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УЛУЧШЕНИЕ ИНФОРМАЦИОННОЙ ПОДДЕРЖКИ УПРАВЛЕНИЯ СОЦИАЛЬНЫМ СЕКТОРОМ IMPROVING INFORMATION SUPPORT FOR SOCIAL SECTOR MANAGEMENT

Аннотация. В статье рассматривается исследование информационной поддержки управления социальной сферой с использованием междисциплинарного подхода, объединяющего знания из гуманитарных наук, включая психологию, социологию, социологию управления, маркетинг, социальную инженерию и другие. Актуальность темы исследования обусловлена несколькими факторами. Во-первых, развитием информационных технологий (цифровизация и ее продукты, такие как искусственный интеллект, создают новые возможности для сбора, обработки, хранения и использования социальных данных). Во-вторых, необходимостью подотчетности (качественная информационная поддержка обеспечивает открытость и доступность социальных программ). В-третьих, увеличением объема информации (современные социальные системы генерируют большой объем данных, которые требуют сбора, обработки и анализа для принятия решений). И это лишь малая часть факторов. Стоит отметить, что общество активно развивается и сталкивается с новыми вызовами, и в таких условиях совершенствование управления и социальной защиты является необходимым.

Abstract. The article explores research on information support for social sphere management using an interdisciplinary approach, combining knowledge from human sciences, including psychology, sociology, management sociology, marketing, social engineering, and others. The relevance of the research topic is due to several factors. Firstly, the development of information technologies (digitalization and its products, such as artificial intelligence, create new opportunities for collecting, processing, storing, and using social data). Secondly, the need for accountability (quality information support enables the openness and accessibility of social programs). Thirdly, the increase in information volume (modern social systems generate a large amount of data that requires collection, processing, and analysis for decision-making). And this is just a small part of the factors. It is worth noting that society is actively developing and facing new challenges, and in such conditions, the improvement of management and social security is necessary.

Ключевые слова: Цифровизация, социальная политика, программирование, общество, статистика, искусственный интеллект.

Keywords: Digitalization, social policy, programming, society, statistics, artificial intelligence.

The aim of the study is to study the need to improve information support as a tool for managing the social sphere.

The **research objectives** include:

- 1) Determine what is the effectiveness of information support used in social sphere management.
- 2) Identify the importance of improving the information support of social sphere management.



3) Identify the method by which it is possible to increase information support in the field of social management.

This article is very relevant in the modern world. Management as a process is necessary in every industry and sphere of human life. Without a competent management system, effective activity in any field, especially in the social sphere, is impossible. It is aimed at ensuring social justice, as well as equality, and helps to improve the standard of living of people. Its processes and results include the establishment of standards that determine the basic conditions for the well-being of the population. It also includes the creation and implementation of social programs, ensuring the availability of social services, and monitoring the implementation of the above, as well as evaluating their effectiveness. Here we can say that social management plays an important role in creating favorable living conditions for citizens, as well as creating opportunities for the development of a fair and equitable society.

High-quality information support allows you to make more reasoned decisions, and also optimizes the use of various resources. As a result, it is possible to achieve the highest productivity of social programs and services. Improving information support can facilitate data exchange and collaboration between different organizations and different actors.

The importance of improving information support in social management is crucial for improving efficiency, accountability, and meeting the needs of society.

It should be noted that many works of scientists are devoted to this problem. Such researchers as V. G. Afanasyev were engaged in studying the problems of improving the efficiency of the social sphere, its innovative development, and managing social processes in society. They wrote quite a few works on society and systematics. I. V. Bestuzhev-Lada created the work "Search social forecasting: promising problems of society". F. E. Burjalov analyzed social policy O. S. Vikhansky studied strategic management. V. N. Kovalev created a textbook that explains the main issues of social sphere sociology. Zh. T. Toshchenko and other scientists also made an important contribution.

Studying the topic of social sphere management involves studying and identifying possible measures to solve problems and issues. They are associated with improving the effectiveness of various institutions, including those in the field of education, health, culture, social protection of the population, and others. Therefore, the development of this topic also uses modern concepts, such as the concept of basic needs, the concept of quality of life, etc.

So, the analysis of the theoretical material on the problem under study suggests that the topic is relevant and also important, and the results obtained can contribute to the development of this situation.

In conclusion, it should be noted that information support is used in social management for various purposes, including when developing social programs based on problem data, when making decisions, to track the implementation of social programs and assess their effectiveness.

It is worth saying that the introduction of modern information support in the management of the social sphere will contribute to improving the quality of life of the population. Productive resource allocation. The use of advanced technologies and analysis methods will expand opportunities for making informed management decisions.

Modern challenges facing society and the entire social sphere require the introduction of effective information systems that allow for high-quality process management. We found out that effective information support used in social sphere management really allows us to understand social problems and develop social programs. Therefore, the management of the social sphere needs to improve information support. Based on the results, we can say that by ensuring the availability and use of information, improving analytics, improving data collection and processing, ensuring security and confidentiality, it is possible to improve information support in the field of social management.

Thanks to the improvement of information support in social sphere management, it is possible to achieve:

- Improvements to data-driven decision making.
- Improving the efficiency and effectiveness of programs.
- Improve coordination and collaboration among stakeholders.
- Ensuring transparency and accountability.



Thus, the study of this topic and the importance of improving information support in social management is crucial for improving efficiency, accountability, and meeting the needs of society

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