Multidimensionality of St. Petersburg
Social and Cultural Processes:
Data Analysis and Evaluation

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Resumen

El Instituto de Programas Culturales (ICP), establecido en 1993, es una organización estatal para la cultura y la educación. Su misión principal es la difusión de la cultura de San Petersburgo a través de la experiencia, el análisis, la evaluación y la investigación de estrategias de marketing en el ámbito de las artes y la cultura para la aplicación de una política cultural en la ciudad. El ICP trabaja en el campo de la información y la educación continuada, prestando asistencia en la comunicación profesional, la administración de personal, y las relaciones públicas. El Instituto desarrolla y coordina programas a nivel local, regional, federal e internacional. Para facilitar el desarrollo exitoso de modelos de gestión actualizados en el ámbito de la cultura y la educación, el Instituto aprende, analiza y resume la experiencia internacional en este campo.

The Institute for Cultural Programs (ICP), established in 1993, is a state organization for culture and education. The Institute’s primary mission is marketing St. Petersburg’s culture through expertise, analysis, evaluation, and other marketing research in the sphere of arts and culture for the implementation of a city cultural policy. ICP works in the fields of information and continuing education, providing assistance in professional communication, personnel management, and public relations. The Institute develops and coordinates local, regional, federal, and international programs. To facilitate the development of successful up-to-date models of management in the sphere of culture and education, the Institute learns, analyzes, and summarizes international experience in the field.

Taking into account more than 16 years of experience in the ICP, Andrei Zonin, Director of the Institute for Cultural Programs, brought forward a complex approach for the analysis of the cultural field. This idea became the basis for the methodology described in this chapter, which was developed by the specialists of the ICP.

St. Petersburg's culture is the defining aspect of the city and influences all spheres of urban life. In recent years, the problem of measuring culture’s contribution to the economy of the city and the country has become an increasingly pressing matter. Defining the product of the cultural sphere’s functionings is a necessary condition for the effective and strategic management of the branch.

Cultural space is considered multidimensional owing to its various functions in society and the diverse forms of ownership and subordination it may take. Further, culture is a unique realm in that quantification of the impact of the cultural sector at the city level is an omnipresent problem when collating official statistics. The production of nonmaterial values cannot be calculated within conventional quality rating systems. Culture does not produce tangible results; its contributions to economic growth are indirect and connected with an increase in the population's level of education, a growing interest in one’s surroundings, and moral and intellectual growth, which result in increased efficiency in the professional sphere, a decline in crime, and a general improvement in quality of life in society. Quantitative indexes are not enough to count and assess the intangible contributions culture makes in society, and more often it is suitable to measure these qualitative social changes.
Presently, researchers all over the world are searching for a universal methodology for observing and measuring the cultural sector’s effectiveness. The development of an effective means of measuring the cultural situation and its multifaceted contributions on the local economy is a current priority for St. Petersburg, the northwestern region of Russia, and the country in general.

One must take into account that the contributions of culture to social development are based on economic as well as social aspects, which include the transfer of cultural experiences and values, the formation of world views, the reinforcement of state ideology and patriotism, educational and cultivational specifics of culture, the therapeutic effects of art, accessible events for the public, etc. The economic impact of the cultural sector may be calculated based on a system of formulas that reflects the revenue generated by cultural institutions and the activities of creative industries, including taxes, rent payments, income level, and so on.

In recent years, so-called “result-oriented budgeting” has been implemented by the St. Petersburg government bodies as a new approach to the financing of the cultural sphere. The St. Petersburg Committee for Culture uses information gained from monitoring of cultural institutions’ activities to improve its funding mechanisms by means of effective expenditure of budgeted financial resources, choosing the most vital priorities to determine funding during contests among cultural organizations which are interested in Committee financial support for their projects. The gathering, processing, and archiving of statistical data are the most significant tasks for the development of successful mechanisms of management in the sphere of culture and the urban infrastructure as a whole. The “List of Standards of Living in St. Petersburg for 2008-2011” project, which was put into action in 2007, works to satisfy these needs. This document has become an attempt by the St. Petersburg Government to regulate the standards of provision for citizens’ vital needs and the standards of various branches of the economy. The “List of Standards of Living in St. Petersburg for 2008-2011” includes norms and indexes for control in urban social life.

During the monitoring of living standards in St. Petersburg, the citywide methodology was applied. The methodology is based on the analysis of the activities and products of St. Petersburg’s various cultural institutions and the patterns of ownership exhibited by these institutions. The statistical information collected includes data about the quantity, quality, and variety of the cultural services available in St. Petersburg, and also about citizens’ relationship (involvement in the cultural sphere) with the St. Petersburg’s cultural life.

The diagnosis of the functionings within the cultural branch is carried out on the basis of indicators reflecting infrastructural and qualitative changes. First of all, the development of the cultural sector may be illustrated by the growth of cultural institutions. The more cultural institutions, the more cultural services they may offer to satisfy the interests of all population groups. In this sense, St. Petersburg preserves the traditions of classic art while still supporting experimentation in new forms of contemporary arts.

In the year 2008, were numbered in St. Petersburg:

- 62 theaters
- 17 concert organizations
- 182 museums (including branches)
- 260 public libraries

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3 List of Standards of Living in St. Petersburg for 2008-2011 (Government Decree Nr. 1659 from 25.12.2007)
• 54 recreational cultural centers
• 50 movie theaters
• 2 circuses
• 1 zoo

The cultural assets of St. Petersburg can also be evaluated through institutes’ collected materials and resources. St. Petersburg’s museums contain 7,630,707 items. There are 52,469,980 books and periodicals in the city’s libraries. The amount of spectator seats as an index, which reflects the resource potential, is significant for research of urban cultural life. In St. Petersburg there are 44 theater venues, more than 25 thousand spectator seats in locally run concert halls and theaters.

With the support of the St. Petersburg Committee for Culture and donations from other funding sources, cultural institutions actively use their resources to extend the scope of their cultural services in the city. In 2008, more than 960 exhibitions and more than 7,600 performances were held in St. Petersburg. There were also 4,721 concerts in the city organized by state concert organizations.

Annually, approximately 20,000 cultural events (including free events) are held in St. Petersburg by recreational cultural centers. The system of recreational cultural centers consists of 1,991 clubs and 1,327 amateur performing groups which give the opportunity for young people and adults to express their musical and artistic creativity.

For the function and development of culture, it is necessary to provide skilled professionals in the field. In 2008, more than 50,000 people worked in the locally run cultural institutions of St. Petersburg. About 500 scientific and research events dedicated to cultural issues are held annually to provide the opportunity to exchange knowledge and experience, improving professional skills and sharing the best practices among experts in the sphere of culture. The majority of these events are free of charge. Also, every year, in an aim to increase their abilities and knowledge, more than 1,000 cultural managers enroll in continuing educational programs, which are financed from St. Petersburg’s budget.

In order to train qualified specialists and fill in the deficit of professionals in the cultural sphere, St. Petersburg uses a multi-stepped system of educational facilities. In the year 2008, there were more than 60 state schools offering complimentary musical and artistic education for children, 5 of which were at an intermediate professional level. In addition, 21 universities held courses to train cultural managers, including 5 universities that are core educational centers for the cultural sector.

St. Petersburg is actively developing through its rich creative potential and extensive network of unique cultural institutions. Every year an enormous amount of events occurs in the city. In 2008, the total number of festivals in St. Petersburg was 265, the largest quantity recorded in the last eight years. Socially driven public events also have a huge impact. In 2008, 11,805 free public events and 9,958 events for children were held in St. Petersburg.

Currently, St. Petersburg researchers face a problem with analyzing the indices in the sphere of culture, as statistics concerning private cultural organizations' activities and the results of rapidly emerging creative industries are not readily available. Thus the observation of St. Petersburg’s culture must be improved to compensate for these deficiencies.
Since 2007, the Institute for Cultural Programs has produced the brochure “Culture of St. Petersburg in Figures” in Russian and English to present informational statistics on the quantity, quality and variety of cultural activities in St. Petersburg. The brochure is oriented towards districts’, city and regional authorities; Russian and international public and mass media. The publication was initiated in the purpose of stimulating the effectiveness of cultural processes. The concept of the issue is based on the citywide methodology and is aimed at presenting all aspects of St. Petersburg’s cultural life. The brochure includes data concerning all sectors of the city’s culture with an emphasis on the state component.

The production of the brochure “The Culture of St. Petersburg in Figures” was initiated by the St. Petersburg Committee for Culture. During work on the publication, the practices of Finnish organizations in the sphere of culture, such as those used in “City of Helsinki Urban Facts” and “Statistics Finland,” were learned and adapted to fit St. Petersburg. The development of “List of Standards of Living in St. Petersburg” conducted in 2005-2006, had become the incentive for the creation of the issue. The primary aim of the brochure was to show the results of the monitoring in the cultural sector, which was conducted during the development of “Standards of Living in St. Petersburg.” Many indices of the monitoring were applied for the first time, and the Institute for Cultural Programs began to develop a brand new methodology for calculating of figures in culture. This methodology is currently being improved to perfection.

Subsequently, other functions of the annual issue “Culture of St. Petersburg in Figures” were discovered. First of all, the issue has a unique opportunity to present the results of the St. Petersburg Committee for Culture work as an authority that is responsible for cultural affairs. Secondly, it is an efficient means of filling the informational gap concerning functionings within the cultural realm and of showing economic potentialities in the cultural sector. Up to the present, the system of state statistics has not included culture as a factor in economic development. This oversight demonstrates the lack of interest in the analysis of the cultural sector and perpetuates the misguided belief that culture plays a secondary role in state development. These failings create an obstacle in implementing a successful mechanism for the observation of the economic impact of St. Petersburg’s state-run and private cultural sectors, and as a result impede investment in the cultural sector and complicate the administrative process within the system of cultural institutions. Further, these complex factors degrade the prestige of the cultural sector in society. Within a great number of state statistical reports, culture is classified in a way that oversimplifies its functions and does not allow the full display of the impact of the cultural sector. These reports list culture as a service that falls into the same categories as communication services, transport services, etc.

The impact of state cultural institutions is presented in special forms of statistical reports, which are forwarded by the institutions to the city’s various authorities. Such forms take into account the specific character of each type of cultural organization and include information on financing activities, material and human resources, the quantity and variety of cultural services that these organizations offer, and participation and attendance statistics.

On the basis of international experience in the calculation of the cultural sector’s contribution to economic development, St. Petersburg is currently devising a methodology which will help to collect statistical data concerning non-government cultural organizations, including their economic contributions, while taking into account the unique characteristics of Russian cultural management. It needs to be

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4 Culture of St. Petersburg in Figures, St. Petersburg, 2007, 2008, 2009
stressed that culture has an active influence on the functionings and development of related sectors (e. g. tourism and education).

The publication, “The Culture of St. Petersburg in Figures,” provides a special opportunity for international dialog. The question of comparing cultural development in different countries is extremely pressing, particularly in terms of increasing globalization and an increasingly information-oriented society. There is, however, a complication when providing an accurate comparison of figures in culture, because every country observes cultural processes through its own methods of data collection; the current challenge is to make a unified mechanism that analyzes statistical data based on universal criteria. This research is also vital to the management of the tourism sector, as culture is an intrinsic attractor of tourism.

This chapter will present the methodology applied to the collection of information and the treatment of data within the Institute for Cultural Programs. This ICP’s methodology helps to define the cultural sector’s impact on the economic development of St. Petersburg and the effectiveness of the various dimensions of the cultural sphere.

### Institute for Cultural Programs Cultural Observation Methodology

Analysis of the socio-cultural situation through the Institute for Cultural Program’s methodology is oriented toward the resolutions of the following tasks:

- monitoring the cultural environment, the sector's functions, and the services it offers in order to gather information for comparison
- study of current socio-cultural problems with the aim of finding a means to their resolutions
- evaluation of the effectiveness of cultural projects, including projects funded through St. Petersburg’s budget
- discovery of topical objectives for cultural projects to determine possible financial support from the city’s budget
- creating and perfecting a well-grounded system of management in culture

The ICP’s methodology of social and cultural observation research is based on three aspects, in accordance with the working hypothesis. These aspects are: definition of the current socio-cultural situation and its resource pool, public opinion upon the matter, and analysis of the coverage of the given topic in mass media and how the media relates to the problem.
Defining the current situation through social and cultural processes and the issue of resources gives a detailed idea of all the factors involved. These factors include: organizers and participants in the cultural sphere, as well as consumers and members of the mass media. Analyzing these factors, researchers are able to examine the socio-cultural situation from many angles and deduce a complex solution to its problems. Three-sided observation is a key method used in discovering the inhibiting factors of social and cultural development.

This methodology is relevant during the research of cultural projects’ implementation in St. Petersburg. With this methodology, the correction of a chosen cultural policy in St. Petersburg may be recognized.

The main purpose of the observation is collecting and systematizing information for the effective realization of the “Concept for Developing Culture in Saint Petersburg 2006-2009”. The Concept was designed to meet the priorities set by the city’s new socio-economic strategy. It proposes creating a firm foundation for a more effective, dynamic, and purposeful development of the cultural sector and for consolidated participation in that process by the city’s executive authorities and cultural organizations. The Concept intends to integrate cultural policy into the system of common city policy for the consolidation of all sectors of the city’s administration, as well as the consolidation of other institutions and organizations working in St. Petersburg. The overall goal of St. Petersburg’s cultural policy for the years 2006-2009 is to increase public participation in cultural life. The main mechanism for the implementation the “Concept” is a package of interdepartmental target programs, each pursuing one of the key objectives of St. Petersburg’s cultural policy (demand, accessibility, prestige, dynamism, sustainability, and effectiveness).

One of the measures, which increased the effectiveness of cultural services and goal-oriented programs in cultural policy, is the regular observation of cultural activities to indicate the social and economic impact of culture. Taking into account the results of these observations, the city government distributes resources to the cultural sector and forms and implements departmental and citywide goal-oriented programs. Thereby, the tasks of the observation are defined in compliance with necessity of effective growth of oversight in culture.

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5 Concept for Developing Culture in Saint Petersburg 2006-2009, St. Petersburg, 2007
The observation of cultural projects’ effectiveness provides in-depth information, which can be used to achieve various goals, e.g. the presentation of the effectiveness of the authorities in charge of cultural affairs or of a single cultural organization, fundraising for cultural projects, strengthening certain areas of project activities, etc.

Below is a description of the three main aspects of the observation methodology used by the Institute for Cultural Programs.

1. Definition of the current socio-cultural situation and its resource field

This aspect is studied from three angles: structure, events, and financing. The structural side is oriented toward the exposure of quantitative and qualitative information on the resources of organizations involved in the socio-cultural environment. Identifying the number of organizations, their staff, and their material resources will show the potential for further development in the social and cultural field. For a more detailed analysis of these organizations, it is suitable to classify them into the types of activities they offer, their patterns of ownership and subordination, etc.

The event side characterizes the operation of the particular organizations through the study of all their events, activities, or services, and their types and features without any critical evaluation. Intensive project activity of an organization illustrates its desire for further development.

The financial side enables the determination of existing resources and the calculation of the necessary volume of financial injection for problem solving that will be useful for the creation of subsequent goal-oriented programs.

The definition and analysis of resources presupposes experience in making necessary and sufficient lists of data and gathering and processing this information, as well as a knowledge of the typology of cultural institutions and their specific functions. Through the years, the Institute for Cultural Programs has operated as an arts and cultural information center; it assembles, systematizes, stores, and disseminates information on St. Petersburg’s cultural life. It also creates informational systems and databases concerning cultural organizations, cultural events, the activities of certain cultural organizations (such as museums, libraries, etc.), and staff quantity in locally run cultural institutions and their salaries. The Institute processes the statistical and analytical inquiries about cultural life in St. Petersburg from authorities and organizations of different kinds. All the aforementioned activities of the Institute for Cultural Programs enable the use of a wide range of accumulated information to describe the scope of resources available in the observable situation or event. It is typical for a comprehensive analysis to use collected data from many years of annual monitoring of the different aspects of cultural operation.

2. Public opinion research

The main tool used in public opinion research is the sociological survey applied to specific issues and the generalization of its results.

In the cultural sector, public opinion research is an essential method of collecting information connected with specific cultural branches. The production of nonmaterial benefits places a unique emphasis on consumer opinion. Sociology provides the opportunity to draw concrete conclusions from empirical data collected in compliance with the general aims of the research. Sociological surveys depict the
cultural situation from the points of view of the end consumers and first-hand participants. Long-term observations that show the evolution of citizens’ connection with the city’s cultural life and their cultural preferences have particular significance for the research. These specifics are described more fully in the works of Mikhail Ille.6

The main operational factor for the sociological surveys coordinated by the Institute for Cultural Programs is the determination of the indices of interaction of certain groups of people with the city’s cultural life, e.g. the indices of adults’ interaction, children’s interaction, disabled people’s interaction, and migrants’ interaction with the city’s cultural life. This operational factor is crucial to estimating the results of the “Concept for Developing Culture in Saint Petersburg 2006-2009,” which has the overall goal of increasing public participation in St. Petersburg’s cultural life through the use of all the city’s cultural institutions. One of the most important tasks of the sociological survey is to determine the conditions that prevent the favourable development of a socio-cultural situation or phenomenon. The sociological survey frequently consists of two parts: St. Petersburg’s public opinion inquiry, and the opinions of independent experts and the leaders of the studied organizations. The survey of experts and leaders reveals the system’s internal features and the problems which are hidden, as a rule, from the consumers of cultural services. It also provides a professional assessment of the situation through the collected opinions of experienced specialists in the city.

The representativeness of samples at all of the stages is guaranteed by the method of random selection of experts. To ensure the fullness of the inquiry's parameters, experts are selected based on sex and age characteristics, and also in correspondence with the principle of uniform coverage of authorities and organizations of all types.

During the public opinion inquiry, the Institute applies the "quantitative method", which is characterized by a high level of data formalization and allows the measurement of quantitative parameters. As for the survey of experts, it is more suitable to use the "qualitative method", which requires collecting information in the form of informal descriptions of the research subject. These measures avoid influencing the data researchers receive during the inquiry, but do not allow comparisons of the data, percentage distributions, etc. The qualitative method also requires supreme effort when interoperating received data, due to the high risk of subjectivity.

The most effective strategy for sociological survey is a combination of the quantitative and qualitative methods for testing the operational hypothesis. This strategy is preferable for study of the cultural sector.

3. Analysis of the coverage in regional mass media

In order to investigate current social processes and complete the complex analysis of the socio-cultural situation in St. Petersburg, monitoring of mass media messages is conducted. The data collected from monitoring mass media resources provides insight into how journalists of St. Petersburg and Northwest Russia present information on certain issues of researchers’ interest and what the key topics of the mass media’s messages may be.

The method of monitoring consists of the complex analysis of publications by the most important members of mass media in St. Petersburg and Northwest Russia within a fixed period. This includes print, television, radio, news agencies, information and research agencies, and popular news portals on the Internet. To carry out the monitoring of mass media messages, the Institute for Cultural Programs uses the resources of the media bank at the information and research agency “Integrum,” as well as the resources of the websites of popular St. Petersburg and Northwest Russian media outlets, which can be found through the search engines “Yandex” and “Rambler.”

The resources of the information and research agency “Integrum” make it possible to look through a maximum of Russian and international mass media messages (or publications). The aim of the “Integrum” agency is to provide the information necessary for companies, state organizations, and educational and research centers. The media bank of the “Integrum” agency contains more than 500 million publications from 10,000 media sources.

During the monitoring of the media sources a list is formed, which records the frequency and detail of specific social issues brought up during the fixed period of time. This list includes information about specifics of the media sources and their characteristics. Then the quantitative indices, content, and tone of the publications are defined. The studied publications are examined in terms of their correspondence with socio-political events. All publications are divided into “generated” and “spontaneous”.

As a result of this monitoring, summaries and recommendations on further cooperation between authorities and mass media in regard to the specific social issue are presented.

The information collected helps to estimate the quality of informational support for cultural projects and to improve the methods of communication between authorities in charge of cultural affairs and mass media.

Annually, with the participation of mass media, the most popular St. Petersburg festivals among journalists are rated. Such information allows the evaluation of the success of festivals with regard to their promotion and the assessment of the efficiency of festivals’s marketing plans, which can be applied to competitions for budget funding conducted by the St. Petersburg Committee for Culture. Appraisals from councils of experts and the information referred above are used during the process of examining applications for funding.

These three aspects of social and cultural observation research are a unique mechanism for cultural projects’ estimation and cultural activities' assessment, which provide resolutions to concrete, practical problems presented within society.

The observation of cultural projects’ effectiveness implemented in the Institute for Cultural Programs according to interrelated guidelines forms a platform for the creation of educational programs directed at increasing the effectiveness of management for culture.

It must be stressed that in recent years the Institute for Cultural Programs successfully implemented the aforementioned mechanism during the theoretical and practical research of St. Petersburg’s culture. First of all, this mechanism is used for the development of goal-oriented programs and concepts for the growth of culture and cultural institutions, the running of contests for funding, and research of different issues in the socio-cultural field, such as the abatement of the educational

7 See [http://integrum.ru/AboutDefault.aspx](http://integrum.ru/AboutDefault.aspx)
role of culture, lacking accessibility to cultural services for disabled persons, low socio-cultural integration of migrants, contemporary sales of cultural services, etc.

A good example of social and cultural observation is the research project “Migrants’ Integration into St. Petersburg’s Cultural Life and the Problems of Socio-Cultural Adaptation”, which was conducted by the Institute for Cultural Programs in 2009.

**Case Study “Socio-Cultural Adaptation of Migrants in St. Petersburg”**

In recent years, St. Petersburg’s experts have calculated the annual increase of migrants in the city. As a significant center of science and education, St. Petersburg always attracts students and specialists for professional knowledge improvement. In 2005-2008, there was the migrants’ labour force boom in St. Petersburg. Unfortunately, the percentage of illegal migrants exceeds that of registered migrants, which considerably complicates the activities for migrants’ adaptation. These activities pay particular attention to migrants’ families with children. The children require special measures for their adaptation and integration into St. Petersburg’s cultural and educational life.

The problem of migrants’ adaptation is one of the most demanding tasks of last decade for advanced, developed countries.

Socio-cultural adaptation becomes a crucial problem for migrants’ in a new location. The socio-cultural adaptation in itself is a long-term complicated, multifaceted process corresponding with migrants’ emotional experience of changes, cultural differences and community isolation. The majority of experts suppose **integration** is the most effective and convenient strategy of adaptation for an individual. Integration however, requires purposeful regulation from the authorities.

It is held that the host country must meaningfully conduct differing strategies for migrants’ socio-cultural adaptation. Without regulation of the government, the process of socio-cultural adaptation of migrants may become a threat for social stability and statehood. Consolidated efforts of society are to be directed at the improvement of the adaptation process for migrants and their children in particular.

It needs to be emphasized that state migration policy in the context of adaptation has to consist of two mutual processes: the migrants’ adaptation and the adaptation of the inhabitants to migrants.

1. **Definition of current situation and its resource field: study of organizations involved in the process of migrants’ social-cultural adaptation**

All of St. Petersburg’s organizations which communicated with migrants who came to the city were classified into legal aid organizations and socio-psychological aid organizations. Studying the functions of the indicated organizations is necessary for further effective cooperation between them during the development and implementation of the goal-oriented program aimed at social and cultural migrants’ adaptation.
Studying of the activities of executive authorities, social services organizations led to a conclusion that in St. Petersburg offers legal aid as a principal service for migrants. Legal aid in general however, is frequently available for a fee. None of St. Petersburg’s organizations support migrants during their first stage of life in an unfamiliar city. In particular, people who speak Russian poorly have some difficulties with their social adaptation. The role of culture in the process of migrants’ adaptation is underestimated in Russian society; therefore there is an absence of integrated state mechanisms for migrants’ adaptation. The activities of ethnic and cultural organizations directed to preservation of national language and culture are insufficient for successful integration of migrants into the St. Petersburg’s community.

Analysis of St. Petersburg’s cultural events and cultural services which support socio-cultural migrants’ adaptation has shown that the city culture has sufficient potential for inclusion of new visitors to cultural institutions. Every day, a great number of cultural events are held in St. Petersburg intended for all population groups, including events for less educated audiences. Cultural institutions and arts groups organize free public events in order to attract citizens of St. Petersburg to cultural life and improve access to cultural services and creative activities for all population groups, low-income citizens in particular.

The active process of acquaintance with Russian and St. Petersburg’s history is an important factor of migrants’ adaptation. The city’s festivals presenting the culture of Russia and St. Petersburg and the museums, which organize great programs, exclusive events and prepare informational materials to facilitate comfortable perception of expositions for less educated people, work in line with the migrants’ drawing into cultural life.

2. Public opinion research on the issue of socio-cultural migrants’ adaptation

According to the results of the research on the percentage of migrants participating in St. Petersburg’s cultural life, 50 % of respondents haven’t visited any cultural institute since they came to St. Petersburg. This is a group of migrants who are not integrated into the city’s cultural space. Nearly every fourth respondent is among those who are rather active visitors of the city’s cultural events.

![Cultural adaptation index, %](image_url)
Educational level, social status and duration of time in the city greatly affect the extent of participation in theaters’ and concert organizations’ performances. There is an appreciable percentage of migrants among which have families with children and have visited at least one theater performance or concert.

Of the migrants studied, 80% have never participated in excursion through St. Petersburg’s historical center; three fourth have not visited parks and palaces of St. Petersburg’s suburbs. More educated migrants who have families and children, and live for long time in St. Petersburg show an interest in cultural and historical heritage of St. Petersburg and suburbs attractions. It is interesting that more than a half of migrants want to visit cultural institutions and their events more often.

The graph below reflects the results of the polling on the question “Would you like to visit performances, concerts, exhibitions and cinema more often?”

Migrants report that the main obstacle for frequent participation in cultural events is the lack of free time and money.

The majority of migrants who participated in the surveys is fond of St. Petersburg and would like to know the history and culture of the city much better. 70% of the respondents want to visit free courses for migrants’ adaptation. The sociological survey showed that migrants have poor integration into the city’s cultural life and it is a cause of their low social adaptation to the life in St. Petersburg and a factor of many social problems.

Almost all of the respondents (nearly 90%) mentioned that there is no state or public organization to help them getting the access to the St. Petersburg cultural life. The picture below shows the results of the polling on the question “What organization helps you to access St. Petersburg’s cultural life?”
The principal work on migrants’ adaptation has to be done on the first stage of their life in a new city; it has to include forming the habit of visiting cultural institutions.

The results of the experts’ inquiry showed that nearly two thirds of selected experts can’t explain why their organizations don’t provide migrants with services on socio-cultural adaptation. It was also discovered that St. Petersburg experts don’t realize the importance of the issue. The analysis of the experts’ answers indicated the absence of special organizations and specialists that would help migrants in St. Petersburg. There are some reasons of such a situation: the authorities’ underestimation of the state mechanism for migrants’ adaptation; lack of financing of such programs; lack of the communication techniques between migrants and the government. Among the reasons are legal difficulties, e.g. state organizations (for example, “Social Centers for Families and Children”) can’t offer their services to people who don’t have citizenship of Russian Federation and official place of residence in St. Petersburg. The experts emphasized that St. Petersburg doesn’t have a systematic and goal-oriented mechanism for migrants’ adaptation to the city’s cultural life. Only a minimal amount of organizations held events attracting migrants, let along on a regular basis.

The experts’ inquiry indicated that a migrant during the first period of his life in St. Petersburg has to solve demanding tasks of everyday life such as searching for work and accommodation. On the next stage, a migrant needs a considerable amount of help for socio-cultural adaptation.

3. Analysis of mass media resources on the issue of socio-cultural migrants’ adaptation.

The monitoring of the journalists’ attitude towards the issue of migrants’ socio-cultural adaptation, the interest of the public in the idea of a favourable social climate in terms of the permanent increase of foreign migrants, and the defining character and key themes of publications, was conducted to recognize the role of mass media in St. Petersburg migration policy.

The monitoring revealed the extent of public knowledge about the problem of socio-cultural migrants’ adaptation and the citizens’ attitude towards the issue.

During the monitoring, the key issues of articles and media messages were identified. All publications and media messages were divided into three types in regards to their tone: positive, neutral, and negative. It was than indicated whether the tone of the publications on the problem of foreign migrants’ adaptation was neutral or positive.
The results of the monitoring go to show that mass media of St. Petersburg take poor interest in the issue of socio-cultural migrants’ adaptation in comparison with other migrants’ issues. In spite of little amount of publications, they appear in significant St. Petersburg’s mass media. Publications on the studied issue appear frequently in correspondence with social and political events.

The St. Petersburg’s mass media discuss the successful experience socio-cultural on migrants’ adaptation of the city, other Russian regions and of foreign countries.

To summarize, the main task for further cooperation between authorities and mass media in compliance with the certain social issue is the development of the strategy for formation the positive attitude towards the problem of socio-cultural migrants’ adaptation among the citizens.

To achieve this goal, some measures have to be implemented:

1. Providing informational support for social and political events corresponding with socio-cultural migrants’ adaptation

2. Providing information for St. Petersburg’s mass media about successful examples of the city policy towards socio-cultural migrants’ adaptation

3. Making the group of media resources which will tell regularly the readers about migrants’ adaptation. Close attention is focused on the popular newspapers “Izvestiya” and “Sankt Peterburgskie Vedomosti”, and news agency “BaltInfo”.

The monitoring of mass media resources showed that currently St. Petersburg’s public has quite poor recognition of necessity of goal-oriented measures towards socio-cultural migrants’ adaptation. In addition, mass media discuss different aspects of migrants’ life in St. Petersburg. Undoubtedly, there is an intrinsic link between the effective integration of migrants into cultural and social life and a favourable social situation. As migrants come to St. Petersburg from other regions of Russia and foreign countries, a measure for adaptation has to be focused on
certain group of migrants and be directed to the rapid integration which will increase the citizens’ and migrants’ comfort of living.

Summary

The previously described three-aspect research revealed that St. Petersburg doesn’t have a complex policy for social and cultural migrants’ adaptation. It is reasonable for multinational cultural center like St. Petersburg to follow a policy for migrants’ integration into the city’s social and cultural life. At present, ethnic and cultural organizations of St. Petersburg work to preserve cultural identity of foreign migrants. This is an invaluable factor for migrants’ adaptation but is not enough. The city needs activities to help migrants learn and adopt St. Petersburg’s culture, standards of behaviour and way of life. There is however, a challenge due to certain obstacles that prevent such activities in St. Petersburg. Among these obstacles are: the lack of legislative basis, lack of experience of regular work towards migrants’ adaptation, lack of financing and human resources, lack of methodology for the implementation of such projects as well as cooperation between public and migrants during the process of social and cultural adaptation. The present situation is fraught with serious consequences including the separation of migrants’ communities, social instability, and an increased crime rate among those migrants who have not found their place in a strange environment and have lost their cultural identity.

The citywide government program “Tolerance,” which is currently being implemented, includes a complex of educational activities for setting a tolerant public attitude, but the program can’t entirely solve the problems of the migrants’ adaptation. Rather, it is one aspect of the necessary activities for adaptation. In the year 2008, the majority of activities of the “Tolerance” program were realized in correlation with the point: “Support the ethnic and cultural cooperation within St. Petersburg’s public”. The researchers have studied the financial resources of “Tolerance” to increase the cost effectiveness of the program. The experts then came to the conclusion that St. Petersburg must continue to develop coordinated and systematic work for migrants’ adaptation on the city and regional levels.

It needs to be stressed that tolerance depends largely on a migrant’s personality, his behaviour and educational background, knowledge of language, awareness of local traditions, his appearance and willingness to work honestly for St. Petersburg’s development. The state government must also do its best to help migrants correspond with the positive image.

The main goal of the complex social and cultural observation research based on the ICP’s methodology described above is to develop some measures for successful problem solution.

The research on the issue of social and cultural migrants’ adaptation in St. Petersburg arrived at the following recommendations:

- create a Service Center for Migrants’ Adaptation to coordinate a combined effort;
- build a system of efficient cooperation between the government, ethnic, and cultural organizations, and public organizations and cultural institutions for the purpose of realizing regular adaptation events for migrants;
- create a system of cooperation between the government and prominent employers who invite migrant workers for the purpose of adaptation
activities (e.g. publication of informational brochures, running educational courses, excursions, cultural visits, etc.)

• provide informational support in mass media for state measures towards the integration of migrants into St. Petersburg’s social and cultural life
• provide educational support for Russian language studies
• organize courses for migrants on St. Petersburg’s history and culture
• organize courses for migrants on Russian Federation legislature
• organize courses for migrants on the city’s current infrastructure: the body of law enforcement authorities, the body of medical and educational institutions, social security bodies, articles of law in St. Petersburg, toponymy, etc.
• introduce migrants to the city’s cultural life: support collective and family visits to museums, theaters, concert halls, open air celebration events, etc.
• run a system of measures directed toward the involvement of migrants’ children in St. Petersburg’s culture
• popularize visits to cultural institutions during migrants’ leisure time
• publish and distribute brochures in the departments of migrants’ registration in the Federal Migration Service of Russia which include useful information on St. Petersburg: a brief history, traditions and memorable days; information on the city’s main cultural events and cultural institutions, rules of conduct in public, and necessary actions in cases of emergency.

To sum up the data received from the research, a scheme of communication in the urban social space focusing on defining the complex mechanism of migrants’ adaptation was created.

The ICP’s methodology of social and cultural observation research described above has a unique character and can be useful for studying various social and cultural events and situations. Experts’ profound, objective assessments of the results of cultural processes are crucial for the present economic environment. The main result of this three-part observation is the development of a complex of theoretically substantiated measures aimed at the problem of determining the most effective use of financial, human, and time resources. During the search for new strategies of state, regional, and urban management, it is important to remember that culture has great potential for the resolution of global social tasks.
Factors of Successful Socio-Cultural Migrants’ Adaptation

- Law enforcement authorities
- Employers
- Social security bodies

Legalization

Employment assistance on the base of current legislation
Consultation in crisis situation

Coordination, assistance to migrants
Preservation of national identity

Migrant

Employment assistance
Measures for migrants’ integration into the city’s culture

Service Center for Migrants Adaptation
Ethnic and cultural organizations

Committee for Culture / city’s cultural institutions
Committee for Education / city’s educational institutions

Educational courses on language, history, civic rights

Adaptation

Resident of St. Petersburg
Bibliography

Print resources


Internet resources