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To cite this article: I A Shchetkina 2019 *IOP Conf. Ser.: Earth Environ. Sci.* **274** 012146

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# Assessing the socio-cultural indicators of the population' quality of life in the transboundary region

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**Abstract.** Ensuring a high, decent quality of life becomes the goal of socio-economic development of countries and regions, and the formation of a system to ensure a high quality of life leads to ensuring the necessary level of social security. This becomes especially relevant in the territory of transboundary regions. This is determined by the fact that each transboundary region has its own models of ensuring the quality of life of the population, uses its own mechanisms for improving the quality of the social environment and the ecological situation, as well as its own sociocultural living conditions. This article is aimed at identifying the sociocultural conditions for ensuring the quality of life of the population in a cross-border region (using the example of the Trans-Baikal region). The integrative culture-centric approach is the leading approach to the study of socio-cultural indicators of the quality of life of the population. It is based on a set of opposing points of view related both to the subjective perception of life values and to the awareness of the reality and objectivity of the surrounding world. The use of an integrative culture-centric approach made it possible to characterize the objective aspect of the quality of life of a population in a transboundary region in the context of understanding the level of development of the socio-cultural space and the nature of its influence on the lives of citizens. At the same time, this approach made it possible to study the subjective aspect of the quality of life of the population in a transboundary region through the assessment of people's satisfaction with the quality of their life. As part of the study, a survey of 4,700 residents of municipal areas and urban districts of the Trans-Baikal region was conducted at the age of 18 to 85 years old and indicators are highlighted. They reflect the sociocultural aspects of respondents' satisfaction with their lives, leisure activities, and the availability of cultural institutions. The materials of the article are of practical value for the authorities and state institutions, public associations, and the world community as a whole. Since they are the basis for developing meaningful social policy measures that expand opportunities for the development of the sociocultural living space of the population, implement social programs and projects aimed at improving the quality of life in different countries, and also develop recommendations for reducing the level of dissatisfaction with the quality of life of people in different countries and regions.

## 1. Introduction

Due to social development, various social changes affect the formation and change of life values and human needs. This changes the orientation of the social worldview, aimed at finding solutions for improving the quality of life, modernizing the material and spiritual culture of society. In Russia, the development and implementation of various programs and projects continues, they provide a decent quality of life for individuals and social groups, testing of sociocultural technologies for improving the



quality of life of the population continues. Decent quality of life of the population is not only a strategic goal of the development of the country, but the most important indicator of the performance of state and municipal authorities.

Purpose of this research is to study the socio-cultural indicators of the quality of life of a population in a transboundary region (using the example of the Trans-Baikal region).

Hypothesis of the study: Evaluation of the population's quality of life in a cross-border region is possible only through the use of both objective indicators based on statistical data and subjective indicators based on citizens' opinions, since it is the integration of these indicators that provides an adequate characteristic of the quality of life of the population, within the culture-centric approach, in a transboundary region.

Today's changes in the sphere of social development affect the intensive transformation of cultural values and vital human needs, change the orientation of the public worldview in order to ensure a decent quality of life, improve the material and spiritual aspects of society's activities. Characteristic of people in modern society, the desire to improve the conditions of existence has led to increased differences in the quality of life of the population of developed and developing countries, countries with productive and resource-based economies. There is also an understanding that in a number of countries there are contradictions: between the high availability of natural resources and the population's low quality of life of the population; between the high level of development of individual industries, such as high technology and military industry and the low standard of living of the population; between the high level of striving to improve their standard of living and its low quality among the overwhelming majority of the population, between the declared aspiration of the state cultural policy to spiritual, humanistic values and the real desire of the public consciousness to values of material well-being that has a negative impact on the economic and cultural development of states and ultimately leads to a decrease in the quality of human life [20, 4, 15].

These contradictions made an analysis of the quality of life quite relevant. It was recognized as an independent direction of research from a number of scientific fields, including social philosophy, sociology, psychology, political science, management theory, medicine, economics, indicating its complexity and lack of research [9]. Initially, studies were aimed at identifying factors and behaviors that negatively affect the quality of life, but then, in the substantive part of such studies, various, both objective and subjective, parameters were included (family and social environment, leisure and environmental conditions, health status and life expectancy, as well as psychological characteristics of world perception and personal behavior, including perception of nutrition, living conditions and comfort, cultural and spiritual needs, etc.). Everything in the aggregate has been evaluated as indicators of the quality of life [19].

However, a sharp increase in the number of qualities of life indicators showed that the need to determine the dominant components of this phenomenon arose. Determining the prevailing parameters, scientists used traditional methods: assessment of objective living conditions or measurement of subjective assessments of life. This contributed to the formation of two different paradigms for assessing the quality of life: objectivistic and subjectivistic. The objectivist paradigm considers the quality of life as a set of various social statistical indicators, reflecting the state of the economy, social sphere, environment, etc. The provisions of the objectivist approach were presented by the theory of modernization and lay in the fact that economic development inevitably leads to erosion of the values of traditional cultures, such as religions, local characteristics, cultural differences. It seemed to the representatives of the theory of modernization that economic progress inevitably entails the abandonment of the traditional way of life and the spread of modernist values.

This model has been criticized, as many pointed out that people's interests and needs are determined individually, being reflected only in opinions and assessments, while they cannot be fixed statistically; therefore, only the subjects themselves can assess the quality of life [2].

They preferred the second method. It boils down to the fact that the real quality of life is characterized by the subjective feelings of people, they depend on their intellectual level, psychological state, state of health. Social relationships, family ties, sociocultural reality, life satisfaction are assessed only through

subjective criteria, there is no place for objective characteristics. However, as the critique of this approach showed, the rejection of objective indicators for assessing the quality of life led to relativism and reductionism. This became the basis of awareness of the need to recognize the unity of the material and spiritual, objective and subjective components of the quality of life [11].

The issue of assessing the quality of life has acquired a new meaning, when modern researchers, politicians and public figures began to recognize the influence on the quality of life not only of globalist tendencies, but also of regional cultural characteristics. In social, psychological, economic, political science, theories have appeared, representing a comprehensive and, at the same time, integral, complex nature of the analysis of the category “quality of life”. These concepts claim to more comprehensive consideration of social development and ambivalence of the meanings of social life in the context of considering the dynamics of the interaction of the “life structures” of modern society.

In our opinion, a culture-oriented approach to justifying the quality of life helps to avoid the shortcomings of reductionism. It forces one to choose some absolute basis among various autonomous factors that influence the quality of life. Elements of this approach can be fixed in the writings of L. White, as well as A. Kroeber and T. Parsons. These scientists saw in the concept of “culture” a means of promoting the distinction between the sphere of human and the sphere of biological life [23, 22]. According to the researchers, the role of culture is that it organizes, gives dynamic development to people's lives, gives meaning to events occurring in life, affects the quality of life. Developing this idea, V. S. Stepin showed that culture is a system of historically developing suprabiological programs of vital activity, it ensures the reproduction and change of the quality of human life. [18]. Through culture, one generation of people keeps and transmits the accumulated experience of vital activity to the next generation of people; they master the objective world, skills, techniques and technologies, value reference points, behavior patterns, etc. When using culture, programs of activity, behavior and communication are generated in society, they entail changes in the quality of life of society. Culture is responsible for the process of understanding and rethinking the world by society and the individual, the sense-setting of the value bases of the surrounding reality becomes the result of this [17].

The mutual influence of culture and quality of life is the basis for culture to be understood as an indicator of quality of life, and the origins of culture come from the lives of people, their collective habits, rules, moral norms, etc. [7]. Thus, in the works of researchers of culture, the quality of life and culture are represented as a single entity, denoted by the category “culture”, the content of which is much wider than the meaning of the category “quality of life”.

Therefore, modern cultural science develops an integrative culture-centric approach, while taking into account the influence of specific life goals and motives of the subject of life activity. The integrative culture-centric approach is based on a set of opposing points of view, they are based both on the subjective perception of life values and on the awareness of the reality and objectivity of the surrounding world. According to this approach, human life is a structure based on the combination and synthesis of thoughts, experiences of a person and his activities. Activities are governed by norms and institutions [14]. At the same time, the subjective question is significant – why do people do all this, and the objective question – how it objectively affects their lives.

In this approach, the quality of life is considered as a category that simultaneously reflects a typical and specific culture, the quality of life reflects aspects of current, everyday life: material artifacts, sociocultural norms, customs and life values of people [5]. Thus, the culture-centric approach to the analysis of the quality of life allows the synthesis of both objective and subjective components of life. This contributes to the integration of various research positions and gives grounds to conclude that each person lives his life and feels it in connection with his personal qualities. However, cultural characteristics of the environment are no less important [14].

Quality of life is an integral characteristic of the level of fulfillment of one's needs by a person, satisfaction (dissatisfaction) with the realization of one's social and individual subjectivity, it is determined both by the life strategy chosen by the individual and by the state's social policy [21]. Quality of life is a complex characteristic that includes a set of indicators. They characterize a person's ability to work in good conditions, have a decent level of well-being, study, receive high-quality medical care,

live in comfortable living conditions, breathe fresh air and drink clean water, have access to cultural values, carry out livelihoods in safe conditions, etc. [12].

In science, the assessment of sociocultural aspects of the quality of life of the population has been carried out since the middle of the 20th century. So, in the late 60s, in our country, the system of indicators gained popularity, it was developed by N. M. Berdyklycheva and G. V. Papoyan on the basis of social values and ideals of people. Researchers proposed a typology of ideals such as worldview, interpersonal relationships, and methods for satisfying needs. Each type of ideals is structured among the most relevant values for a person (happiness, faith in social progress, career, work, etc.) [3]. Several types of socio-cultural indicators of the quality of life of the population are used in the practice of modern social analysis. For example, the measurement of happiness, mood, life satisfaction is carried out [8]. At the same time, the assessment of the population's satisfaction with the quality of their life based on survey methods was the most popular [4].

## 2. Methodology

A culture-centric approach was used to measure the quality of life of a population in a cross-border region. The objective aspect of the quality of life of a population in a cross-border region is analyzed in the context of understanding the level of development of the socio-cultural space, the nature of its impact on the lives of citizens. The sociocultural space of the population in a cross-border region is characterized by the ability to optimize, organize, and order from social influence through the improvement of the social sphere and social institutions. Their goal is to provide citizens with access to social and cultural benefits, to create conditions for meeting their needs, and in general, to improve their quality of life. Social institutions and organizations in the field of education, culture, physical culture, trade and service, consumer services, etc. relate to the sociocultural space of the transboundary region. The level of organization and improvement of sociocultural space in the region is determined by the quality of functioning of social institutions, their level of development, the range of services provided, their diversity, quality and quantity. As well as the level of organization and improvement of the sociocultural space in the region is determined by the compliance of the produced social services with the needs of the population. Methods of collecting, interpreting and analyzing statistical data are used to assess the level of development of the socio-cultural space.

The subjective aspect of the quality of life of a population in a cross-border region is assessed through people's satisfaction with the quality of their life. Sociocultural indicators of satisfaction are analyzed and interpreted by the individuals themselves, the subjects of quality of life. They include the attitude of individuals to their life and its sociocultural components, such as satisfaction with the accessibility and quality of services provided by cultural institutions, leisure activities and other [2]. The subjective quality of life of a population in a transboundary region is characterized by the opinions of citizens about their physical, psychological, social, spiritual potential, and about satisfaction of actual needs in various spheres of life activity. The methods of subjective assessment of the quality of life of a population in a transboundary region are surveys through questionnaires and interviews.

In 2017, a survey of residents of municipal districts and urban districts of the region was conducted to assess the satisfaction of the population of the Trans-Baikal region with quality of life and indicators were highlighted, which reflected the sociocultural aspects of respondents' satisfaction with their lives, organization of leisure, availability of services of cultural institutions [5]. The method of cluster (territorial) single-stage sampling was applied, it allowed to achieve the accuracy and reliability of the information obtained. The field stage of the research took place in March-May 2017, 4700 residents of the Trans-Baikal region were interviewed in accordance with the sampling procedure. The questionnaire included 26 questions. Controlled parameters: gender, age, education, occupation. Women prevailed among the respondents (52.1%) of the total number of respondents. Age distribution: 45–59 years old - 27.8%; 25–34 years - 22.2%; 35–44 years - 16.3%; 18–24 years - 18.1%; over 70 years old - 7.9%; 60–69 years old - 7.7%. Specialists with secondary special education prevailed among the respondents - 31.7%; with the highest professional - 28.2%; with a total average of 16.8%. By occupation: unemployed

- 17.4%; pensioners - 16.7%; professionals, employees of budgetary sphere - 15.8%; service workers - 10.3%; state and municipal employees - 8.2%; workers of industry, transport, communications - 6.7%; students - 4.7%; agricultural workers - 2.6%; engineering and technical workers - 3.3%; specialists, managers of extra-budgetary sphere - 3.0%; no answer - 2.6%; military, law enforcement officers - 2.4%.

Interpretation of objective and subjective indicators of quality of life was carried out on the basis of theoretical consideration, statistical and mathematical methods. Statistical analysis of the results of the study was conducted using contingency tables, formed by the statistical package SPSS version 17.

The reliability and representativeness of the results of empirical research is ensured by the consistency of the hypothesis put forward by a sociological study; correspondence of the methodological position of the researcher and the totality of the methods used; the validity of a sample of empirical research; reasoned use of a software product that allows you to provide the necessary level of reliability of the identified relationships.

### 3. Results

Preservation and development of cultural potential, the formation of a single cultural space of the Trans-Baikal region, ensuring equal access of Transbaikal residents to cultural values and benefits, the integration of Transbaikal's culture into the cultural process of the Russian Federation, the preservation of rich national traditions of the peoples living in Transbaikal region, the modernization of the cultural sphere are strategic directions development of the Trans-Baikal region.

The culture of the quality of life of the population of the Trans-Baikal region is characterized by the uniqueness of its diversity and is a natural result of a long interaction and interpenetration of the traditions and customs of the peoples living in the transboundary region.

Due to the current historical situation, representatives of 114 nationalities live today in the territory of the region. This peculiarity, as well as the geographical location (in the south and south-east bordering the People's Republic of Mongolia and the People's Republic of China) of the transboundary region, led to a continuous and multilateral exchange of ideas, outlined the prospects for the development of the culture of the region along the lines of mutual integration of both traditional ethnocultural components and various kinds of innovations.

During the consideration of objective socio-cultural indicators, the evaluation of statistical data was carried out, she described the activities of cultural institutions of the Trans-Baikal region. There are 1387 cultural institutions in the Trans-Baikal region, of which 20 are state-owned and 1367 are municipal, including: 592 cultural and leisure institutions, 627 libraries, 53 cinemas and cinema installations, 23 museums, 67 municipal institutions of supplementary education for children, 1 zoo.

The number of places in cultural and leisure establishments in Transbaikalia is on average 94.2 per 1,000 people in recent years. Over the past 3 years, the number of performances has increased in the region, an increase of 52.1%. A significant part of the performances are presented in cities and urban-type settlements, where auditoriums function. The number of spectators at concerts of professional theaters increased by 47.6%. Recently, however, a decrease in the number of concerts held by the Philharmonic has been observed; this is a negative characteristic of the cultural sphere of the region.

In recent years, an analysis of the activities of club-type cultural institutions shows an increase in the number of cultural events by 3.8%, which is 70.1 thousand units. The number of event attendees is 2 395.8 thousand people. The number of cultural and leisure activities in 2017 was 59.3 thousand units (2016 - 56.7 thousand units). The number of club members in 2017 was 34.2 thousand people (2016 - 30.4 thousand people).

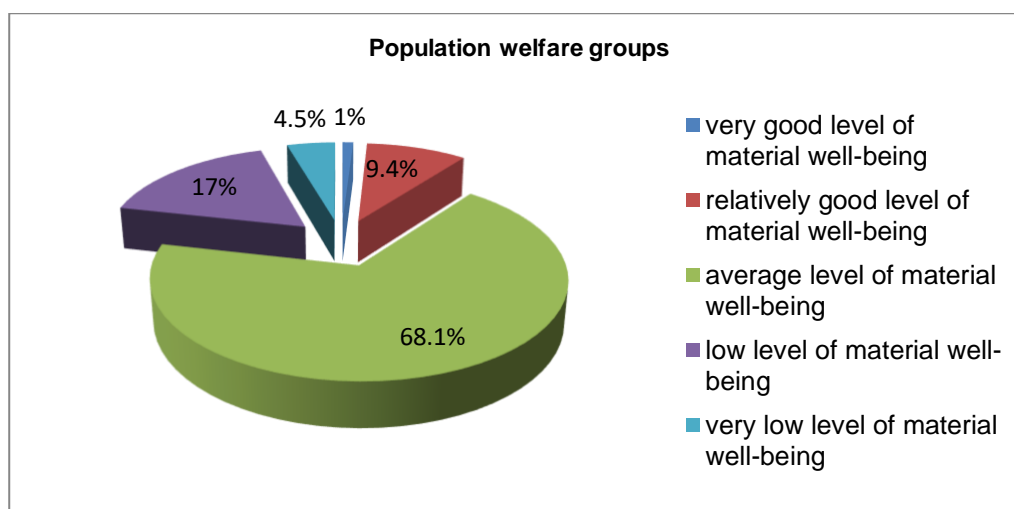
In the process of analyzing the statistical data of the culture of the region, the performance of museums was analyzed. Over the past 3 years, the overall increase was 13%. The positive dynamics of the number of visits to museums has been observed in the region over the past few years; it indicates an increase in the number of visits by 23.9%.

An analysis of the activities of public libraries is important. The total number of libraries in the region is declining (17.3% over the past 3 years). However, the library fund in the region is constantly increasing. Thus, the past few years, an increase of 2.1%. At the same time, 78 books account for only 1,000 inhabitants of the region, with a standard of 200-250.

The study of sociocultural indicators of the quality of life of the population in a cross-border region was also carried out as part of assessing citizens' satisfaction with various aspects of their life. Satisfaction with life, its conditions, is a complex concept that integrates a large number of factors and aspects that are largely independent phenomena. Satisfaction / dissatisfaction with living conditions is formed from satisfaction / dissatisfaction with such aspects of life as profession, housing, family relations, health status, situation in the locality, in the country as a whole, etc. Satisfaction / dissatisfaction with life is determined by the individual himself, his life position, values, spiritual orientations, material well-being. Along with the subjective component, satisfaction / dissatisfaction with life is due to the policy of the state and the activities of local authorities. Levels such as low satisfaction with life, satisfaction with life below average, average satisfaction with life, high satisfaction with life, very high satisfaction with life are determined when assessing satisfaction with life.

The respondents' subjective assessment of their material level made it possible to identify five socio-economic groups of the population (chart 1): a group with an average level of material well-being (68.1%); a group with a low level of material well-being (17%); a group with a relatively high level of material well-being (9.4%); a group with a very low level of material well-being (4.5%); a group with a very high level of material well-being (1%). There is a clear predominance among the respondents of the middle-income layer, which has enough money for food, clothes, badly needed things, but it takes a long time to save money to buy expensive things.

**Chart 1.**



The attitude of the individual to his profession, work is an important indicator that determines satisfaction / dissatisfaction with life. Satisfaction with the profession - an individual's opinion about his professional position in terms of the degree of respect in society, income level, career opportunities, etc. The satisfaction of a person with his profession, work is a criterion for the quality of professional activity. Compliance or non-conformity of performance results with expectations is the basis of such satisfaction.

Among the factors or conditions of satisfaction / dissatisfaction with the profession are the following: the level of intellectual activity with which the specialist successfully copes; his personal interest in professional activities; level of work impact on physical fatigue; the amount of remuneration for work corresponding to his personal aspirations; working conditions taking into account the individual physical needs of the employee and their impact on the solution of the tasks; employee self-esteem; relationships

in a team, with colleagues, they can assist the employee in mastering the values and norms of this professional sphere.

25.9% of respondents rate the level of satisfaction with their profession as high, and 17.8% rate it very high, that is, the level of expectations from the profession for most respondents corresponds to the results of their activities. So, about half of the respondents surveyed are fully satisfied with their professional activities, their work. 28.5% of survey participants rate the level of satisfaction as average. 12.4% and 10.7% define their satisfaction with the profession as below average and low, respectively. 4.7% of survey participants found it difficult to answer the question. At the same time, the results of the study do not allow to identify the relationship of respondents' satisfaction with their profession with their age or occupation.

Among the indicators that determine satisfaction / dissatisfaction with the quality of life, the assessment of family relations takes an important place. Relationships in the family have an impact on the upbringing of children, their health, reproductive behavior of family members, etc. Satisfaction with family relationships is due to many factors, including motivation for marriage, family experience, number, age and sex of children, psychological and individual characteristics of spouses and their compatibility, family income, etc. These factors are differentiated on such grounds as family and extra-familial, marriage and premarital relations, objective and subjective assessments of individuals. The results of the empirical research show that the majority of respondents rate satisfaction with family relationships as very high (42%); 32.8% of respondents rate it as high; as average - 17%; lower than the average - 4.6%; low - 1.9%. 1.7% of respondents found it difficult to answer the question.

The questionnaire included a question on assessing satisfaction with one's life in general. When measuring satisfaction with life, the main emphasis is placed on the subjective assessment by the individual of his level of satisfaction of material and spiritual needs, on determining the degree of comfort of living. Satisfaction with life is determined by the person himself, his inner world, values and motivation, standard of living and it is of a relative nature.

According to the opinion of domestic researchers E. V. Davydova and A. A. Davydov, this is explained by the following reasons:

- most people have a psychological predisposition to compare their own living conditions with the living conditions of those who have a higher level;
- a significant number of the population is prone to suppressing the level of dissatisfaction with their lives, due to the influence of the nearest social environment;
- the circumstances of life more adjust the expectations and life goals, affect the level of satisfaction with life;
- a person's life experience does not affect, more often, the expression of dissatisfaction with life;
- life in preferential conditions contributes to the expression of criticism and dissatisfaction. It also becomes a factor in the formation of new living standards [8].

The survey results showed that the majority of respondents were satisfied with their lives (58.6%). It should be noted that the proportion of the population rather dissatisfied or completely dissatisfied with their lives persists - more than a third of all respondents (Table 1)

**Table 1.** Respondents' satisfaction with life as a whole (in% of the number of respondents).

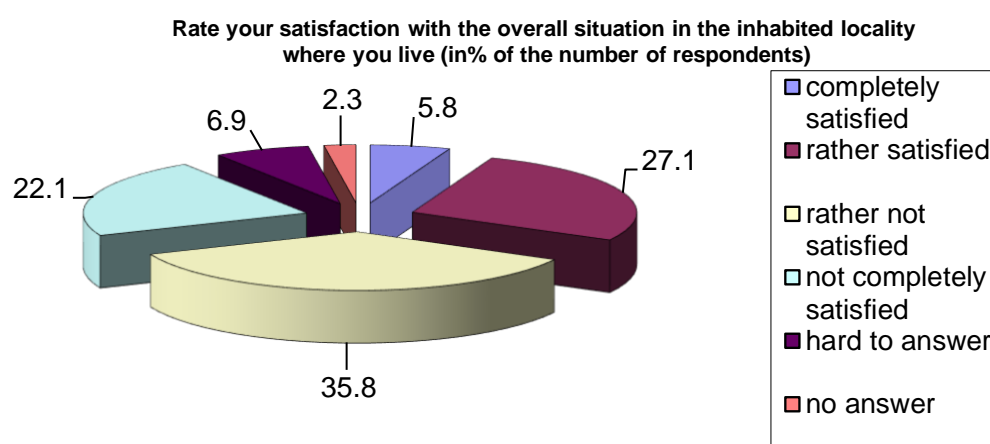
Satisfaction score	Life in general
Completely satisfied	17.2
Rather satisfied	41.4
Rather not satisfied	22.9
Not completely satisfied	9.0
Hard to answer	5.7
No answer	3.9



Assessment of the overall situation of the region is one of the most important final socio-cultural indicators, depending on the socio-economic processes occurring in the region. To assess the current situation in the municipalities of the Trans-Baikal region as a whole, questions were asked to the respondents. Questions in the form of a set of opinions that determine the level of satisfaction with the general situation in the territorial unit and the socio-economic situation in the Trans-Baikal region as a whole.

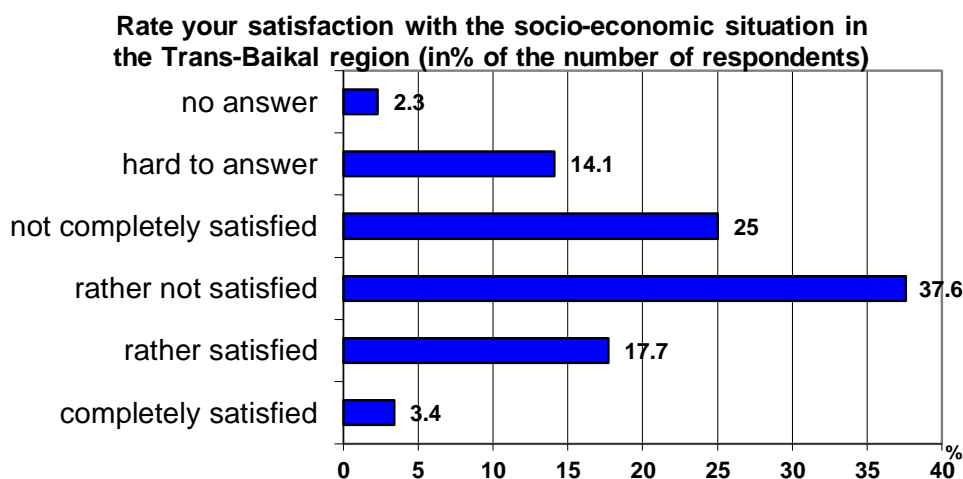
In general, the opinions of residents of the Trans-Baikal region are not unexpected, and the municipalities differ slightly from each other. The main part of the answers regarding satisfaction with the general situation in the municipality falls on the share of those who are most likely dissatisfied or completely dissatisfied - 57.9%. 32.9% of respondents are fully satisfied and rather satisfied (Chart 2).

**Chart 2.**



The level of satisfaction with the social situation in the cross-border region is a significant criterion for assessing the quality of life of the population. The satisfaction of residents with the socio-economic situation in Transbaikalia is as follows: 37.6% of respondents are rather not satisfied with the situation; 25% of residents are not completely satisfied; 17.7% were more likely satisfied; 3.4% were completely satisfied. 14.1% were undecided; 2.3% - no answer (Chart 3).

**Chart 3.**



An assessment of the overall situation in a city / municipality is one of the most important resulting indicators; they bear the imprint of all the processes taking place in the Trans-Baikal region as a transboundary region. The main part of the answers regarding satisfaction with the general situation in the city / municipality falls on those who are most likely dissatisfied or completely dissatisfied - 57.9%. 32.9% of respondents are completely satisfied and rather satisfied.

One of the indicators characterizing the satisfaction of the population with the quality of their lives is the quality of the services provided in such social sectors as culture, medicine, education, etc. Consumers judge the quality of the services provided in any sphere of life. Therefore, quality should be included in all characteristics and properties of services that provide and value to consumers, and lead to their satisfaction.

Occupation of various types of cultural activities is one of the factors that increase satisfaction with life, and satisfaction of aesthetic, entertainment, information needs becomes an important condition for personal vitality. The need for cultural activities is determined by objective (availability of cultural institutions and their accessibility) and subjective (personal need) conditions.

The education system is an important component of the social process, and its condition serves as a reliable indicator of satisfaction with the quality of life. In the process of development of modern society, the requirements for the volume of knowledge are increasing, the need for improving the intellectual level of citizens is growing. Education in modern society is the driving force of social progress, the so-called "social elevator", an indicator of social mobility.

As part of this study, the population was asked to assess their level of satisfaction with the quality of services in the three main areas of education: pre-school education, general education and further education (Table 2).

**Table 2.** Satisfaction with the quality of education services (% of the number of respondents).

<b>Satisfaction score</b>	<b>General education</b>	<b>Preschool education</b>	<b>Additional education</b>
Completely satisfied	12.7	12.7	10.6
Rather satisfied	41.2	36.9	30.8
Rather not satisfied	21.1	20.0	18.9
Not completely satisfied	9.1	9.3	10.0
Difficult to answer	15.4	20.5	28.5
No answer	0.5	0.6	1.2

Assessment of satisfaction with the quality of cultural services by the population indicates the relative balance of unsatisfactory and satisfactory assessments. Thus, more than 40% of respondents are completely or rather satisfied with the quality of cultural services in the city (municipal district). 45.4%, on the contrary, are most likely not satisfied or completely dissatisfied with the situation. 13.1% found it difficult to answer, 0.5% refused to answer.

A special role in meeting the sociocultural needs of the individual is leisure as part of the working time, which remains with the person after the fulfillment of non-binding non-productive duties. Universals such as rest and movement are the basis of leisure, they allow a person to restore physical strength and achieve emotional balance. Leisure is also important for stabilizing the social situation, strengthening solidarity. Equally important is leisure in ensuring the interconnection and mutual understanding of generations, interpersonal communication. Slightly less than half of the respondents are satisfied with their leisure time at the average level, about a quarter of the respondents noted high satisfaction with leisure activities, and one fifth - dissatisfaction with their leisure time.

A significant part of research participants notes a lack of time for leisure activities. Only 42.3% of the population visits cultural institutions 1-2 times a year. Unfortunately, some respondents (33.5%) do not attend cultural institutions at all. Most of the inhabitants of the region (62.2%) have a hobby. 12% of respondents do sports weekly, 8.8% - 2-3 times a week, 2.8% - once a month, 36.1% - occasionally. 38.7% of respondents do not play sports. 1.6% of respondents found it difficult to answer the question.

In order to understand what exactly public satisfaction with the quality of cultural services is based on, it is necessary to assess the activities of the authorities (municipal district) in organizing the leisure of the population. Assessment by the population of the activities of the authorities in the sphere of leisure time indicates a relative balance of unsatisfactory and satisfactory assessments. So, 35% of respondents rate the work of the authorities as satisfactory, 33% give an unsatisfactory rating. 32% of respondents found it difficult to answer the question.

#### **4. Discussion**

Assessing the quality of life of the population of the cross-border region in the framework of an integrative culture-centric approach, it should be taken into account that this category confirms the potential of culture in regular life support of the needs and requirements of society and man. The quality of life, in this context, can be understood as one of the spheres of culture in which there are “cultural benefits” that affect the livelihood of society and man. As a source of “cultural goods”, culture is treated within the framework of various aspects that D. S. Likhachev paid attention to. He said that culture is a structure of life activity, divided into the material and spiritual environment, within which norms and values are created, preserved, distributed, reproduced and contribute to the elevation of man and the humanization of society [13]. Interpretation of culture D. S. Likhachev presented culture as a person's life, possessing such qualities as a focus on the development of creative principles in man and society, the existence of meaningfulness and value of existence. In his opinion, a person is a carrier of culture with all its needs and concerns. The pursuit of a high quality of life is a leading need. It should have been achieved in the process of creating and perceiving cultural values [4].

Under the scrutiny of culturologists is the activity of a person, whose everyday life is characterized not only by the presence and satisfaction of needs, but also by activities that fill his life with meaningfulness. For example, as S. A. Nizhnikov notes, understanding a person's daily life leads to a transition from satisfying material needs to spiritual, from selfish life priorities to creativity for the benefit of other people and humanity as a whole [16]. From this we can conclude that everyday life determines the attitude of a person to his assessment of the quality of realization of those needs that relate to the highest level of life, such as aesthetic needs and the need for self-actualization. Self-actualization is revealed through the implementation of their goals, abilities, self-development.

Separate socio-cultural indicators of the quality of life of the population of the Trans-Baikal region were analyzed, it can be noted that changes in the socio-cultural sphere occurring in the region are both positive and negative. Currently, the development of this social sector is very important to ensure in the Trans-Baikal region. The volume of financing of sociocultural organizations should be improved, their material and technical base should be improved, the range of services provided by cultural institutions should be expanded, and the availability and support of club formations and amateur creative teams should be provided.

The results of the study revealed that the majority of residents of the Trans-Baikal region rate satisfaction with the sociocultural aspects of the quality of life of the population as average. However, the high level of dissatisfaction of the population of the region with the quality of cultural services and their accessibility is a matter of concern. A large percentage of respondents who are dissatisfied with the activities of cultural authorities are also noted.

#### **5. Conclusion**

In general, it should be noted that according to the results of the study, the socio-cultural indicators of the quality of life of the population of the Trans-Baikal region reflect the population's satisfaction with the quality of their life at an average level. These assessments prevail in the study of all components of the socio-cultural space. The continuing high level of unsatisfactory and difficult assessments of the population indicates the insufficient attention of the authorities to the improvement of the branches of the social sphere in the region. However, the study only determined the range of existing social problems

in the region, allowed for a general assessment of satisfaction / dissatisfaction of the population with the work of social institutions, regional and local governments.

Assessing the socio-cultural indicators of the quality of life of the population in a cross-border region, individual problems should be highlighted, which require not only solutions, but also more in-depth research. Among them are factors of dissatisfaction with services of cultural and leisure organizations and educational institutions, the presence of a large number of unresolved social problems and a general dissatisfaction with the situation in the Trans-Baikal region.

In order to increase the efficiency of the activities of state and local government bodies in ensuring a decent quality of life for the population of the region, in our opinion, the introduction of public evaluation methods of government bodies into the practice of municipal administration is necessary. This will allow to assess the level of citizens' satisfaction with their activities, in regular mode.

The government departments and local government, it is important to establish a deeper study of the attitudes of various groups of the population of the municipality. A detailed analysis of the causes of public dissatisfaction with the activities of state and local government bodies is necessary. This will enable the paths to determine the provision of a decent quality of life for the population in a transboundary region.

Thus, the study of the quality of life of the population on the basis of assessing satisfaction with the socio-cultural aspects of life seems especially relevant not only for modern Russia, but also for other civilized states. This is due to the fact that the results of the assessment can be used in identifying mechanisms to ensure a decent quality of life for residents as a strategic goal, on the implementation of which the future of countries. The results of such surveys are necessary to optimize the procedure for the provision of social services, to conduct a set of activities with the population. The experience of other countries should be taken into account when developing programs to improve the quality of life; positive social practices should be translated to create favorable living conditions for citizens.

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