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**ANTHROPOGENIC IMPACT IN THE CIRCUMPOLAR AREA:
THE PROBLEM OF PERCEPTION**

Using the example of Yamal-Nenets Autonomous Okrug, the article analyzes the socio-economic aspects of human ecology problems in the circumpolar area basing on the data on environmental issues and ecology-related diseases, as well as peoples' subjective views about their environmental vulnerability. The level of peoples' susceptibility to the objective ecological conditions in YaNAO, as recorded in contrast to the subjective feelings of insecurity from environmental threats, is one of the key parameters of social well-being for residents in this region. We conclude that local residents in the study sample hardly sense any environmental threats compared to the sample of the Russian population in general, and its continuous decline against an increase in actual environmental risks and public health threats associated with an unfavorable environmental setting. An inconsistency between subjective perceptions of environmental threats and the objective growth of environmental threat is defined as a significant social and psychological factor of environmental risk. We practically demonstrate how to increase social and psychosocial environmental awareness.

Keywords: Yamalo-Nenets Autonomous Okrug, circumpolar area, environmental problems, anthropogenic impact, social policy, human ecology

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