

Proceedings - 2015 IEEE International Conference on Smart City, SmartCity 2015, Held Jointly with 8th IEEE International Conference on Social Computing and Networking, SocialCom 2015, 5th IEEE International Conference on Sustainable Computing and Communications, SustainCom 2015, 2015 International Conference on Big Data Intelligence and Computing, DataCom 2015, 5th International Symposium on Cloud and Service Computing, SC2 2015, 2016, pages 519-523

---

## Variations of social psychology of Russian society in last 100 years

Solovyev V., Bochkarev V., Kaveeva A.

*Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia*

---

### Abstract

© 2015 IEEE. The study compares the dynamics of a number of important socio-demographic parameters with the frequency of the use of keywords for Russian society. We have shown that the frequency of words typical for the patriarchal way of life of Russian society in the 19th century decreases with the reduction of rural population. The paper discusses the interaction of moral values of society, its state ideology and environmental changes. Similar studies were carried out earlier for the English and Chinese languages. Our results confirm the findings of these studies partially. We also have considered the connection of these processes with the frequency of the use of emotive language. Google Books Ngram was used as a source of lexical data.

<http://dx.doi.org/10.1109/SmartCity.2015.122>

---

### Keywords

Emotive lexis, Google Books Ngram, Social change, Sociocultural factors, Word frequencies