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## A valuable shift in the reproductive behavior of the provincial population

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### Abstract

© 2016 Murtazina. The urgency of the investigated problem is caused by the fact that in Russian society family values are gradually being replaced by values of individualism, rationalism and hedonism. The intensity of the taking place changes leads to essential changes in marriage and family relations, sexual practices of the provincial cities population. With changing values and normative foundation of the family, marriage, children it leads to transformation of reproductive behavior, the crisis of the family as a social institution. The purpose of the article is to subject to sociological analysis the changes of valuable shift in the reproductive behavior of the provincial population. The leading method of the research is the method of triangulation, which is reflected in the use of quantitative and qualitative collection methods. The sociological analysis of changes of valuable shift in the reproductive behavior of the provincial population allowed to reveal the social consequences of cross-conflict marriage values, family and children in the structure of value orientations, which have led to valuable shift in the reproductive behavior of the provincial population and changes (at the level of values) practices of everyday relations of individuals in the matrimonial and sexual spheres. The results of research can be used by public authorities in the development of projects and programs for the development of population and family planning. The practical value of the results related with the possibility of their use in the teaching of the humanities, such as the courses on sociology, demography, as well as special courses on the family sociology of the family, mass communication, literature; gender, economic sociology.

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### Keywords

Cross-conflict, Hedonism, Individualism, Method of triangulation, Reproductive behavior