



SUMMARIES

G.G. Khazagerov. Communicative topography of public opinion

The article considers rhetorical topos as a way of discussing and understanding certain problems. It is suggested that tackling topos with polling tools will help to see “public opinion” not as an end result, but as a process, which will enhance prediction capacity of sociological surveys.

Key words: topos, global network, cognitive, communicative, public opinion, topography.

L.V. Zemnukhova. Discussion in science and technology studies (STS) about status of sociological explanation

Sociological explanation tends to be universal. This results in expansion of explanation models from sociology into the other fields of knowledge. Scientists from the field of Science and Technology Studies (STS) played significant role in this process. The discussions between STSers demonstrate diverse positions concerning sociological explanation status, and its methodological and epistemological groundings. The article presents a review of discussion about the issue between scholars of sociology of scientific knowledge (SSK) and actor-network theory (ANT).

Key words: sociological explanation, science and technology studies, sociology of scientific knowledge, actor-network theory, explanatory model.

N.L. Rusinova, V.V. Saphronov. Trends in the social stratification of health in Russia: 1990s and 2000s

The article represents trends in the social stratification of health in Post-Soviet Russia. Self-assessment of health serves as the main health indicator. Statistical methods of multilevel modeling are used to analyze the representative surveys data (RLMS-HSE, 1994–2009). According to the results, there were clear-cut social inequalities in health among men and women. The health of women, especially in the higher income groups, met positive changes by the 2000s due to their

growing wealth and access to the high quality paid medical services. These factors however did not work for men — the state of health, even for the upper economic strata, did not change for good.

Key words: public health in Russia, social differences, trends 1994–2009, “The Russia Longitudinal Monitoring Survey — Higher School of Economics”, multilevel logistic models.

M.V. Bogdanova. How is sociological investigation of ethos possible?

The author of this article considers methodological receptions of sociological description of the Ethos of university. Ethos is analyzed as value interaction of an institution and occupation. The description of ethos of a concrete Russian university illustrates the results of the research. As a methodological reference point is selected the analysis of difficulties of empirical sociological research of the morals, conducted by professor G.S. Batygin.

Key words: ethos, appropriate as actual, basic set of values, occupation, institution, university self-determination, methodology of university ethos investigation.

N.V. Basov. Interaction creating knowledge

The paper seeks to identify the principles of dynamic collective knowledge creation in the spatially localized social interaction. Knowledge is considered to be a result of third-order structural coupling, which provides group with the adaptive capacity and the ability to act. Knowledge creation is defined as forming original combinations (networks) of individually embedded meanings. The paper analyses interdependencies of knowledge with communicative and emotional-energetic aspects of interpersonal interaction. It is shown, that the process of knowledge generation is always localised in a common experience space. Creating and modifying this space individuals can collectively transform their knowledge. The author proposes a model of knowledge creation ritual — a key mechanism of collective intellectual work, which provides dynamic pairing of individuals in a common experience space.

Key words: knowledge, spatially localized social interaction, common experience space, structural coupling, network of meaning, communication, emotional energy, knowledge creation ritual.

A.N. Alexeev. The presidential election of March the 4th: Before and after

As the main topic of this article, you can specify the problem of trust / mistrust: of the public — to the sociology, of the respondent — to the

interviewer, of the voters — to the authorities, of the specialists — to the State Automated System of Russia “Elections”, finally, of the so-called elite — to the creative potential of the “lower classes”. Here the author clearly trusts the reader's opinion on the subjects interpreted.

Key words: electoral polls, uncertain answers and accurate forecasts, administrative resources, conventional and real electoral support, the State Automated System of Russia “Elections”, electoral fraud, the results “are not Gaussian”.

V.B. Zvonovskiy. Choice of the research method and sampling's implementation

The article describes the questions of sampling's and tools formation, choice of the method of data gathering, which were realized within the scope of the project “Open opinion”. The choice of phone survey is grounded, the impact of the social environment on the respondents' answers is analyzed and the results obtained are described.

Key words: survey, “Open opinion”, sampling, CATI, sociological methods.

S.G. Davydov. “Open opinion” project as a social experiment: interactions with mass media and social media

The article is dedicated to the results of public activity in the frames of the “Open opinion” a research project, conducted by the group of Russian sociologists during the national Presidential electoral campaign in 2012. Publications in mass media and social media about the survey and its results are analyzed. Some conclusions are proposed on influence of the project on public opinion, Russian traditions of public opinion data presentation as well as on the reasons of growing mistrust to the corresponding publications.

Key words: “Open opinion”, collaborative open research, public opinion, telephone interviewing, electoral rating

I.V. Ksenophontova. Openness of “Open opinion”: An analysis of discussions in the social network Facebook

This article presents an analytical overview of discussions on the project “Open opinion”. Quotes of the participants are examined in order to trace the development of the main ideas discussed at the virtual platform of the project. As additional illustrations there are dynamics and statistics of participation in the discussion. The analysis is based on a complete record of all texts, located in the “Open opinion” group on Facebook.

Key words: discussion, Facebook, ideas, opinions, discourse, modern sociology, applied research

I.V. Zadorin. Professional project collaboration within sociological community. Essay on the experiment

The article presents professional cooperation (collaboration) opportunities for sociologists, provided by empowerment of network (online) communication and “community of practice” concept adoption. Practical experience of “Open opinion” project, initiated by public, is used as an example of the new “collaborative open research” format. The main project stages, the key objectives of each stage, the resources required as well as the potential threads to the implementation are described.

Key words: project, project management, social capital, collective action collaboration, open research, trust.