

SYNOPSIS

Theme of qualifying work: Application IT-technologies to improve the efficiency of social service centers of population.

Work author: Dyshekov Alim Zamirovich

Supervisor: Professor of the Department of Creative Innovation Management and Law; Doctor of Philosophy; Candidate of Economic Sciences Bogdanova Elina Nikolaevna

Organization customer: “Pyatigorsk Complex Center for Social Services of the Population”. Pyatigorsk, Stavropol Territory.

The relevance of the research topic is that as the system of social work as a professional activity of information technologies (IT) in our country becomes more and more used in its various spheres. Thanks to advances in IT, information support for the masses has become an easily accomplished task. Despite this, the potential of IT technologies in the social sphere in Russia remains unfulfilled, moreover, an analysis of the information environment in which CMS social services are involved shows the need to modernize the means of communication used and update the IT database of institutions. In this connection, the preparation and activity of social workers specializing in the use of information technologies in the social sphere, as well as the modernization of existing IT resources, is innovative in the domestic practice of social work.

The object of the study are the official sites of the integrated centers of social services for the population, on the territory of CMS.

The subject of the research is the IT technologies used in the activities of the CCLLS, analyzed in their substantive specificity and procedural features.

The aim of the study is to study the features of the use of information technology to create a strategy for the introduction of innovative forms of activity of the CCSSP and increase their efficiency.

Complex Center for Social Service of the Population (hereinafter CCSSP) of Pyatigorsk and increase their efficiency.

Based on the characteristics of the object, subject and purpose of our research, we have formed the following **research objectives**:

- to study the nature and specifics of the use of IT- technologies in the process of social services and institutions ;
- to analyze the features of the practical application of IT-technologies in the social process;
- to establish the advantages and possible ways of developing IT-technologies as a separate tool for improving the work of the official site of the integrated center of social services for the population ;
- to identify the level of development and conditions necessary for the introduction of innovative IT-technologies in the process of integrated the center of social services for the population of Pyatigorsk;
- to develop a number of design and information solutions for upgrading the site Pyatigorsk complex social service center ;
- create a strategic plan for introducing innovative IT technologies into the structure of the Internet site of the Pyatigorsk social services center to improve the process of information activities and increase their efficiency .

The theoretical foundations of the study are scientific statements and conclusions regarding: the methodology for building and operating information systems, the functioning and development of computer networks, Internet consulting technologies, the functioning of advertising companies on the Internet, the theory of building dynamic HTML pages, a systematic approach to creating Internet sites, and more .d

Methodological basis of the study. To solve the problems posed by us in the study, we applied the following research methods: the method of reflexive self-report; system analysis; factual method; bibliographic method; comparative analysis method; statistical method; content analysis.

The theoretical significance and novelty of the study is to clarify the forms and scientific principles of the application of IT- technologies in social work, which may be of interest to students enrolled in the area of "Social Work", social work professionals.

The practical significance lies in the introduction of innovative IT - technologies into the structure of the Internet site of Pyatigorsk CCSSP, which can also be adapted or other various social services and organizations.

The amount of work is 72 pages. The work consists of introduction, two chapters in three paragraphs, conclusion, and list of references and contains 2 tables, 1 figure and 9 annexes.

The content of the work

In the **first chapter**, it is characterized by the disadvantage and specificity of using IT-technologies in the process of the activity of social services and institutions. The analysis of the use of IT-technologies in the social process as an object of analysis of the theory of social work is analyzed, as well as IT-technologies are considered as a separate tool for improving the work of the official website of the KCSON. It presents the main scientific works that form the foundation for the development of the practice of applying-IT - technologies in the social sphere. Identified a number of problems of the modern system of social work and conceptual issues raised, the solution of which will allow to build a new structure of activities using IT - technology to improve the process of providing various types of assistance. The essence of the key research concepts such as “communication”, “Internet communication”, etc. is analyzed. The advantages of using IT - technologies in various areas of social work, primarily as a distant form of social assistance and a tool for continuous professional development of specialists in social work, are substantiated.

In the **second chapter**, we discussed the use of IT-technologies in the framework of the website "Pyatigorsk Complex Center for Social Services". With the help of content analysis and comparative research method, they determined the level of development and conditions necessary for the implementation of innovative IT technologies in the process of activities of the CCSSP of Pyatigorsk. Defined a list of legislative acts and regulatory criteria defining and regulating the activities of official state sites of the Russian Federation. This made it possible to identify certain shortcomings of the existing system of assessing the quality of websites of state institutions and to give recommendations on how to overcome them. In particular, we recommend introducing several additional criteria for assessing the quality of implementation of the information policy of state web resources. For example, one of the key parameters in our opinion for assessing the “Availability of services that significantly improve the usability of the site: search, map, subscription, visitor

statistics, forums, polls, recent updates, etc.” this criterion is more extensive, which allows you to make a comprehensive assessment of the most significant sections and functions of the site

In addition, as part of the study, we developed a number of design and information solutions for the modernization of the Pyatigorsk CCSSP site, which are designed to increase, firstly, the prestige of the CCSSP, and secondly, the attendance of the CCSSP official site. Based on the study of modern successful sites of various government agencies, we found that the most convenient and optimal from the point of view of site design is to build the site structure in a block type and use the minimum number of colors, but various shades.

All this allowed us to develop a strategic plan for the introduction of improving IT-technologies into the structure of the CCSSP Pyatigorsk website to improve the process of information activities and social activities. We identified and described all key stages in the development of a modern high-quality website, identified the strengths and weaknesses of the project, the risks and opportunities for implementation, justified the prospects for its development, etc.

The results of the study. Thus, as a result of the study, we identified a great potential for the implementation of IT-technologies on the basis of the official site of the CCSSP Pyatigorsk.

Theoretical and practical analysis conducted within the framework of the issue under study allows us to conclude that the use of IT technologies will expand the boundaries of professional activities, open unlimited access to any necessary information resources and contacts speed up the exchange of social and legal information between a social work specialist and the recipient of social services.

As part of our work, we identified requirements for the content, structure, design, and technical component of the official site of a public institution. We also carried out an SEO analysis of the site of Pyatigorsk CCSSP and, based on this analysis, put forward a number of recommendations for eliminating errors and shortcomings found in the work of the site.

After the completion of a comprehensive analysis of all components of the site, as well as the development of a list of recommendations for improving the official site of Pyatigorsk CCSSP, we developed a strategy for introducing IT- technologies into

its structure and made up the sport of the corresponding project. All this allowed us to achieve the goal set by the QW.