

Assessment of the Effectiveness of Social Management in the Region

Yuliya Mikhailovna Bolshakova*

Komi Republican Academy of Public Service and Management, Ordinarnaya, 21-109, St. Petersburg, 197022, Russia

Tatiana Alexandrovna Fedorova

Komi Republican Academy of State Service and Management, Kommunisticheskaya, 11, Syktyvkar, 167001, Republic of Komi

Valery Grigoryevich Zarubin

Herzen State Pedagogical University of Russia, Moyka River Emb., 48 Bld., 5, St. Petersburg, 191186, Russia

Viktoria Nikolaevna Lavrikova

Federal State Budget Educational Institution of Higher Education "Transbaikal State University", Aleksandro-Zavodskaya Str., 30, Chita, 672039, Russia

Anastasia Alexeevna Semenova

Herzen State Pedagogical University of Russia, Moyka River Emb., 48 Bld., 5, St. Petersburg, 191186, Russia

Abstract

The paper deals with the problem of scientific discourse about social management and the need to monitor the social sphere. The paper states the need for monitoring the social sphere on the basis of sociological analysis. The monitoring of the social sphere is an important component of the quality of public administration and local self-government. The results of the study demonstrate the change in the quality of life of the Northern regions of Russia in the conditions of transformations of public institutions, the importance of socio-cultural identities, the level and quality of life. The research task was focused on the economic evaluation of the social well-being of the population of the Komi Republic, the social positions of the Komi and Russian ethnic groups regarding the economic crisis and its consequences for the economic and social spheres of the region. Currently, the social management of the region largely depends on the formal and informal relations of public authorities and corporate business. The Republic of Komi is a stable social and territorial community, according to ethnic, religious and other reasons. Despite socio-economic difficulties, every fifth respondent estimates interethnic relations in the republic as good ones. The research shows a direct connection between the assessment of the socioeconomic situation and the mood of people. The financial standing of the respondents is also directly dependent on education: the lower the educational level, the lower the incomes and financial standing. The analysis shows that the young generation (18-34) is the most optimistic about the social and economic situation in the region and more likely to believe that the mood of people and the social well-being of citizens have improved in recent years.

Keywords: Social management; Regional management; Monitoring; Management effectiveness.



CC BY: [Creative Commons Attribution License 4.0](https://creativecommons.org/licenses/by/4.0/)

1. Introduction

Increasing constructive social activity is an absolutely necessary condition for the development of the country and increasing its competitiveness in a global competition that can not be achieved without the development of public (civil) institutions. As we know, one of the main competitive resources of any society and state is the human potential of the country, the involvement of the population in the processes of development and modernization, innovative behavior and other important qualities of citizens (Konyukhov, 2017). Sociological analysis shows that the proposed measures aimed at promoting social activity are beneficial, first of all, for actors and structures of the social sphere and civil society (independent, active citizens and their organized groups operating in the public interest), as well as other actors and structures aimed at the development and modernization of national and regional socio-economic space (Aslanova, 2012).

The specificity of regional studies (Volkov *et al.*, 2013) of the organization of social and economic space is presented as a unity of the processes of national development, unified from the point of view of the innovative and technological linkage of the individual links in this process.

The results of social monitoring for the authorities are mostly imitative and demonstrative, sometimes being a simulacrum of the institutions of power, without affecting real political decisions of the authorities, real assessment of the effectiveness of the activities of regional authorities and local self-government (Parsonsm, 2000). Such important indicators of the state of the regional social and economic sphere as life expectancy at birth, population size, unemployment rate, real incomes of the population, specific weight of the introduced total area of residential houses, etc. do not show the whole picture of the state of the social sphere of the region (Belyaeva, 2009).

To date, conceptual arrangements have been formed in the government, in accordance with which management is an autonomous and self-sufficient phenomenon reproducing its internal tasks, needs and processes (Keyes, 1998); (Mercer, 2003).

Pega *et al.* (2010) say that from the point of view of the effectiveness of social management, it is quite justifiable to rely on the definition of the criterion of efficiency and effectiveness as a decisive rule for the functioning of the management system.

Based on the above indicators of social activity development, which can be judged on the effectiveness of the implemented measures, as well as the achievement of the necessary goals for the development of the direction, it seems necessary to develop and apply a special monitoring and evaluation system for the above solutions (Zborovskii, 2010). It is necessary to collect both objective (statistical) and subjective (based on sociological polls) information, process and analyze objective information of statistical offices, as well as sociological research data, in the form of analytical reviews and reports, in a regular monitoring mode.

2. Methods

The focus of these problems is particularly evident in the analysis of the dynamics of the social and economic situation in the conditions of an economic recession and significant reduction in consumer sentiment, the standard of living of citizens. When assessing the monitoring of the results of social management, it is advisable to design them for the future state of the social sphere, which involves determining the sustainability of the social sphere to identify the potential for reproduction of a qualitative management result. The social effect of the administrative activities of government bodies should be manifested in satisfying the needs of the population with existing conditions in the main spheres of citizens' vital activity, positive assessments by the population of the activities of the authorities to improve the quality and standard of living (Michalos, 2005).

Some scientists (Dementeva, 2008; Gudkov, 1999; Gulin and Dementeva, 2009) rightly point out that the solution of a complex of social problems is possible in the socio-economic conditions in which individual social groups are able to satisfy their needs at a socially acceptable level. Reprocessing of social problems in a crisis is a process of renewing negative social and economic conditions and requirements for public authorities to eliminate them and reduce the negative social effect (Volkov *et al.*, 2013). We should note the importance of a number of studies (Bolshakova, 2016) aimed at identifying the role of the regional government in ensuring the quality of public services provided to the public. This study reveals the current requirements for the provision of quality public servants, the role of integrated management technologies in ensuring access to public services for people.

The objectives of the study were to analyze the regional socio-economic dynamics, the level of the purchasing power of the population, the social self-identification of the polyethnic population of the region using the Komi Republic as an example.

The research task was focused on the economic evaluation of the social well-being of the population of the Komi Republic, the identification of the social positions of the Komi and Russian ethnic groups in relation to the economic crisis and its consequences for the economic and social spheres of the region (Camfield, 2005).

This formulation made it possible to identify differentiated estimates of the fluctuations in the social moods of the inhabitants of the Komi Republic, both Russian and Komi nationalities, and to project economic sentiments for solving long-term tasks by the regional government.

3. Results

The sociological research was conducted in December 2016 in all municipalities (cities, districts) of the Komi Republic. The adult residents of the republic were interviewed for a multistage, quota-zoned, stratified sample by sex, age, educational level and nationality. 1,360 people were interviewed in total. According to the results of the study, deviations from the sample did not exceed 0.7% (Kukonkov and Ustinkin, 2016), the number of economically active population in the Komi Republic today is 476.2 thousand people. According to the State Statistics Committee of the Republic of Komi, the level of registered unemployment was 1.5% at the end of February 2016, and the number of job opportunities was more than 8 thousand, the largest number of which was in real estate, healthcare, manufacturing, transport and communications.

The demographic situation was aggravated by the natural decline in the population in rural areas. In 2016, the population of the republic decreased by almost 7.6 thousand people (about 8 thousand in 2015) and decreased by 4.3 thousand people in cities, and by 3.3 thousand people in villages.

Despite the fact that a relatively high birth rate is still the same, the mortality rate has started to increase again, and the life expectancy is also decreasing. The number of children and adolescents has been increasing slightly since 2007. However, the working-age population has been significantly reduced since 1991. In 2016, the able-bodied population decreased by 14.2 thousand people compared to the previous year or by 2.7%. Moreover, (since 2006) the number of people over working age has increased.

Estimating the dynamics of the social and economic situation in their cities and regions over the past year or two, just over a third of respondents, 38.3% (36.5% at the beginning of the year¹), noted that it had not changed significantly. 4.5% (Bolshakova, 2015) of people were not sure. However, 47.7% of respondents noted that it was deteriorating – by 4.0% more than in February-March 2016 (see Table 1).

¹ The study was conducted in February-March of 2016 in all municipalities (cities, districts) of the Komi Republic. The adult residents of the republic were interviewed according to a similar procedure.

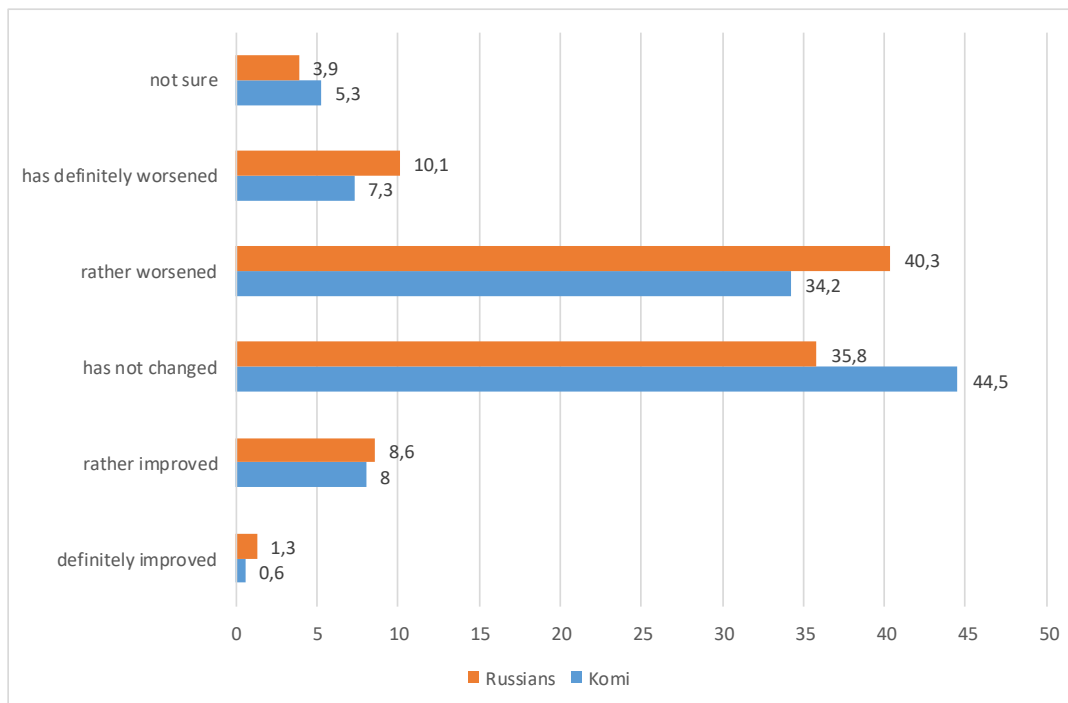
Table-1. In your opinion, has the social and economic situation in your city (district) improved, deteriorated or not changed in the previous year or two? %

Year	2013	beginning of 2016	end of 2016
has improved	20.6	14.5	9.5
has not changed	45.9	36.5	38.3
has worsened	26.5	43.7	47.7

We see that in the framework of the social and economic situation, the sharpest fluctuation had² the positions "have deteriorated more likely" and "have absolutely worsened".

Only 8.6% of the Komi and 9.9% of Russian respondents believe that over the past year or two, the socio-economic situation in their area or city has improved. The respondents who shared this position in early 2015 were 13.4%, the Russians – 14.2%. It should be noted that the Komi, who share this position, decreased by almost three times compared to 2013. Russian respondents in 2013 to a lesser extent shared this opinion (reduction by almost two times). Opinion that the situation had not changed was shared by 44.5% of the Komi and 35.8% of Russian respondents. 41.5% of the Komi (at the beginning of 2015 – 43.9%) and 50.4% of Russian respondents (at the beginning of 2015 – 44.5%) believed that the situation had worsened. Thus, over the past year, the assessment of Komi respondents shifted to neutral – "nothing has changed," while the Russian group became more pessimistic, and more than half of Russian respondents noted the deterioration of the socio-economic situation (see Figure 1).

Figure-1. "In your opinion, has the social and economic situation of your city (district) improved over the previous year or two, worsened or not changed?" (n=892, 2016), %



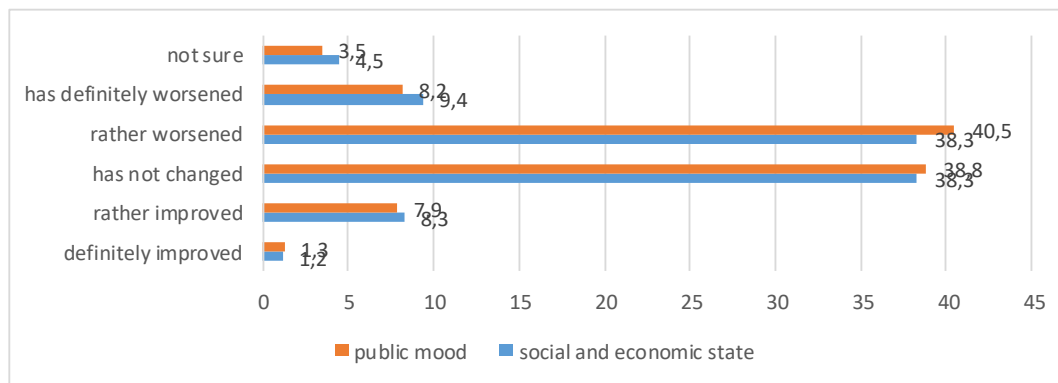
Young people (18-34 years old) are more optimistic about the current social and economic situation. They more often than other age categories (by more than 3%) consider that the situation has improved. The worsening of the economic situation affected middle-aged respondents (35-54 years): according to the results of the study, in 2013 people of the middle able-bodied age group (35-49 years) were least satisfied with the social and economic situation in the region, they also noted more often than others that the mood of people in recent years had worsened.

The greatest discrepancy with the results of the past monitoring is observed among respondents with secondary general education, vocational education. At the beginning of the year, the percentage of people in this educational category, who thought that the situation had deteriorated, was 30.4% of respondents; now this number is 36.5%. In this issue, people with higher and incomplete higher education tended to assess the environment more pessimistically than others – by 3.0% more often they answered that the situation had certainly worsened. But respondents with basic or incomplete secondary education less often – by 5.6% – tended to respond that the socioeconomic situation in their area (city) had deteriorated over the past year or two.

The research shows a direct connection between the assessment of the socioeconomic situation and the mood of people (the answer to the question: "Do you think that the mood of people around you has improved, worsened or has not changed in the last year or two?"). At the end of 2016, 48.7% of the respondents answered that the mood had worsened (at the beginning of 2015, 44%) (see Figure 2).

² The study was conducted in October 2013 in 10 municipalities (cities, districts) of the Komi Republic. Adult residents were interviewed in the number of 892 people for representative municipal samples.

Figure-2. Assessment of the socio-economic situation, (n=892, 2016), %



Only 8.7% of the Komi respondents and 9.3% of Russians believe that the mood of people has generally improved. Both the Komi and the Russian respondents show a decrease in optimistic responses by about 1.5 percent. Among the Komi, the percentage of people who believe that nothing has changed in the mood of people increased from 41.8% to 47.6%, and as far as the Russians are concerned, on the contrary, this indicator decreased from 40.4% to 36.4%. Among the Russians there are much more people who believe that the general mood of people has worsened (51.3% the Russians, 39.3% the Komi).

The structure of financial standing among the Komi and the Russians is different: in Komi, as compared to Russia, there are more people who live at a poverty level and fewer people who are considered to be wealthy and rich.

This situation is explained by the fact that most of the Komi live in the countryside, where the financial standing is lower than in the city. In recent years, the disparity between the property stratification of the Komi and the Russians has diminished, and this is evident in a comparison of the results of 2007 and 2016, but the problems in the socioeconomic sphere in recent years have significantly slowed down this process (Table 3) (Istomina, 2009).

Figure-3. "Which of the following descriptions best corresponds to the material situation of your family", in% to the number of respondents, (n = 892, 2016), %



The financial standing of the respondents is also directly dependent on education: the lower the educational level, the lower the incomes and financial standing. Accordingly, the share of the poor in this category also increases. In other words, illiteracy is the right way to poverty. According to the results of the research of the end of 2016, respondents with basic or incomplete secondary education do not experience food problems, but more often than others (by 11.6%) they cannot afford to buy new clothes and shoes, and respondents with secondary general education and vocational training – by 3.9% more often than averagely.

4. Mass Media in Assessing the Living Standards of The Population

The results of the sociological survey also record that the mass media play an essential role in creating a psychological background for public perception of problems in interethnic relations (Yadov, 1995). In addition, the media and mass communication tools (MCT) are increasingly moving to creating feedback with their audience due to the rapid development of Internet technologies, say nothing of the replacement of the printed word by the electronic one in general. We see that the Internet is in the second place among sources of information concerning interethnic relations. This is noted by 44.7% of respondents (see Table 2).

Table-2. From what sources, first of all, do you get information about national issues and interethnic relations?, % of the number of respondents

Sources	%
TV	90.6
radio	11.8
the Internet	44.7
close relatives (parents, brothers and sisters, children, etc.)	11.2
friends, acquaintances, neighbors	22.5
newspapers magazines	30.2
books	0.7
educational institutions (university, college, technical school, school, etc.)	1.2
personal experience	0.2

At the same time, the so-called "oral tradition" is still strong in the transmission of knowledge: close relatives (parents, brothers and sisters, children, etc.) – 11.2%; friends, acquaintances, neighbors – 22.5%. In the aggregate – 33.7%. It should be taken into account that the oral tradition has a very strong emotional effect, which makes it as a whole significantly more influential than other sources of information. Despite the fact that there are more diverse sources of information in the cities, the oral tradition is also very strong there because of the natural multiplicity of interpersonal contacts (Syktyvkar – 58.7%, Pechora – 31.9%, Ukhta – 29.1%).

The decline in the social and economic situation in the country affects the social well-being of the residents of the Republic: the number of respondents who noted the deterioration of the social and economic situation in the Republic has increased by 4% for 2016. People of the middle, most able-bodied age group (35-49 years old) are least satisfied with the social and economic situation in the region. They also noted more often than others that people's moods had deteriorated in recent years. Young people (18-34 years old) are still the most optimistic about the socio-economic situation in the region and, more than others, tend to believe that the mood of people has improved in recent years.

In the structure of financial standing of the population, a relatively well-off group prevails, when "there is enough money to buy clothes and shoes, but not enough to buy large household appliances" – 38.4%. The group of relative poverty is in the second place, when "there is enough money for food, but not enough to buy clothes and shoes" – 26.2%. The structure of financial standing among the Komi and the Russians is different: in Komi, as compared to Russia, there are more people who live at a poverty level and fewer people who are considered to be wealthy and rich. This situation is explained by the fact that most of the Komi live in the countryside, where the financial standing is lower than in the city. In recent years, the disparity between the property stratification of the Komi and the Russians has, of course, diminished, and this can be seen in a comparison of the results of 2007 and 2016.

5. Conclusion

The population of the region has become less receptive to populist rhetoric; politicians are waiting for substantive answers and promises that are in fact enforceable. There are obvious social risks of the increasing poverty of the population, and in conditions of a shortage of funds, the government needs rapid transition to targeted social support. In the long term, we should expect an increase in the standard of living of the population based on a moderate increase in the social obligations of the state and business. Consumer demand will be limited by restrained income dynamics of the population; however, it will be supported by a gradual revival of consumer lending.

The results of the study demonstrate the change in the quality of life of the Northern regions of Russia in the conditions of transformations of public institutions, the importance of socio-cultural identities, the level and quality of life. Currently, the social management of the region largely depends on the formal and informal relations of public authorities and corporate business (Lapin, 2010). The Republic of Komi is a stable social and territorial community, according to ethnic, religious and other reasons. Despite socio-economic difficulties, every fifth respondent estimates interethnic relations in the republic as good ones. The presence of 91.6% of respondents who rated interethnic relations in the republic as good and normal shows a high degree of interethnic harmony and stability. There is practically no difference between the Komi and the Russians in assessing interethnic relations.

Residents of the Komi Republic have an integrative identity: ethnic, civil and territorial ones. Compared to the 2013 study, in 2016, there was a shift in favor of Russian identity by reducing those who considered themselves primarily residents of the Komi Republic. Young people more often than people of the older age identify themselves as the Russians.

Their nationality is significant for people; only a small number of respondents (an average of 14.4% for all municipalities) answered that national affiliation was not significant for them. Also, national identification is more important for the younger generation. According to the results of the research, the majority of the population of the republic did not face negative facts in the field of national relations, which indicated a sufficiently favorable situation in the republic in the sphere of interethnic relations.

References

- Aslanova, O. A. (2012). Sotsialnoe samochuvstvie: izmeritelnyi instrumentarii, pokazateli i sotsialnye kriterii [Social Health: Measuring Instruments, Indicators and Social Criteria. *Teoriya i praktika obshchestvennogo razvitiya*, 2: 59-63.

- Belyaeva, L. A. (2009). Uroven i kachestvo zhizni. Problemy izmereniya i interpretatsii level and quality of life. Problems of measurement and interpretation. *Sotsiologicheskie issledovaniya*, 1: 33-42.
- Bolshakova, Y. M. (2015). Otsenka naseleniem effektivnosti deyatelnosti organov mestnogo samoupravleniya: praktika munitsipalnykh issledovaniy Respubliki Komi [Assessment by the Population of Efficiency of Activity of Local Government Bodies: Practice of Municipal Studies of the Komi Republic. *Voprosy upravleniya*, 2(14): 29-36. Available: <http://vestnik.uapa.ru/ru/issue/2015/02/04/>
- Bolshakova, Y. M. (2016). Standarty kachestva i kriterii udovletvorennosti kak instrument otsenki kachestva gosudarstvennykh uslug (sravnitelnyi analiz) [Quality Standards and Criteria of Satisfaction as a Tool of Assessment of Quality of Public Services (Comparative Analysis)]. *Regionalnye problemy preobrazovaniya ekonomiki*, 1: 110-15.
- Camfield, L. (2005). Researching quality of life in developing countries. *Newsletter of the ESRC Research Group on Well Being in Developing Countries*: Available: <http://www.bath.ac.uk/soc-pol/welldev/news/newsletter-april-05.htm>
- Dementeva, I. F. (2008). Sotsialnoe samochuvstvie semi Social Well-Being of a Family. *Sotsiologicheskie issledovaniya*, 9: 102-09.
- Gudkov, L. (1999). Strakh kak ramka ponimaniya proiskhodyashchego [Fear as a Frame of Understanding of the Events. *Monitoring obshchestvennogo mneniya: ekonomicheskie i sotsialnye peremeny*, 6: 46–53.
- Gulin, K. A. and Dementeva, I. N. (2009). Ekonomicheskoe polozhenie i sotsialnoe samochuvstvie naseleniya regionov Severo-Zapada Rossii v usloviyakh krizisa [An Economic Situation and Social Well-Being of the Population of Regions of the Northwest of Russia in the Conditions of the Crisis. *Ekonomicheskie i sotsialnye peremeny: fakty, tendentsii, prognoz*, 4((8)): 18-28.
- Istomina, E. G. (2009). Evropeiskii sever Regionalnyi podkhod european north: Regional approach. *Rossiiskaya istoriya*, 3: 16.
- Keyes, C. L. M. (1998). Social well-being. *Social Psychology Quarterly*, 61(2): 121-40.
- Konyukhov, A. K. (2017). *Monitoring situatsii v sfere mezhnatsionalnykh i mezhkonfessionalnykh otnoshenii, vyyavlenie riskov i predpolagaemykh konfliktov za 2016 god: informatsionnyi byulleten [Monitoring of the Situation in the Field of Inter-Ethnic and Interfaith Relations, Identification of Risks and anticipated conflicts for 2016. Information Bulletin. Syktyvkar. 6: 58.*
- Kukonkov, P. V. and Ustinkin, S. V. (2016). *Neravenstva i napryazheniya v sotsialnom prostranstve rossiiskikh regionov: Monografiya [Inequality and Tension in the Social Space of Russian Regions. Monograph. Rusains: Moscow.*
- Lapin, N. I. (2010). Novye problemy issledovaniy regionalnykh soobshchestv new problems of studies of regional communities. *Sotsiologicheskie issledovaniya*, 7: 29.
- Mercer, C. (2003). *From indicators to governance to the mainstream tools for cultural policy and citizenship. In accounting for culture: Examining the building blocks of cultural citizenship. Nottingham Trent University: Nottingham.*
- Michalos, A. C. (2005). Arts and the quality of life, An exploratory study. *Social Indicators Research*, 71(1-3): 11-59.
- Parsonsm, T. (2000). *Struktura sotsialnogo deistviya structure of social action. Akademicheskii proekt: Moscow.*
- Pega, F., Valentine, N. and Matheson, D. (2010). Monitoring Social Well-being: The Case of New Zealand's Social Reports. Social Determinants of Health. Geneva: World Health Organization. Discussion Paper, № 3.
- Volkov, Y. G., Barkov, F. A., Posukhova, O. Y., Serikov, A. V. and Chernous, V. V. (2013). Sotsialnoe samochuvstvie i sotsialnoe neravenstvo v rostovskoi oblasti [social well-being and social inequality in the rostov region. *Gumanitarii Yuga Rossii*, 4: 12-32.
- Yadov, V. A. (1995). Sotsiologicheskoe issledovanie: metodologiya, programma, metody [Sociological Research: Methodology, Program, Methods]. Samara.
- Zborovskii, G. E. (2010). Teoreticheskie osnovaniya izucheniya sotsialnykh obschnostei theoretical bases of studying of social communities. *Sotsiologicheskie issledovaniya*, 4: 8.