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Political Landscape of Youth Blogging: Axiological Aspect^[2]

Abstract: The article is devoted to political themes in the cases of young Russian bloggers. The research is conducted from the perspective of analyzing the value orientations that emerging young influencers broadcast while addressing current Russian and global agendas. The relevance of turning to youth blogging stems from the necessity of identifying the value systems of young people for the formation of state youth policy. It has been established that young bloggers whose texts are related to politics are few in number. They demonstrate unique content depending on their interests, biographies, and value systems. Three groups of values represented in the studied blogs have been identified: Fundamental state-oriented values; Fundamental life-oriented values; Fundamental moral and ethical values.

Keywords: political discourse, axiology, traditional values, youth policy, emerging young influencers.

Introduction

In the document entitled “Strategy for the Implementation of Youth Policy in the Russian Federation until 2030” (hereinafter – *Strategy*) one of the key concepts is “youth participation”. It implies the involvement of young people in the public life of the country, namely in the political, economic, social, and cultural spheres, as well as the opportunity to participate “in developing decisions and carrying out

actions for the realization of the rights, freedoms, and legitimate interests of youth” (Strategy, 2024, p. 3). The document notes that according to surveys of young Russians aged 18–35, only 4% in 2022 and 6% in 2023 stated that they were members of political parties. At the same time, 77% of young citizens in 2022 and 75% in 2023 said they are interested in political events and news (Strategy, 2024, p. 11).

The data from the Russian Public Opinion Research Center (VCIOM), dated July 1, 2024 and

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presented in an article by L.V. Rozhkova, show a decrease in youth interest in politics, even though most Russians (51.9%) follow political news, but “the youth group does not belong to the groups that are interested in this” (Rozhkova, 2025, p. 25). Young people’s apolitical stance is partly due to the fact that, according to the Strategy, “the value system of youth reflects a shift from collectivism to individualism and from statehood to cosmopolitanism over the last 30 years” (Strategy, 2024, p. 7). This thesis is supported by researchers of socio-political processes in Russia over the past decades, who note that for “a significant part of Russian youth, private life and achieving personal success and material well-being are more important. At the same time, youth is easily manipulated and can be involved in protest actions” (Belyaeva, 2020, p. 25). The colour revolutions of the 21st century demonstrated that young people became the main participants in protests. For instance, “the ‘Orange’ revolutions in CIS countries showed that electorally passive youth can become active participants in mass actions that significantly influence political processes” (Baranova, 2011, p. 272). Consequently, it can be assumed that “youth participation in socio-political life is only beneficial when it has a constructive direction, based on socially approved axiology and balanced, considered judgments” (Gabibullaeva, 2024, p. 344).

One of the tools for forming loyal attitudes among young citizens towards state policy and understanding the value orientations of the state is political content. Thus, a regional study (in Penza) of

youth interest in foreign policy showed that “45.7% of respondents consider Russia’s foreign policy to be independent. Most youth agree with Russia’s role as a world leader in maintaining peace, including in its traditional sphere of interests – the post-Soviet space” (Rozhkova, 2025, p. 27).

From 2014 to 2022, Russian state youth policy saw a turnaround (Gabibullaeva, 2024; Il’insky, 2025; Kozlova, 2020; Otrokov, 2023; Ponomareva, 2021; Rozhkova, 2025; Shabunova et al., 2023 et al.), this was linked to the “introduction of the concept of ‘traditional values’ into the core objectives for youth work, which is directly connected to serious changes in state rhetoric and practice” (Omel’chenko & Lisovskaya, 2022, p. 71). It is important to consider that the Internet, and specifically social networks and messengers (Rozhkova et al., 2025), is one of the primary channels for political influence on the younger generation and the shaping of its value systems, as young people curate their own information feeds. Therefore, young bloggers represent a potential resource that the state must consider when engaging with youth. The purpose of this research is to examine the characteristics of political content in the Russian online space, focusing on the value-based (axiological) frameworks of youth blogs that engage with political themes.

Material, Methods

The study analyzed blogs on the social network VKontakte and in the messengers Telegram^[3] and

[3] The messenger has been blocked in the Russian Federation since April 1, 2026.

Max (2024–2026) that contained the words *politika*, *politik*, or *politicheskij* in their theme, title, or article content. This was done to gain insight into the nature of political content across these platforms. The main material for analysis was then selected from this pool: 5 case studies of young Russian bloggers (n=5) with channels containing articles on political topics (n=500). The authors include two women (Marianna Naumova, known online as MARIANNA BAT'KOVNA, and Alexandra Jost, known as Sasha Meets Russia) and three men (Timur Gainutdinov / GOZT, Ivan Dymov / dymovivan, and Nikolay Sobolev / Sobolev LIVE, SOBOLEV), born between 1993 and 2007. Note that, under Federal Law No. 489-FZ of December 30, 2020, "On Youth Policy in the Russian Federation" (hereinafter — On Youth Policy), the socio-demographic category of youth comprises individuals aged 14 to 35 inclusive, who are considered young citizens of the Russian Federation (On Youth Policy, 2020, Art. 2). The analysis of metrics on VKontakte, Telegram, Max, and YouTube (until 2022) revealed that these are the most in-demand channels within the political landscape of youth blogging.

For the analysis, 100 texts from each blogger were selected, which were posted on the messenger Telegram (prior to the restrictions on its operation in the Russian Federation), Max, and the social network VKontakte (n=500) during the 2024–2026 period. Using qualitative content analysis procedures, we identified the main political interests and preferences of this group of bloggers. The texts were evaluated according to three parameters: main thematic focus, value orientations, and verbal markers of values. The results obtained will

be published in the "Atlas of Value Orientations of Young Russian Bloggers" alongside materials related to non-political blogs.

The scientific significance of this research of young bloggers' case studies lies in the development of a methodology for identifying value patterns in online discourse and the compilation of a text corpus. The practical significance consists in creating materials that allow for conclusions about the value interests of youth, which can be used to develop solutions for the implementation of state youth policy.

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Political blogging in the Russian segment of the Internet

A study of the political landscape of Russian social networks has shown a high level of user interest in the topic of politics. Thus, in the social network VKontakte, searches for *politika* (politics), *politik* (politician), and *politicheskij* (political) have revealed over 300 channels, which can be typologized according to the criterion of the "channel creator".

The first type includes channels of government bodies (ministries, departments, administrations), where the word "politics" in the name reflects their official function. Examples are the *Tyumen Ministry of Social Policy* (20.1K subscribers) and the *Department of Economic Policy and Development* (52.8K subscribers).

The second type is media outlets focused on political content, for example, *Proslushka 2.0: Politics. Economy* (260.7K subscribers) and *Politics | Putin* (88.3K subscribers).



Photo: Freepik

The third type unites channels that position themselves as communities with various specializations but are united by political themes. Examples include: *Research on Political Processes in the East. Science* (69.6K subscribers), *Information War Against US Policy. Education* (51.9K subscribers), *Ugarnaya Politika. Humor* (85K subscribers). Additionally, channels dedicated to Serbian political topics are also represented in Russian social networks

and, judging by the number of subscribers, enjoy significant popularity. Examples include: *Serbia | News* (91.8K subscribers), *Serbia | Србуја* (44.3K subscribers), *Russian-Serbian Portal / Serbia / Balkans / Russia* (29.7K subscribers).

The fourth type consists of author-run channels, identified by the name of a person. Examples include: *The World Today with Yuri Podolyaka* (490.4K subscribers), *Political Commentator*

Konstantin Syomin (49.7K subscribers). This type of community also includes channels that are not explicitly labelled as political, but whose content may encompass political topics alongside others. Examples of such channels are: *Stas AY, Kak Pros-to!* (674.7K subscribers), *Dmitry Goblin Puchkov* (645.8K subscribers).

It should be noted that, as a rule, the authors of the channels belong to the age category of 35 and older. Youth blogging containing political content is represented insignificantly. In our view, this can be explained by the thesis stated in the Strategy regarding the individualism and cosmopolitanism of the younger generation. As a result of the analysis of the political landscape of the Russian blogosphere, several unique author blogs have been identified that address political themes to varying degrees. Let us consider five case studies of young bloggers who produce content with certain specific characteristics.

Main Thematic Focus

The complexes of political texts created by young bloggers on social networks inevitably reflect the values of the authors themselves. T. V. Leontieva, the head of a project supported by the Russian Science Foundation, which studies “Value Meanings in the Personal Narrative of Russian Youth Bloggers”, suggests referring to them as the value case of a digital personality. It can be assumed that, in general, each such case is accepted by the blogger’s subscribers, who share their value orientations. The bloggers’ engagement with domestic and foreign policy topics, their commentary on events,

the narration of their reactions to them, and the description of their own actions indicate what they consider important and, as a consequence, mark as values. In particular, the very engagement with political topics is implicitly stated as a value. At the same time, the narratives of bloggers differ depending on the importance of foreign or domestic policy issues to them.

Content related to foreign policy is typically created by bloggers based on the current news agenda. On the one hand, this agenda is characterized by stability due to the scale and significance of certain events for Russia, such as the Special Military Operation in Ukraine, the political activities of Donald Trump, and the European Union’s sanctions policy against Russia. On the other hand, within the framework of the aforementioned topics, the event background changes, and at certain periods, highly relevant issues arise that interest young bloggers (the Palestinian-Israeli conflict, Iranian-American military actions, various statements from the American administration, for example, regarding Greenland, and others). At the same time, the focus on foreign policy issues is represented by a significantly larger number of texts from only one blogger with the online nickname Sobolev LIVE / SOBOLEV: out of 100 posts, the topic of foreign policy events is covered in 84 cases, both as a standalone subject and in conjunction with other topics. For other bloggers, the foreign policy content of their texts is reflected in a significantly smaller number of instances: the author with the online nickname dymovivan / Ivan Dymov – 12 times, the author Sasha Meets Russia – 6 times, and the bloggers Maryana Batkova and GOZT – 2 times each.

The analysis of thematic preferences among young influencers shows that they are more interested in domestic events than in foreign policy, particularly those related to military events involving a neighbouring state, since in this case, foreign and domestic political events are closely intertwined. The topic of the military conflict with Ukraine is predominant in the blog of the author with the online nickname Maryana Batkova. Working as a war correspondent in the SVO zone, the 27-year-old girl is actively involved in public activities, collecting and delivering humanitarian aid to the residents of Donbass. In addition, the topic of military actions in Ukraine and terrorism is relevant for the blog of the twenty-year-old Crimean resident with the online nickname GOZT. Furthermore, both bloggers write about security, information hygiene, heroes and their actions, and other topics related to the political situation in which Russia finds itself due to the military conflict of recent years.

Foreign policy military events in the Middle East, as well as the related activities of the U.S. President Donald Trump and his administration, are of interest to the 33-year-old blogger with the nickname Sobolev LIVE: a significant portion of his texts is dedicated to the analysis of statements and actions of the American leader. In the priority topics of the bloggers dymovivan (Ivan Dymov) and Sasha Meets Russia (Alexandra Jost), military conflicts are not represented, although they are sometimes mentioned and commented on. The former, in the studied content, primarily addresses stories related to foreign agents and actors of the domestic political agenda, which is relatively new for Russian society and has become relevant since

2022. The young blogger (24 years old) presents content in a discussion format, discussing what he perceives as unethical behaviour of real or potential opponents, exposing political fakes, and writing about information security. Sasha Meets Russia is an author whose interests, as reflected in her blog, are largely shaped by her emigrant background. According to information from open sources and the author's blog, 28-year-old Alexandra Jost was born in Hong Kong, lived and studied in the USA and Europe, and then came to Russia, which she considers her homeland. Accordingly, in her blog, she talks about life in Russia and, although she states: "I make content about Russia in a positive light, without politics" (Telegram, 20th February 2026), she nevertheless becomes an actor in the political process, since her social networks are subjected to blocking in the Western segment of the Internet due to the complimentary content of her texts towards Russia: "I have been blocked more than 10 times already. This shows how afraid they are of a different picture" (Telegram, 20th February 2026).

Thus, the analysis of thematic preferences among young Russian bloggers, whose content is directly or indirectly related to political issues, shows that the authors create unique content based on their interests, occupations, and biographies. It is quite evident that the texts differ in style, structure, and the questions they raise, as well as in the authorial "I", so they cannot be forced into any template. In our view, this implies that the value orientations presented in the blogs, whether explicit or implicit, possess originality and can be considered as a tool for native influence on a youth audience. The very engagement with political topics, to varying

degrees, indicates an understanding by young bloggers of the importance of shaping political thinking among their subscribers, since the events of recent years have exposed “a multitude of problems related to values, identity, and the consolidation of society on key issues of its development” (Aseeva, 2023, p. 8).

Value Orientations and Their Markers

The complexity of identifying values is determined by the absence of a common list that could be used as a set of descriptors. Therefore, the assessment and nomination of value orientations have a certain degree of subjectivity. At the same time, the *Decree of the President of the Russian Federation No. 809 dated November 9, 2022, “On Approval of the Fundamentals of State Policy for the Preservation and Strengthening of Traditional Russian Spiritual and Moral Values”* (hereinafter – *Decree*) (Decree..., 2022) outlined the value orientations that are significant for the state policy of the Russian Federation. The document names 17 traditional values, which are defined as “moral guidelines that shape the worldview of Russian citizens, are passed down from generation to generation, form the basis of the all-Russian civic identity and the unified cultural space of the country, strengthen civil unity, and have found their unique, distinctive expression in the spiritual, historical, and cultural development of the multinational people of Russia” (Decree, 2022). These include “life, dignity, human rights and freedoms, patriotism, civic consciousness, service to the Fatherland

and responsibility for its fate, high moral ideals, a strong family, creative labour, the priority of the spiritual over the material, humanism, mercy, justice, collectivism, mutual assistance and mutual respect, historical memory and continuity of generations, and the unity of the peoples of Russia” (Decree, 2022). Our research has shown that the nominations of these values, in the form in which they are fixed in the document, are generally not presented in the cases of young bloggers. It is not possible to identify them through a simple search by the names of the values, since the life guidelines that are important to the bloggers are reflected in their blogs implicitly.

In our search for objective approaches to analyzing values, we relied on linguistic data, specifically on identifying verbal markers of value orientations. The majority of value orientations are expressed through phrases or sentences; however, there are frequent words in the texts that can be called key words for the blogger and around which the “value-based” statements are constructed. Thus, in the content of the blogger with the nickname Maryana Batkovna (the total volume of texts is 27,692 words), the following key words are found: *my / nash / nashi / nashix / nas* (we / our / our / our / us) (n=846), *pomogat'* (to help) (n=294), *russskij* (Russian) (n= 254), *ya / menya* (me) (n=248), *zdes' / tut* (here) (n=234), *lyudi* (people) (n=222), *rabotat'* (to work) (n=192), *slushat'* (to listen) (n=192), *vse* (everything) (n=184), *voennyj / voennosluzhashhij* (military / serviceman) (n=181), *zhizn'* (life) (n=162), *smotret'* (watch) (n=160), *vojna* (war) (n=154), *proekt* (project) (n=126), *prodolzhat'* (to continue) (n=116), *Novorossiia* (n=114), *prigranich'e* (borderlands) (n=106), *budut* (will)

(n=106), *podpisyvatsya* (to subscribe) (n= 102), *nikto* (nobody) (n=100). The analysis of contexts with these key words allowed us to identify the value orientations of the blogger. Thus, the values of collectivism, mutual assistance, and mutual respect are marked by the pronouns *my / nas / nam / nash / nashi / nashix* (we/us/our), for example: *my' sobiraem / razgovarivaem / govorim / slushaem / rabotaem / prodolzhaem rabotat'* (we gather / talk / speak / listen / work / continue working); *nash vizit / proekt / sport / muzej / batal'on* (our visit / project / sport / museum / battalion); *nasha strana / s'emochhnaya gruppa / «Operaciya Volshebstvo» / sobaka / Rodina / sovместnaya broshyura / sila* (our country / film crew / "Operation Magic" / dog / Motherland / joint brochure / strength); *nashe neprostoe vremya / «Nashe delo» / bratstvo* (our difficult time / "Our Business" / brotherhood); with the verb *pomogat'* (to help), for example: *Watch, listen, subscribe, help, participate; No one will help us except ourselves, all of ours is us*, etc. The adjective *russskij* (Russian) in the texts of the blogger with the nickname Maryana Batkovna is generally associated with several values depending on the context: the unity of the peoples of Russia (*The Komi Republic – a Russian northern land with vast forests and rich natural resources*), historical memory and the continuity of generations (*Rus' was baptized in the Sevastopol Chersonesos, then it was Kiev, Vladimir, Moscow. All of this is Russian land, it was, is, and will be...*).

In bloggers' texts, keywords partially overlap. For example, in the blog *Sasha Meets Russia* (the total text volume is 6,926 words in both the Russian and English versions), the key words are *ya / mne / moj / moya / moyo / moi* (I / me / my mine)

(= 113), *Rossiia / rossiiane / rossijskij* (Russia / Russians / Russian) (= 92), *svoj / svoyu / svoya / svoe* (one's own / his / her own) (= 43), *my* (we) (= 34), *mir* (world) (= 35), *zhizn'* (life) (= 33), *se-godnya* (today) (= 20), *lyudi* (people) (= 20), *videt', uvidet'* (to see, to catch sight of) (= 20). We should note that if Mariana's most frequent pronouns are *my / nash* (we / our), then Alexandra's are *ya / moj* (I / my). Moreover, in our opinion, the latter pair of pronouns in most texts by all bloggers is associated with the concept of personal responsibility for one's words and actions. This responsibility can also be considered a value and added to the list established in the Decree. For example: *I proposed, among other things, to integrate our Safe World project's graphic brochures into school and extracurricular programs* (Mariana Batkovna); *I have known the wonderful Elena Eduardovna for a long time, and I decided to highlight her noble contribution to our Victory* (Sasha Meets Russia); *The most important thing, in my opinion, is that Timur is a true patriot...* (ГОЗТ); *Exactly a year ago, the khokhly stole my YouTube channel from me. I had been developing it since January 2019 and had gained 125k subscribers* (dymovivan). The blogger with the nickname SOBOLEV does not present an "I-concept"; the texts are written in the form of a detached account of an event in which the author does not participate and to which he has no direct connection. The posts of the last blogger are the closest in format to news and political content. Based on the analysis of blogs by young influencers, it is possible to compile a correspondence table of linguistic markers and the authors' traditional value systems, where the quantity of markers indicates the most prioritized values.

Correspondence of Values and Markers in Youth Political Blogs

Values	Markers
Life	<i>life (preserve / maintain / save / build / ordinary / peaceful / city / small), we, I, people, peaceful life, peaceful people, peace (pray for peace / want peace / honour peace / rush towards peace), peaceful coexistence, etc.</i>
Dignity	<i>sportsmanship, humility and dignity, to help, to listen, know our people</i>
Human rights and freedoms	<i>rights, freedom (of speech, of religion, to give one's life for freedom), I / me</i>
Patriotism	<i>Russia (love / show / call), Russian, we, us, to us, our, ours, our / of our, service / devotion), work (= to serve) (in New Russia / Belgorod / Bryansk regions / Russian borderlands / a thousand kilometres from Moscow / in this time / in Belgorod region / for the glory of Russia), etc.</i>
Civic consciousness	<i>civil participation / civic engagement (Fifth International Forum on Civil Participation), citizen of Russia</i>
Service to the Fatherland and responsibility for its fate	<i>to serve, to continue, we, us, to us, our, ours, our / of our, Russian borderlands, Russian weaponry, Russian soldier, the best of the nation / the elite of the nation, here, there (at war, in a foreign country), work (= to serve) (in New Russia / Belgorod / Bryansk regions / Russian borderlands / a thousand kilometres from Moscow / in this time / in Belgorod region / for the glory of Russia), military operation, military borderlands, military artists / priests, military pilot / military institute, military personnel (of a volunteer brigade / regiment / our army / with a call sign / from Komi), service / devotion, etc.</i>
High moral ideals	<i>mercy / compassion, justice, service / devotion</i>
A strong family	<i>family (big / strong / mine / ours / own / talk / talk about family), home (we are at home / comfortably / released to be sick at home / return home), children, dad, mom, grandma, grandpa, together, etc.</i>
Creative labour	<i>to work (continue / a great honour / in New Russia / Belgorod / Bryansk regions / Russian borderlands / a thousand kilometres from Moscow / in this time / in Belgorod region / for the glory of Russia), project, service / devotion, etc.</i>
The priority of the spiritual over the material	<i>spiritual (principle), service / devotion, to serve</i>

Humanism	<i>humanely, help / assistance, mutual help / mutual assistance</i>
Mercy	<i>mercy (to show mercy), to help, to listen</i>
Justice	<i>(un)just or (un)fair, (in)correctly / (un)right, world (a just world, to show the world the truth)</i>
Collectivism	<i>We, us, to us, our, ours / our, our / of our, together (filmed / work / serve / we are together), to listen (to people / soulful songs / stories), all (ours / our own / services / residents / normal guys / officers / branches of the military / rights / involved), thank you everyone, to subscribe (to a channel), world (came from all over the world / the whole world, people from all over the world / we lived through it all together), etc.</i>
Mutual assistance and mutual respect	<i>help / assistance, to respect, to help, all (ours / our own / services / residents / normal guys / officers / branches of the military / rights / involved / military), thank you everyone, military (helps), etc.</i>
Historical memory and continuity of generations	<i>History, generation, to remember, memory, Russian land, Russians (people / women), Russian (borderlands / weaponry), Russian (region / city / soldier), Russians / a Russian (noun) will come, Mother of Russian Cities, I am a Soviet person, Russian spirit, one's own (valuable battalion / contribution / voice / path / experience / home / front), one's own history, one's own (roots / relatives / principles / films / children / students / ideas / women / values / lives / travels), etc.</i>
The unity of the peoples of Russia	<i>Russian land, Russian region, Russia, Russians, Russian people (heroic / northern / simple / worthy / close / irreplaceable / best / our), New Russia (to work / work in New Russia / today / «History of New Russia» / topic of the day for New Russia), borderlands (Russian, military / to work in the borderlands), Russian spirit, from (Kalmykia, Ossetia, Vladikavkaz, various corners of Russia, all regions of Russia), etc.</i>

The list of traditional Russian values, as established in the Decree, can be supplemented with other value orientations that are conveyed in the studied content of youth blogging related to political topics. For example, bloggers write

about: safety (*take care of yourself and your children*), heroism (*our heroes*), masculinity (*to give one's life for...*), personal responsibility for one's words and actions (*I am proud...*), personal mission (*to make the world fall in love with Russia*).

It should be noted separately that the analyzed content includes congratulations, which indicate an attitude towards the tradition of holidays as a value. All bloggers congratulate their subscribers on traditional holidays, such as: New Year, International Women's Day, Orthodox Easter, Victory Day, Russia Day. Additionally, you can find congratulations for professional holidays, including: Air Force Day, Day of the Military, Medic Teacher's Day, and others. Respect for the traditions of celebrating national, professional, and personal holidays correlates with the values of historical memory and generational continuity, as well as the unity of the peoples of Russia. For example, *Sasha Meets Russia* emphasizes the youth's interest in traditional customs: *Did you know that the main wedding trend of 2025 is the return of Russian traditions? Yes, traditional Russian weddings are becoming incredibly popular among young people again* (Telegram, 18.07.2025).

Another value, which is not documented and has a rather personal character, is the orientation towards life, career, and status growth. It is represented in significant social events for the blogger, such as meetings with the President, high-ranking officials, and celebrities; obtaining citizenship of the Russian Federation; and trips to the Arctic, among others. For instance, the blogger with the nickname Mariana Batkovna writes: *I managed not only to ..., but also to briefly introduce myself and my work to the President and to present proposals for implementing a project aimed at the safety of children and adolescents* (Telegram, 8th March 2026). Furthermore, bloggers also share stories about the lives of other people who become warriors, save lives, and receive awards for their public

service. For example: *We remembered Father Anthony, who saved four soldiers and covered a fifth officer with his body, preserving his life* (Mariana Batkovna, Telegram, 26th January 2026); *Together with the head of the Department of the Ministry of Internal Affairs of Russia for the city of Sevastopol, Sergey Viktorovich Sigunov, I presented schoolboy Timur Gainutdinov with the badge "Hot Heart"* (GOST, Telegram, 20th June 2024). Additionally, the texts emphasize the importance of a rational worldview, common sense in evaluating events, and the absence of illusions: *Finish with your illusions. The world is entering a phase of contradictions of messianic ideas* (SOBOLEV, Telegram, 3rd March 2026).

Conclusion

As a result of analyzing the value cases of these young bloggers, we identify three main groups of values that are represented in articles on political topics. The first group includes value orientations that are of paramount importance for the functioning of the state—fundamental state guidelines. These include service to the Fatherland and responsibility for its fate, patriotism, unity of the peoples of Russia and Russian society, historical memory and continuity of generations, heroism and masculinity, mutual assistance, and collectivism. These values are typically represented in texts that focus on current domestic and foreign policy news, particularly in relation to military affairs, heroes and their actions during wartime, historical events, customs, traditions, and the cultures of the peoples living in Russia.

The second group of values, in our view, is associated with fundamental life orientations of individuals who recognize themselves not only as private persons but also as citizens of their country. We include the following in this group: *safety, peace, life, strong family and home, creative labour, rights and freedoms, citizenship, personal responsibility for actions, and life (career/status) growth*. As a rule, these value orientations of young bloggers are revealed in their articles about *information security* (exposing fakes), significant communication with officials (for example, meetings with the president), as well as about their profession, work or studies, *self-development, and self-actualization*. In such publications, the authors often express their social stance regarding current political events, including military ones.

To the third group, we attribute value orientations that are extracted from the content of the texts through the authors' direct and indirect evaluative judgments, reflecting fundamental moral and ethical guidelines: *mercy, humanism, justice, and dignity*. They are identified in texts that reveal the author's public stance on certain events (for example, athletes' participation in the Olympic Games under a neutral status, without a flag and anthem; an interview with a foreign agent condemning Russia, etc.); in stories about heroes and their actions; in significant communication (interactions with interesting people, participation in international and all-Russian events, meetings with the President); and in personal impressions. It should be noted that two traditional values, which are established in the state document – *high moral ideals and the priority of the spiritual over the material* – are not explicitly expressed in the texts of

youth blogs. The authors do not use the concepts of “spiritual” and “moral”, however, value orientations towards *mercy* (humanitarian aid to civilians affected by war, the wounded, etc.) are directly related to these value systems.

The analysis of the political landscape of the Russian segment of the Internet has shown that maintaining political blogs is not typical for young authors. They are more interested in psychology, healthy lifestyles, professional development, and other topics, as well as entertainment content. Political channels are generally run by bloggers over the age of 35. We were able to identify 5 authors of various ages, from 20 to 33 years old, who maintain channels that reflect the current political agenda. Two of them—Mariana Naumova and Alexandra Jost—are already officially cooperating with the state, working as correspondents for the information company «Russia Today». In our view, the state has a direct interest in collaborating with as many bloggers as possible, since social media is today the most powerful tool for influencing minds. As researchers note, „agents of political socialization need to actively work with youth, taking into account the instability of their beliefs and the lack of formed political orientations” (Baranova, 2011, p. 269).

We believe that the state's interest in loyal and patriotic young influencers should be accompanied by fostering youth's interest in politics through their involvement in discussion clubs, volunteer projects, conferences, and other events focused on current socio-political issues. “The search for an ‘ideal’ Russian model of youth policy (MP) continues to this day. Reality, with events of various scales, intrudes into the negotiations between the

state and youth, as well as into discussions of youth issues, changing the current agenda and requiring new answers and solutions” (Omelchenko, Lisovskaya, 2022, p. 71).

The prospects for researching the value cases of digital personalities lie in the possibility of a comparative analysis of youth blogging in different countries. The author of the article, in collaboration with Serbian colleagues, has planned a

publication that will reflect the study of patriotic cases among young bloggers in the Russian and Serbian online spaces. This research will allow for an exchange of experience in studying online discourse among scholars from Russia and the Balkans, as well as to observe the peculiarities of patriotism perception by young influencers from different countries.

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