

## THE PROVINCIAL DIMENSION OF SOCIOCULTURAL CHANGE: BASED ON THE ETHNOLOGICAL MONITORING OF THE OSTROMA REGION IN 2020–2025

*This article presents a study of economic and sociocultural changes in the Kostroma Region from 2020 to 2025. Drawing on a variety of ethnological monitoring data, the authors examine the achievements and challenges arising as a result of inevitable societal transformation. The primary focus is on socioeconomic development, living standards, and the daily challenges of the region's residents, as well as on changes in traditional lifestyles, the impact of globalization and urbanization, and the preservation of cultural heritage and traditions. The paper analyzes factors contributing to the shift in the cultural identity of provincial residents, including migration, the region's economic development, and others. The study reveals that despite positive trends, such as growing interest in the history and culture of the region, significant challenges remain, including economic decline, low incomes, and poor healthcare and education. The authors offer a number of recommendations for improving the situation, including creating conditions for the development of local initiatives, supporting youth projects, and implementing educational programs aimed at preserving and promoting local cultural heritage.*

**Keywords:** *ethnological monitoring, sociocultural changes, Kostroma Oblast, demography, problems, achievements*

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