



Original scientific paper

UDC: 911.3:314.6

<https://doi.org/10.2298/IJGI2302237M>

Received: March 16, 2023

Reviewed: June 25, 2023

Accepted: July 27, 2023



## FAMILY AS A SOCIAL FACTOR DETERMINING DEMOGRAPHIC TRENDS

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**Abstract:** Society's demographic development holds great importance for all social processes: economy, education, science, culture, and others. Therefore, it is important to evaluate the various factors influencing the formation of demographic trends and understand their significance. This paper considers a range of sources influencing the formation of young people's attitudes toward family values, namely: the immediate environment, mass media, media content, literature, social surveys, social advertising, and propaganda, as well as bloggers as a modern element of media communications that has a fairly large influence on the young audience. The paper analyzes Russia's policy of the demographic problem, which is associated with the currently being implemented Concept of the State Family policy in the Russian Federation until 2025 (The Concept) aimed at strengthening and protecting the family as the fundamental basis of the Russian society. The paper presents the results of mass surveys among the Rostov region youth: (1) on the key points of the Concept the sample included 450 young people aged 20–29 and (2) on the youth's preferences for various types of mass media with a sample of 634 respondents aged 16–25. It was revealed that the core foundations of the family culture are sufficiently established in the Russian Federation with the dominance of the marriage relations as free, voluntary, and equal association of men and women, which is consistent with the state policy of support and development of family values.

**Keywords:** demography; traditional family values; institution of marriage; reproductive behavior

### 1. Introduction

The problem of demographic development is currently at the forefront of the social agendas across European countries, including the Russian Federation. According to Rosstat (n.d.), after the rise in the birth rate in Russia by 2014, there is a fairly steady decline. In other words, it can be concluded that the potential of the family in the country is not fully realized.

Since 2019, Russia has been implementing the National Demography Project, which includes five federal projects: Financial Support for Families at the Birth of Children, Promotion of Employment, Older Generation, Strengthening Public Health, and Sport is the Norm of Life. The goal is by the year 2024 to increase life expectancy to 67 years, decrease mortality of the population, and increase the overall number of births (Ministerstva truda i sotsial'noy zashchity

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Rossiyskoy Federatsii, 2018). Also, much attention is paid to increasing the interest of citizens in maintaining a healthy lifestyle. The goal is also to increase the proportion of physically active citizens and those systematically engaged in sports up to 55%.

This study deals with the problem of the family and today's young people's interest in such issues. It is clear that the development of the institution of the family is the fundamental solution to the demographic problem, which in turn impacts the reproduction of the population as its core aspect (Borisenkov & Gukalenko, 2014). Since 2016 the All-Russian competition "Family of the Year" has been held in the country in five nominations: "Large family", "Young family", "Rural family", "Golden family of Russia", and "Family – the keeper of traditions". The goals of the competition are to promote and increase the public prestige of a family lifestyle, family values, and responsible parenthood (Fond podderzhki detei, 2022; Russian Public Opinion Research Center [RPORC], 2021a).

The Concept of the State Family policy in the Russian Federation until 2025 (The Concept) is a conceptual model, the idea of which is formed in an individual from a very early age (Pivovarova & Cherepanova, 2015). There is a growing body of Western research highlighting the role that cultural family values play in adolescent health and adaptation (Liu & Merritt, 2021; Meca et al., 2023; Scott & Pinderhughes, 2019; Zhang et al., 2022). The literature also considers the impact of poverty on family resilience (Polizzi et al., 2022; Sobotka, 2009; Zhang, 2020), on demographic processes in Western countries (Calwell et al., 2002; Gspurning, 2022; Madjevikj et al., 2016), on the problems in interracial and interethnic marriages (Bernardi & Klärner, 2014; Đerčan et al., 2022; Dzhumashev & Tursunaliyeva, 2023; Simeunović Bajić et al., 2020). An extensive block of articles is devoted to the problems of developing a tolerant attitude toward lesbian, gay, bisexual, and transgender (LGBT) representatives on the part of various social groups due to the fact that, according to the authors, various forms of discrimination against them are still common in society (Agovino et al., 2021; Aslan et al., 2019; Martinez et al., 2023; Ream, 2019; Ro & Khan, 2022; Sansone, 2019; Zhou et al., 2021). As a rule, these works do not analyze the connection between the LGBT movement and the role of family in the national demographic processes. Numerous works of Russian scientists have been noted for their interest in demographic issues (Antonov et al., 2021; Arkhangelskiy & Fadeeva, 2022).

This publication aims to determine the factors that influence the idea of family of young Russians aged between 20 and 29. Of particular interest is the discussion of the theoretical model of an ideal family. The role of this Concept, its significance, and the level of impact on modern individuals can hardly be overestimated. Like any other conceptual model, the family is subject to several factors that influence the formation of ideas about this Concept.

The first and dominant element of influence over the idea of an ideal family, is the immediate environment of the individual, namely the family which he or she is a member of, as an attribute of primary socialization. The younger generation learns behavior patterns, as well as the perception of the world picture, primarily thanks to parents, who directly influence a person's first subjective idea of a family with their lifestyle, giving a clear example of social interaction between its members. The experience of one's own family is the most fundamental and remains quite indicative for a long time, designating the forbidden and permissible in the self-realization of the individual, forming, among other things, ideas about the basic model of the family.

The fact that the number of marriages per 1,000 people in Russia has almost halved from 1950 to 2020 is evidenced by Rosstat data (Danilov, 2022). This is due to, among other things, the prevalence among today's youth of unregistered marriages, popularly referred to as "civil"

marriages (44.4% in our survey). It should be noted that this state of affairs in Russia is not new. Already at the turn of the 19th to the 20th century, a critical attitude toward the traditional foundations of marriage, calls for sexual emancipation, which took place among people of various political views, including communists, socialists, liberals, and anarchists, were common among the Russian intellectuals.

After the October Revolution of 1917, marriage was widely seen as a bourgeois relic. In the work of the prominent Soviet figure A. Kollontai (1990) "Love and the new morality", two false repositories of legal marriage are distinguished: indissolubility, on the one hand, and the idea of "property", on the undivided belonging of spouses, on the other. Without delving much into detail on the historical features of the post-revolutionary period of the Russian state in matters of "free love", "the institution of the family", etc., we note that the Decrees of the Soviet Power Volume I. October 25, 1917 – March 16, 1918 (Dekrety Sovetskoy vlasti Tom I. 25 oktyabrya 1917 g. – 16 marta 1918 g., 1957) abolished the mandatory registration of marriage in religious institutions, the legal form of marriage was a union registered by official state bodies. The very procedure for registering a marriage was extremely simplified, requiring a statement of persons entering into marriage and the presence of two witnesses. Actual marriages were equated with registered ones, illegitimate children were equated in inheritance rights with those born in marriage. The dissolution of a marriage was also maximally freed from any restrictions; for a divorce, a statement from one of the spouses was sufficient. Leo Tolstoy's (1911) drama *The Living Corpse*, written in 1900, testifies to the difficulties of divorce in pre-revolutionary Russia. The plot was based on a real story of a husband staging his death to legally give his wife the opportunity to marry a loved one. It is known that the spouses, after the disclosure of the scam, were sentenced to a seven-year exile, which was subsequently replaced by a year in prison.

In the first years of the Soviet rule, the birth rate in the country dropped sharply. Already at the end of the Great Patriotic War, in 1944, in order to support family values and increase the birth rate, the Presidium of the Supreme Soviet of the Union of Soviet Socialist Republics (USSR) adopts a Decree of the Presidium of the Supreme Soviet of the USSR dated July 8, 1944 No. 118/11 "On increasing state assistance to pregnant women, large and single mothers, strengthening the protection of motherhood and childhood, on establishing the highest degree of distinction - the title of 'Mother Heroine' and the establishment of the Order of Maternal Glory and the Medal of Motherhood" (1944). In addition to the measures taken in the title of the document, the section of the Decree on Changes in the Law on Marriage, Family and Guardianship prescribed the obligation to record a registered marriage in the passport indicating the last name, first name, patronymic, and year of birth of the spouse, place, and time of marriage registration.

Thus, marriage became associated with the presence of a "stamp in the passport". It should be said that the "passport stamp" played a rather effective role in stimulating the creation of marriage unions, since it was impossible for persons who were in essentially close marital relations, but did not have a corresponding mark in their passports, to check into the same hotel room or rent a room in the private sector. Public opinion was quite strict and disapproving of such unions, the attitudes of that time condemned free forms of relations, which to a certain extent contributed to the formation of families registered by civil status with a mandatory stamp in the passport on registration or divorce. But it would be unfair to exaggerate the importance of the stamp. In the USSR, the creation of marriage unions based on love was cultivated.

These days, Decree of the Government of the Russian Federation "On Amending Decree of the Government of the Russian Federation No. 8 July, 1997, 828 and the Recognition of

Certain Provisions of Acts of the Government of the Russian Federation as Invalid” (2021) is in force. According to the decree, citizens are provided the right to independently make a decision on the need to put marks in the passport on registration and divorce, and about children under 14 years old. It is still difficult to draw a conclusion about the consequences of this decision and how it will affect the development of the institution of marriage in the country. Some experts have expressed their negative attitude toward this innovation.

## 2. Materials and methods

The study carried out a content analysis of the literature based on the material of foreign and domestic sources devoted to the problems of the family, the determination of fertility, and subcultures in modern society. Several general and specific methods of scientific research were used: comparative, system analysis, synthesis, and analysis of documentary sources.

The empirical foundation of the study is based on the analysis of the results of a mass survey conducted among the following groups of young people of the Rostov region:

1. Young people aged 20 to 29 to identify their attitude toward family values, demographic problems in the country, as well as the LGBT culture. The type of sample is stratified, formed on the basis of the allocation of groups by gender and place of residence among students studying at universities in the city of Rostov-on-Don. In total, there were 450 respondents in the sample, 49.1% of them men, 50.9% women; 69.8% of respondents are residents of the cities of the Rostov region, 30.2% live in rural areas, which, when compared with statistical data on the population of the Rostov region for 2023 (Federal State Statistics Service, 2023) determines the representativeness of the sample with an error of 4.6% (Poll 1); and

2. The youth of the social group of students of secondary, secondary professional, and higher educational institutions on their interest in the news agenda, preferences in choosing content topics and information consumption platforms. The sample size was 643 respondents aged 15–24 years, of which 50.2% are men, 49.8% are women; 68.4% are urban residents and 31.6% live in rural areas. The sampling error is 3.86% (Poll 2).

## 3. Results and discussion

In the first survey, the marital status of the respondents was distributed as follows: 13.6% of participants were legally married, 37.1% gave an evasive answer, noting that they have a girlfriend/boyfriend, 7.3% identified themselves as being in an unregistered marriage, 1.8% were divorced, and 5.8% had never been married. A fairly large percentage of respondents (34%) reported no relationship at all. It should be noted here that 86.5% of the respondents—young people aged 18 to 24—to one degree or another showed interest in the prospect of creating a family, which in fact was the main interest of our study.

The poll showed that 71.1% of the respondents grew up in two-parent households, 37.3% grew up in a nuclear family, 20% in an extended family (more than two generations), 12.7% in a traditional family, 2.7% in a patriarchal family (absolute power of the husband), 8.7% in a democratic family, and 18.7% in an incomplete family. As for the percentage of those who grew up in a traditional family (12.7%), it should be taken into account that Russia is a multi-ethnic country. The cultural diversity of ethnically mixed families has a significant impact on the processes of children's socialization. Spouses from monoethnic families share the egalitarian model of marital relations to a greater extent than spouses from interethnic families, who more often adhere to the traditional model. This also applies to Russian wives

from interethnic families, who, when “marrying a representative of the people of the Caucasus or Central Asia, cannot but be guided by the patriarchal norm of marriage and family relations shared by their chosen one” (Sikevich & Possel, 2018, p. 333). Tashcheva et al. (2016) note that today about a quarter of the population of the Russian Federation lives in multinational families, while emphasizing that there are especially many multiethnic marriages in multinational regional entities, including in the Rostov region.

According to the Federal State Statistics Service (2023), in the period 2014–2016, only official bi-ethnic marriages in the Rostov region accounted for 50% of the total number of registered marriages. This testifies to the latent understanding and acceptance by the inhabitants of the Rostov region of various ethno-cultural features. In the process of socialization and the acquisition of new social ties, a person gets the opportunity to conduct a comparative analysis of his/her family model with the families of various people in their environment, highlighting for themselves the most optimal subjective picture of family relations. So, the analysis revealed the attitude of the respondents to the question of the importance of creating a strong full family. For 36.9% it matters whether their partner (husband, wife) grew up in a complete or incomplete family, 12.9% found it difficult to answer this question. In other words, almost half of the respondents doubt the stable psycho-emotional state of people who had a negative experience of spiritual and social relationships between their closest relatives in childhood.

When asked whether the respondents were satisfied with the demographic state of the country in which they live, the following answers were received: 15.2% expressed their indifference to this topic, the majority (40.9%) found it difficult to answer, 18.4% of respondents were satisfied with the situation, and only 25.1% of the respondents categorically expressed their dissatisfaction with the current state of affairs.

In the opinion of 254 respondents, an increase in family income could improve the demographic situation in the country. In favor of providing free housing to families with two or more children in case of its absence are 80 persons, 37 people note the importance of promoting family values using mass media, 21 respondents point to the problem of proper provision of preschool educational institutions for children requiring their final solution (Figure 1).

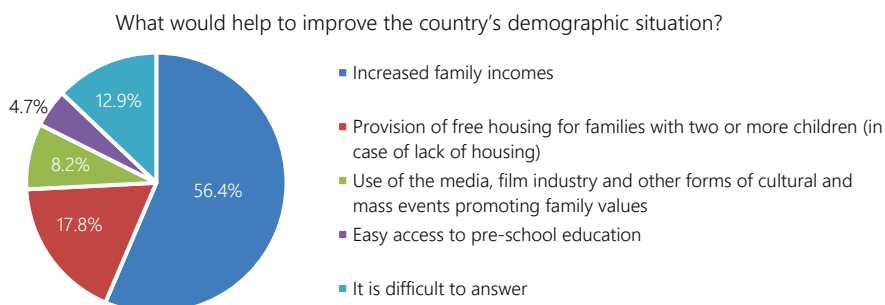


Figure 1. Improving factors of the demographic situation in the country.

These results are directly related to social factors, with a state policy aimed at solving demographic problems, and can be implemented quite successfully. Therefore, the next block of questions in the questionnaire was aimed at revealing the desire of the respondents to

have children. Only 15.8% do not plan to have children, 40% plan it, but with a caveat—“depending on the life situation and conditions”; the rest gave more specific answers: 12.9% plan to have one child, 24.7% two children, 4.2% already have children and do not plan to have any more, and 2.4% plan to have more children.

What factors contribute to the refusal to have a child? The data obtained, taking into account the possibility of three possible answers, are consistent with the results on the improvement of the demographic situation in the country, presented in Figure 1. For example, 67.1% noted insufficient wages, 62.4% lack of their own housing, 67.3% uncertainty about permanent earnings. A sufficient number of respondents put career priority in the foreground 24.7%, and 38.4% of respondents focus on the desire to live for yourself.

It should be noted that 8.2% of the respondents identified the use of media, film industry, and other forms of cultural events that promote family values as an important factor in improving the demographic situation in the country (Figure 1). Therefore, as the second most important source of influence on the formation of the attitude of young people to traditional family values, we have identified the influence of various mass media, since from a certain stage of their life a person becomes a consumer of a large amount of information from the outside. The media is just such a source of information, designed for a mass consumer. According to a sample of the statistical agency Mediascope from September 1, 2020 to May 25, 2021, 97% of Russians watch TV at least once a month and 65% of the population aged 18 to 54 watch TV every day (Achkasova, 2021). The internet space, in particular, social networks are mass media, which are also quite popular nowadays. Most popular platforms in Russia are YouTube and VKontakte (Borisenkov & Gukalenko, 2014; Sergeeva, 2019).

Almost any form of broadcasting media content in the Internet space is a blog as the starting point of broadcasting information. There are four types of media content in social networks: text, audio, video, and graphic information. According to Sergeeva (2019), 92% of Internet users use social networks, which are a huge repository of media content for almost any audience. Moreover, the audience of TV channels also echoes the audience of social networks. The media does not have to be in official uniform in order to have a large audience and good responses (Sergeeva, 2019). This was also confirmed in the course of our second survey, where 40.7% of respondents believe that the lack of official registration of the media is not a reason to doubt the reliability of the information provided, while 29.3% found it difficult to answer.

Unlike one-way TV viewing, the format of online news media involves user comments, which means greater audience involvement in the discussion. Participants can share their position with others, receiving various information in response, in order to form an idea about certain issues in a more meaningful way in the process of receiving it.

Different types of media differ in their degree of influence depending on the age of the recipients. So in 2021, media consumption in Russia changed dramatically: young people are increasingly refusing to watch TV and using the Internet exclusively to get information. Among young people, 69% of those aged 18–24 and 48% of those aged 25–34 gave up TV (RPORC, 2021b). Moreover, the Internet is initially a freer platform for the dissemination of information, which can certainly lead to both positive and negative consequences. Nevertheless, it is the media that give value to family concepts, the broadcast information carries a certain agenda, which is used for the purpose of value regulation, especially when it comes to society and public views. This is a fairly effective and convenient tool for social influence, including the one on demographic processes by represented basic family values through broadcasting positive

information about such things as a complete family, the need for childbearing, the presence of one or more children, and the moral ideals of the younger generation.

In the second survey among young people aged 15 to 24, 70.9% of the respondents are interested in the news agenda. Most use social media to get information. On the issue of preferences in choosing a platform, taking into account the possibility of multiple answers, the following results were obtained: 74.4% of respondents use Internet platforms, 69.1% use social networks, 30.4% use television, only 8.7% of respondents are interested in printed publications, and 6.5% get information using radio.

At the same time, in terms of trust in the relevance of information, the respondents put Internet platforms in the first place (77%), 66.8% use social networks, 29.7% use television, 13.1% use printed media, and 8.2% use radio.

The results are consistent with the respondents' preferences in choosing a platform for information consumption. Hence, it can be concluded that the choice of the platform is dictated by the level of respondents' confidence in the reliability of the information provided. At the same time, more than 90% of respondents compare information received from different sources and 72.7% of respondents clearly believe that the Russian media may not provide all the information available to them.

It is important to note that bloggers are becoming increasingly popular in the networks. They demonstrate their attitude to various social issues and problems, including the attitude to things related to the institution of the family and demography. Below is an author's selection of various YouTube blogs that speak out on the topic of childfree (freedom from children).

Zoya Yarovitsyna (289,000 subscribers on YouTube) as part of a podcast, publicly encourages childfree from the position of feminist views, which she actively adheres to. Yarovitsyna's subscribers leave comments of solidarity with the opinion of the heroine of the issue (TNT Smotri yeshche, 2023).

The topic of childfree was also covered by a rather popular telblog.net channel (5,350,000 subscribers). The channel cites the data of the sociological survey of the RPORC (2021a) according to which: 47% of people aged 18 to 24 (the average age of birth of the first child is 25) believe that the Russians are not obligated to have children, while among all respondents, 26% identified a difficult financial situation, in other words, the inability to provide offspring as the root cause of refusing to procreate.

Pavel Astapov (407,000 subscribers) voices a positive assessment of childfree across his seven videos. Negative assessment of motherhood and the institution of the family is presented in five videos. The video, titled "Why I'm Childfree" received 924,000 views and 9,466 comments, most of which were positive (Astapov, 2018).

What was obtained in the process of our first survey? As already noted, 15.8% of respondents do not plan to have children and 38.4% highlight the desire to live for themselves. Comparing both figures (15.8% and 38.4%), it becomes clear that many respondents do not attribute the "desire to live for themselves" personally to themselves, but to the above-mentioned group. It should also be emphasized that according to the second survey, only 27.6% of respondents perceive the information received from bloggers as true, 72.4% of respondents do not trust them when searching for information.

Turning to the role of the media and the immediate environment in the formation of a value picture of the family, the following question arises: what exactly is the role of the blogosphere and influencers in shaping the idea of an ideal family? Due to the specifics of the Internet space as a free discussion platform, as well as an extensive opportunity for communication between users, it is

possible to verify the basic ideas about the role of the family: testing traditional values for strength, rethinking them, or expanding them with the acceptance of new realities. Very often, the information presented by bloggers is provocative in nature, with the intention of having a devastating effect on the attitudes of young people. And here the role of the foundation of the traditional moral education of the individual, characteristic of an orthodox society, increases, which is the main factor in the rejection of newfangled trends that discredit the institution of the family.

A surprising finding was the lack of knowledge by young people about the Concept (2014), as evidenced by the answers of 49.3% of respondents (Figure 2). At the same time, respondents are aware of the state support for families in the form of maternity capital and they demonstrate a very positive attitude toward this measure (Figure 3).

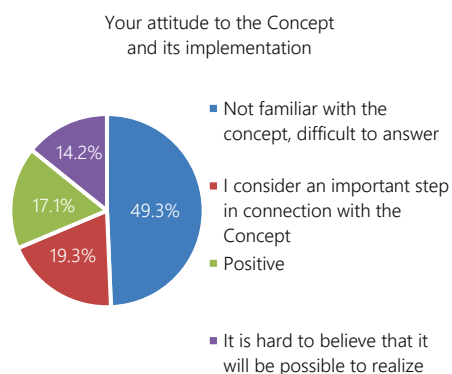


Figure 2. The Concept knowledge.

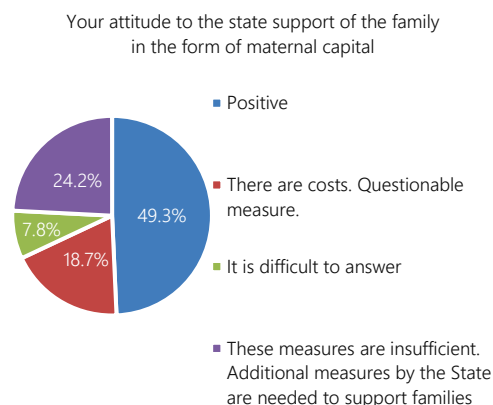


Figure 3. State family support attitude.

About 24.2% of respondents believe that these measures are not sufficient. Meanwhile, from February 1, 2022, the amount of maternity capital for the first child was at 586,946.72 rubles (\$8,064.36) and 775,628.25 rubles (\$10,656.75) for families in which a second child was born if the family did not receive such payments for the first child. The additional payment at the birth of a second child in the case when the family has previously been issued maternity capital would amount to 188,681.53 rubles (\$2,592.39; Gustova, 2023; The State Duma, 2018). This amount can be used to improve housing conditions. Thus, we see that the state keeps this issue under control and is trying in every possible way to improve the financial situation of the population, while ensuring the need for living space for young families. However, based on these indicators of the real estate market, over the past 10 years, housing prices have increased in almost all regions of the country. In Moscow, the increase in cost was almost 100,000 rubles per 1 m<sup>2</sup>: 2012, 160,000 rubles per m<sup>2</sup> and 2022, 250,000 rubles per m<sup>2</sup>. Real estate prices in the Moscow region also increased from 85,000 rubles per m<sup>2</sup> in 2012 to 150,000 per m<sup>2</sup> in 2022 (Indikatory rynka nedvizhimosti, n.d.-a).

Moscow ranks first in the housing prices in the Russian Federation. Thus, the average price for an object in Moscow is 2.5 times higher than the average price for an object in St. Petersburg; it is more than six times higher in the city of Rostov-on-Don, 15 times in Taganrog, Rostov region, etc. (Indeks rynka nedvizhimosti, n.d.-b). These statistics show that economic

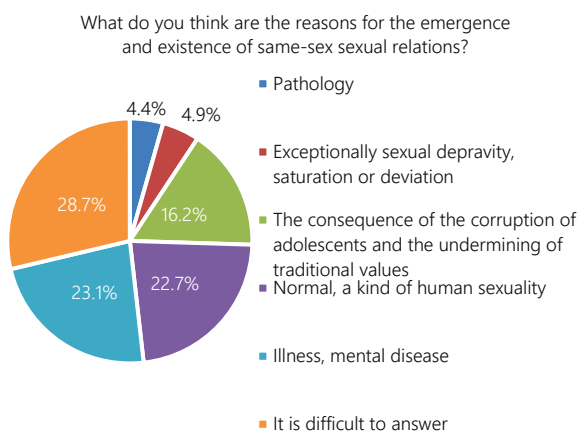


problems remain as the most relevant when child planning is abandoned, which is confirmed by the results of the survey shown in Figure 1. The Concept pays great attention to these problems both at the state and regional levels. Among the introduced target indicators of the effectiveness of the implementation of the state family policy of the Concept are those positions that correspond to the results of the survey, namely: (1) a decrease in the share of families with children under 16 years of age in the total number of families whose total per capita income is below the established subsistence minimum in the subject of the Russian Federation; (2) a reduction in the number of unemployed parents, an increase in the share of employed citizens with family responsibilities in the total number of employed citizens; and (3) an increase in the share of families who have improved housing conditions in the total number of families recognized as needing better housing conditions.

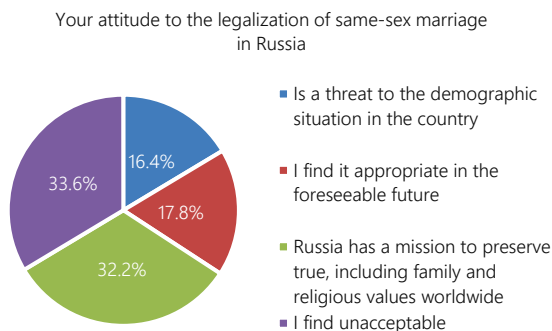
The Concept (2014, article 3, para. 2) clearly outlines the Priorities of the state family policy, which include “assertion of traditional family values and family lifestyle, revival and preservation of spiritual and moral traditions in family relations and family education, creation of conditions for ensuring family well-being, responsible parenthood, increasing the authority of parents in family and society, and maintaining the social sustainability of each family”.

Also, at the state level, a position has been determined in relation to LGBT propaganda. Since December 5, 2022, propaganda has been banned not only for minors, as it has been since 2013, but also for people of any age (Kodeks Rossijskoj Federacii ob administrativnyh pravonarusheniyah, 2001). The state shows interest in building traditional family relations, but the law does not contain any attack on the rights of sexual minorities, as before, “equality of rights and freedoms of a person and a citizen is guaranteed, regardless of gender, race, nationality, language, origin, property and official status, place of residence, attitude to religion, beliefs, membership in public associations, as well as other circumstances” (Konstituciya Rossijskoj Federacii, 1993, article 19, para. 2).

Attitudes towards LGBT people are clearly expressed in the results of the first survey: 41.8% of respondents do not show any interest in this phenomenon at all, 35.5% have a negative attitude, 12.7% of respondents do not experience any discomfort in this regard, and 2% follow the guidelines for their legitimacy (approval). Among the reasons for the emergence and existence of same-sex sexual relations, 102 respondents believe that same-sex sexual relations are a kind of human sexuality, almost half of the respondents attribute this phenomenon to one or another type of deviation (Figure 4). In general, a rather indifferent attitude of Russians to this question is observed.



**Figure 4.** Reasons for the existence of non-traditional sexual relations.



**Figure 5.** The attitude of the population to the legalization of same-sex marriages in Russia.

not directed against sexual self-determination, against the honor and dignity of representatives of sexual minorities. The Constitution of the Russian Federation enshrines the principle of individual autonomy of the individual, respectively, freedom of sexual self-determination without any differences in the legal status of a citizen. The ban on “gay propaganda” plays the role of protecting the family and childhood and is an important link in matters of state security of the country.

#### 4. Conclusion

The initial archetype of the family in the social sense is the primary community that lays the foundation for the formation and existence of all other forms of human community. The family is a structural element of statehood, the most important social factor in determining demographic processes, performs the main function of population reproduction and patriotic continuity of generations.

As this study has shown, Russia largely continues to live within the traditional family culture. Meanwhile, after the rise in the birth rate in the country by 2014, there is a fairly steady decline. An effective mechanism for improving the current state of affairs should involve all possible means that contribute to changing public opinion about motherhood, fatherhood, children, and marital relations. The state policy of support and development of traditional family values provides for a set of measures aimed at improving the well-being of the family, economic trends are transformed in the interests of families with children. Particular attention is paid to the dominance of registered marriage in the types of marital relations, which, according to the legislation of the Russian Federation, is a free, voluntary, equal union of a man and a woman. Of great importance is the improvement of social management of the value orientations of the population with the active purposeful use of mass media.

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The attitude of the respondents to the legalization of same-sex marriages in Russia is shown in Figure 5 (80 respondents consider the legalization of same-sex marriage in Russia to be expedient in the future). The majority of respondents generally demonstrate solidarity with the government's policy of banning LGBT propaganda in the country.

We emphasize that the ban on LGBT propaganda is

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