

# The prestige of farmer occupations perceived by Russian youth: The case of Altai Krai

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## Introduction

- In the view of youth, agriculture is not considered as prestigious, economically meaningful, productive, and attractive. The interest of youth in agricultural activities is globally decreasing.
- Attitudes of Russian youth towards agriculture are often negative. In their opinion, agriculture is a low prestigious sector with low wages, primitive living conditions, and limited cultural and recreational opportunities.

## Research objective

- To analyze the perception of respondents towards farmer occupations (Smallholder farmer, Private farmer, Farm manager) from the perspective of prestige.

## Methodology

Study area Altai Krai is:



- The largest agricultural region (specialization in wheat production)
- Rich in natural resources
- Potential in tourism (especially agro-tourism)
- Favorable conditions for agriculture
- Demographical trends – outmigration, urbanization

### Data collection (qualitative primary data)

- Questionnaire survey in September/October 2018 • 350 respondents
  - Convenience sampling method • Altai State University
  - Russian language • Google Forms + printed paper version

### Data analysis:

- Descriptive analysis • Multiple linear regression analysis
- IBM SPSS Statistics 23 • Microsoft Excel Office 365



Figure 1: Data collection – questionnaire survey with students at Altai State University

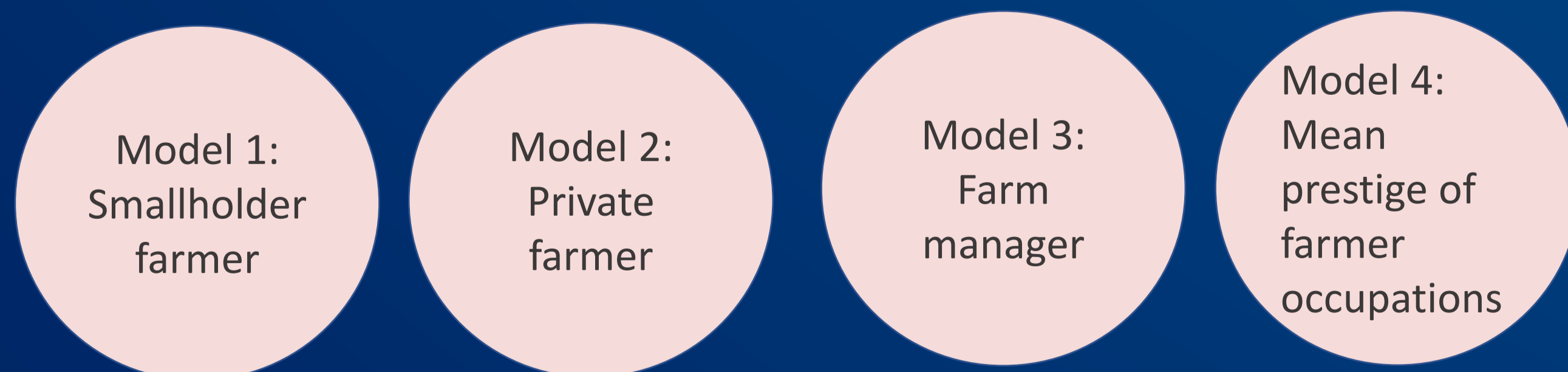


Figure 2: Multiple linear regression analysis – four models with the dependent variables prestige level of farmer occupations

## Results

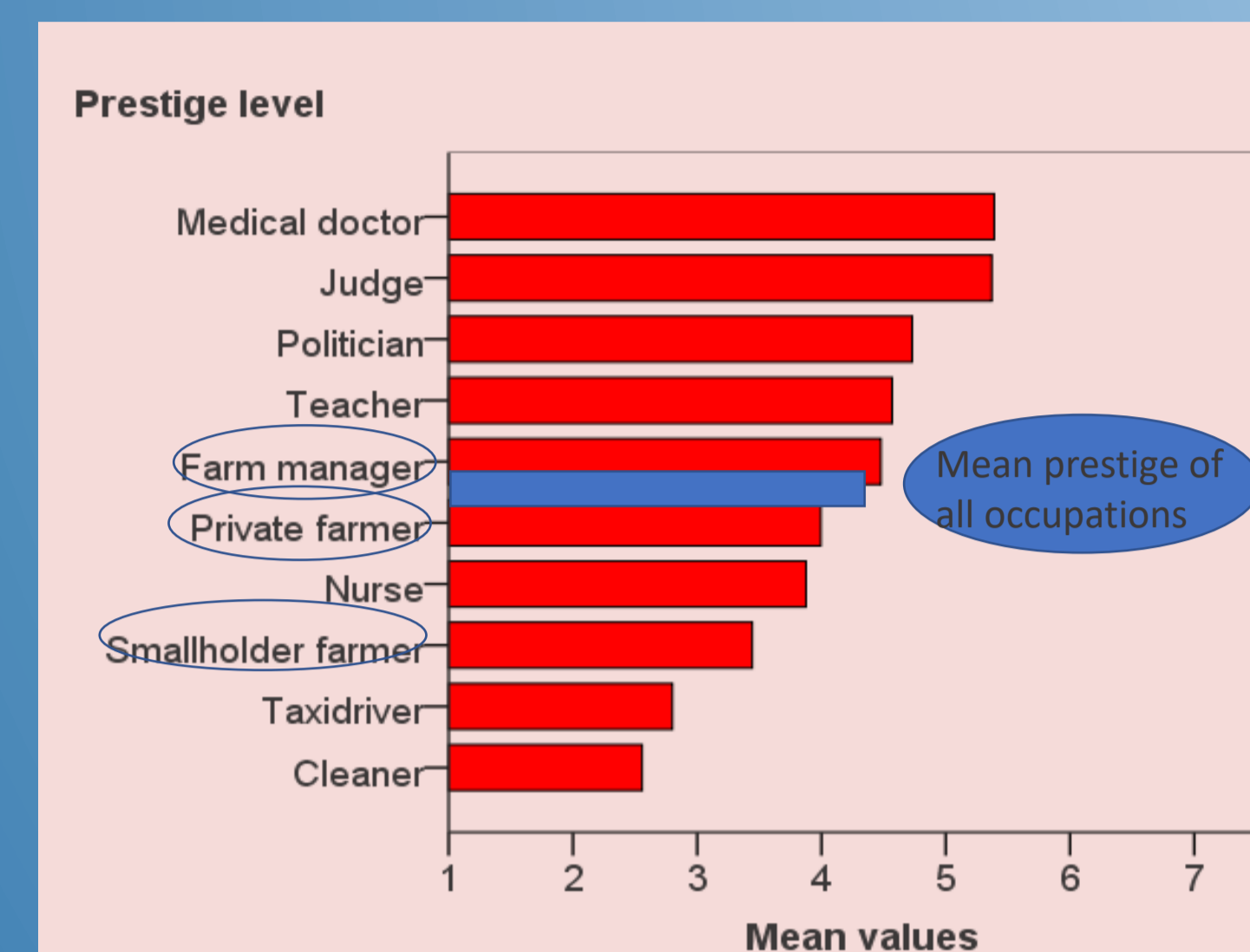


Figure 4: Ten rated occupations sorted by prestige level - 1 (lowest) –7 (highest)

Independent variables	Description and Categories	
<i>Demographic characteristics</i>		
My gender is...	0 (male)	1 (female)
My age is...	scale	
I study...faculty.		
Biology	0 (no)	1 (yes)
Mathematics and IT	0 (no)	1 (yes)
Sociology	0 (no)	1 (yes)
<i>Attitudes towards agriculture</i>		
Agriculture is...		
...a dirty work	scale from 1 (strongly agree) to 5 (strongly disagree)	
...a low-income work		
...a hard work		
...an important work		
...a close to nature work		
...a men work		
...an exciting work		
<i>Family background</i>		
At least one of my parents work in agriculture	0 (no)	1 (yes)

Table 2: List of independent variables used in the models - description and categories

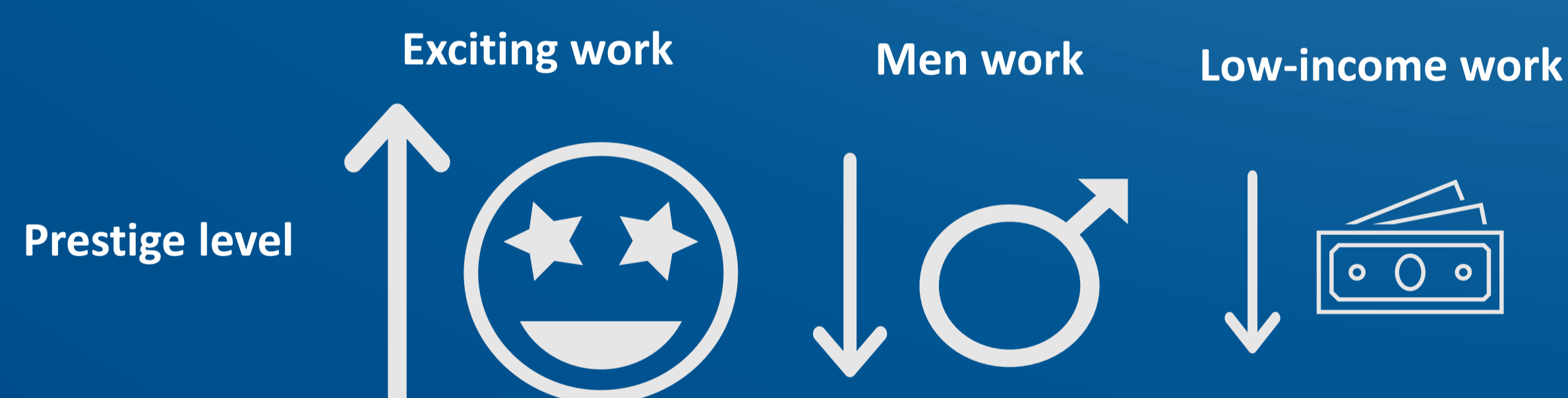


Figure 3: Three statistically significant variables with the direction of influence on the prestige level (the dependent variable)

## Conclusion

- The mean prestige of the Smallholder farmer and Private farmer was perceived rather low, compared to other occupations. The prestige of Farm manager was rated slightly above the average prestige level.
- Attitudes towards work in agriculture revealed the strongest effect on the prestige level of farmer professions, of which the variable agriculture is an "Exciting work" was the best predictor for all models. Variable „Exciting work“ positively influenced prestige level of farmer professions.
- The prestige level of farmer professions was negatively influenced by the opinion that agriculture is a "Men work", and "Low-income work".