



Role of Inclusion “Smart City” Concept as a Factor in Improving the Socio-economic Performance of the Territory

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ABSTRACT

The theoretical foundation of the concept of “social quality” as a research methodology of complex processes of social development of territories and communities. Analyzes key elements of the “social quality,” the problem of their relationship, and priority in the study. Traditional indicators of the level of socio-economic systems, such as, for example, gross domestic product, the volume of industrial production, the volume of investment in fixed assets, the volume of agricultural production, and the like are not accurate and that very importantly, sufficient criteria to assess the welfare of the country or its individual regions. But these factors are now becoming more and more important. One of the urgent problems of the modern Russian society is the uneven development of the territories. Due to differences in the initial conditions and characteristics of federal and regional policy in the space of modern Russia is implementing a wide range of changes. Geographically, the heterogeneity of the Russian society takes on a variety of forms: The parameters of the development of megacities-cities, provinces and rural areas differ not only in economic terms, but also demographically, culturally and so forth.

Keywords: Economic Growth, Social Quality, Stratification

JEL Classifications: A13, Q34, Z13

1. INTRODUCTION

It appears that the primary factors in the development of poor communities, areas, individuals are the conditions of socio-economic security. Especially revealing the priority of social development of the quality element in a social analysis of the situation in the Russian context, showing that depression developed provinces or rural “hinterland” is often due to the effects of “transformation shock,” manifested in low rates of socio-economic security and signs of social and political exclusion of the population (which means, first and foremost, a civil passivity, indifference to issues of civil, social subjectivity).

Social inclusion - the extent to which individuals have access to the available institutions and social relations. This factor

refers to the problem of participation and inclusion processes in collective identities and realities that define self-realization. Social inclusion is associated with the principles of equality, justice and their structural causes. His foundation - the nationality of which is “due to the possibility of participation in economic, political, social and cultural systems and institutions (institutions)” (Beck et al., 2001).

Social cohesion is in the nature of social relations based on shared identities, values and norms. Social cohesion refers to solidarity as a base of collective identities and manifested in the processes that create, protect or undermine social networks and social infrastructure underpinning these networks. The appropriate level of social cohesion - one that allows citizens to “live like real human beings, as social actors” (Beck et al., 1997).

Dedicated components are not orthogonal (disjoint), they often interact and complement each other, but taken together as a high-quality components of social phenomena represent a comprehensive model that reflects the dynamic and structural and functional characteristics of the development of society.

From a practical point of view, the approach based on the study of “material” causes of social exclusion is probably the easiest to use because it allows you to operate the traditional indicators of socio-economic development and social well-being. The most detailed analysis of the levels of the developed concept of social exclusion allows you to isolate and identify different order factors that contribute to marginalization. The researchers isolated and various levels of study exclusion, beginning with the individual, or biographical, level, then rolling on the level of the neighboring groups or networks (“social” or “life” the world), and finally - on the societal or structural level (Chueva et al., 2016).

Societal or structural level. Here, the lack of inclusion is shown in terms of social fragmentation, anomie, alienation and antagonism. There is also distrust of the institutions (institutions) and the authorities. Lack of access to resources is manifested in problems related to proper nutrition and increasing dichotomy between the haves and have-nots. Thus, speaking about the exclusion at the structural level, the researchers describe fragmented, alienated, lacking confidence in each other group and community suspected the rest of society, and perhaps rightly so, in the dependency (or greedy) sentiments, resorting to the services of illegal structures (forming their) and antagonistic to all society (Phillips, 2008). Similarly, the (structural) are excluded from the social life of refugees, illegal migrants and other minorities.

The level of “life-world” (the territories of neighboring groups, networks). Lack of supplies is manifested in the local (territorial) segregation and separation. Lack of cooperation (cooperation), an unhealthy relationship between neighbors or within the territorial community – all this is the result of a lack of confidence. The poor quality of local infrastructure and public services, including health care, schools and housing is a manifestation of the unavailability of the necessary resources, “the life of the world.” In socially excluded communities or territories represented populations, economic and social environment which is equally underdeveloped, and where there are no opportunities for social growth. Members of these communities and avoidable despised members of other, more prosperous communities; a classic example of socially excluded in the community – a ghetto or “backwoods.”

Biographical, individual level. A sign of a lack of belonging to the society are the loneliness, isolation, low self-esteem. Most likely, such individuals characterized by insufficient confidence of the people, personas, symbolizing power; denial of access to resources is manifested in unemployment and lack of opportunities in life. Thus, socially excluded individuals are characterized as people with low self-esteem, distant from the social, political and economic (formal) activities that do not participate in the “normal” social life. A typical example of individual manifestations of social exclusion - the homeless, alcoholics, drug addicts, members of the “problem families.”

Identification of the various levels and the relationship between them provides an important step forward in the operationalization of the concept of social exclusion. At the same time the different levels of analysis allow the integration of different explanatory levels in the study of the causes of social exclusion and to identify its degree. Groups of structural factors and the “world-life” levels related to social segregation can be found directly on the biographical level. Thus, the reasons for which some individuals or groups may be unemployed, alienated from politics and mistrust of the police and other authorities, can be defined as barriers to employment associated with structural affiliation, lack of confidence and resources. Some of the reasons leading to the marginalization of individuals, is local (level of “life-world”), because they live in socially excluded communities, and some – structural level. Factors at different levels interact collectively, leading to a cumulative effect.

2. METEERIALS AND METHODS

Sociologists Walker and Wigfield also believe that social inclusion is not just the opposite of exclusion (Walker and Wigfield, 2003). They compare the social inclusion and exclusion in the following way: If the consequence of exclusion is the rejection of certain attributes of citizenship (their non-realization), that social inclusion is a level at which the formed citizenship. Formally, we can define social inclusion as a condition in which people feel integrated (which is true) in a variety of processes, organization, subsystems and structures that make up everyday life. However, we must also bear in mind that social inclusion is not just the opposite of exclusion, because it is a basis, a starting point for a “positive” (active) citizenship.

Representations about the nature of the city as an industrial and economic system, political and economic nature of the methodology focuses on relevant issues of urban life and city dwellers. They can be grouped into three main sections: Social justice, rational organization of economic life, social ecology. All it requires is to accumulate new ways of solving problems, creating new methodology smart city, where social aspects are factors that increase the socio-economic well-being of the territories (Shkurkin et al., 2015; Chuev et al., 2016; Karepova et al., 2015).

Durkheim believed that replace mechanical solidarity based on egalitarian principles of customary law, of course, as the division of labor will come organic solidarity, based on the awareness, understanding the deep interdependence between people on morality; only during the transitional period there will be anomie and social conflicts. However, this period seems to be delayed.

Marx believed that in the cities formed a healthy, progressive social force - the proletariat, which is capable of a revolutionary way to transform society on the principles of equality and social justice. History has shown that this social group is most socio-economic categories, than the subject of social action. And in social practice carried out on behalf of projects which, because of its objective content, were not aimed at achieving the common good.

On a purely theoretical shortcoming that can be briefly noted: (1) Underestimation of the cultural and historical factors, the emergence and development of cities; (2) exaggeration of the

role of economic factors in the appearance and development of cities; (3) the inability to describe the mental sphere of urban life the real behavior of citizens in terms of production and economic paradigm; (4) ignoring the realities of the post-modern contemporary society.

Research problems in this respect may be formulated as a question: “How can the potential of the city realized the population, how and why it is concentrated in certain elements of the urban environment and weak used the possibility of other, what are the implications of changing the loci of urban life, as the localized quality of the environment in the territorial and socio-spatial aspects?.”

3. RESULTS

Thus, a high degree of social inclusion requires an active meaningful participation in public affairs, possession of civil authority and implement these capabilities, rather than just the integration within the unequal and strong hierarchy-aided society, so to speak about the opposition exclusion/inclusion is appropriate to it in terms of the theory, focusing on the political aspects of social life.

It should be recognized the problematic nature of the formation of conditions for social inclusion in most modern societies.

Problems of rational organization of the economic life of the city:

- Social problems locating production: Problems of the city size, the problem of mono-functional and young cities and urban areas.
- Migration and demographic issues.
- Problems of urban infrastructure: Transport, landscaping, housing, recreation and others.
- The social structure of employment problems.
- The problems of labor mobility.

The social and environmental problems of the modern city:

- The gap between the production and the economic and socio-cultural infrastructure.
- Priorities and targeted social policies.
- The problem of standards of infrastructure and social services.
- The problem of correlation of natural and artificial: The ratio of natural and man-made components of the environment, aesthetic problems sociogenic landscape, regulation of metabolic processes.
- Problems of housing.
- Issues of environmental awareness and behavior.

Even in relatively prosperous countries such as the US or modern Russia can be observed at the same time the extreme social differentiation and a high level of geographical segregation, which is manifested in the presence of almost completely marginalized and deprived of any connection with the power of communities such as “ghetto” and their opposites - communities “elite,” “separated from the mass and the isolated in villages resembling medieval castles or fortresses, protected by private security and high-tech security systems” (Phillips, 2008). In the context of exclusion/inclusion of opposition we can speak of a continuum,

where at one end there are communities and individuals who are able to “double exclusion,” and another - voluntarily excluded from the life of society, with different intermediate degrees of spatial and social segregation. Intermittent “double exclusion” is characteristic only for some extremely differentiated societies, such as the United States (Barry, 1998).

Studies of social development of rural areas in Russia show that the modern rural community, even with a pronounced local identity, is not subject to government and local politics: Lack of an active social and political position characterizes not only the attitude of ordinary people toward self-government, but also the broader issues of public, public life. Market transformations in rural society led to the formation of a “double exclusion” phenomenon associated with the processes of socio-geographical and sectoral stratification (in which the rural population is at a disadvantage compared to urban) and social differentiation, leading to the marginalization of individuals, social groups and entire communities. Social and economic conditions directly affect the processes of political participation, involvement of communities (Zazulina, 2012).

Given that the majority of researchers interpret social cohesion as a positive development, and social exclusion - both negative, then it can be assumed that these two constructs are to be causally related: An increase in social cohesion level should lead to a reduction of social exclusion, and a high degree of social exclusion implies the low the level of social cohesion.

This provision is extremely controversial. It is appropriate to bring the distinction between “strong” and “weak” community (Shafir and Peled, 1998). Bright imbalance between social cohesion and social inclusion is a stratified society divided by conventional (internal cohesion) elite has full social and political subjectivity and, on the other hand, deprived of certain rights, social exclusion, most (examples of such societies - slave society of ancient Sparta, medieval feudal society, contemporary oligarchic regimes). By “strong community” elite (with high levels of social inclusion) is quite difficult to join; it also makes high demands, the failure of which threatens the exception of the community. An example of the opposite extreme is the “community of the poor.” This “weak community” criteria for inclusion are less strict, and therefore fewer participants at risk of being excluded from it (in this case all the union can be practically incorporated into the social life of the society, such as the ghetto or other communities are in a state of social exclusion with in terms of geographical stratification). Thus, there is a paradox, which is manifested in the contradictory correlation between social cohesion, social inclusion and social exclusion, as well as the contradiction between quality and quantity (Georgescu et al., 2015). This example shows that the quality of social cohesion and social inclusion quality may be causally associated with a significant (quantitatively) of social exclusion – a high level of involvement (including community members) can simultaneously be combined with a large number of people who are socially excluded.

In addition, it should be noted that the “strong” and “weak” community are interconnected and caused fierce, unnatural

polarization of society, and the factors contributing to a rigid structured, relates more to a number of socio-economic security indicators and may be sufficient to objectively measure (as indicators of income and the well-being of different population strata), and appreciated. In the case of high values of their inequality indicator signals that the prerequisites in society for group cohesion and the reasons for the formation of exclusion at all three levels: Structural, “life-world” biographical.

At the same time the social (material) inequality indicators are not enough, and the only measure of the quality of the social development of society, and the degree of (quality) cohesion/society. Thus, in the case of low socio-economic security indicators values homogenous society can be characterized by a low level of confidence of people to each other and institutions. On the other hand, social inequality is not always an absolute obstacle to social cohesion and citizens’ participation in public life (history knows quite a number of examples of associations rigidly stratified societies in opposition, for example, external aggression), while freely socially structured, heterogeneous and pluralistic a society characterized by equality and the relative low level (threshold), exceptions may be compartmentalized, i.e., characterized by a lower level of social cohesion.

This example shows once again that it is impossible to highlight any element to be taken into account the concept of quality of life, and reduce it to the level of social development in other areas. It is impossible to give a comprehensive description and orientation of social processes, based only on the sociological or only on static economic indicators. The concept of “social quality” links the concept of social cohesion, reflecting the integrative power of social relations community, with a balance between social inclusion (inclusion of those) and exclusion (exclusion), as this balance reflects the relationship of social and economic processes at the collective and individual levels. Of course, the researcher can in certain specific situations highlight one or another element of social quality as a key that determines the status of other areas of social development. However, it should be appreciated that the order of importance of these factors in other conditions may change, requiring changes Research perspectives.

4. DISCUSSION

In the world of research and practical literature, the concept of “social quality” is used to assess the macro-strategies of the major social groups and determine the success of the development of countries, territories, communities of different levels. For example, today’s annual social and statistical reports of the EU (“The social situation in the European Union”) focused on the subject of social quality. Attempts such research in relation to Asian conditions. “Social quality of today, probably represents more fully theorized and operationalized holistic social construct of quality of life” (Phillips, 2006), which is taken into account in the development of not only social, but also economic and environmental policies. The concept of “social quality” differs from the methodology for measuring the “quality of life” in that it affects all areas of everyday life and allows the development of strategic decisions on the basis of a comprehensive assessment of social processes.

Social quality theory is based on four assumptions:

1. People in its essence is a social being;
2. There is a constitutive interdependency, the dialectic between self-realization as a human creature, and social processes of formation of collective identities. This dialectic is the implementation of the “social;”
3. The most important two groups of contradictions: (a) Between societal and “biographical” individual development (initially characterized as the gap between macro and micro levels); and (b) between the level of formal systems, institutions and organizations and informal “life-world” families, groups and communities;
4. Social changes taking place in relation to the interaction between the second and third paragraphs (Beck et al., 2007).

Social quality is defined as “the degree to which people are able to participate in public relations, subject to increase their well-being, possibilities and potential of the individual” (Beck et al., 2007), covering a group (collective) and individual levels. Thus, under the social quality refers to the ability of large groups of society, territorial communities and individuals to contribute to its survival, development and well-being.

The researchers identified three main factors (elements) of social quality, social and economic security, social inclusion and social cohesion (Beck et al., 2001):

Socio-economic security - the degree to which a person has sufficient resources for an extended period as a condition for self-realization process. In the socio-economic security has two aspects: (1) The welfare of the factors that ensure the basic existential security of citizens (income, social protection, health); safety of everyday life (food quality, the problem of environmental protection, safety at work) and inner freedom; security and justice; (2) the life chances of people: “The goal here is to increase the number of alternatives between which a person can choose” (Beck et al., 2001). Russian researchers also tend to bind people related to local self-government, a willingness to take part in it with the real socio-economic situation of the population (Martynov, 2003).

In the scientific literature appeal to the theme of social inclusion (social inclusion) occurs less frequently than to the problems of social exclusion (social exclusion). This state of affairs would be justified if the inclusion and exclusion would be just the two poles of a single continuum or the two sides of the same phenomenon. Although most researchers default means that, scientists, directly addresses the issue of the relations of the two concepts, insisting on their lies elsewhere. Steinert (Steinert, 2003) characterizes as the active participation of responsible activities, distinguishing between integration and participation as a possible opposition concept of exclusion. He believes that the integration (synonymous “on”), which requires compliance with social norms and rules, is too passive and potentially unproductive process. In this he echoes the researchers, said that the company is extremely integrated socially - can be characterized by a significant status and overbearing inequality, and insists therefore on the need to reduce income differentiation of various strata in order to combat social exclusion (Barry, 1998).

5. CONCLUSIONS

The social quality of staff is not only the accumulation of the life quality of each of its individual members: It includes the emergent-collective and individual characteristics. His incarnation – a society that is not only economically successful, but also promotes social participation and social justice. Company with high levels of social quality of its researchers described as follows: “Citizens should have the opportunity and obligation to participate in socio-economic life of society, and to do so in ways that enhance their well-being, their individual potential and prosperity of the community. To this end, citizens should have access to the necessary level of economic security and be socially included, living in close-knit communities, and having certain powers, in order to develop their potential in their entirety. In other words, social quality depends on the extent to which economic, social and political citizenship is enjoyed by all citizens” (Chuev et al., 2016).

Socio-economic landscape of the smart space powerfully invades our lives, shaping the motivational structure of living in a given territory. Landscape – a “cultural artifact of social conflict and harmony,” the landscape – this “architecture of class, gender and race relations caused by authoritative institutions.” Landscape is the “symbolic and material mediator between the socio-spatial differences of capital in the market and the social and spatial homogeneity of labor, determines the place.” The landscape in contemporary society is created by people who have money and power. And what a landscape it is, to some extent, and the life, character behavior, personality structure.

Issues of social justice:

- Creating and improving the mechanisms of distribution and redistribution of the results of labor, the national income among the various actors’ production and labor process, districts and regions. In the meantime, the situation is saved when “fenced off development boom creates worlds of well-being” (Harvey “Social Justice and the City”).
- Create mechanisms to coordinate the interests of local people and the interests of economic entities. “Most of the capitalists do not experience a direct interest in the development of a particular area” (Logan and Milkweed). Investments are primarily advantageous in manufacturing, which leads to increased social in homogeneities and segregation population, especially in big cities.
- Highly intensive and the economic life of the cities exacerbates the problem of personality and individuality, if only because it can increase the gap between the social demand, and individual abilities and interests.
- The concentration of capital is always accompanied by a concentration of power and strengthening totalitarian tendencies in the social life, the growth of bureaucracy.

The notion of social quality comprehensive, covering both objective and subjective indicators, which must be considered when creating a smart city.

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