	Average of 80 likes	Average of 50 likes
	Tone of voice	Positive, informative, entertaining	

In general, one can conclude that the Vkontakte platform is a dynamic and actively developing information network on youth issues, as evidenced by regular posts and audience engagement.

The results of Rutube content study allow us to state that the content of the platform is not systemic. The topics of publications in 2017 were mosaic and consisted of situational topics. So, 12 posts were published on webinars, the same number of posts related to the

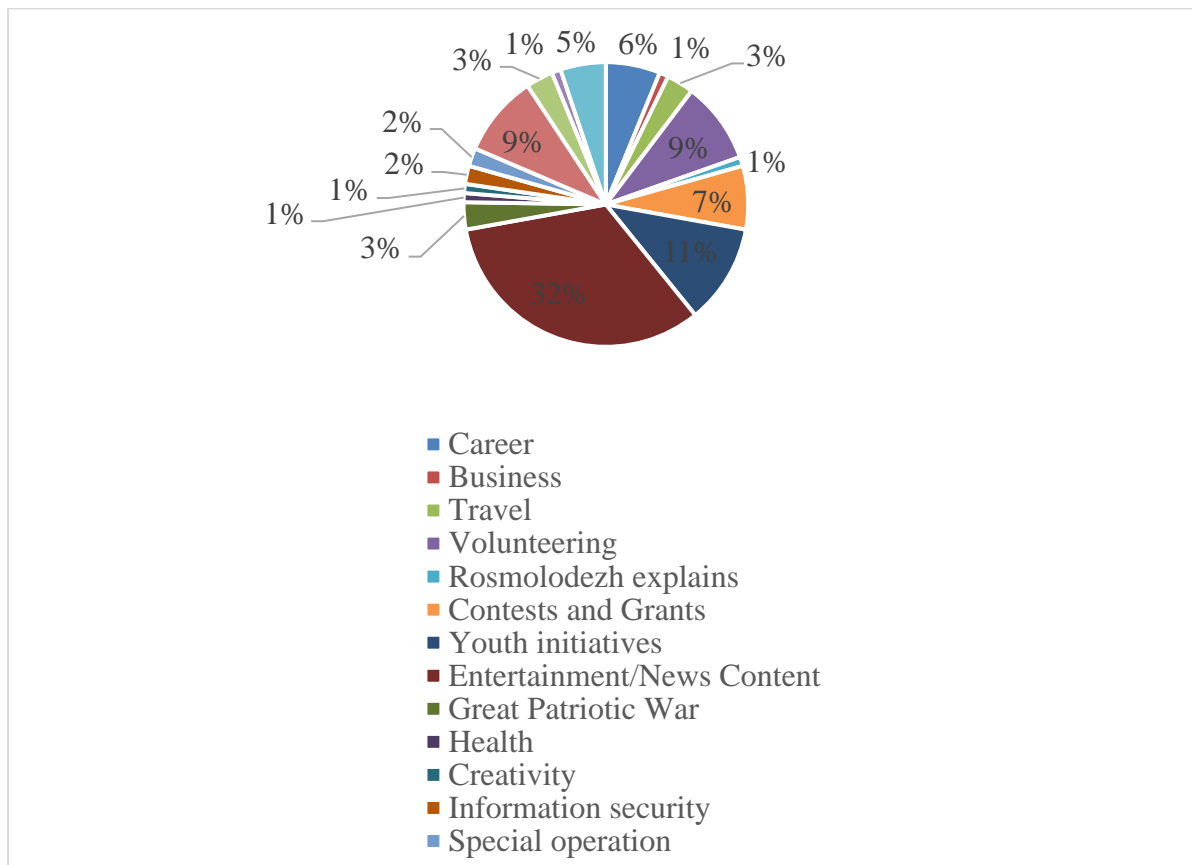
development of the Arctic, 11 posts on success stories, 12 posts on youth forums and conferences, 7 posts on grants, projects, and festivals. The system has not been formed in the information support of youth policy during 2022 either. Thus, based on the content analysis of publications for April of this year, the rating of topics included 61 posts under the heading "On equal terms", "We are together" - 10 posts and 7 publications on topics not related to youth. According to the dynamics of platform activity, we can state an increase in the number of video publications. So, if for the period of 2016-2018 there were 56 videos per year, then 12 videos per month on average were during the period 2021-2022. At the same time, the topics of the video consist mainly of webinars and discussion cuts not united by common issues, and the content of the platform itself is quite chaotic, random, which does not allow the user to find relevant content. Thus, during 6 years, Rosmolodezh failed to achieve an effective use of Rutube, and the platform did not win the sympathy of users, the number of subscribers stopped at the level of 51.

The study results of the official telegram channel Rosmolodezh: news, insiders, opinions and all the most interesting, as a tool for information support of the state youth policy in 2016 (diagram No. 1), carried out according to the content criterion, indicate that most of the content was devoted to Youth initiatives. Of 98 posts published in April 2016, the largest part of the publications (39%) are related to the holding of forums, festivals, projects and actions of Rosmolodezh. The second place in terms of publication volume was occupied by entertainment and news content (38%) - these include the posts covering any events in the country or newsbreaks, as well as such as "where to go on May holidays?", 10% of the content is devoted to the topic of the Second World War, which is quite logical, because April is the month preceding the Great Victory holiday. And only 13% (in total) are related to the topics of career, business, volunteering, creativity, competitions and grants.



**Diagram No. 1.** Distribution of content by the criterion of post content since 01.04.2016 till 30.04.2016

In April 2022, 87 posts were published, which is 9 less than in 2016 (Diagram №2). Despite the post number decrease, the number of topics almost doubled - from 9 to 17. Such topics as Science and Ecology were covered.

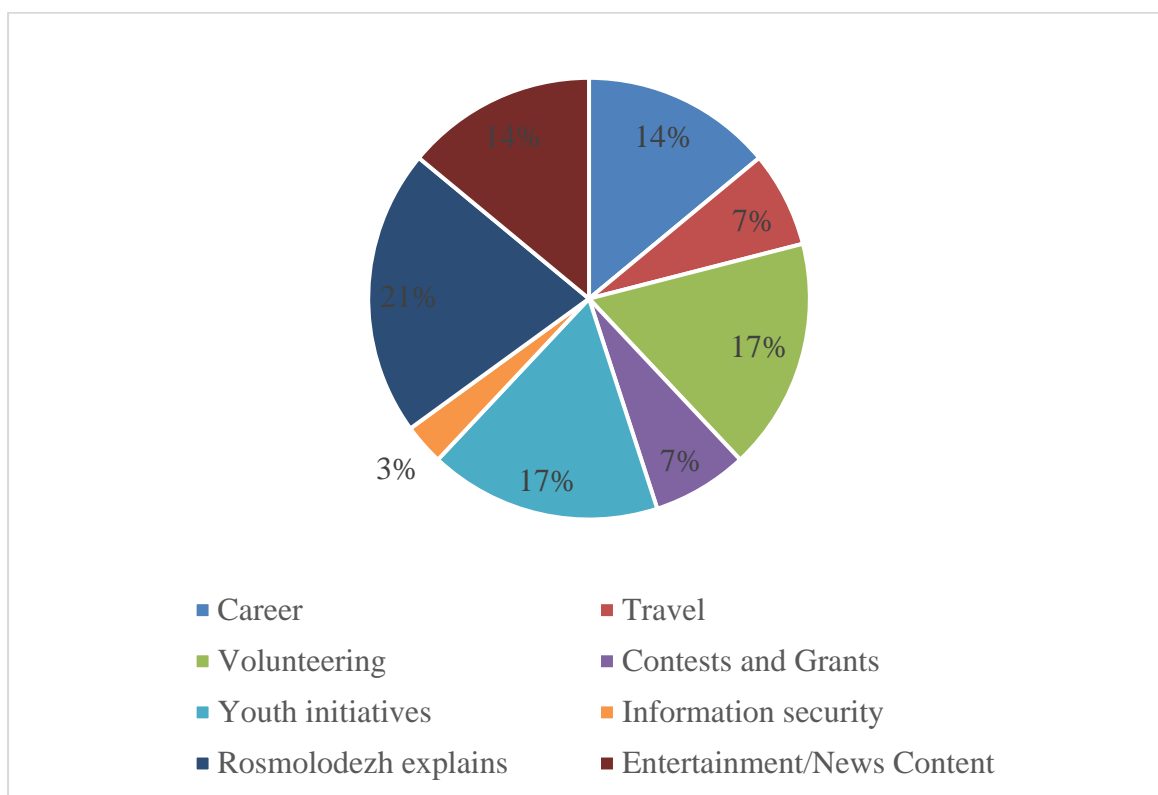


**Diagram No. 2.** Distribution of content by the criterion of post content since 01.04.2022 till 30.04.2022

Such regular columns have appeared as the posts about inventions, the political scientist author's column, #Stop Hating Russians (“stop hating Russians”), which calls for stopping cyberbullying against one nation.

At the same time, the largest share of content is still infotainment (32%) and youth initiatives (11%). The second place in terms of quantity is occupied by political and patriotic content (9%). According to the results obtained, one can also state an improvement of the content quality. During the first year of the channel operation, the content was the cross-posting of news from the Rosmolodezh website. At the end of 2017, the design changed: twice a day, at the beginning and at the end of the day, a post was posted with news collections and links to news not only from the Rosmolodezh website, but from various sources, as a rule, from the organizations subordinate to Rosmolodezh and their social networks, as well as from Internet media, and were accompanied by short annotations about the news. With the resumption of the channel’s work on June 22, 2020, a corporate identity began to take shape, post formats became diverse: videos, post-cards, polls, and news appeared written specifically for Telegram, the Telegram unique rubrics appeared - “The State Duma will host the second reading of the law "On Youth Policy", live broadcast with volunteer centers and others, which increased the number of subscribers (7651) and views. Thus, Telegram has become one of the main information platforms for the presence of Rosmolodezh. At the same time, there is a rather low activity of the audience for such a number of subscribers, the number of likes under posts does not exceed 10, and there are almost no comments, which obviously requires more active use of interactive content.

The results of studying the content of Rosmolodezh for the period 02/14/2022 - 05/01/2022 on the Yandex Zen platform, created on 02/14/2022, are presented by the Diagram No. 3.



**Diagram No. 3.** Distribution of content by the criterion of post content since 02/14/2022 till 05/01/2022

In just 3 months, 29 posts were made on the topics "Career", "Travelling", "Volunteering / we are together", "Competitions and grants", "Youth initiatives" (forums, festivals, projects), "Information security", "Rosmolodezh explains", "Entertainment/news content".

A large share of the content on this site (21%) was made up of the posts "Rosmolodezh explains" in the form of live broadcasts on the way a young Russian should orient himself, in the current conditions on the following issues: "What measures of state support can IT industry specialists use?", "What are the ways to get a grant for young entrepreneurs to develop their own business?", "What are the ways not to get lost in the flow of negative information, develop emotional stability and protect yourself from panic?", "What are the ways to develop your business in the current situation (during a special operation)?"

The second place (17%) of the total number of posts is occupied by the posts related to the volunteer movement, initiatives, events (the volunteers #wetogether congratulated women on March 8, the volunteers #wetogether held a concert for migrants from the Donetsk and Luhansk people's republics) and entertainment and news content: "What are the ways to spend

the summer with benefit - 5 tips from Rosmolodezh", "Young people in China celebrate 2 holidays at once - Youth Day and the birthday of the Communist Youth Union of China."

The third place is occupied by a topic related to career (14%). Basically, on this site, this is a 5-10-minute-long video called "Guys in Action" in the form of video interviews with successful young people.

17% (in total) were occupied by the topics related to travelling, contests and grants, and information security.

The positive characteristics of the platform's work include the design of content using corporate identity, and various forms are involved in its presentation: videos, clips, longreads, and posts.

However, it should be noted that Yandex Zen does not have a content plan, and the content itself is not structured. Nowadays, the activity of the audience remains low, as evidenced by the lack of comments under the posts. If we take the number of publications as the criterion for the Yandex Zen platform evaluation, then we can conclude that this site is not the main information platform of Rosmolodezh.

As for the TIK TOK platform, Rosmolodezh started developing it relatively recently - since March 2020. For the study period from February 22, 2021 to February 22, 2022, statistics indicate low numbers of interaction with content. In total, 88 posts were published, and in terms of the volume of publications, the issue related to the development of the youth initiative (forums and actions) is in the lead (30%). In general, leisure topics dominate - holidays, festivals (20%), travelling (16%). A significant volume is also occupied by news content related to the holding of competitions - 17%.

## **4. Summary And Conclusions**

It is possible to fix the far incomplete use of the social network opportunities and potential by Rosmolodezh, which is confirmed by a small number of subscribers. There is a dominance of entertainment content, which, of course, is significant for such a very important component of young people lifestyle as leisure. At the same time, there are very few publications related to professional development, to young people problem solution in the labor market, and this is precisely what determines their social well-being, and young people especially need help to solve these issues. There is obviously not enough content on civic positions, and patriotic education development. So, the publications of 2021, have no topics related to the Great Victory at all. There is almost no coverage of the special operation in the networks carried out by the Russian Federation, and in modern conditions of the information war it is extremely important for young people to receive adequate, complete information about what is happening from the state in which they live and on the ways of its evaluation. The performed analysis also indicates the insufficiency of publications devoted to informing about the measures taken by state authorities - programs, projects, allocated resources to solve specific problems of young people lives (material support for needy groups (students), assistance to young families, housing for youth, etc.). The foregoing suggests the lack of Rosmolodezh systematic work with such a significant information tool as social networks. The study showed that their use is random, the content issues are a mosaic of situational, not always ill-conceived topics.

## 5. Acknowledgements

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