

## THE PROCESSES OF GLOBALIZATION IN THE RUSSIANS' VIEWS

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The transformation processes that characterize the wellbeing of society are taking place against a background of growth and deepening of the processes of globalization. Research papers, which are devoted to the study of the processes of globalization, are controversial and reflect a clash of opinions, conflict of social and political interests, which takes place at the global, regional, national, local levels. The scientific sociological understanding of the nature and dynamics of these processes can largely determine the effectiveness of public administration processes. In this context it becomes relevant to do the research on the various aspects of globalization as well as the perception of the research by the population.

In this article authors analyze the results of the survey among the inhabitants of the south of Tyumen Region, Khanty-Mansiisk Autonomous District and Yamalo-Nenets Autonomous District that are the part of the Ural Federal District (UFD), which purpose was to identify the characteristics of the public perception of globalization. The authors make a conclusion that the general public has expressed a positive attitude to the processes of globalization, which is assigned to the resolution of current problems in the regions.

**Key-words:** population, globalization, processes of globalization, consequences of globalization.

### INTRODUCTION

Social changes occurring in Russia often referred to by the term “transformation” (the transition from socialism to capitalism). At the same time, scientists use this definition as a neutral term for the re-evaluation of the nature of social changes. These changes are not considered as a stable formation of a beforehand and accepted purposes of the society. (Russia-Tyumen: vectors of Eurasian development, 2015) Social changes are interpreted as a process of interaction between different social subjects with an unpredictable result. (Factors of sustainable development of Russian regions, 2014) Socio-economic needs and contradictions are sources of social changes that arise in society and in social processes.

It should be noted that the transformation processes that characterize the wellbeing of society come against the background of growth and deepening of the

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processes of globalization. Globalization as a process of social interaction and bringing people together as an interdependent united planetary society began upon the inception of the first human society on the planet (Tyumen region: society and science, 2005). The concept of “globalization” is widely used by modern politicians, scientists, specialists in various fields of knowledge in the study of social, economic, cultural and political processes, became a frequently used term in the mass media and on the pages of the socio-political and scientific journals (Shcherbakov, 2011; Sadykova, Khairullina, Ustinova, Pelkova, Efremova, 2015; Ustinova, 2014).

The globalization of the modern world constantly reminds to the mankind of the diverse of the world and, at the same time, that it is indivisible, that different approaches to the same processes are inevitable due to cultural differences but not safe for certain social subjects as well as for the world as a whole (Fedorov, 2000).

Globalization processes directly or indirectly cause different kinds of risks such as material, financial, anthropic, human, technological and environmental disasters. Number of scientists and politicians are talking about the apocalypse, as V.K.Levashov mentioned, as a result of the activity of the rational mind. (Tyumen region: society and science, 2005).

N. G. Khayrullina offers modern western society to go to study from the relict cults and cultures which have kept the tradition of respect for the wildlife. In her opinion, it is the culture of native peoples of the Tyumen North that have archetypal depth mentality that continues to throb sacred and anthropic meanings. This algorithm should serve as an example of the revival of culture as the technology in the language of synergy in their development can reach a point of bifurcation, which is after passing through a global evolution replaced with involution and development of mankind will end by apocalypse. (Khairullina, 2001).

Distributed in mass media and scientific studies of information about the processes of globalization is contradictory and reflects the clash of opinions, the conflict of social and political interests, which takes place at the global, regional, national, local levels. The scientific sociological understanding of the nature and dynamics of these processes can largely determine the effectiveness of the processes of political management.

## **METHOD**

In order to identify characteristics of the perception by Russians about processes of globalization, population survey was conducted in the south of Tyumen Region, Khanty-Mansiisk Autonomous District and Yamalo-Nenets Autonomous District that are the part of Ural Federal District (UFD), significantly different according to socio-economic indicators. This is demonstrated by rating of the Ural Federal District regions in terms of social and economic development, due to the quality of life of the citizens and indicators of regional living wage (Tables 1, 2, 3).

TABLE 1: RATING OF THE URAL FEDERAL DISTRICT REGIONS IN TERMS OF SOCIAL AND ECONOMIC DEVELOPMENT, 2014 (THE RATING OF SOCIO-ECONOMIC STATUS OF CONSTITUENT TERRITORY OF THE RUSSIAN FEDERATION BY THE END OF 2014)

<i>Region</i>	<i>Rating point in the rating. 2014</i>	<i>Place in rating</i>
Khanty-Mansiisk autonomous district	73.92	3
Yamalo-Nenets Autonomous District	64.43	7
Tyumen Region	63.62	8
Sverdlovsk Region	59.11	9
Chelyabinsk Region	54.69	18
Kurgan Region	27.61	68

TABLE 2: RATING OF THE URAL FEDERAL DISTRICT REGIONS IN TERMS OF THE QUALITY OF LIFE OF THE CITIZENS, 2015 (THE RATING OF CONSTITUENT TERRITORY OF THE RUSSIAN FEDERATION ON QUALITY OF LIFE OUTCOMES BY 2015)

<i>Region</i>	<i>Rating point in the rating. 2015</i>	<i>Place in rating</i>
Khanty-Mansiisk autonomous district	58.84	7
Sverdlovsk Region	55.72	10
Tyumen Region	55.23	11
Chelyabinsk Region	52.69	15
Yamalo-Nenets Autonomous District	49.16	24
Kurgan Region	29.17	77

TABLE 3: REGIONAL LIVING WAGE FOR 1 QUARTER OF 2015 YEAR IN RF AND THE URAL FEDERAL DISTRICT REGIONS (THE SUBSISTENCE MINIMUM IN RUSSIA FOR 2015)

<i>Territorial entity of the RF</i>	<i>Employable</i>	<i>Pensioners</i>	<i>Children</i>
Russian Federation	8,885	6,785	7,899
Kurgan Region	8,071	6,255	7,808
Chelyabinsk Region	8,574	6,616	7830
Sverdlovsk Region	8,934	6,888	8,483
Tyumen Region (without administrative districts)	8,934	6,784	8,190
Tyumen Region	8,934	6,784	8,514
Khanty-Mansiisk autonomous district - Yugra	12,294	9,341	11,048
Yamalo-Nenets Autonomous District	14,052	10,635	8,514

380 respondents took part in the survey, 46.0% of them are citizens of the south of Tyumen Region, including rural areas; 34.6% – Yamalo-Nenets Autonomous District and 19.4% - Khanty-Mansiisk autonomous district. 60% men and 40% women were surveyed. Depending on the age of the surveyed people the respondents were distributed as follows: before 20 years – 18.3%; from 21 to 30 years – 41.8%; from 31 to 40 years – 13.1%; from 41 to 50 years – 14.5%; from 51 to 60 years – 7.4%; older than 61 years – 4.9%.

## RESULTS

Since the concept of “globalization” is often used in mass media, which meaning is indicating the growth of interdependence of countries in the world, the transformation of humanity into a single system of civilization, respondents were asked to answer the question “What processes are reflected in the life of this concept?” They should have checked no more than three positions from the offered options. The structure of the answers is as follows (in decreasing order):

- “growing interdependence of countries and peoples on the planet” (24.6%);
- “economic expansion in the world of transnational corporations” (21.3%);
- “expansion of progress in science, technology and culture worldwide” - (15.3%);
- “world repartition in favor of the powerful and wealthy countries” is the opinion of each seventh member of the questionnaire (13.5%);
- “what makes rich countries richer and poor countries poorer” – 12.3%.

Since the other answers were selected by a smaller number of respondents, it is appropriate to consider other alternatives that were listed, depending on the education of the respondents (Table 4). From the Table 4 we see that with increasing of level of education respondents more often define globalization as “growing interdependence of countries and peoples on the planet”.

TABLE 4: RESPONDENTS OPINION WHAT “GLOBALIZATION” TERM MEAN TO THEM DEPENDING ON THEIR EDUCATION, %

	<i>Education</i>				
	<i>Incomplete secondary education</i>	<i>Secondary education</i>	<i>Vocational education</i>	<i>Incomplete higher education</i>	<i>Higher education</i>
Growing interdependence of countries and peoples on the planet	0.0	0.0	17.4	22.2	25.9
Expansion of progress in science. technology and culture worldwide	0.0	0.0	30.4	11.1	15.0
Formation on the planet of a united society	0.0	33.3	8.7	0.0	6.8
Economic expansion in the world of transnational corporations	0.0	33.3	4.3	0.0	23.5
World repartition in favor of the powerful and wealthy countries	50.0	0.0	13.0	44.4	11.9
Economic globalization is useful because the level and quality of life of people on the planet ultimately increases	0.0	33.3	4.3	22.2	3.4
Economic globalization makes the rich countries even richer and the poor countries poorer	50.0	0.0	21.7	0.0	11.9
Other	0.0	0.0	0.0	0.0	1.4

Analysis of the responses, depending on the place of residence of the respondents indicated the following results. For the residents of Tyumen and south of the region globalization is associated, primarily, with the spread of science, technology and culture worldwide, for the residents of Khanty-Mansiisk Autonomous District and Yamalo-Nenets Autonomous District globalization involves the formation of a single society on the planet (Table 5).

TABLE 5L OPINIONS OF RESPONDENTS IN TYUMEN REGION ABOUT WHAT THE CONCEPT OF "GLOBALIZATION" DEPENDING ON REGION OF RESIDENCE MEANS TO THEM, %

	<i>Респонденты</i>			
	<i>Tyumen</i>	<i>South of the region</i>	<i>KhMAD</i>	<i>YNAD</i>
Distribution of science, technology and culture worldwide	27.1	32.1	25.6	24.0
Growing interdependence of countries and peoples on the planet	14.7	15.1	10.6	15.8
World repartition in favor of the powerful and wealthy countries	14.3	9.4	15.0	14.1
Economic expansion in the world of transnational corporations	15.8	20.7	18.6	18.7
Formation on the planet of a united society	25.9	18.9	29.8	27.0
Other	2.3	3.8	0.4	0.3

Further we will take a detailed look at the economic aspects of globalization. Supporters of the position that economic globalization is useful because the level and quality of life ultimately increases on the planet turned out to be with a substantial difference smaller, than the supporters of the position that economic globalization makes rich countries richer and poor countries poorer (agreeably 4.2 and 12.3%).

The analysis of this issue, depending on the formation of the respondents identified the following trend. More educated respondents more often expressed positive opinion about economic globalization processes.

The processes of globalization, as we know, are controversial and results are not always obvious. People from different countries have different perceptions on the effects and results of these processes. What problems related to globalization can be solved primarily? A list of 7 options was offered to respondents from which they could choose the three most important positions. The analysis of respondents' answers showed the following picture. The problem of poverty alleviation is in the first place (20.5%). Further is the need to regulate regional conflicts (19.3%) and protect human rights (17.8%). As judged by the results of the survey, globalization is intended to resolve current challenges which population faces in everyday life. From mass media, respondents daily hear about "events" such as consequences of

acts of terrorism in Iraq, Israel, Palestine, about hostage taking, etc. Developments in countries and regions where there is poverty and hunger are narrated regularly. But the protection of human rights in the public mass consciousness seems to be associated with social problems, which respondents have to allow every day. This is low level of salaries, delays of payments of salaries, problems with employment, education and medical assistance, fuel price hikes, high levels of crime, drug addiction, etc. They are all dependent on each other.

Analysis of the answer to this question depending on age and education showed the difference in the most important problems related to globalization. So important problem for respondents aged 20 years and older than 61 is the achievement of world trade agreement. As for respondents from the age group from 31 to 40 years old the most urgent is introduction of common global standards in the field of labor payment and protection, etc. At the same time, respondents with secondary education decided that the most urgent is to unite the efforts in the field of environmental protection.

In general, residents of the Tyumen region have expressed a positive attitude to globalization. By defining the problems associated with globalization, the respondents were asked to identify positive or negative prospects that processes of globalization discover for the humanity. Judging by the responses, more than half of the respondents agree that the processes of globalization reveal to mankind generally positive prospects (61.4%). Supporters of the second position, according to which the processes of globalization open up a whole negative outlook, was almost three times less (21.5%) (Table 6).

TABLE 6: DISTRIBUTION OF RESPONDENTS' OPINIONS ABOUT THE PROSPECTS OF GLOBALIZATION, DEPENDING ON THEIR EDUCATION, %

	<i>Education</i>					
	<i>Incomplete secondary education</i>	<i>Secondary education</i>	<i>Vocational education</i>	<i>Incomplete higher education</i>	<i>Higher education</i>	
Generally positive	18.8	0.0	33.3	12.5	11.1	20.5
Rather positive than negative	41.6	50.0	33.3	20.8	55.6	44.0
Generally negative	5.1	0.0	0.0	8.3	11.1	4.4
Rather negative than positive	16.5	50.0	0.0	16.7	0.0	16.7
Hard to say	12.9	0.0	33.3	33.3	11.1	10.6
I am not interested	4.2	0.0	0.0	8.3	11.1	3.7

As you can see, the respondents who have secondary education, expressed a positive attitude towards globalization prospects. At the same time participants of the survey who have incomplete secondary education, often express a negative than positive attitude to the perspectives that processes of globalization open up.

At the same time, respondents who have not completed higher education said that globalization is not interesting for them.

The population with a small difference between “for” and “against” are for paying an additional 1% tax from their salary to help the poor and the starving (48.4 vs. 41.2) (Table 7).

TABLE 7: DISTRIBUTION OF RESPONDENTS' OPINIONS ON THE OBLIGATION TO PAY AN ADDITIONAL 1% TAX ON THEIR WAGES TO HELP THE POOR AND STARVING PEOPLE, DEPENDING ON A HELD POSITION, %

<i>Opinion</i>	<i>All respondents</i>
Yes	20.0
Rather yes than no	28.4
No	22.4
Rather no than yes	18.8
Hard to say	9.5
I am not interested	0.9

This willingness is due to the fact that studied regions are characterized by relatively high incomes, strong economic activity and stability of the budget system (Table 8).

TABLE 8: AVERAGE MONTHLY WAGE IN REGIONS OF RF AND UFD IN 2015

<i>Rate</i>	<i>Average wage</i>
Russian Federation	33,278
1 Yamalo-Nenets Autonomous District	78,998
7 Khanty-Mansiisk Autonomous District - Yugra	59,375
15 Tyumen Region (without administrative districts)	35,314
23 Sverdlovsk Region	30,557
28 Chelyabinsk Region	29,241
72 Kurgan Region	21,333

More than half of the respondents have positive attitude about implementation of economic reforms (62.7%). The opposite opinion is shared by thrice smaller number of respondents (19.1%). However, about one-fifth of the respondents found it difficult to estimate the attitude to the reforms (17.3%) (Table 9).

TABLE 9: RESPONDENTS' ATTITUDE TO THE IMPLEMENT ECONOMIC REFORMS DEPENDING ON THE REGION OF RESIDENCE, %

	<i>Attitude</i>			
	<i>Positive</i>	<i>Negative</i>	<i>Hard to say</i>	<i>I am not interested</i>
Tyumen and South of the region	50.0	29.2	16.7	4.2
KMAD	50.0	25.0	25.0	0.0
YNAD	61.0	17.6	20.1	1.3

In response to the question, what problems disturb the population primarily, the respondents were able to select five most urgent problems of the twenty offered (Table 10).

TABLE 10: THE DYNAMICS OF RESPONDENTS' OPINIONS ABOUT ISSUES THAT CONCERN THEM PRIMARILY, %

<i>Problems</i>	<i>%</i>
Ecological situation	41.0
The high cost of living	45.2
Drug addiction	43.6
Business interruption	7.4
Unemployment	27.1
Crime	37.8
Division of society into rich and poor	15.4
Arbitrariness of bureaucrats	23.4
Alcoholism	19.2
Debauchery	-
The power of criminal clans	-
Conflict of generations	-
Dissolution of morals, culture	26.6
Your secure and your loved ones secure	27.7
Aggravation of interethnic relations	10.6
Delayed payment of wages. pensions	11.9
Terrorism	24.5
Increase in tariffs for housing and communal services	25.8
Replacement of benefits with cash payments (monetization)	1.8
Other	0.5

Analysis of answers, provided in Table 10, shows that the population of the studied regions is concerned about the problems of drug addiction, crime, terrorism, security, high cost of living and environmental conditions.

The mood of concern about these problems among the inhabitants had been confirmed when they answered other questions. So, on the one hand, half of the respondents (51.0%) expressed concern that their child might become a drug addict, slightly fewer respondents (respectively 45.1 and 27.5%) fear that the child may become an alcoholic or a criminal.

Despite these concerns, only over half of respondents opposed to the death sentence (mostly it is respondents' age category from 21 to 30 years), while about one-third of respondents are supporters of the death sentence (mostly it is respondents' age category from 41 to 50 years and older 56 years old) (Table 11).



TABLE 11: THE RESPONDENTS' ANSWERS TO THE QUESTION OF WHETHER THEY ARE SUPPORTERS OR OPPONENTS OF THE DEATH SENTENCE, DEPENDING ON RESPONDENTS' AGE, %

<i>Answer</i>	<i>All respondent</i>	<i>Age</i>				
		<i>21-30</i>	<i>31-40</i>	<i>41-50</i>	<i>51-55</i>	<i>56-60</i>
Supporter	29.2	21.6	28.2	34.8	28.6	35.7
Opponent	54.6	62.7	59.0	44.6	61.9	57.1
Hard to say	15.5	15.7	12.0	19.6	9.5	7.1
I am not interested	0.6	0.0	0.8	0.9	0.0	0.0

Indicators that characterize positive dynamics of life in the studied regions, are answers to the question about circumstances of life which cause anxiety (Table 12).

TABLE 12: THE RESPONDENTS' ANSWERS ABOUT THE LIMITATIONS THAT THEY EXPERIENCE, %

	<i>Periodicity</i>			
	<i>Constantly</i>	<i>Rarely</i>	<i>Never</i>	<i>Hard to say</i>
In food	1.8	24.4	72.0	1.8
In rest	11.3	55.5	30.4	2.7
In buying clothes and footwear	5.1	41.8	50.7	2.4
In electricity	1.5	6.6	90.7	1.2
In transportation, in gasoline for car	3.9	23.3	71.0	1.8
In medical service	3.6	20.2	71.7	4.5
In medications	1.8	15.6	80.2	2.4
In housing repair	16.6	44.6	28.9	9.9
In visiting theaters, cinemas	11.4	24.3	51.0	13.2
In newspapers	4.2	9.5	78.5	7.8

As we can see the population limits itself (constantly or rarely) in rest, in visiting theaters, cinemas, in housing repair, in buying clothes and footwear, in medical service.

The problem of environmental protection and using resources causes the greatest concern among respondents. The majority of respondents (90.0%) in their daily life pay attention to environmental protection (Fig. 1).

Half of the respondents (51.6%) have a negative attitude to foreign workers because they create difficulties for the Russian workers, provoking conflicts and international tensions. The opposite opinion is shared by 42.7% of the population. In their opinion, foreign workers help to solve the problem of labor shortage on hard and low-paid jobs. It is necessary to take into account the fact that 3% of the population is indifferent to this issue and 2.7% had troubles answering the question. Number of respondents who have positive attitude to foreign workers is growing with increasing of their age (Fig. 2).

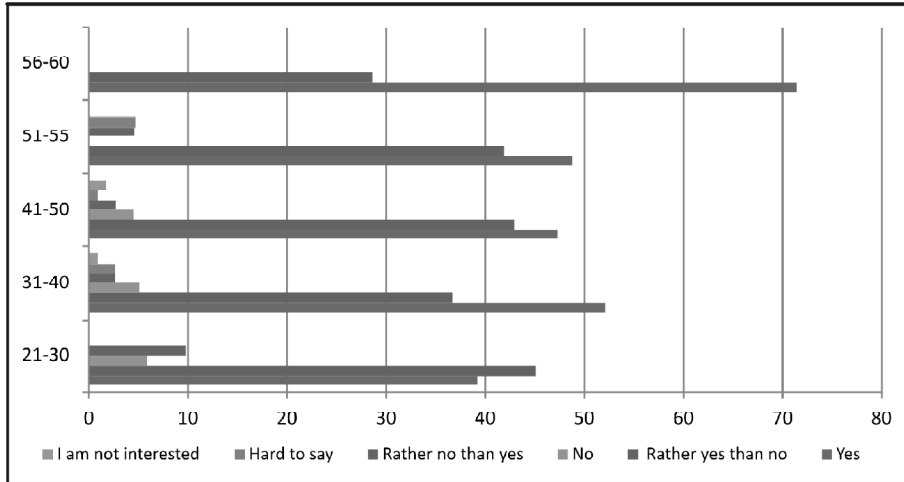


Figure 1: Distribution of answers to the question: “Do you pay attention to environment in everyday life?” depending on their age, %

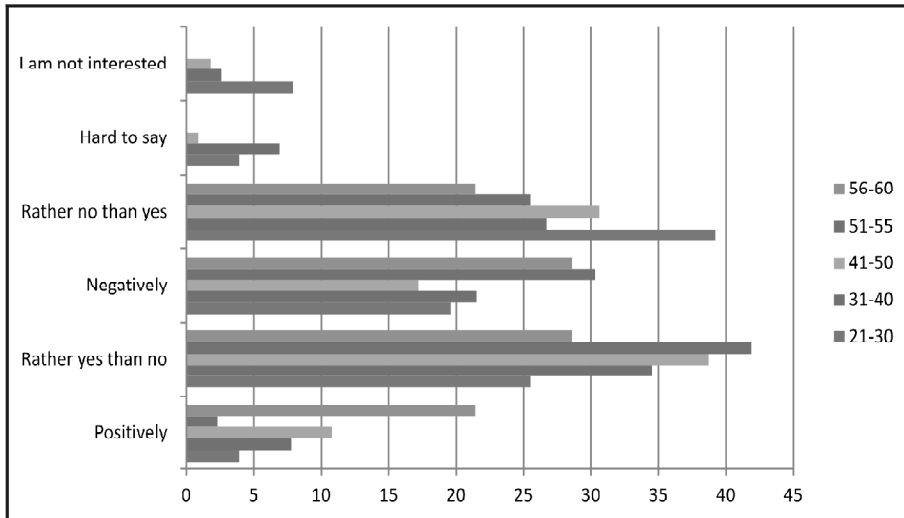


Figure 2: Distribution of respondents answers to the question “How do you feel about foreign workers in our country?” depending on their age, %

Three-quarters of the respondents are hold by an opinion that to overcome the shortage of workers in low-paid jobs in the studied regions is possible only by rise of wages. At the same time 15.0% of respondents believe that foreign workers should be taken for this kind of work for low wages (Table 13).

TABLE 13: THE RESPONDENTS' ANSWERS ON HOW TO OVERCOME THE SHORTAGE OF WORKERS IN LOW-PAID JOBS, %

<i>Answer</i>	<i>All respondents</i>	<i>Education</i>				
		<i>Incomplete secondary education</i>	<i>Secondary education</i>	<i>Vocational education</i>	<i>Incomplete higher education</i>	<i>Higher education</i>
Raise salaries in order to attract Russians for low-paid jobs	74.8	50.0	100.0	87.5	55.6	74.1
Take foreign workers for low wages	15.0	50.0	0.0	4.2	22.2	15.7
Hard to say	9.0	0.0	0.0	8.4	22.2	8.9
I am not interested	1.2	0.0	0.0	0.0	0.0	1.4

## DISCUSSION

Y.A. Agafonov, L.G. Kostyuchenko, V.V. Shalin, M.Y. Popov, V.G. Tretyak, V.L. Kharseva point on appearance of marginalized groups among the social consequences of globalization. The result of the globalization of labor markets was the rise of nationalism and the complication of inter-ethnic relations in France, Germany, Austria and some other West European countries. Structural unemployment in poor countries, the reproduction of which is stem from the modern system of international division of labor, pushes the vacant hands on the international labor market that require low-skilled low-cost labour. As a result, massive migration from underdeveloped countries to developed countries takes global character. (Man, society, tolerance, 2005).

The processes of globalization, which involve more and more countries (Russia is not an exception), also concern residents of Tyumen region. At the same time Russia's entry into the global community turned out to be mostly negative. It is connected (according to V.V. Shalin and A.P. Albova) that Russia (unlike China) could not prepare for globalization and develop appropriate balances of theoretical and ideological terms that are mitigating the process of integration. However, specifics of the Russian culture that were said before, as V.V. Shalin and A.P. Albova noticed, could allow Russia to successfully perform the role as one of the founders of a new system of international relations, the foundation of which will be based on the principles of pluralism, tolerance, dialogue and cooperation between cultures and civilizations (Chalin, Albov, 2005).

## CONCLUSION

The study showed that the general population expressed a positive attitude to globalization. Judging by the results of the survey, globalization is intended to resolve current challenges that population of the region facing in their everyday lives.

The consequences of globalization depend on how its results will be used. The modern world is far from conflict-free status and, therefore, quite likely that the dangers of globalization can become urgent despite its benefits. Therefore, the line of development of the world social and economic model of the XXI century is a kind of a parallel. It is a continuous struggle against the negative effects of globalization side by side with the constant search of balance of pros and cons of this process which would ensure the sustainable development of the global socio-economic system. (The economy of the regions and regional policy, 2014)

At the same time it should be noted that Russia's current situation in the global socio-economic system discrepancy between its natural, industrial, scientific, technical, intellectual and spiritual potential. The powerful natural-resource base has a global significance that survived despite the significant loss of manufacturing, scientific-technical and technological potential, high level of education and qualification of the staff in all areas. Efficient use of all of these factors should be the basis of Russia's crisis recovery and transition to a dynamic socio-economic growth.

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