
© VALERIY N. BUZIN

vbuzin@vitpc.com

UDC 316.77

TYPOLOGY OF REGIONAL MEDIA SPACE

SUMMARY. The article is devoted to topical problems of typology of regional media space of the country for the standardization of the management of the environment. The author analyses one of the possible cluster structures, built on the basis of socioeconomic, demographic and media variables.

KEY WORDS. Media space, factor analysis, regional media, mass communication.

In Russia, like in all other countries, we can observe frequent cases of spatial inequality and asymmetry: different levels of economic development, occupation, income, life quality, industrial and social infrastructure, and also asymmetry in regional and enclave media spaces. In the USSR, the typologization of regions was attempted in two schools of thought, geography (S.A. Kovalyov, A.I. Alekseyev, A.A. Tkachenko, and others) and sociology (under the guidance of T.I. Zaslavskoy and R.V. Ryvkinoy). The geographic studies of regional differences underscored historical remoteness of settlements, population density, level of transport infrastructure development, their location in relation to major highways and community centers of various levels, climatic conditions, sectoral structure of production, current level of non-production sector development. Geographic methods of zoning and typologization were used in the first comprehensive monograph on socio-economic development of the city and the countryside [1]. Subsequently, a representative of the Novosibirsk school developed the first multi-component (combining the two methods) socio-economic typology of rural Russia using mathematical methods [2]. The inequality of regional development and Russian regional typology issues has been studied by the following regionalists: V.N. Lexina, A.N. Shvetsova [3], I.P. Ryazantseva [4], etc. S.N. Smirnov used employment indicators as a basis for the estimation of regional social development. The regions were classified into four categories, according to acuteness of social situation [5]. In his study, devoted to the social development of Russian regions in 1990s, N.V. Zubarevich classifies all the regions, according to their economic development, into the following types: the leaders — regions where the economic crisis was fought by the means of exporting raw materials and products of primary manufacturing; the middle group, which includes the majority of the regions (without any strict economic characteristics); the outsiders — underdeveloped and depressed regions [6].

In a number of studies, Russian sociologists discussed the problem of the information inequality of Russian regions, which is a consequence of the heterogeneity of the Russian media space [7], [8]. The logic of this study also

focuses on the typology of regions primarily in terms of the characteristics of media space. The basis of our typology is a research on of the regional television space, conducted in 2008-2011. The diversity of media spaces makes them almost unmanageable. One approach to the problem of managing this diversity can be the reduction of a large number of control objects to fewer typical objects. As noted by V.A. Yadov, the strongest method of descriptive plan analysis is empirical typologization [9]. The main idea of this kind of typologization in sociology was formulated by P. Lazarsfeld. He introduced the notion of “property space”, which is widely used nowadays [10]. The more difficult problem of analysis of the degree of accumulation or decumulation of characteristics is solved by factoring the multidimensional space. The second approach, used to study the differences in watching TV in different towns, is the clustering.

Clustering was carried out according to socio-economic and auditory characteristics of watching TV. The source of data on socio-economic characteristics was the study “The Consumer Market of 150 Russian Towns in 2010”. The study reveals the data of regional statistical committees that are presented in the official data of Russian Federal State Statistics Service in general. The data were taken from the TNS/Gallup TV Index and “Watching TV in Russian towns” studies, and also from the Russian Media Map and GFK. All the studies were conducted by order of the Video International Analytical Center.

The process of choosing variables for Russian regional media space typologization started from the following points:

- 1) televisual space is the basic component of the modern media space;
- 2) the media space of a town is a derivative of the socio-economic situation in that town, as the number of TV channels depends on the development of the advertising market of the town;
- 3) the town’s advertising market is the projection of the town’s socio-economic situation and is connected with the hierarchical position of the town.

The variables were the following: the population; the number of commercial corporate bodies; the number of individual entrepreneurs; retail trade; the services sector; investments in fixed assets; deposits of individuals and legal entities in rubles and foreign currency by credit institutions; the amount of work performed in the construction sector, the number of private cars per 1,000 people; the number of existing large and medium industrial organizations in mining; the number of existing industrial organizations; the number of existing large and medium-sized organizations in manufacturing; the number of active industrial organizations in energy, gas, and water production and distribution; the number of industrial organizations in energy, gas, and water production and distribution.

The other group of variables presented the shares of the main TV channels in the town: Channel One, Russia 1, NTV, TNT, CTC, Domashniy, REN TV and TV Center, Channel 5, RUSSIA 2, Russia 24, DTV, Semyorka, TV3, Muz TV, MTV, 2x2, Zvezda, Euronews, Russia K, measured local TV, measured thematic TV, other TV (TV not included in the above).

Factoring defined the influence of each group. The variables assigning a town to this or that group are primarily the indicators which characterize the consumer market of the town — this is mostly the retail trade; the population; the number of commercial corporate bodies and individual entrepreneurs; the services sector;

the amount of money in deposits and investments; the number of active extractive, manufacturing and energy companies; the amount of completed construction work; the TV advertising market. This factor ("Consumer market") represents 25.5% of the dispersion, i.e. this factor is dominant and the included variables are the key ones in clustering.

The second factor represents four times less, i.e. 7% of the dispersion. This is the "Large companies" factor, which includes the number of active large and middle-sized industrial organizations in mining, the number of active large and middle-sized organizations in manufacturing, the number of active organizations in energy, gas and water production and distribution.

The third factor is also 4 times less significant than the first, and accounts for 7% of the dispersion. This is the factor of watching central federal TV channels.

The fourth factor ("Other TV channels") is the smallest — 4% of the dispersion, and its influence was the least significant.

In general, the percentage of explained variance of 44% suggests that there are a number of variables which are unaccounted for and which could influence the factor structure and increase the proportion of explained variance but, due to natural limitations such as the lack of data in towns' statistical committees, the high cost of obtaining information on the share of TV audience and a number of others, made us restrict the representation to a set of 40 variables.

The results of clustering. Moscow and St. Petersburg are two separate clusters: the MSC cluster and the SPB cluster. Other cities have been divided into 10 clusters, which can be divided into three groups, combined in terms of the average values of the characteristic in the cluster. The first group of clusters, «High-budget, having developed a differentiated media space», includes ones where the average value of the basic variables is within the first 30% of the maximum values; the group of «Low budget, with underdeveloped media space» clusters includes the ones in which the average value of the basic variables fell to 30% of the maximum values. The remaining clusters were classified as «Average budget, having a medium level media space».

The first group is «High budget, with developed differentiated media space». Among such towns we find Ekaterinburg, Nizhny Novgorod, Novosibirsk, Samara, Ufa, Chelyabinsk, Kazan, Krasnoyarsk, Vladivostok, Volgograd, Krasnodar, Omsk, Perm, Rostov-on-Don, Sochi, Tyumen. This group has high population rates, with many legal entities and individual entrepreneurs conducting business in these towns. Virtually all socio-economic indicators in these groups of cities have the maximum value. Within this group, we can see the following differences: Yekaterinburg, Nizhny Novgorod, Novosibirsk, Samara, Ufa and Chelyabinsk have a smaller number of large mining and large manufacturing companies; also, they have fewer large companies for the production and distribution of electricity, but more medium and small companies of this type, and fewer cars per 1000 people. In the sector of watching TV, this group is less interested in the programs of Channel One and highly interested in Domashniy, Russia 24, and thematic channels. These towns are characterized by high interest in local television stations, and for the cities of Kazan and Krasnoyarsk, REN, 2x2 and Semyorka. Concerning Vladivostok, Volgograd, Krasnodar, Omsk, Perm, Rostov-on-Don, Sochi, and Tyumen,

all socio-economic indicators are also high, but the number of mining, manufacturing and energy production companies is lower, though the investment in fixed assets in these cities is higher than in other towns of the first group.

The second group is «Average budget, with an average level of media space development». This includes the following: Barnaul, Voronezh, Izhevsk, Irkutsk, Kemerovo, Penza, Saratov, Stavropol, Tver, Tomsk, Tula, Ulan-Ude, Khabarovsk, Yaroslavl, Blagoveshchensk, Ivanovo, Kaliningrad, Kirov, Kostroma, Magadan, Magnitogorsk, Nizhnevartovsk, Petrozavodsk, Petropavlovsk-Kamchatsky, Ryazan, Surgut, Tolyatti.

In Barnaul, Voronezh, Izhevsk, Irkutsk, Kemerovo, Penza, Saratov, Stavropol, Tver, Tomsk, Tula, Ulan-Ude, Khabarovsk, Yaroslavl we observe the biggest number of secondary manufacturing and mining companies, more numerous population, the largest retail trade value and the largest number of paid services. A high proportion of TV audiences watch TVC, DTV, Fifth and local TV channels. Channel One and Russia 1 are not so popular.

The third group is «Low budget, with underdeveloped mediaspace». These include the cities of Arkhangelsk, Belgorod, Kaluga, Orenburg, Pskov, Rybinsk, Tobolsk, Cherepovets, Abakan, Biisk, Novgorod, Volgograd, Dimitrovgrad, Ishim, Nakhodka, Oryol, Syzran, Ulyanovsk, Ussuriysk, Balakovo, Berezniki, Birobidzhan, Kamensk-Uralsky, Maikop, Miass, Murmansk, Nalchik, Orsk, Ukhta, Chita, Elista. This group has the lowest socio-economic indicators. Cities in this group of clusters have an average population of less than 300 thousand people, the minimum number of legal entities and individual entrepreneurs, low investment in fixed assets, low amount of construction, poor retail trade. In the TV viewership we observe high interest in the programs of Chanel One and Russia 1, Russia 24, and thematic channels. A high interest to such channels as NTV, TVC, Channel 5, Zvezda, and Semyorka is observed.

Our cluster structure analysis confirms the data from some other of our studies, as the size of the cities influences the number of central TV channels watchers: the bigger the cities, the smaller the number [11].

Another approach to the clustering of cities is connected with the availability of detailed data on television viewing. These daily details are only available for the 29 largest Russian cities. They enable the identification of the most significant factors, influencing the television audience. The cities under analysis are now among the two leading factors (25.8% of the dispersion): “state broadcasting — other TV» and “NTV — webcasting”.

Thus, the federal channels (Cannel One and Russia 1 in particular) were incompatible with the other TV stations. The highest rates of coverage of cable TV are in Moscow, St. Petersburg, Yekaterinburg, but residents do not mark out any «other channels», nor federal ones. The amount of public broadcast television is the same in Vladivostok, Voronezh, and Volgograd.

To find out the situation with other media, we calculated the average number of local newspapers actually present (Table 1). These data clearly show how media environment, in this case the press, depends on socio-economic status.

Table 1

Average number of local newspapers in groups of clusters

Group of clusters	Average number of local newspapers
Moscow	183
St. Petersburg	72
High budget	67
Average budget	16
Low budget	17

Taking all the objective limitations of our study into consideration, it is possible to conclude that the clustering conducted enabled a typologization of the media space of Russian cities on several bases. The strongest influence on the media space is that of the socio-economic variables related to the level of consumer market development in a city. This tendency was demonstrated through the example of television and press. Data on other media are not available, but we have no reason to believe that media spaces of radio and the Internet will be affected by other factors. Accounting for the regional media spaces formation patterns investigated can reduce the variety of spaces to three quite homogeneous groups of clusters, and the number of clusters is limited, which makes the media space more manageable.

REFERENCES

1. Zaslavskaya, T.I., Goryachenko, E.E. Socio-territorial Structure of the City and the Village: Experience of Typological Analysis. Novosibirsk: IEiOPP SO AN USSR, 1982.
2. Krapchan, S.G. Village in the Russian Federation: the Socio-regional Structure. Novosibirsk: Nauka, 1989.
3. Lexin, V., Shvetsov, A. Regional Policy in Russia: Concepts, Issues, Solutions. Meaning and Mechanisms of State Regulation of Territorial Development // Russian Economic Journal. 1997. No. 3. P. 32-46.
4. Ryazantsev, I.P. Sociology of the Region. Moscow: University, 2009. 408 p.
5. Smirnov, S.N. Regional Aspects of Social Policy. Moscow: Helios ARV, 1999.
6. Zubarevich, N.V. Social Development of the Regions of Russia: Problems and Trends in the Transition Period. Moscow: URSS, 2003.
7. Buzin, V.N. Regional Media Space: Unity and Diversity / Theory and Practice of Media-advertising Research. Moscow: Analytical Center Video International, 2011. P. 109-119.
8. Buzin, V.N. Heterogeneity of Media Space: on the Example of the Russian Regions of the Urals Federal District // Herald of the Tyumen State University. 2010. No. 4. P. 89-95.
9. Yadov, V.A. Strategy of a Sociological Survey. Moscow: Omega, 2007; Campbell, D. Models of Experiments in Social Psychology and Applied Research. Moscow: Progress Publishers, 1980; Poluekhtova, I.A. Sociocultural Dynamics of Russian Television Public. Moscow: NIPKTS-Voskhod-A, 2010.