Federal State Budgetary Educational Institution of Higher Education "Novosibirsk State University of Economics and Management "NINH"

As a manuscript

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SOCIAL SECURITY MANAGEMENT IN THE AGE OF DIGITALIZATION: THEORETICAL AND METHODOLOGICAL ASPECTS

5.4.7. Management Sociology
(sociological sciences)

Abstract of the dissertation for the degree
Doctor of Sociology

Scientific consultant:
Doctor of Sociology, Professor
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Novosibirsk - 2026

Relevance of the research topic. The concept of "security" refers to the fundamental categories that characterize the life of a person and society. It is no coincidence that the need for safety is one of the basic needs of a person. The unprecedented acceleration of social and technological changes, the complication of social organization, the comprehensive penetration of digital technologies that deeply permeate the entire society today - these and other social processes have led to the fact that the security problem has become a central concept of modernity, transforming the social institutions and social structures of the "late Modern" society. In the context of global instability and instability of society due to social turbulence, such systemic characteristics of the human environment as stability and sustainability, understood as the controllability and predictability of changes that occur in society, as well as security and safety, are of great importance and value.

Security has begun to play a decisive role in making decisions not only in such traditionally related areas as public order and military conflicts, but also in a much broader context. In terms of security today, situations are described related to providing the population with food and water resources (food and water security), sustainability of economic development and the environment (economic and environmental security), regulation of the dissemination of information (information security), etc. Therefore, the problems of social security are becoming extremely broad, which allows some authors to put forward the assumption that social security actually means the safety of society as a whole[1]. The social well-being of the population is in this sense the most important indicator of social security, as it determines the stability of relevant social ones. economic and political processes in the state.

This assessment is supported by the practice of modern government. For example, the National Security Strategy of the Russian Federation (2021) notes that the national interests of Russia at the present stage are (Article 25): "1) saving the people of Russia, developing human potential, improving the quality of life and well-being of citizens; 2) protection of the constitutional system, sovereignty, independence, state and territorial integrity of the Russian Federation, strengthening the country's defense; 3) maintaining civil peace and harmony in the country, strengthening the rule of law, eradicating corruption, protecting citizens and all forms of property from unlawful encroachments, developing mechanisms for interaction between the state and civil society; 4) development of a safe information space, protection of Russian society from destructive information and psychological impact; 5) sustainable development of the Russian economy on a new technological basis; 6) environmental protection, conservation of natural resources and rational use of natural resources, adaptation to climate change; 7) strengthening traditional Russian spiritual and moral values, preserving the cultural and historical heritage of the people of Russia; 8) maintaining strategic stability, strengthening peace and security, the legal foundations of international relations." [2] At least three points from the list of national interests of Russia are directly related to social security issues and are considered in the framework of the dissertation (paragraphs 1, 4 and 6).

In this regard, the state faces the extremely urgent task of creating an integrated system for managing the social security of citizens. To solve this problem, it is necessary both to form the regulatory and legal foundations of this system, which will allow integrating into this system other subjects of social security management (commercial structures, civil society institutions), as well as a systematic study of the social well-being of people, anxieties and moods of the population, identifying conflict situations and risks. Given that the life of a modern person is a complex hybrid phenomenon that combines not only existence in the familiar physical world, but also life in the virtual space ("digital life"), managing social security is also becoming more complicated and requires new ideas and approaches.

The key social process that determines the direction of development of both Russian and global society as a whole is digitalization. Digital technologies have deeply penetrated the structure of the daily existence of a modern person, have become a universal and routine intermediary in various spheres of life (work, life, communication, education, culture). The social consequences of digitalization are especially noticeable in connection with the spread of Internet technologies of the Web 2.0 and Web 3.0

[1] Borisova O.V. Threats to the social security of the population of the border region of Russia (for example, the Amur Region), 2019.

[2] Decree of the President of the Russian Federation of 02.07.2021 No. 400 "On the National Security Strategy of the Russian Federation"

generation, the development of the mobile Internet. The COVID-19 pandemic has become a new impetus for accelerating digitalization.

Digitalization as a sociotechnical process creates new opportunities, but also new challenges for the social safety of the population. The widespread introduction of digital technologies into everyday life facilitates the performance of many routine operations and contributes to solving a number of social problems (for example, access to education is expanding, new opportunities for labor activity are emerging). At the same time, negative social and psychological phenomena arise that negatively affect the social security of the population (for example, such as the digital divide, aggression and fraud on the Internet, the spread of radical and extremist ideologies through the Internet).

In addition to the direct impact on the lifestyle of people, digitalization opens up new cognitive opportunities for research and management of society, new methods of cognition of social reality that are based on information technology are emerging. Thanks to the digital devices that surround the modern person and which he constantly uses, new sources of data on human behavior are emerging. These data can be used, among other things, to study the social safety of the population and solve management problems in this area. The use of digital technologies for social security management is of great practical importance, as it will increase the efficiency of planning and implementation of socio-economic development programs. Web data can be at least an important source of additional information for management decisions.

However, the scientific interpretation of the social security management process in these aspects is still practically absent. Thus, the contradiction between the public need for social security management in the era of digitalization and the lack of development of approaches to this process causes a scientific problem that requires comprehensive understanding and analysis.

The degree of scientific development of the problem. The topic of social security began to be actively studied in Russian sociology in the second half of the 1980s and early 1990s, when Soviet and then Russian society was rapidly plunging into a deep political, social and economic crisis. The problem of security and security of the population in the face of various crisis phenomena that swept Russian society during this period is becoming the subject of close study by domestic sociologists.[1] Attempts are being made to analyze social security in the context of the modernization and transformation processes that took place in Russian society at that time.[2] At the same time, numerous empirical studies appear that consider the problem of social security in relation to certain groups of the population.[3]

With the stabilization of the socio-economic situation of the country and overcoming the acute phase of the crisis during the 2000-2010s, there are more and more studies that focus on various aspects of the

[1] Serebryannikov V., Khlopyev A. Social Security of Russia, 1996; Yanovsky R.G. Global Change and Social Security, 1999.
[2] Mikeladze E.E. Social Security of Russia in the Paradigm of Modern Modernization Processes: Conceptual-Methodological Approach, 2001; Nafikova G.Z. Social Security of the Individual in a Transition Society, 2009; Plotnikov V.S. Social Security in a Transitive Society: Content and Mechanism of Provision, 2004; Rakhleev A.V. Ensuring Social Security of Russian Society at the Current Stage of Modernization, 2008; Ulyanovsky M.P. Institutional Transformation of Russian Society: Social Security Aspect, 2006.
[3] Voronin A.V. Drug Addiction and Social Security of the Population of the Agro-Industrial Region of Russia in the Early 21st Century: Based on Sociological Research Materials from 2003-2006 in the Altai Krai, 2006; Efimkova I.V. Preventive Work in Drug Addiction Prevention as a Means of Ensuring National and Social Security of Society, 1999; Kalinin O.V. Social Security of Rescuers and Ways to Optimize It in Modern Conditions, 1998; Kibakin M.V. Social Security of Internal Troops Officers and Its Provision in Modern Conditions: Sociological Analysis, 1995; Pavlova N.S. Youth Social Security: Organizational and Managerial Support, 2009; Sillaste G.G. Woman as an Object and Subject of Social Security, 1998.

formation of a social security system[1] and analyze social security management tools.[2] Since the concept of "social security" from the very beginning was closely related to socio-economic development, social security is often analyzed from the prism of the quality of life of the population.[3]

At the same time, Russian society, having overcome the acute socio-economic crisis of the 1990s, faced a new serious challenge to social security, which is due to the processes of global economic, political and social instability.[4] The term "turbulence" is used to refer to these processes.[5] The social effects of instability, instability and turbulence are revealed within the concepts of VUCA (Volatility - variability, Uncertainty - uncertainty, Complexity - complexity, Ambiguity - ambiguity)[6] and BANI worlds (Brittle - fragile, Anxious - anxious, Nonlinear - non-linear, Incl omprehensible)[7].

The processes of digitalization, digital transformation, the formation of a digital society and their impact on society have been actively studied since the 1990s.[8] Since the beginning of the 2000s. in domestic and foreign sociology, there is also a heated discussion of the possibilities and prospects for using digital methods.[9] In the 2010s in Russian sociology, several empirical studies were conducted in which digital methods played a key role.[10]

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[2] Alekseev V.V. Non-state management of social security of small and medium-sized businesses in the Russian Federation, 2006; Anichin R.N. Activities of government authorities to ensure social security in Russia in modern conditions, 2000; Volkovsky V.I. Activities of tax authorities as a factor of social security, 2002; Golovina E.V. State youth policy as a factor in ensuring social security, 2006; Grebenyuk V.D. Local self-government: a resource of social security, 2001.

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[7] Menaria N. Comparative Analysis of VUCA and BANI Frameworks, 2024; Mullooly S. C. Higher Education Futures: The Transformative Potential of Using Critical Foresights Practices & Arts Based Research in Our Brittle, Anxious, Non-Linear, and Incomprehensible (BANI) World, 2022.

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The study of digital footprints of Internet users as a data source has been widely used to study the intentions and actions of people not only in the online space, but also outside the Internet. For example, in the sociology of education, based on the analysis of digital traces, educational migration of students and university graduates is studied.[1] It is also proposed to use digital traces of users to manage the development of territories.[2] The digital transformation process has stimulated the development of new approaches to the management of organizations,[3] one of which is the adoption of management decisions based on data.[4] This approach has become widely accepted in business organizations and marketing, and is increasingly penetrating the field of social management. So, data-based management is of great importance in the practice of public administration,[5] in education.[6]

As for the use of digital methods for research and management of social security, it can be noted that there have been no comprehensive works on this topic to date. At the same time, digital methods are actively used to study individual components of social security. Thus, digital methods and digital data are used to empirically assess the quality of life of the population, the level of well-being, satisfaction and happiness.[7] Digital methods are also actively used in environmental research. In recent years, a number of research areas have been formed - Internet ecology (iEcology), ecological culturomics (conservation culturomics),[8] digital conservation (digital conservation),[9] which specialize in studying various environmental problems, relying on online data generated by users from various open sources (social networks, video hosting, search queries, etc.). Analysis of political processes on the Internet, especially political groups that pose a threat to the security and stability of society (such as right and left radicals, Islamists, etc.), has long become a powerful area of research in both Russian and foreign sociology.[10]

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[3] Vasilenko I.V., Pridachuk MP, Vasilenko I.V. Social risks of the digital economy of organizations: criteria for knowledge and level of consent. 2021.

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Thus, it can be stated that the topic of social security is quite deeply studied in Russian sociology in the context of an analysis of the crisis of the 1990s. socio-economic processes and the subsequent overcoming of their consequences for society. At the same time, the intensification of social turbulence on a global scale, resulting in the growth of instability, instability and uncertainty in society, is becoming a serious threat to the social security of Russian society.

The sociotechnical basis for increasing turbulence in various spheres of public life (economy, politics, culture, etc.) is the complex process of digitalization, which most directly affects the social security of Russian society. Digitalization, being a dualistic process, on the one hand, stimulates social turbulence in society, creates threats to social security and thereby forms new challenges for public administration. On the other hand, digitalization creates the prerequisites for the use of new tools for research and management of social processes in society, which, together with traditional methods and approaches, can increase the effectiveness of social security management. These circumstances led to the choice of the topic of dissertation research, its object, subject, purpose and tasks.

Object: social security of the population of Russia.

Subject: management of social security of the population of Russia in the context of digital transformation of society.

Objective: development of theoretical and methodological foundations for social security management in the digital age. The practical result of the dissertation research is the development of social security assessment tools to effectively manage this process based on digital sources of sociological data.

Tasks:

1. Highlight and summarize the main sociological approaches to the study of social security, and justify the definition of social security relevant to the challenges of the digital era.
2. Consider the concept of "social turbulence," which plays a decisive role in understanding the specifics of social security in the era of digitalization.
3. Analyze the concepts of "digitalization" and "digital transformation," as well as digital methods for studying social reality.
4. Develop a methodology for analyzing social security problems based on open online data and identify the most pressing problems of the urban and rural population.
5. Develop a methodology for analyzing risk communication based on open online data.
6. To develop a model of social management of social security in the context of the digital transformation of Russian society.

Study hypothesis:

Hypothesis-basis: Social security characterizes the stability of the fundamental structures of society and can be reflected in a number of indicators. The management of the social security of the population, which regulates the system of interconnections and relationships of subjects and objects regarding the life support of the population in various spheres of society, is significantly influenced by the process of digitalization, under the influence of which the most fundamental elements of the "world of everyday life" are transformed.

Hypothesis-consequences:

1) indicators of social safety are socio-economic stability (subjective assessment of the quality of life), environmental stability (subjective assessment of the environmental situation) and political and legal stability (political sentiments);

2) digitalization as a sociotechnical process creates new methodological opportunities for research and management of social security of the population, associated with new sources of sociological data and new ways of analyzing information.

Field of dissertation research:

- Development of the conceptual and categorical apparatus of the sociology of management in relation to changing objects of management;

Frank R. Searching for signs of extremism on the web: an introduction to Sentiment-based Identification of Radical Authors, 2018; Shrestha A., Kaati L., Cohen K. A Machine Learning Approach towards Detecting Extreme Adopters in Digital Communities, 2017.

- Sociological methods of information and analytical support of the management process;
- Social parameters of the use of digital technologies in management. Social processes of artificial intelligence management;
- Sociological methodology of research of management processes and structures;
- Problems of criteria and assessment of management performance. Social monitoring.

Theoretical and methodological basis of the study:

A meaningful interpretation of the concept of social security in a dissertation study is based on the following approaches and concepts: a systematic approach (in relation to the sociology of security, a systematic approach is disclosed in the works of A.S. Viktorov, V.N. Kuznetsova, Ya. M. Margulyan, S. S. Brazevich, K. M. Ohanyan)[1]; phenomenological approach (A. Schütz, P. Berger, T. Lukman, B.S. Sivirinov)[2]; pragmatic approach (L. Boltanski, E. Chiapello, L. Thevenot).[3]

The sociological and managerial approach serves as a scientific and theoretical foundation for considering general issues of social security management. General principles of social management as a system of scientific knowledge (Yu. P. Averin, V. G. Afanasyev, V. Ya. Kikot, DI. Gryadova, V. I. Knorring, O.V. Kuzmen, A.V. Novokreschenov, L.A. Vikhrova, M.V. Udaltsova)[4] serve as the basis for the study of the problem of social security management. The sociological and managerial approach is of particular importance when it comes to social forecasting and planning (A.V. Tikhonov, J.T. Toshchenko)[5] in relation to solving social security management problems.

The concept of the "late" or "radicalized Modern" (Z. Bauman, W. Beck, E. Giddens, S. Lash)[6] reveals the key trends of the modern stage of social development. To analyze various phenomena of the "late Modern" society, the concepts of "risk society" (W. Beck, E. Giddens, N. Luman, Vavilina N.D.)[7], "social complexity" (M. Delanda, S.A. Kravchenko, J. Urry)[8], "mobile society" (J. Urry).[9]

The concept of a network society (M. Castells, J. Van Dyke, B.S. Sivirinov, E.A. Malov)[10] describes the transformation of social relations and institutions on a global scale due to the increasing importance of information and communication technologies in the economic, political, social, cultural spheres of society.

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The concepts of digital society (T. Redshaw, L.A. Vasilenko, N.N. Meshcheryakova, A.V. Smirnov)[1], digital transformation (B. Enolras, K. Steen-Johnsen, A. Salikov)[2], digital culture (I. Levin, D. Mamlok)[3] characterize the social changes generated by the digitalization process, and the technical and social context that has an impact on people's daily lives.

The concept of digital sociology (D. Lapton, O.V. Kryshtanovskaya)[4] justifies the legality of using digital methods (big data technology, data mining, machine learning) to study the social safety of the population of the regions of the Russian Federation.

Study information base:

- study of ideas and provisions formulated in the works of foreign and domestic researchers in various areas of socio-humanitarian knowledge;
- analysis of legislative acts of the federal level defining and regulating the activities of state authorities in the field of social security;
- a study led by the author "Risk as an indicator of quality of life" in 2012-2013. The method is a questionnaire. N = 323 respondents. Target sample (employees of river transport enterprises of the Novosibirsk and Tomsk regions, Krasnoyarsk Territory).
- a study led by the author of socio-economic and demographic factors affecting the activity of supporters of right-wing radical ideology in the VK social network. The study includes 11 communities distributing right-wing radical content, the study period is from May 15 to July 15, 2016. InfoWatch Kribrum social media monitoring and analysis systems were used to automatically search for online communities of right-wing radical orientation on the VKontakte social network and upload data. To analyze the content of communities, the content analysis method was used;
- an author-led study of changing behavioral strategies of communities on the VK social network that distribute right-wing radical content. The study includes 42 communities. The research period is from May 29 to September 29, 2017. To search for communities and analyze content, solutions were used that were identical to those developed for the study of socio-economic and demographic factors that affect the activity of supporters of right-wing ideology on the VK social network;
- a study led by the author of the dissertation of a subjective assessment of the quality of life of the urban population of the regions of the Russian Federation according to the VK social network. The study of messages (posts) was carried out from January 01 to December 31, 2018. The study includes 83 regions of the Russian Federation. In each of the regions, the 3 largest cities by population were identified and in each city 10 communities were selected on the VK social network, in which life in these cities is discussed (the so-called "urban communities"). The total number of selected communities was 2,410. 3.3 million messages were left after multi-stage filtering. Data collection on the VKontakte social network was carried out using the social media data collection and analysis platform of the University Consortium of Big Data Researchers, developed by the Big Data Applied Analysis Laboratory of Tomsk State University (http://data.tsu.ru/). In the process of collecting data, messages (posts) were collected posted on the "walls" of the selected communities. The metadata of each post was also collected (the number of likes, reposts and comments on the post, the date of publication of the post, the author of the post). Automatic analysis of data collected on the VKontakte social network was carried out by machine learning with a teacher. At the preparation stage, data were cleaned up. A training set (60 thousand messages) was formed and manual marking of messages in the training set was carried out. Messages ("junk") not relevant to the study objectives and messages relevant to the study objectives were marked. Each of the relevant messages was assigned to one of 19 quality of life indicators, and the tonality of each of the relevant messages (positive, negative or neutral) was also indicated. Further analysis of the

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[4] Lupton D. Digital Sociology, 2015; Kryshtanovskaya O.V. Contactless sociology: new forms of research in the digital age, 2018.

data array was carried out automatically, using an algorithm trained on the basis of the training sample. Messages longer than 20 words were left, duplicates of messages were deleted. Messages were marked with the involvement of assessors (markers). In addition to the direct executors of the project (5 people), after a number of tests, 25 assessors were involved. The markup was carried out in two waves - first 30 thousand. (2750 - expert control, 27250 - cross-marking with 2 annotators, Cohen's kappa 0.85-0.86), at the second stage 30 thousand (control with the help of "honeypots," trap examples - messages marked by experts (200-300 messages) are randomly inserted into the assessor dataset and the percentage of matches determines the quality of the markup, if the match is less than 90%, the datasets were sent for re-markup). Messages for marking were selected at random. To create an automatic text classification algorithm, the following standard machine learning libraries were used: Scikit Learn, Pandas, Numpy and the NLTK natural language analysis tool kit (Natural Language Toolkit). The algorithm is implemented in the Python 3 programming language. Vectorization - TF-IDF representation of texts, automatic classification - gradient boosting (LightGBM library). The accuracy of the classifier of irrelevant messages ("garbage") is 86%, the accuracy of the classifier of categories is 73%, f1-macro = 0.47. The accuracy of the key classifier is 77.5%;

- an author-led study of the quality of life problems of rural residents according to the VK social network in 10 regions of the Russian Federation (Belgorod, Kirov, Pskov, Samara, Saratov, Sverdlovsk, Tambov regions, Krasnodar and Stavropol Territories and the Republic of Bashkortostan). The study includes 4855 communities with a total number of subscribers of more than 1.67 million users, the study period is from July 01, 2020 to October 11, 2021. The volume of data amounted to 3.93 million messages. Data collection on the VKontakte social network was carried out using the social media data collection and analysis platform of the University Consortium of Big Data Researchers, developed by the Big Data Applied Analysis Laboratory of Tomsk State University. Data analysis was performed using PolyAnalyst text document analysis software developed by Megaputer;

- a study led by the author of environmental discourse in communities on the VKontakte social network in Cherepovets, within the framework of which 787 messages on environmental topics published from January 1, 2020 to October 31, 2022 were analyzed. Data collection on the VKontakte social network was carried out using the social media data collection and analysis platform of the University Consortium of Big Data Researchers, developed by the Big Data Applied Analysis Laboratory of Tomsk State University. An algorithm developed to analyze the quality of life was used as a basic model for highlighting messages on the topic of ecology in the content of communities in VK assigned to Cherepovets. To improve the accuracy and completeness of the model, additional training of the model was carried out (an additional 24 thousand messages were marked in 8 categories). Computational experiments with various algorithms were also carried out and the Rubert-tiny algorithm was chosen. During the adjustment of the model parameters, the accuracy of f1-macro 0.545 was achieved. The allocation of thematic blocks in the structure of urban environmental discourse was carried out through multi-stage thematic modeling. Several experiments were carried out using different algorithms (Top2vec, BigARTM, Gensim, etc.) and various hyperparameters. Further, the clustering models were validated by experts who combined some thematic clusters (topics) and removed irrelevant clusters;

- a study led by the author of the perception of atmospheric air quality according to the VK social network in two large industrial cities - Magnitogorsk and Cherepovets. After a multi-stage selection, a database was formed, which includes about 3.8 thousand messages on environmental topics in the communities of these cities. Then, messages were selected that touch upon the problems of atmospheric air quality (48 messages in Cherepovets and 433 messages in Magnitogorsk). The messages cover the period from January 01, 2020 to October 31, 2022. Data download and analysis are identical to the solutions developed for analyzing environmental discourse in the communities of Cherepovets. Content analysis was used to analyze selected messages;

- a study led by the author of statistics of search queries in the Yandex search engine characterizing environmental problems. The study includes 53 search queries - markers characterizing the state of various ecological systems (atmosphere, hydrosphere, flora and fauna). The study period is from August 01 to August 31, 2023. The content analysis method was used to analyze search queries;

- a study led by the author of statistics of search queries in the Yandex search engine, characterizing the perception by the population of various types of social risks (unemployment, poverty, armed conflicts, natural disasters, hunger, crime, diseases and epidemics, inflation and sharp price increases, terrorism, environmental problems, political instability, interethnic conflicts, social inequality, distrust of power) in three regions of Western Siberia - Kemerovo, Novosibirsk and Tomsk regions. The study period is from September 04 to October 04, 2024. The total number of search queries for all types of risks was 79. Content analysis was used to analyze search queries;

- a study with the participation of the author of obtaining the perception of social risks by the population (unemployment, poverty, armed conflicts, natural disasters, hunger, crime, diseases and epidemics, inflation and sharp price increases, terrorism, environmental problems, political instability, interethnic conflicts, social inequality, distrust of power) in three regions of Western Siberia (Kemerovo, Novosibirsk and Tomsk regions) by survey method. A mass survey on the method of personal street formalized interviews using CAPI technology was conducted by the Department of Sociology of Tomsk State University from September 24 to November 25, 2024. The survey was conducted in Kemerovo (Kemerovo, Novokuznetsk, Kiselevsk), N = 1894426, Novosibirsk (Novosibirsk, Berdsk), N = 2175076, and Tomsk (Tomsk, Seversk, Tomsk district) regions, N = 752604. Sample quota by locality, gender, age and education of respondents. Quotas were calculated based on Rosstat data for each region for 1.01.2024 years. In each region, 300 respondents aged 18 and over were interviewed. Descriptive statistics (frequencies, percentages), z-test were used to analyze the data. During the study, respondents were asked to choose from 1 to 5 of the most significant social problems, each of which reflects a certain social risk;

- secondary analysis of research data conducted by Russian research organizations - VTsIOM, Levada Center, FOM, research materials from SEO-AUDITOR, Brand Analytics and Mediascope;

- secondary analysis of empirical research data on problems close to those considered in the dissertation.

Research methods:

1. General scientific methods: systemic, structural-functional, comparative, inductive and deductive analysis, synthesis, typologization and classification.

2. Methods of collecting information: questioning, analysis of documents (posts), analysis of social networks, web metrics.

3. Empirical information processing methods: content analysis, correlation analysis, data mining using the PolyAnalyst software product, frequency analysis carried out using the SPSS Statistics 23.0 application package.

Provisions submitted for protection:

1. The concept of "social security" plays a key role in the society of the "late Modern." Social security can be considered within three research strategies - systemic, pragmatic, and phenomenological. A systematic approach considers social security as a property of the social system as a whole and includes various levels of interpretation of social security (national, regional, sectoral, municipal, individual). From the perspective of a pragmatic approach, security should be viewed as a collection of symbolic and material forms that serve as a justification for making specific decisions governing the actions of social actors. Based on the theoretical resources of the "sociology of hailstones" L. Boltanski and L. Thevenot, it is shown that "security considerations" are a full-fledged argument for justifying the fairness of a wide range of decisions affecting many aspects of people's daily life (for example, freedom of movement). The most prominent pragmatic strategy for studying social security issues is revealed by the example of decision-making practice in the field of countering terrorism. The phenomenological research strategy focuses on the sustainability of everyday structures as a key characteristic of social security. Within the framework of A. Schütz's phenomenological paradigm, everyday life, presented in the form of rutinized knowledge, is the fundamental foundation of the "life world." Accordingly, the social security of the population is determined by the stability, strength, "resilience" of everyday structures in relation to social changes. Violation of the stability, continuity of the "world of everyday life" (for example, as a result of a catastrophe - man-made, social or political) is a fundamental threat to the social security of the population. Based on the phenomenological research strategy, the definition of

social security as a category is proposed, which is a generalized characteristic of the stability of the basic structures that form the "world of everyday life." Such a definition makes it possible to distinguish between social security and other forms of security (national, military, public, etc.). Since the world of everyday life is a complex concept that reflects the fundamental living conditions of people, the most important indicators of social security are the characteristics of socio-economic conditions (quality of life of the population), environmental stability of the living environment and political and legal conditions (political stability).

Corresponds to item 1. Development of the conceptual and categorical apparatus of the sociology of management in relation to changing objects of management of the passport of a scientific specialty 5.4.7. Sociology of management.

2. Social security challenges are social and technical changes that undermine the sustainability of everyday life. The society of the "late Modern" is characterized by rapid changes that affect the objects of management and cover a short time period by historical standards (about half a century). This circumstance requires the adaptation of the conceptual and categorical apparatus of the sociology of management to changing conditions. To denote the set of social and technical changes taking place in the society of the "late Modern," the concept of "social turbulence" has been proposed. "Social turbulence" refers to global (meaning comprehensive, all-encompassing) instability, variability of various social systems, institutions and processes occurring in the economy, politics, culture and society. Social turbulence is not a process specific to late Modern society, periods of extreme instability often occur in the history of states and peoples, but the scale and intensity of the increase in turbulence suggests that this process today is decisive. The reason for the increase in social turbulence lies in the increase in the speed of social and technological changes, which leads to an increase in uncertainty and unpredictability in various spheres of public life, an increase in the speed of movement of material and intangible objects (people, goods, information) over spatial boundaries, an increase in the hyper-complexity of technological and social objects (in particular, the formation of hybrid objects that combine technological, biological and social principles). Social turbulence as a process that determines modernity leads to irreversible transformation and disintegration of institutions that largely organized and formed the structures of everyday life (family, labor, education, leisure, etc.). From the standpoint of social security management, social turbulence leads to challenges caused by increased risks, dangers and threats to humans, to which an adequate response must be given. Over the past three decades, information and communication technologies have made a decisive contribution to the structure of technological and social changes and, accordingly, to the dynamics of social turbulence.

Corresponds to item 1. Development of the conceptual and categorical apparatus of the sociology of management in relation to changing objects of management of the passport of a scientific specialty 5.4.7. Sociology of management.

3. There are two levels of interpretation of the concept of digitalization - technological and sociotechnical. At the first level, the concept of digitalization is considered as a technological operation of the transition from analog to digital representation of information and the creation of an appropriate technological infrastructure. The second level of understanding of digitalization arises at the stage of the introduction of digital technologies, when a multi-level digital infrastructure is formed, which significantly modifies the structure and fundamental elements of people's daily lives. Digital infrastructure forms a holistic space in which the life of a modern person proceeds. Numerous digital devices, platforms, remote access technologies and other digital solutions that create digital infrastructure are becoming an integral extension of a person, his physical and social body. Digital devices are delegated many functions related to ensuring the daily life of people. The sociotechnical level of digitalization today is moving to a new stage of its development - the stage of digital transformation. Digital transformation implies the introduction of various IT technologies into the work of organizations and companies in order to increase the efficiency and speed of all interaction processes both within these organizations and companies, and in interaction with the external environment. As a result of digital transformation, social institutions are transformed - the economy, the state, education, etc. Concepts such as "digital economy," "digital (electronic) government," "digital education" are emerging. The key technology that determines the digital transformation of society is the Internet

technology, which went through the 1990-2000s. a number of technological stages of development, turned into a fundamental factor of social change. The spread of Web 2.0 technologies, the development of broadband and mobile Internet over the past two decades have enabled the Internet to reach most of the world's population and radically transformed the structures of people's daily lives. The deep penetration of elements of digital infrastructure into people's lives is a bidirectional process - under the influence of the interests and needs of people, the practices of using digital devices, the digital infrastructure is also being modified. Therefore, the process of digital transformation can be described as a mutual change and convergence of a person and digital infrastructure in the direction of closer symbiosis. Of great importance is not only the depth and scale of digitalization, but also the swiftness of this process. The instantaneity by historical standards of changes due to digitalization leads to the fact that during the life of one generation a gap is formed regarding the practices of using digital devices and the lifestyle associated with these practices. Digitalization as a sociotechnical process that determines social turbulence in the "late Modern" society generates new and amplifies old risks. The splicing of the digital infrastructure and the world of everyday life of a modern person creates new types of social "fragility" - the risks of breaking the "connection." Therefore, it is quite fair to characterize the modern period as a "digital risk society," which differs from the well-known interpretations of the "risk society" proposed by U. Beck, A. Giddens, N. Luman in that the importance of digital risks is emphasized.

Corresponds to items 1. Development of the conceptual and categorical apparatus of the sociology of management in relation to changing objects of management and 22. Social parameters of the use of digital technologies in management. Social processes of artificial intelligence management of the passport of a scientific specialty 5.4.7. Sociology of management.

4. Digital methods are central to social security research and management. In the context of digital transformation, traditional and new procedures and methods of social security research are being transformed, based on the use of web data (digital methods) and technologies for processing large amounts of data (computational methods), which expand the epistemological and pragmatic possibilities of researching management processes and structures. Digital methods refer to the use of online and digital technologies to collect and analyze research data. Traditional research tools are being transformed and long-known methods are becoming digital - online surveys, online observations, online focus groups, etc. In this case, information technology becomes the medium of interaction between the respondent and the researcher. But there are also fundamentally new approaches to research related to the analysis of digital traces of users (analysis of social media, analysis of statistics of search queries, etc.). In this case, the very actions of Internet users become the subject of research and the most important source of information. In assessing social security, digital methods can serve to obtain at least additional sociological information along with information obtained using traditional research methods. The use of digital methods in social security management affects such parameters as the possibility of conducting research covering all regions of the country; exploring hard-to-reach places, such as rural areas; the study of social processes and phenomena that exist mainly in the Internet space or the study of which in ordinary reality is difficult (for example, political radicalism); the ability to conduct social monitoring on a systematic basis in order to subjectively assess the effectiveness of various management entities by the population (for example, social monitoring of environmental assessments by the population). The use of digital methods also makes it possible to expand the possibilities for early detection of social security risks by identifying "weak signals" that come from emerging negative processes.

Corresponds to items 20. Sociological methods of information and analytical support of the management process, 22. Social parameters of the use of digital technologies in management. Social processes of artificial intelligence management and 23. Sociological methodology of research of management processes and structures of passport of scientific specialty 5.4.7. Sociology of management.

5. One of the most important components of social security is the quality of life of the population. Based on the author's risk-oriented concept of quality of life, a methodology has been developed to identify the risks of subjective disadvantage based on open online data for both urban and rural populations. The results of a study of the subjective assessment of the quality of life of the population of 237 cities located in 83 regions of Russia, based on open online data, show that the greatest attention of users is attracted by messages in a negative tone, i.e. used more actively respond to reports of problems

and incidents related to their well-being. The greatest concern among users is caused by problems related to security, interpersonal relations, the state of infrastructure and housing and communal services, as well as environmental problems. A study of the quality of life problems of the population of rural areas of 10 different regions of the Russian Federation based on open online data made it possible to identify the following types of problems: infrastructure problems; insufficient development of the social sphere in rural areas; problems due to the specifics of lifestyle in rural areas; problems caused by the quality of management in rural areas.

Corresponds to items 20. Sociological methods of information and analytical support of the management process and 22. Social parameters of the use of digital technologies in management. Social processes of artificial intelligence management of the passport of a scientific specialty 5.4.7. Sociology of management.

6. The effectiveness of social security management is largely determined by the ability of the management system to coordinate the interests of all involved entities. This requires a mechanism for assessing the degree of consistency of subjects regarding the interpretation of the state of social security and the success of activities carried out in this area. The absence or inefficiency of such a mechanism leads to conflicts between the parties. In the current management system, state bodies form an assessment mechanism focused on formal indicators and not taking into account the opinion of other subjects. On the example of a study of such a component of social security as environmental safety, a significant discrepancy was recorded in the assessments of the state of this component between such entities as government authorities and the population of cities, represented in this case by users of social networks. The author's methodology for analyzing risk communication based on open online data allows you to identify inconsistencies in assessments and identify points of potential conflicts between key management entities. Analysis of environmental discourse in the online community shows that different metrics of online activity (comments, reposts, reactions ("likes")) allow us to assess various parameters of messages - conflict potential, degree of agreement/support and information value. The methodology for analyzing online metrics makes it possible to diagnose the most acute problems of social safety in the perception of users of social networks and build a feedback system from the population to the managing entities - government agencies and business organizations. Diagnosing these problems allows government entities (government bodies, commercial organizations) to identify problems, the solution of which will help reduce tensions in the field of social security.

Corresponds to items 20. Sociological methods of information and analytical support of the management process and 22. Social parameters of the use of digital technologies in management. Social processes of artificial intelligence management of the passport of a scientific specialty 5.4.7. Sociology of management.

7. On the basis of a comparative study of social risks through digital, non-reactive and traditional, reactive methods, features of the perception of social risks in online and offline spaces were identified. Non-reactive methods do not imply reflection on the part of the subjects, they record what people are interested in at a given time. Reactive methods, on the contrary, are based on the construction of a research situation in which reflection is a necessary step. In the process of answering the sociologist's questions, the respondent necessarily turns to his imagination or memory in order to determine what social risks concern him, while an analysis of Internet activity shows what worries the user here and now, at the current moment. Statistics of search queries of the Yandex search engine were used as a source of non-reactive data. Using the example of the perception of social risks by the population of three regions of Western Siberia (Kemerovo, Novosibirsk and Tomsk regions), it is shown that the results of assessing the level of relevance of various social risks obtained by the reactive method (mass survey) are very similar for all three regions, which indicates the similarity of regions to each other, which is expressed in their geographical location and cultural and historical characteristics. At the same time, in the online dimension, assessments of the relevance of social risks obtained by the non-reactive method differ quite seriously, which manifests the specifics of the socio-economic development of these regions. Thus, the Novosibirsk region is characterized by the dominance of the tertiary sector in the economy, and this circumstance is clearly manifested in the picture of search queries, which demonstrates an increased demand for post-materialistic values in comparison with other regions. Thus,

the use of digital methods allows us to highlight some aspects of social risks that are not detected in mass surveys, to detect more subtle nuances of differences that are not always captured by traditional methods. Combining two different data sources provides a more comprehensive, two-dimensional picture of the relevance of social risks to the population.

Corresponds to items 20. Sociological methods of information and analytical support of the management process and 22. Social parameters of the use of digital technologies in management. Social processes of artificial intelligence management of the passport of a scientific specialty 5.4.7. Sociology of management.

8. In the context of the digital transformation of society, the methods typical of the system of state and municipal administration are becoming insufficient for effective management of social security. This is primarily due to the fact that the fundamental methods of system management are various forms of administrative regulation and control, in a digital society they are becoming less and less effective and, moreover, as a result of their application, additional risks of social security arise. In this situation, it is necessary to use the methodological arsenal of other paradigms of social management, which will make it possible to more flexibly carry out social management and neutralize the risks caused by the widespread use of systemic methods. Within the framework of the model of social management of social security proposed by the author, the methods applied in all four currently existing paradigms of social management are combined. Thus, such a synergistic paradigm method as the analysis of weak signals to identify potential social security risks is effective for the field of social security. Analysis of weak signals allows the social security management system to identify dangerous trends even at the stage of their occurrence, when the consequences of the implementation of such risks are relatively small. Such a method as the formation of a culture of digital security belongs to the phenomenological paradigm. There is no doubt that only by tightening regulation and control it is impossible to cope with many risks arising in a digital society (for example, such specific risks as cybercrime, cyberbullying, etc.). To counter these threats, you need a stable set of knowledge, habits, internal personality norms that allow you to protect yourself in the online space. The cognitive paradigm opens up the possibility of using such a method as data-based management for social management in the field of social security. Systemic methods of social security management are far from always in terms of regulation and control, are justified by reliable data and rely on proven solutions. The usual practice of implementing systemic methods is to justify decisions made by referring to experience (expert, personal, international, etc.), focusing on the reproduction of solutions that have shown their effectiveness in a particular case, and refusing to find new solutions that may be associated with the risk of failure. This approach was justified in the face of a data shortage, but in the face of their abundance, it becomes an obstacle to finding optimal management solutions. Data-driven management overcomes a number of shortcomings of the "intuitive" approach to managing social security.

Corresponds to items 14. Problems of criteria and assessment of management performance. Social monitoring, 20. Sociological methods of information and analytical support of the management process, 22. Social parameters of the use of digital technologies in management. Social processes of artificial intelligence management, 23. Sociological methodology of research of management processes and structures of passport of scientific specialty 5.4.7. Sociology of management.

Scientific novelty:

1. The definition of social security is proposed as a category that is a generalized characteristic of the stability of the basic structures that form the "world of everyday life." Such a definition makes it possible to distinguish between social security and other forms of security (national, military, public, etc.).

2. To denote the complex of social and technical changes taking place in the "late Modern" society, the concept of social turbulence is introduced, which is understood as the global (meaning comprehensive, all-encompassing) instability of various social systems, institutions and processes taking place in the economy, politics, culture and society.

3. It has been shown that the most significant process for changing social reality, stimulating social turbulence, is the process of digital transformation of society and the penetration of digital technologies into people's daily lives.

4. It has been proven that the process of digitalization creates opportunities for the development of digital sociology and the introduction of new sociological methods (digital methods) for studying social reality, including social security management.

5. A methodology has been developed to identify problems of quality of life (subjective disadvantage) based on open online data for both urban and rural populations.

6. A methodology for analyzing risk communication based on open online data has been developed, which makes it possible to diagnose the most acute problems of social security in the perception of users of social networks.

7. A methodology has been developed for analyzing the perception of social risks by the population based on open online data.

The theoretical significance of the study lies in the development of theoretical and methodological foundations for the study of social safety in the context of the digital transformation of Russian society, which are applicable at the national level. The definition of social security is formulated as a category characterizing the stability of the basic structures of the "world of everyday life." Introduced the concept of "social turbulence" to refer to global instability, covering various social systems, institutions and processes in the economy, politics, culture and society. Methods of social safety research using open online data have been developed and tested. A system of social security factors has been identified, which includes natural-technical, socio-economic and political-legal risks.

Theoretical and methodological, methodological and empirical research results may be of interest to researchers involved in social, environmental and political safety, well-being and quality of life of the population, social risks, social management, social ecology, political communication, digitalization, digital transformation, digital society, digital research methods.

Practical significance of the study:

- The methodological solutions developed within the framework of the dissertation for collecting and analyzing information from Internet sources can be used in the practice of state and municipal administration to assess certain aspects of the social safety of the population, such as subjective quality of life, environmental situation, political stability at various levels of the territorial organization (village, city, region). Thus, the proposed solutions for assessing the subjective quality of life can be used by government bodies in the process of state planning of strategies and programs for socio-economic development. The solutions presented by the author for the analysis of environmental problems can be used to assess activities implemented within the framework of state programs in the field of ecology (for example, the national project "Ecology" and others). The methodological approaches developed in the dissertation make it possible to obtain at least additional information for information and analytical support of management decisions along with information obtained using traditional sociological methods.

- Theoretical and methodological, methodological and substantive research results can be used as educational materials in university courses "Methodology of sociological online research," "Online research in business sociology," "Sociology of management."

Approbation of scientific results. The results of the dissertation research are reflected in 62 publications, including 25 articles published in peer-reviewed publications recommended by the Higher Attestation Commission of the Russian Federation, 16 publications in foreign publications indexed in international databases, 9 monographs (3 authors, 2 co-authored, 4 collective), 2 registered databases, 10 publications in other publications.

The main theoretical and practical provisions contained in the dissertation are reflected in scientific reports and speeches at international and all-Russian conferences:

1) international conferences: Quality of life in socio-economic systems: theory, practice, management, Novosibirsk, 2013; Sorokin Readings: Priority Areas for the Development of Sociology in the 21st Century, Moscow, 2014; International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM, Bulgaria, 2015, 2016, 2017, 2018; Science and Technology of the XXI Century: Opportunities and Risks, Kostanay, Republic of Kazakhstan, 2017; Connect-Universum-2018, Tomsk, 2018; Integration of Siberia into the global socio-economic space, Tomsk, 2019; 53rd International Scientific Conference on Economic and Social Development, Croatia, 2020; 5th

International Scientific Conference on Mechanical Engineering Technologies and Applications, Bosnia and Herzegovina, 2020; Man. Culture. Society, Penza, 2021; Social reality of virtual space, Irkutsk, 2021; Innovations and information technologies in the context of digitalization of the economy, Alchevsk, 2023; Information wars: cognitive and axiological aspects, Novosibirsk, 2023; Social security in the Eurasian space, Tyumen, 2024; Information wars and digital society: philosophical and sociocultural dimensions, Novosibirsk, 2024.

2) All-Russian conferences, including with international participation: Global and regional economic processes, Novosibirsk, 2012; Sociology and Society: Global Challenges and Regional Development, Ufa, 2012; Social Change Management in Unstable Conditions, Moscow, 2016; Russia in the system of modern social reality, Moscow, 2016; Sociology and Society: Social Inequality and Social Justice, Yekaterinburg, 2016; Modern security systems-Antiterror, Krasnoyarsk, 2017; Topical problems of the formation of scientific and educational knowledge in countering terrorism and extremism in Russian society, Novosibirsk, 2017; State, Society and Church: Russian Nation and National Unity, Novosibirsk, 2019; Sociology and society: traditions and innovations in the social development of regions, Tyumen, 2020; Digital Society - a new format of social reality: structures, processes and development trends, St. Petersburg, 2020; Information Wars and Art, Novosibirsk, 2022; Society. Science. Education, Novosibirsk, 2023; Human-oriented management: the future of digital society, St. Petersburg, 2023; Social Communications in the Digital Age, Togliatti, 2024; Social practices and management: the problem field of sociology, Novosibirsk, 2019, 2021, 2023, 2025; Environmental Readings-2025, Omsk, 2025; Sociological readings: social trends of our time, Novosibirsk, 2021, 2025.

The results and materials of the dissertation research were used in the courses "Methodology of Sociological Online Research" and "Online Research in Business Sociology," read by the author at the Novosibirsk State University of Economics and Management; in the advanced training program "Data-based management - Chief Data Officer in government," implemented jointly by Tomsk State University and ANO "University of the National Technological Initiative 2035" (TSU, Tomsk; NEFU, Yakutsk, November-December 2019); in educational events held by the University Consortium of Big Data Researchers (Open Data 2019 Forum, SevSU Center for Marine Research and Technology, Sevastopol, 16-17.09.2019); Schools of applied data analysis (Moscow, 10-13.12.2019; Togliatti, 05-06.10.2020; Sevastopol, 14-15.05.2021).

The main results of the dissertation research were obtained with the financial support of the Russian State Scientific Foundation (project No 15-33-01310 "Philosophical Foundations of the Doctrine of Safety in a Turbulent Society," 2015-17), RFBR (project No 20-011-00391 "Digital Transformation of Quality of Life: theoretical and applied aspects," 2020-2022), TSU Competitiveness Improvement Programs (Project No 8.1.49.2018 "Socio-philosophical analysis of well-being images based on social network data," 2018), RFBR and EISI (projects No 20-011-31666 opn "Assessment of the impact of online activity of supporters of radical ideologies on political attitudes and moods of the population offline," 2020, and No 21-011-31821 opn "The role of media images in the radicalization of social networks on the Internet," 2021), RSF (Project No 18-18-00480 "Subjective indicators and psychological predictors of quality of life," 2021-2022).

Structure of dissertation research. The dissertation consists of an introduction, three chapters, a conclusion, a bibliographic list, and appendices.