

## INFORMATION SUPPORT FOR THE IMPLEMENTATION OF STATE SUPPORT FOR THE STUDENT YOUTH IN THE REPUBLIC OF TATARSTAN

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### ABSTRACT

**Purpose:** The purpose of the study is to formulate recommendations for improving the existing information policy to maintain the involvement of student youth in the socio-political life of the region.

**Methods and materials:** The main method used in this work was the analysis of publications on the official websites of municipal authorities of the Republic of Tatarstan, Russia, as well as government agency pages and channels on social media. Furthermore, to achieve this goal, an analysis of specialized literature and scientific publications on the topic of the study was carried out, which made it possible to theoretically substantiate the conclusions obtained.

**Results:** The study showed a fairly high level of work with social media and existing shortcomings when working with official websites. There is still room for development in the information policy of the region.

**Conclusions:** According to the authors, one of the priorities of the state youth policy bodies should be the work on information support measures for this youth category through various communication channels, including modern ones.

**Keywords:** State youth policy; State support for youth; Student youth; Information support.



## SUORTE DE INFORMAÇÕES PARA A IMPLEMENTAÇÃO DO APOIO ESTATAL AOS JOVENS ESTUDANTES NA REPÚBLICA DO TATARSTÃO

### RESUMO

**Objetivo:** O objetivo do estudo é formular recomendações para aprimorar a política de informação existente a fim de manter o envolvimento dos jovens estudantes na vida sociopolítica da região. **Métodos e materiais:** O principal método usado neste trabalho foi a análise de publicações nos sites oficiais das autoridades municipais da República do Tataristão, Rússia, bem como páginas e canais de agências governamentais nas mídias sociais. Além disso, para atingir esse objetivo, foi realizada uma análise da literatura especializada e de publicações científicas sobre o tópico do estudo, o que possibilitou fundamentar teoricamente as conclusões obtidas. **Resultados:** O estudo mostrou um nível razoavelmente alto de trabalho com mídias sociais e deficiências existentes ao trabalhar com sites oficiais. Ainda há espaço para desenvolvimento na política de informações da região. **Conclusões:** De acordo com os autores, uma das prioridades dos órgãos estaduais de política para jovens deve ser o trabalho com medidas de apoio à informação para essa categoria de jovens por meio de vários canais de comunicação, inclusive os modernos.

**Palavras-chave:** Política estadual para jovens; apoio estadual para jovens; jovens estudantes; apoio informativo.

### 1 INTRODUCTION

The Republic of Tatarstan is one of the most socially and economically developed regions of the Russian Federation. For a long period, according to the main macroeconomic indicators, it has occupied one of the leading places among the regions of the Russian Federation. In terms of gross regional product, the republic ranks 7th among the subjects of the Russian Federation; it is 4th in construction, 5th in industrial production and agriculture, 6th in investments in fixed assets, and 7th in retail trade turnover. In terms of the average monthly salary, Tatarstan ranked 1st among the regions of the Volga Federal District in January-November 2022 (Ministry of Economy Republic of Tatarstan, 2022).

Of course, sustainable economic prosperity largely depends on the professionalism of the political leader. Since 2010, the Russian politician Rustam Minnikhanov has been the head of the Republic of Tatarstan. He is known for his bold statements and decisions concerning the political and socio-economic life of his region. Thus, the analysis of Minnikhanov's biographical data showed that the representation of his political image was influenced by his image as a man of the people. His career path leaves an imprint on his policy of supporting different social groups, particularly young people.



The state youth policy (SYP) in the Republic of Tatarstan is a comprehensive and systematic activity of regional state organizations and public associations aimed at creating legal, economic, and organizational conditions for realizing the potential of the younger generation, ensuring guarantees of their rights and freedoms, and providing social support to youth (Suleimanova, 2018).

According to the results of 2022, the Republic of Tatarstan took first place among Russian regions in the implementation of SYP (Doklad o polozhenii molodezhi, 2023).

Due to the overall increase in the number of children and youth in the Republic of Tatarstan, enrollment in education increased by 8.5% (Doklad o polozhenii molodezhi, 2023).

Student support is one of the important aspects of youth policy in the region. The creation of conditions for the realization of the potential of student youth has been repeatedly noted by Minnikhanov as a primary task in the activities of the executive authorities of the republic.

Currently, the information support of public policy is an integral part of the information policy of the state and is implemented through its implementation in society.

In turn, information policy is one of the significant components of state management. This type of policy is of the greatest importance in the process of forming the values and principles of modern civil society. Here, priority is given not only to the establishment of relations between the state and the population but also to the development of cooperation between them. A well-structured information policy can modify and adjust the mechanisms of state power. Therefore, an increasing number of researchers talk about the relevance of the formation and implementation of state information policy.

Information policy is a set of laws, regulatory legal acts, as well as other principles that have a decisive impact on the entire society, including the creation of information, its processing, information flow management, and ensuring access to the use of information (Braman, 2011).

According to V.D. Popov (2007), the state information policy is an information process management system, the effective formation of which largely determines the development and functioning of the country's economy and security. Popov (2007) also focuses on the fact that information has become one of the important components of managing public processes in the state.

Thus, the state information policy acts as a kind of system through which state bodies manage information and communication processes to ensure mechanisms of interaction between the individual, society, and the state (Taylor, 2013).

Currently, under the influence of modern Internet technologies, information support for



public policy in the Russian Federation should be based on a variety of principles, the most important of which are openness, consistency, and state support.

In our opinion, one of the key directions of information support for state policy is the development and modernization of the activities of state information resources for effective communication with various population groups.

Youth as a socio-demographic group is strategically important for any country (Bahl & Gupta, 2022). Students represent a special category of citizens for the state, as they are one of the most active groups of representatives of the younger generation (Zagutin et al., 2017). The manifestation of activity, to a greater extent, depends both on the initiative of the young people themselves and on comprehensive assistance and support from the state.

According to Article 11 "Information support for the implementation of youth policy" of Federal Law No. 489-FZ dated December 30, 2020 "On Youth Policy in the Russian Federation", federal bodies, regional bodies, local self-government bodies, as well as organizations operating in the field of SYP, must ensure the openness and accessibility of information on the youth policy implementation (State Duma of the Federal Assembly of the Russian Federation, 2020).

To ensure the principle of accessibility when conducting information work with students, it seems necessary for state bodies to use the communication channels used by this group of citizens.

According to the results of a study of student youth in 2021, conducted by an expert of the Russian Society of Political Scientists S.V. Volodenkov, recently young people have mostly gained access to information through digital platforms and sources. Volodenkov notes the almost complete loss of the youth audience by traditional media and the transition of young people mainly to digital consumption of socio-political information (Volodenkov et al., 2021).

In this regard, the most important aspect of the research is the study of organizing information and communication activity of public authorities with student youth through their official resources in the digital space.

The purpose of this work is to analyze the existing information policy of the government of the region to create a list of recommendations for its improvement.

## 2 METHODS

The following general scientific methods were used in this study: generalization, description, synthesis, analysis, induction, deduction, etc.



Special methods and approaches have been applied too, such as:

- a systematic approach that made it possible to study the information policy of the state as a certain system of elements;
- the analytical method by which it became possible to identify important trends and issues on the topic under study.

We used the following applied methods in the work:

- content analysis method to study the extent of information support characteristics on various types of resources, like official websites, mass media, and social networks;
- the method of analysis of documentary sources for the study of statistical, regulatory, and other documents on the researched subject.

The main method of this study is content analysis of publications on the official websites of the Government of the Republic of Tatarstan, the Head of the Republic of Tatarstan, the Ministry of Education and Science of the Republic of Tatarstan, the Ministry of Youth of the Republic of Tatarstan, as well as pages of channels of government departments on social media.

Study methods:

1. Description of the introductory data (the context of the political, and socio-economic situation in the region, the situation of youth, the implementation of the SYP in the Republic of Tatarstan).

2. A study on the content of official websites and social media accounts.

Chronological framework of the study: calendar year 2022.

The following criteria were selected for the analysis of publications on official websites:

- Total number of messages;
- The number of messages focusing on the topic of state support for youth (including student support);
- The subject of publications devoted to state support of students;
- The subject of publications aimed at setting/solving the problem of social support for students;
- Feedback (comments) (if any).

The criteria for social network analysis included both qualitative and quantitative indicators: the frequency of publications devoted to the topic under study; audience engagement; the topic of publications; the tone of comments; the topic of issues raised in the comments; the number of likes; the number of views; the number of reposts; and the number of comments.



3. Assessment of the current state of information support for the state support of the student youth of the Republic of Tatarstan and the prospects for its development.

During the study, we also performed an analysis of specialized literature and scientific publications on the topic under study, which made it possible to provide theoretical justification for the conclusions obtained.

### 3 RESULTS AND DISCUSSION

The state program "Development of youth policy in the Republic of Tatarstan for 2019-2025" includes nine subprograms: "Organization of Recreation for Children and Youth", "Rural Youth", "Youth of Tatarstan", "Patriotic Education of Youth", "SYP improvement", "Development of social and engineering infrastructure", "Children of Tatarstan", "Working youth", and "Development of volunteering activities" (Braman, 2011). Each of the designated programs includes measures that apply, among other things, to the studying youth of Tatarstan.

First, let us turn to the statistical indicators of the educational industry in the object under study. According to the data provided by the Territorial Body of the Federal State Statistics Service for the Republic of Tatarstan in the brief statistical collection "Republic of Tatarstan" for 2022, at the beginning of the 2022/2023 academic year, professional educational activities in the territory of the Republic of Tatarstan were carried out by secondary vocational education organizations (105 institutions) and higher education organizations (44 institutions). As for the students, 92 thousand people were studying at vocational organizations, and 143.9 thousand people at higher education institutions (Territorial Body of the Federal State Statistics Service for the Republic of Tatarstan, 2023).

According to the results of the admission campaign for the 2022/2023 academic year, 43,499 people enrolled in higher education programs, of which 50.3% were full-time students (Otchet o deyatelnosti, 2022).

Ensuring the implementation of the main points of youth policy in the Republic of Tatarstan about students concerns a wide range of tasks related to the implementation of a common regional youth policy.

To implement the SYP, both at the national and local levels, youth organizations closely interact with bodies responsible for health, education, culture, labor and employment, social protection, etc. Interdepartmental councils, government commissions, specialized councils, and working groups have been established in certain fields.



Support for the student youth of the Republic of Tatarstan is carried out in 18 fields, corresponding to Federal Law No. 489-FZ dated December 30, 2020 "On Youth Policy in the Russian Federation". Among these fields, various support measures are distinguished, such as support for young people who find themselves in a difficult life situation, support for youth initiatives, support for talented youth, support in the field of labor and youth employment, support and promotion of youth entrepreneurship, support for the activities of youth public associations (including volunteering groups), etc. (Doklad o polozhenii molodezhi, 2023).

According to the report on youth and the implementation of youth policy in the territory of the Republic of Tatarstan in 2022, the main measures of implemented support for student youth are highlighted, including:

- support for youth initiatives (federal and republican grant competitions for the implementation of socially significant projects, the All-Russian Forum campaign ("Territory of Meanings", "Tavrida", etc.);
- support for creative youth (Youth Day 2022 Festival, Republican festival for creative students "Student Spring of the Republic of Tatarstan – 2022", Student League of the Republic of Tatarstan, URAM Street Culture Festival, etc.);
- financial support (annual competition "Selection of recipients of financial support among full-time students of vocational educational organizations and higher education institutions located in the territory of the Republic of Tatarstan", Competition for the selection of recipients of grants for payment of transport services among full-time students of vocational educational organizations and higher education institutions, state scholarships of various levels);
- ensuring guarantees in the field of work and youth employment (student work groups, the Republican Youth Forum and the Work for the Young job portal, the Liga Forum-2022 student educational forum, etc. (Doklad o polozhenii molodezhi, 2023).

According to the results of the study "Media Consumption and Internet Activity" conducted by the All-Russia Public Opinion Research Center (VTSIOM) in 2021, respondents aged 18-24 years noted social networks and blogs on the Internet (45%), news, analytical, official websites (28%), television (11%), messengers (7%), and newspapers (1%) as the main sources of obtaining socio-political information (VTSIOM, 2021).

Besides, according to the results of the study "Information needs of students of the Republic of Tatarstan regarding news content", conducted by a group of researchers in 2021 as part of research project No. 21-011-33006, the student youth of Tatarstan notes the



greatest lack of news about the life and problems of youth (3-12% of respondents) (Tuzikov et al., 2021).

Based on the data of the above-mentioned study, we have selected the official websites of the highest state bodies of the Republic of Tatarstan, as well as their social media channels, as the main sources of research.

To study the representation of citizens' interests on the analyzed official websites, a comparative analysis of the review of official appeals of citizens presented on the official website of the Government of the Republic of Tatarstan and a rating of key problems identified during the analysis of news publications was conducted.

According to the report on citizens' appeals reviewed by the Office of the President of the Republic of Tatarstan for 2022, 9,642 questions related to the social sphere were received, which is 25% of the total number of appeals (37,913 requests). Among them, the most relevant issues for the population are issues related to social security and social insurance (2,412 appeals). 2,788 appeals focused on education, science, and culture, 72% of them were related to the topic of education (1,994 appeals), which also indicates the interest of the electorate in solving existing problems in these spheres of life (Informatsiya ob obrashcheniyakh grazhdan, 2022).

However, the conducted problem-thematic analysis of news publications on the website of the Government of Tatarstan for 2022 showed a significant lack of information materials related to student youth issues (three publications), while all of them were aimed only at setting strategic goals and objectives (participation of high-ranking officials in various meetings and panels). There are no publications on specific measures and activities carried out to provide comprehensive support to students. There are no links to social networks on the website of the Government of Tatarstan, which is also a disadvantage for the youth audience.

The conducted problem-thematic analysis of publications on the official website of Minnikhanov showed that the ongoing work on highlighting measures of social support for student youth did not fully meet the incoming requests from the population of Tatarstan. Thus, as a result of the content analysis of the official website of the Head of the Republic, a rating of the main topics related to the information presence of Minnikhanov in covering the issues of social support for youth was compiled. Thus, in 2022, publications on youth support accounted for 17% of the total number of posted news. Publications on student youth support accounted for 62% of the total number of news on youth support (3-5 publications per week), which indicates a fairly high level of coverage of this area with mention of the head of the region. The study showed that 72% of publications focusing on





the issues under study were related to setting policy goals and objectives when participating in videoconferences, and meetings, and only 28% of the publications covered the visits of the Head of the Republic to youth forums and centers, as well as his participation in events to encourage award-winning youth, including students. The website of the Head of Tatarstan does not contain links to pages and channels in social media.

A quantitative analysis of publications on the official website of the Ministry of Education and Science of the Republic of Tatarstan demonstrated that 612 news related to students were published during the study period (which is 14% of the total number of posted news). Only 3.3% of publications from the total number of news related to students focused on the coverage of specific events and the measures provided and implemented to support student youth.

There is a separate section on the website of this relevant ministry dedicated to higher and secondary education, where the main section informs on financial measures to support students (scholarship of the President of the Republic of Tatarstan, scholarships of the Government of the Russian Federation, scholarships for pedagogical areas), but there is no mention of other possible areas of support measures. The website of the Ministry of Education and Science of Tatarstan contains links to such social networks as VK and Odnoklassniki.

According to the results of a quantitative analysis of publications on the official website of the Ministry of Youth Affairs of the Republic of Tatarstan, 108 publications on the topic of students were published during the period under study, of which only 15 news (13.9%) focused on state support measures for students. However, in the main sections of the websites, there was no information about possible measures to support students. There are links to the community on VK and Telegram.

Regarding social media, we studied the communities on the VK social network, like the account of Minnikhanov, the official communities of the Government of the Republic of Tatarstan, the Ministry of Education and Science, and the Ministry of Youth Affairs.

When studying the publications on the account of the Head of the Republic and the communities of ministries, the following results were obtained:

1. The frequency of publications on state support for students. This indicator in the communities of ministries varies between 1-5 publications per week within the study period and in the account of the Head of the Republic, four publications for the entire period.
2. Information content makes up 74% of publications, and entertainment 26%. From the information content, 33% of publications contain a statement of tasks to solve the problems



of students, and 67% contain information about implemented support measures and specific events.

3. The largest number of views, likes, and comments are collected by publications with stories of support for specific representatives of the student body (gifted youth, activists). The tone of the comments in this case is positive, there are no negative comments.

4. There is a lack of publications in the communities concerning the problems of student youths, which may negatively affect the image of state power in the eyes of this category of citizens as they consider it unable to pay attention to the problems important to them.

Thus, the analysis of the information support of the state support of the student youth of the Republic of Tatarstan demonstrated a high level of work with social media and the existing shortcomings when working with official websites. The prospects for the development of information support are related to the reorientation of content content, the development of new digital platforms for communication with students, and a comprehensive assessment of the information and communication work done.

In modern reality, building and maintaining the key information and communication goals of the SYP of individual regions is largely possible due to existing media technologies. The media image of political power in the eyes of the young population consists of certain components, like information support for their professional activities through official resources (websites), e-government, and social media pages.

The basis of information support for the policy pursued in the student environment is the content component. It represents a range of topical issues of interest to students within the framework of their comprehensive support from the state.

The media consumption of modern students affects the high level of their trust in certain communication channels, like social networks and news, analytical, and official sites. The highest state regional bodies, in turn, should be guided by this circumstance when building their communication policy and using the full potential of these digital sources.

#### 4 CONCLUSIONS

The coverage of state policy measures on social support for students should help strengthen the position of power in the minds of the young electorate.

Therefore, we think that one of the priorities of the SYP bodies dealing with student issues in the regions should be comprehensive work on information support measures for this youth category through various communication channels, including modern ones.

The modern reorientation of information channels of the youth cohort to digital sources



obliges the bodies implementing the SYP to deal not only with issues of effective methods of working with young people in the modern media space but also pay attention to a competent approach to teaching them the skills of high-quality work with information and its analysis.

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