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SOCIOCULTURAL APPROACH TO THE EDUCATIONAL POTENTIAL OF THE POPULATION

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Abstract. The article is devoted to the problem of defining the nature of the educational potential of the population, its role in the modern stage of the development of economic and labor potential of the country. The study was systematized existing approaches including adaptation, resource, system and social-cultural. The author developed the methodological approach to the analysis of economic category «educational potential» in the context of the sociocultural approach, which includes two groups – objective and subjective determinants. Subjective determinants of the educational potential contain values, from both educational institutions and students, and the objective determinants reflect the quality of the educational environment. Part of the objective determinants includes human resources, infrastructure, process and financial features, and a subjective determinant is filled with personal and social components with the relevant indicators. In our opinion, using the proposed indicators can provide an objective and subjective assessment of the current state and development trends and realization of educational potential of the population of the region.

Keywords: educational potential of the population; the sociocultural approach; education; culture; values; motivation.

JEL codes: I20; O15.

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