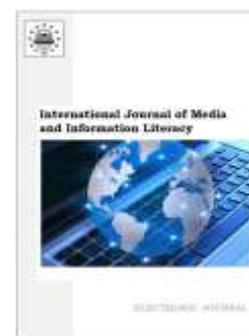


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Information Support of State Assistance to Youth Development

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Abstract

In the modern world, the development and education of youth is considered as the basis for the future development of national states. As part of their youth policy, governments are implementing measures of state support for youth and developing mechanisms to stimulate their formation and education in the national interests. Government authorities develop and implement various mechanisms to stimulate the development of youth: grants, educational programs, festivals, competitions, social benefits and etc. To ensure the effectiveness of government support measures for youth development, it is important to ensure that young people and their teachers and mentors are informed about them. At the same time, young people represent a specific audience, and therefore it is worth taking into account their characteristics and preferences in communications. The authors conducted a sociological study to establish the level of awareness of young people aged 14 to 35 years from different regions about the mechanisms of state stimulation of youth development. The study involved 537 people (65.5 % female and 33.5 % male) from 55 constituent entities of the Russian Federation. It was found that the youth surveyed poorly informed about existing measures and mechanisms of government support aimed at supporting youth initiatives and their development. In this regard, it is necessary to further improve the mechanisms of interaction between government bodies and young people in the media space, taking into account the characteristics of this target audience, to develop social networks and publics with the involvement of media people well known to young people, to increase the media literacy of teachers and civil servants implementing the country's youth policy.

Keywords: public authorities, youth, social networks, media, youth policy, media literacy.

1. Introduction

At the moment, in the theory and practice of public administration, the basic concepts of state participation in youth development have been formed. The choice of a specific approach in a particular state depends on the level of its economic development, historical and cultural heritage. The education system, including higher education, directly depends on the government structure and political course of the country, which in turn affects the financing of education and the quality of graduates (Chin, Shi, 2025). Work with youth should be built on a long-term basis, taking into account the strategic priorities of the country's development (Junussova et al., 2025). As presented in studies, one-time actions and random grants provide only a short-term positive effect, which is leveled out over time (Blattman et al., 2022).

Public administration of education is the direct activity of public authorities in the field of education, starting from the federal level, represented by the Ministry of Education and the Ministry of Higher Education and Science (in the Russian Federation), and ending with structures for managing education in municipalities. State regulation, in turn, implies economic, social, legal,

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political and organizational ways of influencing the subjects of educational activities and educational relations. In this case, the aspect of interaction between the state and civil society in matters of training and education of youth is clearly visible. This is how the concept of state-public management of the education system is implemented (Kosheleva, 2021).

As N.S. Petrova et al. note, when forming the state's youth policy, it is important to take into account the fact that young people are a special target audience, usually committed to actively transforming their environment (Petrova et al., 2023). The characteristics of youth as a social category also entail the characteristics of working with this target audience. It is important to ensure respect for the rights and freedoms of youth and youth associations, as well as to ensure a constructive dialogue between authorities and youth. Such a dialogue can be effectively established in the media space by increasing the media literacy of the public in general and government officials responsible for youth policy in particular (Gálik et al., 2024; Gáliková Tolnaiová, Gálik, 2020).

In the Russian Federation, mechanisms for state stimulation of the development and education of youth in priority areas have been formed. These mechanisms are designed to create holistic people, worthy citizens of their country, as well as people who are capable of strengthening national socio-economic position.

However, this study should pay attention to those aspects of mechanisms for state stimulation of the development and education of youth, that require recommendations for further improvement. According to the authors of this study, the target audience of state mechanisms for stimulating the education and development of youth is, first of all, the youth themselves, secondly, teachers and management staff of educational organizations, and thirdly, the remaining participants in this process (all interested parties in the educational process).

The purpose of this study is to identify the level of awareness of the main target audience – youth, about measures of state support for the development and education of youth.

2. Materials and methods

In April 2024, the authors of this study conducted an online survey of young people aged 14-35 from various regions of Russia. 537 people from the following regions took part in the survey: Altai Territory, Arkhangelsk Region, Bryansk Region, Vladimir Region, Volgograd Region, Vologda Region, Voronezh Region, Transbaikal Region, Ivanovo Region, Irkutsk Region, Kabardino-Balkarian Republic, Kamchatka Region, Krasnodar Region, Krasnoyarsk Region, Kaliningrad Region, Kaluga Region, Kemerovo Region, Leningrad Region, Lipetsk Region, Moscow, Moscow Region, Nizhny Novgorod Region, Novosibirsk Region, Omsk Region, Orenburg Region, Primorsky Territory, Republic of Bashkortostan, Republic of Dagestan, Republic of Kalmykia, Republic of Crimea, Republic of Mari El, Republic of Mordovia, Republic of Sakha (Yakutia), Republic of North Ossetia – Alania, Republic of Tatarstan, Republic of Tyva, Republic of South Ossetia, Rostov Region, Ryazan Region, St. Petersburg, Saratov Region, Sverdlovsk Region, Sevastopol, Stavropol Territory, Tver Region, Tomsk Region, Tula Region, Tyumen Region, Udmurt Republic, Ulyanovsk Region, Khanty-Mansiysk Autonomous Region: Ugra, Chelyabinsk Region, Chuvash Republic, Yamalo-Nenets Autonomous Region, Yaroslavl Region.

In total, respondents from 55 constituent entities of the Russian Federation took part in the survey, and in total there are 85 regions in Russia, excluding new territories. The territories of the Russian Federation annexed during the Special Military Operation were not considered by the authors, since previously they were part of another state, where a different policy was implemented in the field of education and upbringing. The study of the mechanisms of state influence on the educational process in new constituent entities of the Russian Federation may be the subject of a separate scientific study. Thus, the territorial coverage of respondents is more than half of the territory of Russia, namely 65 %.

The questionnaire was presented in the form of closed and open questions using the Google-forms service. Respondents were recruited to participate in the survey on a voluntary basis. The authors used a method for selecting respondents such as simple random sampling, which is considered the most reliable way to form a representative sample (Seneta, 1985; Vitter, 1984). All respondents meet the first selection criterion – age, that is, the sample is representative of this criterion. According to the second criterion – coverage of all subjects of the Russian Federation, compliance is ensured by only 65 %, which does not exceed the sampling error of 4 %. This is the maximum permissible value of sampling error, which means that the sample of 537 respondents is

representative. In addition, as the latest study has shown, this sample size corresponds to the results presented in highly rated international authoritative journals (White, 2023).

3. Discussion

As the study (conducted in 2023) showed, most young people prefer the Internet to television (Young People..., 2023). Almost 40 % of young Russians do not watch television, and those who do watch prefer TV series (54 %), comedy shows (40 %), sports matches (31 %) and movies (29 %). Although 7-10 years ago, television was the main source of information for young people. For example, in 2016, 77 % of surveyed young people watched television (Youth Survey..., 2016). That is, over the past 10 years, the main source of information for young people has changed – it has become the Internet. The Internet is also actively used by young people for interaction, communication and friendship (Cheung et al, 2011; McMillan et al, 2022). According to a number of studies, for young people the quantity of online messages can even exceed the number of face-to-face interactions per day (Cheung et al., 2011; Lewis, 2024). Researchers from the UK and Hong Kong have shown that social networks have a significant impact on the positive development of activity and citizenship among young people (Lee, Horsle, 2017). Researchers from the USA have identified a preference for short videos among modern social media users (Herring, Dainas, 2025), as well as the use of multimodal communications in live broadcasts (Dutt, Graham, 2023).

It is obvious that information about the mechanisms of state stimulation of the development and education of youth is published, first of all, on the official websites of the relevant government bodies. Back in 2017, a study was conducted by the Expert Council for the Development of the Information Society and Mass Media of the Youth Parliament under the State Duma, which showed that 60.2 % of Russians under the age of 35 negatively assess the quality of government websites and note that they cannot find the necessary information on these resources (Parliamentary Newspaper, 2017).

According to the international report Global Digital 2024, social networks and messengers occupy first place for Internet users (Digital, 2024). In this regard, social networks currently seem to be the most popular source of information, especially for young people. Thus, the information obtained by the authors of this fundamental study about the main sources of information for young people does not contradict previously identified trends.

Since 2022, it has become mandatory for Russian government bodies to maintain pages on social networks. In September 2023, researchers from Yekaterinburg conducted a study on the effectiveness of government bodies' social networks in terms of youth engagement. They found that the effectiveness of the collision (the share of subscriber from the number of government bodies who saw the social networks) does not exceed 42.1 %, and on average is 35.85 %. The authors concluded that, in general, government agencies and departments' social media accounts are used primarily to file complaints by the population rather than for effective communication, and young people in the Sverdlovsk region, for the most part, do not even notice the presence of government bodies on social media (Abramova et al., 2024).

At the same time, at the current stage of development of a democratic society, no government body can carry out its activities without high-quality feedback from the population, especially from young people, taking into account their specificity (Belokrylova, 2015). Recent research shows that European youth are actively involved in the management and transformation of the Internet space taking into account their interests (Tjahja, Potjomkina, 2024). For example, young people use social media to facilitate climate change activism (Jasny, Fisher, 2023). Earlier studies show that social media tools are becoming useful communication methods for public relations specialists in the non-profit and public sector (Curtis et al, 2010). Researchers from the UK recommend that government agencies use humor to convey important information in the media space (Chernobrov, 2021). Researchers from the United States note the effectiveness of engaging influencers to promote information in social media (Eslami et al, 2024; Kim, 2021), including in the field of healthcare (Chang et al, 2023; Jones, 2021), which is in line with the recommendations we received from our respondents - to engage relevant for youth media people to deliver information about government support measures.

In order to build a constructive dialogue between government officials and young people, it is recommended to organize courses to improve media literacy. Such courses can be developed both for young people and those who dealing with young people – teachers and parents (Cho et al, 2022), as well as for state civil servants implementing the country's youth policy. New knowledge

in the field of media literacy will help all parties involved to increase awareness of official channels and sources that provide information support to state mechanisms for promoting youth development.

Thus, the results of the sociological online survey of youth obtained by the authors of this scientific study correlate with the results of other studies and indicate the need to improve information support on the mechanisms of state stimulation of the development and education of youth. In the future, the authors will develop recommendations for improving the mechanisms of state stimulation of youth development, among which the first place is occupied by informing the target audience, that is, youth, about all activities of the state youth policy and related areas.

4. Results

The respondents were distributed by age as follows: under 18 years old – 15.5 %, 18–24 years old – 68 %, 25–30 years old – 10 %, 31–35 years old – 6.5 %. Thus, most of those who took part in the survey belong to the group of young people who are targeted by educational practices in educational organizations of higher education, that is, the target group of young people for this fundamental research. This thesis was also confirmed by statistics on the level of education received by respondents: general education (school grades 8–11) – 10.4 %, secondary vocational education – 16.9 %, first-level higher education – 43.2 %, second-level higher education – 13.6 %, third-level higher education – 4.3 %, and 11.5 % of respondents completed their education.

65.5 % of women and 33.5 % of men took part in the survey.

The full questionnaire for this study is presented in Appendix A, and the summary answers of the respondents are presented in Appendix B. Next, we will consider the answers of the survey participants in more detail.

The survey found that 79.3 % of respondents are aware that various measures of state support for youth development are being implemented in Russia. At the same time, respondents assess their awareness as average and below average: 71 % of respondents gave their awareness a score of 6 or lower on a 10-point scale. The main sources of information were the Internet and social networks (79.5 %), educational organizations (47.9 %) and the media (41.3 %).

Respondents are generally familiar with the economic and social mechanisms of state stimulation of the education and development of youth, as evidenced by the distribution of respondents' answers to this question (Figure 1).

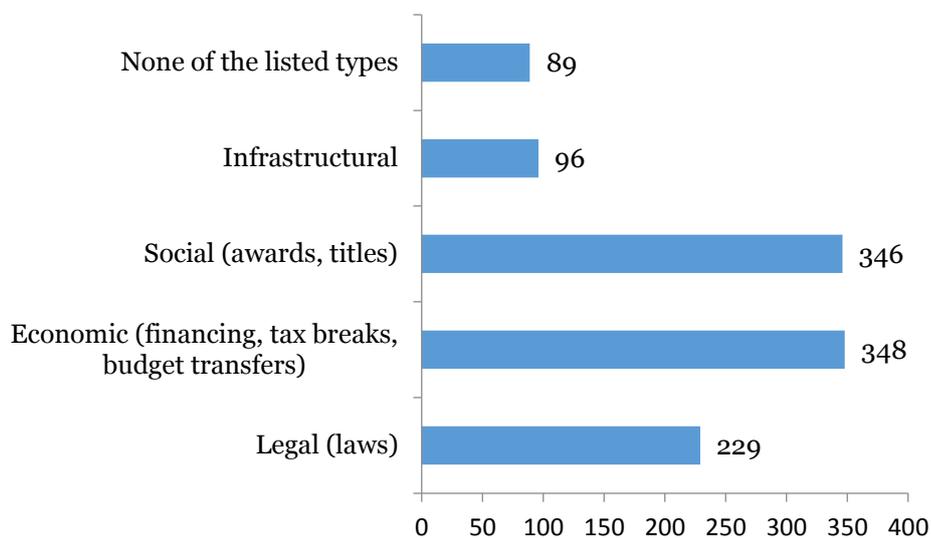


Fig. 1. Distribution of respondents' answers to the question "What types of state stimulation of educational practices are you familiar with?"

Source: compiled by the authors

Based on the results, it is clear that from the list of various measures of state support for youth, respondents were most familiar with state awards, scholarships and grants – 67.8 %, projects of the Federal Agency for Youth Affairs (Rosmolodezh) – 48.2 % and the National Project "Education" – 45.3 %. At the same time, half of the respondents are familiar with such events as

forums, festivals and competitions for young people, while 23.5 % of respondents have never heard of such project. Only 13.8 % of respondents applied for state support. A third of respondents do not believe that information about state support for youth development is accessible and understandable (Figure 2).

In response to the free question "Do you have any suggestions for measures of state support for the education and development of young people?" 433 respondents (80 %) out of 537 refrained from answering or gave a negative answer. Of the remaining 20 % of respondents who considered it necessary and possible to suggest something, half recommended increasing the information provided to young people.

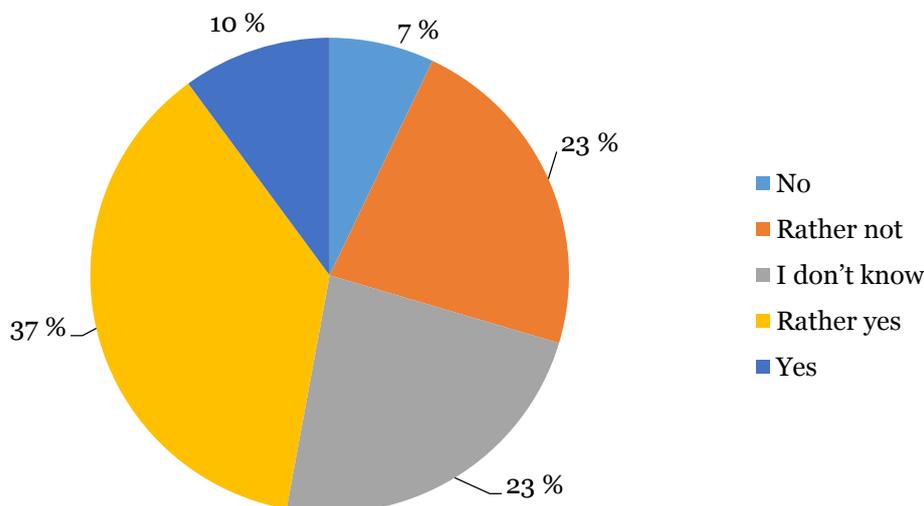


Fig. 2. Distribution of respondents' answers to the question "Do you think that information about state support for youth is accessible and understandable?"

Source: compiled by the authors

In general, the conducted sociological study revealed that not all young people are well informed about state mechanisms for stimulating the education and development of young people. The results obtained can be explained by the fact that information about measures of state stimulation of development and education of young people does not reach the target audience.

5. Conclusion

As the results of the conducted study showed, the relevant public relations services are not coping with their main task – ensuring complete information about the activities of government authorities. In this regard, it is recommended to expand information provision to the target audience – young people and their teachers – through the communication channels that they use most often. It is important to ensure accessible and understandable dissemination of information about government measures to support the education and development of young people in social networks and those information channels that are most in demand among young people, with the involvement of popular figures (bloggers).

All government bodies responsible for the implementation of youth policy in the Russian Federation are recommended to develop technologies for working with young people through social networks and messengers. All this requires additional research and the development of a strategy for promoting information on measures of state stimulation of the education and development of young people. In addition, it is recommended to introduce media literacy courses for young people, teachers, and the general public.

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Appendix A

Questionnaire for a sociological survey of young people*

Youth awareness of government support measures in the field of education

*Informed consent was received from each participant prior to enrollment.

Dear respondents!

Within the framework of the Fundamental Research Project "Methodology for improving educational practices in youth development", we ask you to participate a short survey. Filling out the questionnaire will take you no more than 5-7 minutes.

1. Indicate your gender (choose one answer): Male | Female
2. Indicate your age (choose one answer): Younger than 18; 18–24; 25–30; 31–35; 36–40; 41–50; 51– older
3. Indicate your region of residence (choose one answer from 89 regions of the Russian Federation)
4. What education are you currently receiving (choose one answer)
 - General education – grades 8-11
 - Secondary vocational education
 - Higher 1st degree – bachelor's degree
 - Higher 2nd degree – specialist, master's degree
 - Higher 3rd degree – training of highly qualified personnel

Completed training

The main block of questions

5. Do you know that various projects to support young people are being implemented in Russia? (choose one answer): Yes; No (move to question 13); Other.

6. From what sources did you learn about existing government support measures for young people? (multiple choice): Media, television; Internet, social networks; Relatives, friends; Educational organization; Other

7. How do you rate your level of awareness of government support in the area of youth development? (choose one option on a scale from 1 “not at all aware” to 10 “fully aware”)

8. What types of mechanisms of state stimulation of educational practices are you familiar with? (multiple choice answer): Legal (laws); Economic (financing, tax breaks, budget transfers); Social (awards, titles); Infrastructural; None of the listed types.

9. What government support measures are you aware of? (multiple choice)

National project "Education" (Ministry of Education of Russia)

Projects of the Federal Agency for Youth Affairs (Rosmolodezh)

State program of the Russian Federation "Employment Assistance"

Federal portal of small and medium entrepreneurship (platform "Business Environment")

State awards, scholarships and grants

None of the measures

Other

10. What events of the National Project "Education" and the Federal Agency for Youth Affairs (Rosmolodezh) have you heard about? (multiple choice): Festivals; Forums; Educational events; Competitions for young people; Haven't heard about any of the above; Other.

11. Have you applied for state support in the area of youth development? (choose one answer)

Yes; No; Other

12. Do you think that information about state support for youth is accessible and understandable? (choose one answer): No; Rather not; I don't know; Rather yes; Yes.

13. Do you have any suggestions for measures of state support for the education and development of youth? (free answer).

Appendix B

Table 1. Results of the sociological survey of young people

<i>Question</i>	<i>Answer options</i>	<i>Respondents who chose an answer option (people)</i>
Do you know that various projects to support young people are being implemented in Russia? (choose one answer)	Yes	426
	No (move to question 13)	111
	Other	183
From what sources did you learn about existing government support measures for young people? (multiple choice)	Media, television	183
	Internet, social networks	352
	Relatives, friends	124
	Educational organization	212
	Other	14
How do you rate your level of awareness of government support in the area of youth development? (choose one option on a scale from 1 “not at all	1	40
	2	30
	3	71
	4	74
	5	105
	6	61
	7	77

aware” to 10 “fully aware”)	8	31
	9	15
	10	31
What types of mechanisms of state stimulation of educational practices are you familiar with? (multiple choice answer)	Legal (laws)	229
	Economic (financing, tax breaks, budget transfers)	348
	Social (awards, titles)	346
	Infrastructural	96
	None of the listed types	69
What government support measures are you aware of? (multiple choice)	National project "Education" (Ministry of Education of Russia)	243
	Projects of the Federal Agency for Youth Affairs (Rosmolodezh)	259
	Federal portal of small and medium entrepreneurship (platform "Business Environment")	128
	State awards, scholarships and grants	364
	State program of the Russian Federation "Employment Assistance"	114
	None of the measures	61
	Other	2
What events of the National Project "Education" and the Federal Agency for Youth Affairs (Rosmolodezh) have you heard about? (multiple choice)	Festivals	270
	Forums	319
	Educational events	130
	Competitions for young people	254
	Haven't heard about any of the above	126
	Other	3
Have you applied for state support in the area of youth development? (choose one answer)	Yes	74
	No	462
	Other	1
Do you think that information about state support for youth is accessible and understandable? (choose one answer)	No	38
	Rather not	121
	I don't know	125
	Rather yes	199
	Yes	54
Do you have any suggestions for measures of state support for the education and development of youth? (free answer)	It is necessary to interest school children more in extracurricular activities. As part of the school program introduce them to forums, etc.	
	Publish and promote them in schools and universities. Also create groups and platforms for communication	
	Good and correct Psychological support in schools, universities	
	Broadcasting information to the masses. Possibly through educational institutions	
	Build a process for informing young people about the projects	
	More information: Media, public, social advertising	
	I learn everything at home from my grandmother and from the Internet, at school they didn't tell me anything about it, there everyone talks about tests	
	More competitions from Rosmolodezh	
	I would like to spread information about this	
	Inform us more	
	More social advertising	
	Not every event is always interesting, but it seems like young people are	

	forced to go there
	In the personal account of the State Services place a personalized list of support programs available to a specific person (the owner of the personal account). Perhaps, in order to ensure completeness of information about a young person, it is necessary to implement the initiative "digital profile of a citizen". This measure will allow consolidating information about a person and, on its basis, generating and updating a personalized list of programs.
	More news in information publics, because that is where young people get the most information
	Programs and training courses for young entrepreneurs starting from 14-16 years old
	Apparently we need to declare this
	More awareness
	It is necessary to convey the full scope of the usefulness of such events for the personal growth and social component of children and youth.
	Place more emphasis on what is relevant and interesting to young people
	I suggest to make more events together with potential employers for young people. This will help develop a sense of collectivism and civic duty.
	Yes, of course! For example: 1. Creating special programs and projects for young people aimed at developing their skills, interests and potential. 2. Increasing the availability of education and vocational training for young people, including through the provision of scholarships. 3. Supporting youth initiatives and start-ups, including through financial assistance and advisory support. 4. Creating youth support centers where they can receive information, advice and assistance on various issues. 5. Organizing cultural and sports events for young people with the aim of developing their creative potential and healthy lifestyle
	Really effective and efficient programs to implement in the education in universities. Simple explanation of how it works, the opportunity to show your individuality, talent not through competition
	It is necessary to advertise state support in cooperation with popular personalities that young people look up to. This will help to raise awareness among young people about the options for receiving state assistance.
	More information in schools, universities
	Use those communication channels through which young people specifically learn about state support: TV, radio, newspapers are out of the question, but Telegram channels, for example, will do
	Increase online presence, as this is the main channel for obtaining information among young people
	Use more understandable and accessible resources to inform the target audience
	To convey to a larger circle of people, and not only to those who are independently interested and motivated. Through social advertising, media (social networks) high-level festivals. Now all the information must be found independently
	Make information about government support more accessible
	Development of social networks and video advertising
	Make an analogue of the "Pushkin Card" for young people under 35, not under 22
	Nobody knows anything about it, it is hard to apply, very few scholarships and awards are given, the system and selection criteria are not transparent – all this greatly reduces the motivation to apply for these scholarships. All this needs to be fixed
	Expand the reach of those involved in projects, increase the amount of social advertising
	More detailed and accessible information is needed, as well as ways to

	convey it
	Inform the population more
	It is necessary to make the mechanisms of participation more understandable and accessible to the broad masses who need this support.
	make this information more open, advertise on TV
	Review the promotion policy, now few people know about it
	more accessible and broader sources of information about existing ones
	Structure information, convey it through universities
	More promotion of information to the masses, as well as increasing the level of transparency and accessibility of complete information