

<https://doi.org/10.34142/23129387.2019.61.05>

UDC 159.9.072.432

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PSYCHOLOGICAL FEATURES OF THE CITY IMAGE (ON THE EXAMPLE OF KHARKIV)

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Aim of the study – to determine the psychological specific features of the city image among the respondents depending on the age and experience of living in a city.

Research Methods and Sample. The study of the city image has been carried out through the semantic differential to assess the perception of the city image «City in the perception of the residents» (O. E. Pronina, N. S. Goncharova, 2016). Scale to assess the degree of compliance of an ideal city image and the city of residence of personality by O. S. Shemelina and O. E. Tsigankova (2016) was used to determine the difference between the image of the ideal city and the city of Kharkiv. The respondents were originally asked to assess the image of an ideal city and then the image of Kharkiv on two separate forms. It was further analyzed the differences in

evaluation of descriptors subject to the variation vector of the real image of a city and the ideal one.

Results. In contrast to the older age group, students characterize the city image of Kharkiv to a greater extent through such descriptors as «womanly», «dirty», «boring», «ugly», «monotonous», «dull-witted», while mature respondents more frequently estimate it as «manly», «clean», «interesting», «beautiful», «motley», «witty».

Conclusions. The experience of living in the hometown has a positive effect on the assessment of its image since the residents of Kharkiv describe it as more positive compared to visitors. In addition the residents' city image coincides with the image of an ideal city by a larger number of parameters. The city image within the students generally is more critical and distant from the ideal compared to older respondents. The cumulative effect of the respondents' age and their territorial belonging, that determines the experience of living in the city, reflects on the indicators of its friendship, warmth, beauty, naturalness, humanity and inspiring effect. The city image among the visiting students has negative descriptors as the dominant - aggressive, cold, ugly, artificial, officious and suppressing.

***Keywords:** city image, perception, the experience of living in the hometown, students, real and ideal city.*

Психологічні особливості образу міста (на прикладі міста Харкова)

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Мета дослідження - визначити психологічні специфічні особливості образу міста залежно від віку та досвіду проживання у місті.

Методи дослідження та вибірка. Вивчення образу міста було проведено через семантичний диференціал для оцінки сприйняття образу міста «Місто у сприйнятті мешканців» (О. Е. Проніна, Н.С. Гончарова, 2016). Шкала для оцінки ступеня відповідності ідеального образу міста та місту проживання особистості

О.С. Шемеліною та О. Є. Циганковою (2016) була використана для визначення відмінностей між образом ідеального міста та реального образу міста Харкова.

Результати. На відміну від старшої вікової групи студенти в більший мірі характеризують образ міста Харкова за допомогою таких дескрипторів, як «жіночий», «брудний», «нудний», «потворний», «монотонний», «тупий», в той час як зрілі респонденти частіше оцінюють це як «мужній», «чистий», «цікавий», «красивий», «строкатий», «дотепний».

Висновки. Досвід життя у рідному місті позитивно впливає на оцінку його іміджу, оскільки жителі Харкова характеризують його як більш позитивний порівняно з відвідувачами. Образ міста у студентів, як правило, більш критичний і далекий від ідеального порівняно зі старшими респондентами. Сукупний ефект від віку респондентів та їх територіальної приналежності, що визначає досвід життя у місті, позначається на показниках його дружельності, теплоти, краси, природності, людяності та надихаючого ефекту. Образ міста серед приїжджених учнів характеризується домінуванням негативних дескрипторів - агресії, холоду, потворності, штучності, офіційності та пригнічення.

Ключові слова: образ міста, сприйняття, досвід життя у рідному місті, студенти, реальне та ідеальне місто.

Introduction. There is no field of human activity where the functions of «imagery» were absent. The spiritual traditions of different nations were centered on the so-called internal imagery. The role of images relates to the fact they move freely or spontaneously within the reflected reality, represent in the minds the stimulus in the context of direct human interaction with the world. This makes possible images to actualize human experience being significant within the context of activity, self-knowledge and self-regulation of various levels. Images help to imagine the inner world of others. The significant role played by figurative experience lays in the assimilation of the content of the group conscious and unconscious (Gostev, 2007).

A. Gostev (2007) defines images as the mentality language, associated with pre-conceptual thinking, and notes that during ontogenesis up to language mastering stage the individual experience

is recorded in an imagery form and thus, through the images, it becomes possible to get into experience storages not available to conceptual knowledge.

In psychological practice images appear not only as means for human study, but also as the means of multilevel self-regulation and personality changes. Psychologically competent use of «internal imagery» provides clues about the origins of problems, causes of conflict, gives wider insight of the world, generates new ideas, improves sensitivity, helps in the aspect of self-counseling and self-regulation, makes it possible to consider options in a situation of choice, understand and establish personal and professionally meaningful qualities and better understand other people. Images serve as a «window» through which unconscious information enters the inner world of a personality. In addition images broadcast spiritual meanings of genesis helping to interpret the complicated language of metaphors, symbolism and mythology (Gostev, 2007).

Since the works of K. Lynch (1982) the problem of the city image has become a worry of many psychologists-urbanists, but within the picture of the world among the resident citizens this matter has hardly been studied in the domestic psychology.

Aim of the study – to determine the psychological specific features of the city image among the respondents depending on the age and experience of living in a city.

Research Methods and Sample. The study of the city image has been carried out through the semantic differential to assess the perception of the city image «City in the perception of the residents» (O. E. Pronina, N. S. Goncharova, 2016).

Scale to assess the degree of compliance of an ideal city image and the city of residence of personality by O. S. Shemelina and O. E. Tsigankova (2016) was used to determine the difference between the image of the ideal city and the city of Kharkiv. The respondents were originally asked to assess the image of an ideal city and then the image of Kharkiv on two separate forms. It was further analyzed the differences in evaluation of descriptors subject to the variation vector of the real image of a city and the ideal one.

Results. Let's study the age differences in the city image of Kharkiv (Table 1). In contrast to the older age group, students

characterize the city image of Kharkiv to a greater extent through such descriptors as «womanly», «dirty», «boring», «ugly», «monotonous», «dull-witted», while mature respondents more frequently estimate it as «manly», «clean», «interesting», «beautiful», «motley», «witty».

Table 1
Kharkiv image indicators depending on the age of residents

Indicators	Group of respondents		t	p
	Student age, n=114	Mature age, n=101		
Innocent - Sinful	0,33±1,06	0,30±0,70	0,24	0,81
Feminine - Masculine	0,52±1,22	0,82±0,97	-1,97	0,05
Friendly - Aggressive	-0,71±1,68	-0,71±1,24	0,02	0,98
Warm - Cold	-0,48±1,71	-0,72±1,09	1,24	0,22
Romantic - Boring	-0,74±1,79	-1,00±1,11	1,24	0,22
New - Old	-0,23±1,61	-0,36±1,06	0,67	0,50
Safe - Dangerous	-0,18±1,48	-0,20±1,04	0,12	0,91
Clean - Dirty	-0,60±1,71	-1,04±1,10	2,20	0,03
Interesting - Boring	-1,11±1,91	-1,62±0,91	2,48	0,01
Full of life - Stagnant	-1,08±1,94	-1,29±1,02	0,96	0,34
Beautiful - Ugly	-1,21±2,03	-1,70±1,08	2,17	0,03
Refined - Plain	-0,32±1,63	-0,67±1,05	1,87	0,06
Natural - Artificial	-0,42±1,72	-0,74±0,98	1,69	0,09
Harmonious - Conflict	-0,41±1,83	-0,76±1,16	1,68	0,10
Motley - Monotonous	-0,35±1,66	-0,74±0,97	2,06	0,04
Witty - Dull-witted	-0,63±1,52	-1,00±0,98	2,10	0,04
Intelligible - Tangled	-0,66±1,53	-0,80±1,03	0,77	0,45
Comfortable - Uncomfortable	-1,11±1,75	-1,38±1,06	1,34	0,18
Inspiring - Suppressing	-0,97±1,82	-1,19±1,09	1,03	0,30
Unique - Standard	-0,59±1,83	-0,84±1,21	1,16	0,25
Unexpected - Predictable	-0,10±1,49	-0,15±0,90	0,30	0,76
Creative - Primitive	-0,86±1,76	-0,74±1,19	-0,56	0,58
Festive - Everyday	-0,66±1,75	-0,84±1,29	0,84	0,40
Humane - Officious	-0,50±1,75	-0,49±1,14	-0,05	0,96

By estimating the average values as a whole, leaving out of account the statistical differences between the groups, the city image is described by students with such descriptors as «nice», «interesting», «comfortable», «inspiring», «romantic» и «creative». The adult category of respondents uses wider number of descriptors for the city image – «nice», «interesting», «comfortable», «full of

life», «inspiring», «clean», «romantic», «unique». Thus the age of the respondents has a positive effect on a city image. Students in general are more critical in assessing the city image – either giving it more negative characteristics or more discreetly describing it with the positive ones.

The adult category of respondents uses wider number of descriptors for the city image – «nice», «interesting», «comfortable», «full of life», «inspiring», «clean», «romantic», «unique».

Let's study the differences in the city image of Kharkiv within the residents and non-residents (Table 2).

Table 2

Image indicators of Kharkiv within the residents and non-residents

Indicators	Resident, n=122	Non-resident, n=93	t	p
Innocent - Sinful	0,32±0,95	0,30±0,86	0,12	0,90
Feminine - Masculine	0,72±1,17	0,59±1,05	0,87	0,38
Friendly - Aggressive	-0,96±1,45	-0,38±1,47	-2,87	0,00
Warm - Cold	-0,84±1,46	-0,27±1,38	-2,87	0,00
Romantic - Boring	-1,01±1,52	-0,67±1,48	-1,61	0,11
New - Old	-0,39±1,37	-0,16±1,38	-1,17	0,24
Safe - Dangerous	-0,31±1,26	-0,02±1,31	-1,64	0,10
Clean - Dirty	-0,98±1,42	-0,58±1,51	-2,02	0,04
Interesting - Boring	-1,54±1,43	-1,10±1,66	-2,09	0,04
Full of life - Stagnant	-1,37±1,43	-0,92±1,73	-2,06	0,04
Beautiful - Ugly	-1,62±1,44	-1,21±1,91	-1,82	0,07
Refined - Plain	-0,67±1,41	-0,24±1,35	-2,27	0,02
Natural - Artificial	-0,78±1,32	-0,29±1,51	-2,50	0,01
Harmonious - Conflict	-0,71±1,44	-0,39±1,68	-1,50	0,13
Motley - Monotonous	-0,56±1,31	-0,51±1,49	-0,24	0,81
Witty - Dull-witted	-0,89±1,28	-0,68±1,33	-1,16	0,25
Intelligible - Tangled	-0,81±1,26	-0,62±1,40	-1,05	0,29
Comfortable - Uncomfortable	-1,40±1,41	-1,01±1,53	-1,94	0,05
Inspiring - Overwhelming	-1,30±1,40	-0,78±1,64	-2,46	0,01
Unique - Standard	-0,93±1,56	-0,42±1,54	-2,35	0,02
Unexpected - Predictable	-0,21±1,13	0,00±1,37	-1,24	0,21
Creative - Primitive	-0,92±1,44	-0,65±1,60	-1,27	0,20
Festive - Everyday	-0,87±1,50	-0,59±1,60	-1,32	0,19
Humane - Officious	-0,72±1,44	-0,18±1,50	-2,65	0,01

There are differences in the city image depending on the experience of living in it. The city image among the residents of Kharkiv is predominantly characterized by positive descriptors («nice», «interesting», «comfortable», «full of life», «inspiring»,

«romantic» etc.). The city image of Kharkiv has such dominant descriptors among visitors and guests as «interesting» and «comfortable». Assessing statistical differences in the city image it should be noted that visitors to a greater extent tend to describe Kharkiv as «aggressive», «cold», «dirty», «boring», «stagnant», «plain», «artificial», «uncomfortable», «overwhelming», «standard», but the residents on the contrary describe it as «friendly», «warm», «clean», «full of life», «refined», «natural», «comfortable» and «inspiring».

Let's compare the results of the differences in the city image of Kharkiv depending on the influence of two factors – experience of living in the city and the age of the respondents. Figure 1 shows the differences by descriptor «friendly - aggressive» depending on these two variables. It is clear that the visiting students find Kharkiv more aggressive compared to the adult categories of respondents and especially to resident students. Resident students of Kharkiv find hometown the most friendly.

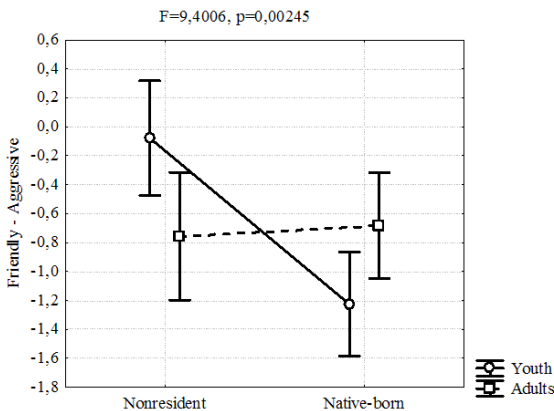


Fig. 1 Indicators of «friendliness - aggressiveness» depending on the age and experience of resident citizens.

Figure 2 shows the differences by descriptor «warm - cold».

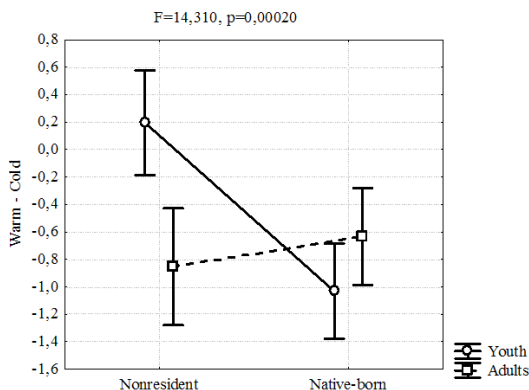


Fig. 2 Indicators of «warm - cold» depending on the age and experience of resident citizens.

Non-resident students find Kharkiv more cold compared to the adult categories of respondents and especially to resident students. Thus the factor of adaptation to the city among residents and adult respondents significantly affects the positive image of the city as warm and friendly.

Figure 3 shows the differences by descriptor «beautiful - ugly».

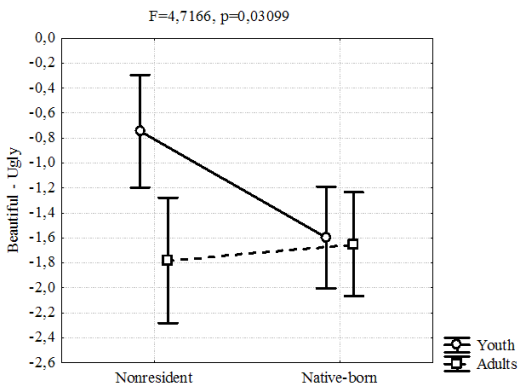


Fig. 3 Indicators of «beautiful - ugly» depending on the age and experience of resident citizens.

Non-resident students find Kharkiv less beautiful compared to the adult categories of respondents and especially to resident students. Thus the factor of adaptation to the city among residents and adult respondents significantly affects the positive image of the city as more beautiful.

Figure 4 shows the differences by descriptor «natural - artificial».

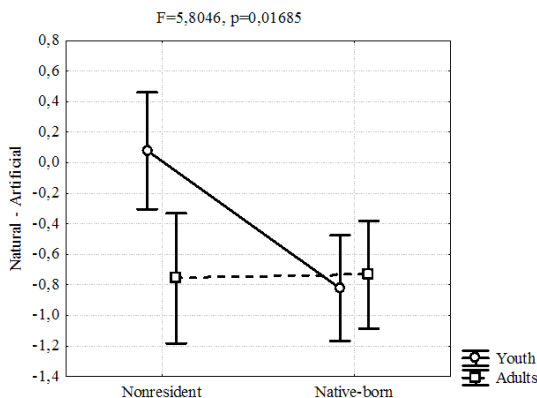


Fig. 4 Indicators of «natural - artificial» depending on the age and experience of resident citizens.

Non-resident students find Kharkiv less natural compared to the adult categories of respondents and especially to resident students. Thus the factor of adaptation to the city among residents and adult respondents significantly affects the positive image of the city as more natural.

Figure 5 shows the differences by descriptor «inspiring – suppressing (overwhelming)». Non-resident students find Kharkiv more suppressing compared to the adult categories of respondents and especially to resident students. Thus the factor of adaptation to the city among residents and adult respondents significantly affects the positive image of the city as more inspiring.

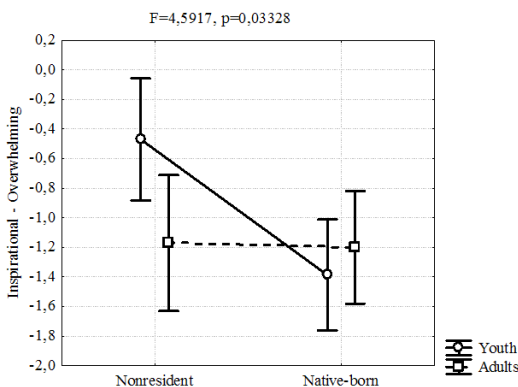


Fig. 5 Indicators of «inspiring– overwhelming» depending on the age and experience of resident citizens.

Figure 6 shows the differences by descriptor «humane - officious».

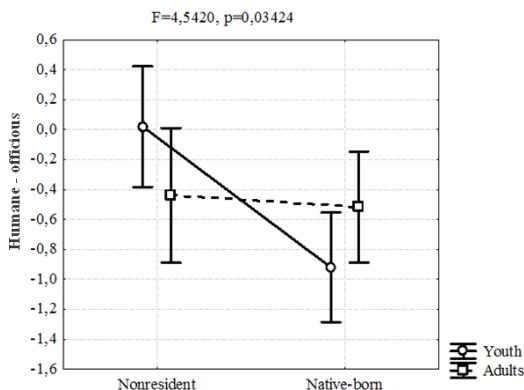


Fig. 6 Indicators of «humane - officious» depending on the age and experience of resident citizens.

Non-resident students find Kharkiv less humane compared to the adult categories of respondents and especially to resident (native-born) students. Thus the factor of adaptation to the city among residents and adult respondents significantly affects the positive image of the city as more humane and less officious.

Let's consider the difference in variances between the real and the ideal city image among students and adult categories of respondents (table 3).

Table 3

Indicators of variances between the image of a real and ideal city based on age

Indicators	Group of respondents		t	p
	Student age, n=113	Mature age, n=101		
Monotonous - Rhythmic	3,26±1,76	0,61±1,05	13,22	0,000
Fast- Slow	-0,28±1,89	0,84±1,35	-4,96	0,000
Exciting -Calming	-0,29±0,96	2,86±0,84	-25,55	0,000
Solid - Fragile	-2,09±1,50	-3,58±1,15	-8,14	0,000
Beautiful - Ugly	-2,92±1,57	-3,73±1,26	4,14	0,000
Clean - Dirty	-2,29±1,59	-1,62±0,98	-3,64	0,000
Well-managed - Unmanaged	-1,82±1,69	-1,21±1,12	-3,11	0,002
Quiet - Loud	-0,16±1,04	-0,22±0,83	0,46	0,643
Non-crowded - Crowded	-0,80±1,50	-0,79±1,42	-0,03	0,975
Active - Passive	-1,35±1,30	0,07±0,82	-9,47	0,000
Tranquil - Anxious	-1,93±1,78	-0,78±0,82	-5,95	0,000
Light - Dark	-2,27±1,73	-0,98±0,97	-6,65	0,000
Small - Big	-0,02±1,20	-0,08±0,98	0,41	0,682
Old - New	1,61±0,94	1,24±1,05	2,78	0,006
Cozy - Comfortless	-3,04±1,68	-1,92±1,63	-4,96	0,000
Warm - Cold	-2,73±1,81	-1,55±1,69	-4,89	0,000
Bright - Dim	-2,56±1,52	-2,12±1,10	-2,42	0,017
Full - Empty	-0,32±1,61	-0,45±1,55	0,60	0,549
Kind - Angry	-2,85±1,70	-1,79±1,73	-4,52	0,000
Vigorous - Sluggish	-1,77±1,29	-0,96±1,09	-4,96	0,000
Constant - Discontinuous	-1,01±1,13	-1,21±1,05	1,33	0,185
Attractive-Repulsive	-2,88±1,53	-3,93±1,31	5,40	0,000
Developing - Depressive	-2,46±1,22	-1,26±1,11	-7,55	0,000
Wide - Narrow	-0,02±1,20	-0,08±0,98	0,41	0,682
Soft - Hard	-2,38±1,85	-1,52±1,72	-3,49	0,001
Strong - Weak	-1,78±1,50	-1,13±1,15	-3,54	0,000
Miniature - Massive	0,18±1,18	0,03±0,95	0,99	0,324
Rich - Poor	-3,06±1,50	-2,86±2,18	-0,79	0,430
Interesting - Boring	-1,82±1,36	-1,25±1,13	-3,37	0,001
Invigorating - Relaxing	-1,55±1,40	-0,20±1,20	-7,56	0,000
Dangerous - Safe	2,46±1,81	1,39±1,21	5,04	0,000
Friendly - Hostile	-2,40±1,82	-1,52±1,58	-3,76	0,000
Successful - Outsider	-3,31±1,73	-2,59±2,08	-2,74	0,007

Among the students the image of an ideal city, in contrast to the real city of residence, is more rhythmic, exciting, clean, well-managed, active, tranquil, light, new, cozy, warm, bright, kind, vigorous, developing, soft, strong, interesting, invigorating, safe, friendly, successful and less slow and calming as compared to the sample of older respondents. Adult category of respondents to a greater extent than students is focused on the calming effect of the city in its idealization and seeks it to be more solid, beautiful and attractive. In general, regardless of differences from city image in the adult group, the students' concept of the city image of Kharkiv is committed to the ideal of such descriptors as speed («fast - slow»), populousness («non-crowded - crowded»), size («small - big», «massive – miniature»), fulness («full - empty»). The farthest from the ideal among the students is the image of Kharkiv by such descriptors as «rhythmic», «cozy», «successful». The city image of Kharkiv within the adult category of respondents is close to ideal by a number of descriptors: «monotonous - rhythmic», «fast - slow», «quiet - loud», «non-crowded - crowded», «active - passive», «tranquil - anxious», «light - dark», «small - big», «full - empty», «wide - narrow», «miniature - massive», «invigorating - relaxing».

Thus in adulthood we can see the image stabilization and increased satisfaction with the city.

Table 4 shows the difference in variances between the real and ideal city image among the residents and non-residents.

The residents of Kharkiv characterize its image as the ideal by such descriptors as «fast - slow», «quiet - loud», «non-crowded - crowded», «active - passive», «tranquil - anxious», «light - dark», «small - big», «full - empty», «constant - discontinuous», «wide - narrow», «miniature - massive» and «invigorating - relaxing». The residents to a smaller extent than visitors would like to see their hometown as more rhythmic, solid, beautiful, clean, well-managed, tranquil, light, new, cozy, warm, bright, good, constant, soft, safe, friendly and successful, because they are generally satisfied with their city by all these parameters.

Table 4

**Indicators of variances between the image of a real and
ideal city based on experience of living in it**

Indicators	Group of respondents		t	p
	Resident, n=122	Non-resident, n=93		
Monotonous-Rhythmic	1,50±1,85	2,70±1,94	-4,62	0,0000
Fast- Slow	0,44±1,73	-0,01±1,75	1,90	0,0590
Exciting -Calming	1,37±1,49	0,96±2,15	1,65	0,0994
Solid - Fragile	-2,28±1,59	-3,46±1,17	6,04	0,0000
Beautiful - Ugly	-3,05±1,72	-3,63±1,03	2,91	0,0040
Clean - Dirty	-1,25±1,00	-2,94±1,21	11,23	0,0000
Well-managed - Unmanaged	-0,98±1,03	-2,27±1,66	7,02	0,0000
Quiet - Loud	-0,20±1,02	-0,16±0,84	-0,34	0,7378
Non-crowded - Crowded	-0,63±1,20	-1,01±1,72	1,90	0,0584
Active - Passive	-0,75±1,29	-0,60±1,33	-0,80	0,4249
Tranquil - Anxious	-0,49±0,63	-2,57±1,54	13,48	0,0000
Light - Dark	-0,83±1,04	-2,76±1,44	11,43	0,0000
Small - Big	-0,06±1,00	-0,03±1,22	-0,17	0,8683
Old - New	1,21±0,93	1,73±1,03	-3,86	0,0002
Cozy - Comfortless	-1,40±1,40	-3,98±0,83	15,74	0,0000
Warm - Cold	-1,01±1,23	-3,71±1,33	15,39	0,0000
Bright - Dim	-1,61±1,10	-3,32±1,00	11,71	0,0000
Full - Empty	-0,26±1,44	-0,53±1,75	1,22	0,2247
Kind - Angry	-1,32±1,35	-3,71±1,33	12,94	0,0000
Vigorous - Sluggish	-1,44±1,25	-1,32±1,28	-0,69	0,4911
Constant - Discontinuous	-0,81±0,92	-1,48±1,19	4,66	0,0000
Attractive-Repulsive	-3,20±1,75	-3,59±1,12	1,86	0,0645
Developing - Depressive	-1,76±1,41	-2,08±1,16	1,74	0,0837
Wide - Narrow	-0,06±1,00	-0,03±1,22	-0,17	0,8683
Soft - Hard	-1,13±1,30	-3,09±1,84	9,11	0,0000
Strong - Weak	-1,42±1,43	-1,55±1,32	0,68	0,4950
Miniature - Massive	0,14±1,04	0,06±1,13	0,50	0,6151
Rich - Poor	-2,88±1,99	-3,09±1,65	0,82	0,4133
Interesting - Boring	-1,56±1,21	-1,55±1,39	-0,05	0,9596
Invigorating - Relaxing	-0,75±1,29	-1,14±1,67	1,95	0,0519
Dangerous - Safe	1,18±1,05	2,97±1,72	-9,39	0,0000
Friendly - Hostile	-1,04±1,30	-3,24±1,49	11,50	0,0000
Successful - Outsider	-2,66±1,91	-3,39±1,90	2,79	0,0057

Conclusions. The experience of living in the hometown has a positive effect on the assessment of its image since the residents of Kharkiv describe it as more positive compared to visitors. In addition the residents' city image coincides with the image of an ideal city by a larger number of parameters. The city image within the students generally is more critical and distant from the ideal compared to older respondents. The cumulative effect of the respondents' age and their territorial belonging, that determines the experience of living in the city, reflects on the indicators of its friendship, warmth, beauty, naturalness, humanity and inspiring effect. The city image among the visiting students has negative descriptors as the dominant - aggressive, cold, ugly, artificial, officious and suppressing.

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Оригінальний рукопис отриманий 22 травня 2019 року

Стаття прийнята до друку 29 травня 2019 року