The Importance Of Virtual Presence In Implementing The Quality And Efficiency Of Social Services

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Abstract. This article covers the meaning of the concept of nobility. In an informed society, scientific information is given about virtual images and the impact of virtual reality. Historical progress of the concept of power has been highlighted. The issue of the impact of social life on today's institutions, that is, the developed society, virtual realities, virtual images on the social processes of today is widely described. Today's day youth touched on the obstacles that come to mind when it comes to confronting virtual realities. The question of the impact of the process of turning virtual images into reality on the outlook of people has been studied. Ualualistics has been deeply analyzed as a new philosophical direction, a new paradigm of science. In the article, the concept of creating a healthy social environment is analyzed. In this research work, it is stated that nobility is the being in this capacity and the world of Human Imagination opens the door of wide possibilities.

The support (most important) words: virtualuty, knowing, epistemology, virtual reality, virtual imagein, information.

Introduction

In the modern world, the process of virtual social services, as a type of action inherent in humanity, takes into account its international experience and universal, regional and national characteristics in ensuring its implementation. At the same time, it is important to coordinate the criteria for virtualizing social services inherent in eternity with the intellectual development of society, and to widely launch scientific research in this regard.

Today, in our country, virtualization of the system of providing practical assistance to different segments of the population, taking into account their age, gender, social status, and physical capabilities, is becoming one of the main priorities of state policy.

"To form the foundation of the Third Renaissance in our country, we need modern knowledge and education. I repeat: the knowledge and education. We need the highly qualified teachers and mentors, professors and teachers, real intellectuals who are able to take on a responsibility for our present and future development, for the destiny of youth"[1]. To this end, the need for research on the organization of new mechanisms of the social services system based on the tested experiences of developed countries and the formation of modern social services in our country is increasing. Based on this, a theoretical and methodological analysis of the laws of virtualization of prospective social services is becoming an objective necessity.

Literature review.

The article makes effective use of the work of Russian, foreign, and domestic scientists on the virtualization of social services, its essence, and factors influencing its

development. In this regard, V.L. Silaeva, A.A. Davydov, Yu. Habermas, A. Giddens, M.N. Normamatova one can cite the research of scientists such as [2].

Materials and methods

In the article, the methods of analysis and synthesis, analogy, generalization, induction, deduction, historicity and logic of virtualization of social services were effectively used.

Social services are aimed at satisfying all social rights, interests and needs of citizens. If we define them as a set of services provided by the state, private and non-state sectors for a fee, partially for a fee or free of charge, the essence becomes clearer. Social services serve to ensure a decent lifestyle for all segments of the population and the development of human capital.

Social services, first of all, arise from supply and demand. The high demand for social services leads to the emergence of new entities in the services market.

Discussion

A comprehensive approach to the social transformation of virtualization of society is presented by D.V. Ivanov, who presents it as the replacement of real objects and actions with images - simulations.

The author identifies three main features of the transformation of virtualization of society:

➢ "intangibility of the effect (the depicted object produces effects typical of the real);

➢ conditionality of parameters (objects are artificial and changeable);

➢

➢ ephemerality (freedom of entry and exit provides the possibility of interruption and resumption of existence)" [3].

It is these features, in our opinion, that determine the field of study of the Internet virtual space in sociology. V.L. Silaeva notes another very important feature of the virtualization of society, namely its secondary nature, derived from objective reality. "Virtualization is primarily related to areas of human activity, a priori phenomenologically virtual in nature, so the current process of virtualization is secondary to them." [4;46]. This means that virtualization significantly changes the nature of social interaction, transferring it to an interactive network mode, expanding the quantitative composition of interaction participants. And freeing them from geographical dependence. In this regard, the types of social interaction that are subject to the process of virtualization are of particular importance.

The Internet, as one of the newest tools, transforms traditional forms of interpersonal relationships into an interactive mode. As a result, horizontal connections are formed between participants in cyberspace and various social practices of individuals' everyday lives. In this regard, A.A. Davydov's "Computational Theory of Social Systems" is very important. He introduced the concept of "artificial social agents" that possess artificial intelligence and are invisibly present in all interactions of individuals on the Internet [5;22].

As such "artificial social agents", the author names computer models that can imitate the features and relationships existing in nature and society at the will of a person.

Thus, in the conditions of the rapid development of intellectual technologies, new types of communication, computer technologies are changing consciousness, everyday life, work and other spheres of human life. E. Toffler in his work "Adaptive

Corporation" notes that a new "superindustrial" type of society is emerging, in which traditional forms of organization will not work [5;22].

In the virtualization of human everyday life, a person in modern society is forced to engage in self-determination in rapidly changing social structures. The virtualization of the daily life of society significantly affects the processes of self-determination of modern man and causes both positive and negative changes. On the one hand, virtual reality limits (sometimes completely eliminates) a person's reflective activity, deprives him of the ability to think critically, and consolidates his ideas about the world and himself. At the same time, through the virtualization of consciousness, a person can lose not only the basis for a critical assessment of information, but also his own worldview in the future.

On the other hand, information is a strategic resource in the development of society and the individual, capable of providing new opportunities for self-improvement and personal growth.

Finally, information technologies, expanding the network of interactions in the "I - Other", "I - You" mode, recognize the sanctity of human life, the universal right of man to happiness and well-being. contribute to the emergence of a single morality (ethics) that promotes self-realization, the development of cosmopolitan solidarity and implies the duty of man to preserve the living environment. Y. Habermas described its foundations as "the egalitarianism (equality) of rational moral relations" or "the conceptual mediating solidarity between strangers" [6;21]

The integration of people into online communities is associated with a constant search for identity in the form of the implementation of the "self-creation project" of a modern person (E. Giddens). "To be a person means not only to act reflexively, but also to have a sense of self-worth (in relation to oneself and others)" [7;5]. In other words, "self-projecting" can contribute to the emergence of various interactions in virtual space, which subsequently affect real social roles, practices and institutions.

The peculiarity of communication in the virtual space is that it is carried out in real time, possibly in the form of files or Internet links on the topic under discussion,

as well as with the features of e-mail. The reason for virtual communication can be both the lack of objective opportunities for "live" communication, and the unwillingness (inability) to communicate in real life.

Thus, the virtual reality of the Internet expands the possibilities of communication, even making its types available to the public, which were previously available only to selected, creative people.

At the same time, the virtualization of human everyday life leads to the formation of a new type of socio-cultural changes: the principles of interaction between people and their socio-cultural relations are deformed, the hierarchical subordination of elements of the social system, social structures are "fuzzy", etc., disappear.

– The role of the Internet in the virtualization of modern society can be defined as follows:

– The Internet allows for the establishment of horizontal connections in communication between people;

– The Internet does not force information, it is offered only for voluntary perception;

– The Internet allows everyone to become a participant in the information process;

– The Internet does not create the necessary conditions for manipulative communication, but rather eliminates them. The question-answer process does not provide an opportunity for deception and manipulation;

– The Internet (unlike the mass media that block consciousness) liberates a person and encourages him to think;

– The Internet creates local communities, as opposed to the imaginary crowd or standard stratum. They change the structure of society, organize themselves and govern themselves;

– The Internet creates a new sphere of information interaction, leads to the emergence of new types of public relations.

In general, Internet communications contain elements of reciprocal communication and create unprecedented opportunities for lively, open and comprehensive communication of people separated by large distances. Due to the activities of the Internet, a global, ever-growing community of people is being formed, united by common interests, aspirations, socio-cultural orientations, despite ethnic, socio-political and other differences. The Internet thus performs an integrative function. However, the main result of the introduction of the Internet into the life of modern society is the individualization of the social environment.

Results

Virtualization of social services is increasingly present in all aspects of social practice, not only in one country, but also in the global community.

Virtual services have covered all areas of commercial use of the Internet: education (distance learning), entertainment, travel, communication and shopping, payment transactions.

All aspects of business relations are carried out on the Internet: sales, marketing, financial analysis, payments, staffing, user support and cooperation. E-commerce benefits both suppliers and customers. The spread of the Internet around the world leads to an expansion of the trading market for suppliers and choice for buyers.

The attractiveness of electronic virtual services lies precisely in the fact that both the supplier and the customer benefit simultaneously. The supplier gains access to a global trading market, high competitiveness, individualized performance, shortening or eliminating the supply chain, reducing costs, and new business opportunities.

Customer benefits: a large selection, high-quality service, individual selection of goods and services, quick response, price reductions, information about new products and virtual services.

The benefits received by the parties in electronic business are associated with the specific features of the Internet environment in which transactions are carried out. Users can interact with the environment and explore the structure using navigation programs [8;205].

Conclusion

1. In the conditions of virtualization of the socio-cultural life of society, one of the important conditions for increasing human capital is the creation of an "explosion effect". In cases where further increasing the efficiency coefficient, combined with the achievements of scientific and technological development, and effective mechanisms of modern education, can give the expected results.

2. The phenomenon of a person's adaptation to information technologies is not the result of his passive movement, consisting in the struggle for survival, accepting

fate, but, on the contrary, acquiring the skills to improve information culture. Characterized by a conscious, active attitude to the information environment that affects his mind and soul.

3. The set of basic relations that determine the development of an information society is the basis of a person's social activity, consisting in transforming it for the purpose of mastering existing information. In this case, the information base is a relative independence of human relations, not just a result of practical activity. Because it finds its expression in practical relations in the complex of "virtualization of society and information culture of man".

4. It is generally methodologically wrong to consider practical relations in the field of development of the information society in the present era as a direct primary condition for the existence of information culture in young people. Because the theoretical level of development of information culture depends not on the passive perception of socio-cultural relations, but on the human need for information, which is a mechanism that sets information relations in motion. In this case, the phenomenon of virtual reality represents a technological process of satisfying the spiritual and cultural needs of man for information.

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