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Торайғыров университет

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COMPARATIVE ANALYSIS OF FOREIGN EXPERIENCE IN CREATING NEW PLATFORM FOR SOCIAL SERVICES

In the course of the country's development, the sphere of public services is also growing up. Undoubtedly, the emergence of new platforms for the support of vulnerable groups and the types of assistance provided to them in accordance with the digitalization of society will increase the efficiency of social services.

Given article is dedicated to social services' platform that united into one single place. This process should be available in using and not wasting time for going and staying in queue for organizations, hospitals. There are lots of people with disabilities and their problem is concluded in opportunity to go out and get any service. It could be sometime problematic due to their health, abilities to go themselves, weather condition and transport. That is why, several countries and its cities and local administration constructed websites, applications and added to electronic government the online version of social services they can apply.

From time to time, there are lots of researchers in sphere of digitalization who is writing about how digital technologies impact on people's life what is the main reason to provide of creating one single acceptable platform in the network.

We expected to find out all experiences of foreigners and compare it with pilot version done in Kazakhstan that would be the basics of creating the new one.

Keywords: social services, e-government, platform, social work, social care.

Introduction

New decade of century is moving to electronic format not only by time, but also due to circumstances in the world as pandemic of COVID-19. This situation shows all people that some countries, governments and administrations are not

still ready to work in distance. Moreover for people who need social support and facilitate from professionals was really hard to connect and go on with treatment because of isolated regime in every city and country. In such case, we can consider electronic government which was unchangeable equipment for billion people to stay at home and get help from social workers. But nevertheless, the list of social services given by e-gov is limited by acceptance and availability of information. So, moving of social services from traditional organizations and public administration to electronic type of service is significant. According to experience of foreign countries, it should be good to have one place where all disabled people or their relatives could apply for service.

Main aim of research is to compare the experiences of other countries to find out whether this is comfortable for our dwellers. So task was to find out such sites, after observe it and investigate, compare strong and weak sides to have an idea in creating a new platform in our country.

This theme is relevant for being famous of electronic government for last years. Cause almost all electronic services are available in E-government. Although the novelty is moving from electronic government to another platform where all social services could be accepted by people who really need it without million papers and waiting queue.

From time to time, there are lots of researchers in sphere of digitalization who is writing about how digital technologies impact on people's life what is the main reason to provide of creating one single acceptable platform in the network.

In the whole, to understand and explain the process of social services and services in electronic system, significant are the works of foreign classics sociological thought P. Berger, P. Blau, G. Blumer, T. Lukman, John.Mead, George.Ritzer, N. Smelser, A. Schutz, J. Szczepanski, etc. related to the analysis of the role and place of social institutions in society. Important in understanding the problems of social services are the scientific works of V. S. Barulin, L. P. Bueva, V. I. Zhukov, V. N. Ivanov, V. N. Kovalev, G. I. osadchey, G. V. Osipov, Zh.T.Toshchenko, S. N. shavel, which reveal the concept of «social sphere». Their efforts have produced a few approaches to the definition of the conceptual and categorical apparatus of the social sphere as a special phenomenon of society.

Among researchers who have made a significant contribution to the development of the individual issues of the specified issue, added to the theory significant generalizations, it should be noted, foreign and domestic scientists: W. Sombart, John.Rawls, John.Smith, V. A. Belousov, I. A. Grigor'ev, I. K. Larionov, N. M. Rimashevsky and other developing processes the development of social policy in society.

It provides to aim of research as creating a new one platform combined with all possible services and organizations. For example, E-devlet kapisi, platform done by Turkey, where they have all services, payments, taxes and internet banking even. On the base of this example, the research requires follow tasks:

- Find out cases of creating platforms as one place for everything;
- Analyze done websites comparing its weaknesses and strong sides;
- Consider local conditions of making such online place due to administration policy, law and population's abilities and possibilities.

This scientific paper is relevant for being new theme in the society used by major dwellers and due to government programs like 'Digital Kazakhstan – 2020' and digitalization process in the era of global changes, that is also the novelty.

Expected result of research work is finding out possible methods of creating new platforms by using qualitative methodology as case-study, comparative analysis and collecting materials of determination and development in other countries.

Main part

Russian researcher Studenikin highlighted in his scientific article «Impact of digital technologies on social services: world experience and perspectives in Russia», for last past several years, Russia has been «digitalizing» all spheres of the economy and public life – and if earlier the trend was from society and the corporate sector, since 2017 a new state policy has been adopted in the form of the state program «Digital economy of the Russian Federation» [Zaborovskaia, 2019]. Moreover, he made an attempt to compare the digitalization process with Kazakhstan experience, writing about case in 2017, when The Ministry of Labor and Social protection of the population of the Republic of Kazakhstan presented a strategy for digitalization of the social sphere at the first Forum of social workers. In order to inform the industry, it is planned to develop a Unified information system for the social and labor sphere, which provides for the development of the areas «Individual electronic cards of service recipients», «Planning», «service Providers», «Contracting», «personnel» and «Monitoring». It is planned to integrate the unified information system of social services with information systems that support reference standards, databases, as well as information systems of Central and local government agencies [Studenikin N. V.]

But nevertheless, this process is not enough for main idea of author about common centered base for different social services, and these are just possible suggestions in development of social service sphere.

Danilov also wrote about digitalization in social sphere, and according to his research, digitalization process is relevant due to be the main step in modernization of government and future development. Goal of Informatization of the social sphere

as a process, according to the author, it consists in the continuous transformation and orientation of the subjects of information processes to create an information society, the attractor of which is the production of information services and products for different groups of users [Danilov S.D., 2013].

The ideological purpose of Arhipova and Pankova is close to Danilov's scientific research: all of them investigated the digitalization of social sphere in case of modernization and as a type of modernization. [Arhipova, Pankova, 2015]. But the main difference was case-study. Danilov wrote the theoretical aspect of digital moving, whilst two other scientists linked their work with survey of Ekaterinburg citizens and their questionnaire based on interview.

What kind of cases do have other countries in portal of electronic social services? There are some examples of e-portals which have complex services from business till social care.

First of all, Suffolk Adult Care Portal. It is an English portal of Suffolk town [www.suffolk.gov.uk] done as a website which includes basic menu like «Roads and transport», «Care and support for adults», «Children, families and learning», «Council and democracy», «Business», «Jobs and careers», «Fire and rescue service», «Trading standards», «Planning, waste, environment», «Birth, death and ceremonies», «Community and safety», «Culture, heritage and leisure». As we see, here are list of almost all services in social care that adult person could need. Website is also full with different articles about health care, how to solve problems in society for disabled people, tips and recommendations for all family members. This site is defined as multifunctional portal with several care facilities and services in one place where adults and their families can get a help [Vidiasova, Vidiasov, Tensina, 2019].

Another portal that explained as «all in one» is website of Minnesota in US [www.mn.gov]. This one has such services as «Response resources», «Consumer & financial», «Health», «Legal», «Natural resources», «Public safety», «Social services», «Taxes», «Transportation», «Volunteering», «Votes & elections». Every subtitle has another list of services they do. For example, «Social services» consider «Assistance programs» where disabled person can apply for social care, «For children & families» is about child protection, adoption, payments and support, «For person with disabilities» is divided into types of disabilities, and last «For seniors» is directed to see information about nurses, rules and contact with responsible face.

Lastly, Turkish e-government created a bog one portal named as «E-devlet kapısı» (like «door of e-government») where they collect all services, not only social, but also government services, taxes, payments, information about city, map, internet bankings, online cards for underground and buses, information desk

where everyone can ask something, special menu which help people to request or apply for, also users could order there and at once pay for it. This portal is similar to Chinese «WeChat», but the main difference is in the model of service. Turkish one is available only on computer as website, whereas Chinese program is done as mobile application and everyone with smartphone could use it. Moreover «WeChat» is also social network service like WhatsApp and Instagram, which dwellers use for communication and sharing materials on internet.

However, the problem of creating a platform could be stopped by limited finance, lack of support from local administration and economic gaps [Taylor, 2017]. In other hand, digital literacy of population is also struggle in planning of platform where each service should be in electronic form.

Materials and methods

In the process of writing this scientific work and researching different online platforms and portals to know more about users' opinion related to electronic services and experience before, desire to use in future or disinclination. Variety materials about electronic government, its determination and development history, analytical sites and articles were also studied during the scientific article.

The hypothesis of research work was the fact that «creating one single platform for all social services assistant us to economy financial outcomes, time and would be comfortable to use». Namely, when user needs to apply for having degree of disability, he/she must go to hospital firstly. It is normal process. Although he must go to local administration to prove that he is really disabled as hospital said, after going to service center and organizing documents waste time. If he could just apply, and after all processes would be done in portal, after he could get permission or refusal. It is like a «bait» for internet «dwellers» to expand their knowledge and economy time [Leão, 2018].

In reference to methods used in scientific work, it is noteworthy thing to mention qualitative one. The research paper was written by collecting materials and comparative analysis of visualization of websites and portals of different countries and cities. There were analyzing the list of services available on the site and written comments of users in given place.

Results and discussions

According to Kazakhstan news in «Inform.kz», there was made a pilot version of portal for social services in Aktobe region. As vice minister of leisure and social protect [www.inform.kz], Svetlana Zhakupova said: «From July 1, we are launching the first stage, when a person can choose an organization for himself, which will provide social services. It will launch in the city of Aktobe. Why this particular city? Today we have a lot of digital solutions when services are provided to a family in an integrated manner. It doesn't matter if it's a low-income family

or a family raising a child with special needs or a family that has an able-bodied member with a disability. The social card plays a very important role in the implementation of all accepted projects. Aktobe region showed its readiness to implement the E-halyk information system. Considering these factors, it was the Aktobe region that was approved». So, there were some discussions about how this project would be work in other cities, however results are not still prepared for this. Nevertheless, in comparison with foreign countries experience, model of platform is enough practice.

Conclusion

Having concluded, it does not matter, how digital technologies would develop in next centuries, but the significance of this process is to facilitate people and enlighten their life as better as possible. Using different websites, application and electronic services should help people to solve their problem, get necessary documents and make paper deals that used to be so problematic and nervous for being long and endless. Therefore, the result of scientific research work would include comparative analysis of different stages and websites made by other countries, explained version of Kazakhstani program and investigated electronic government which are fundamental.

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ӘЛЕУМЕТТІК ҚЫЗМЕТТЕРДІҢ ЖАҢА ПЛАТФОРМАСЫН ҚҰРУДАҒЫ ШЕТЕЛДІК ТӘЖІРИБЕНІҢ САЛЫСТЫРМАЛЫ ТАЛДАУЫ

Еліміздің дамуы барысында халыққа қызмет көрсету саласы да біршама даму үстінде. Қоғамдағы цифрландыруға сәйкес әлеуметтік әлсіз топтарды қолдау мен оларға көрсетілетін көмек түрлерінің де жаңа платформаларының пайда болуы, әлеуметтік қызмет саласының тиімділігін арттыратыны сөзсіз.

Берілген мақала әлеуметтік қызметтердің барлық түрін бір жерге біріктіруге мүмкіндік беретін платформаға арналған. Бұл процесс қолдануда қолжетімді әрі мекемелерге барып, кезекте тұруда көп уақыт алмауы қажет. Қазіргі таңда мүмкіндігі шектеулі адамдардың саны аз емес, ал олардың проблемалары қандай да бір қызметті пайдаланудағы мүмкіндіктің жоқ болуына келіп тіреледі. Кей жағдайда бұл денсаулық жағдайымен байланысты болуы мүмкін, не болмаса өздігінен жүре алмау мәселесі, ауа-райының қолайсыздығы және транспортпен шектелуде. Сол себепті, бірнеше мемлекеттер, қалалар, және олардың жергілікті басқару ұйымдары әлеуметтік қызметтің онлайн нұсқасын пайдалану үшін вебсайттар мен қосымшаларды құрастыра отырып, олардың барлығын электронды үкіметтің қызметтер қатарына қосты.

Күн сайын цифрландыру саласындағы көптеген ғалымдар сандық технологиялардың адам өміріне әсерін, ғаламтор желісінде жеке бір платформа құрудың басты себебін жарыса жазуда.

Біз шетелдік тәжірибелердің бәрін жинақтай отырып, оны Қазақстандағы пилоттық нұсқамен салыстыратын боламыз, себебі ол өзіндік жаңа платформаны құрауда бірден-бір негіз болмақ.

Кілтті сөздер: әлеуметтік қызметтер, электронды үкімет, платформа, әлеуметтік жұмыс, әлеуметтік қамсыздандыру.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ ЗАРУБЕЖНОГО ОПЫТА ПРИ СОЗДАНИИ ПЛАТФОРМЫ СОЦИАЛЬНЫХ УСЛУГ

По мере развития страны развивается и сфера государственных услуг. Несомненно, появление новых платформ для поддержки уязвимых групп и видов помощи, оказываемой им в соответствии с цифровизацией общества, повысит эффективность социальных услуг.

Данная статья посвящена платформе социальных услуг, объединенных в одно единое место. Этот процесс должен быть доступным в использовании и не избежать траты времени на посещение организации и очереди. Сейчас очень много людей, имеющих ограничение возможностей, и их проблема заключается в вероятности выйти самому и получить услугу. Это может быть проблематичным из-за их здоровья, возможностей выйти самим, погодных условий и транспорта. Именно поэтому, некоторые страны, города и их местное правительство создали вебсайты и приложения, добавив онлайн версию социальных услуг в электронное правительство.

Время от времени, появилось очень много исследователей в сфере цифровизации, пишущих о влиянии цифровых технологий на жизнь людей и главной причине создания единой платформы в просторах интернета.

Мы ожидаем найти все зарубежные опыты и сравнить их с пилотной версией Казахстана, которая послужит основой в его создании.

Ключевые слова: социальные услуги, электронное правительство, платформа, социальная работа, социальное обеспечение.

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