DOI: 10.17117/na.2017.01.02.302

<http://ucom.ru/doc/na.2017.01.02.302.pdf>

Поступила (Received): 29.01.2017

Андрянова Т.В. Социокультурные аспекты развития региональных учреждений культуры

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Socio-cultural aspects of development
of regional cultural institutions

Социальное измерение культуры на региональном уровне является важной задачей и предполагает оценку качества обслуживания нескольких культурных организаций. Мы представляем унифицированную модель независимой оценки качества услуг организаций культуры. Эта информация имеет уникальный характер и представляет научный интерес для кросс-культурных исследований на различных уровнях

Ключевые слова: культура, общество, регион, организации культуры, качество услуг

The social dimension of culture at the regional level is an important task and involves the assessment of the quality of services for several cultural organizations. We present a unified model of independent assessment of the quality of services of organizations of culture. This information has a unique character and is of scientific interest for cross-cultural research at various levels

Key words: culture, society, region, cultural organizations, quality of services

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It is difficult to specify the area of social development, which, under a careful analysis, would not be outside of influence spheres of culture. As a result, the society appears not only as a social but also as a cultural, therefore as a socio-cultural entity.

Culture is provide production, preservation, distribution, and organization of the consumption of cultural and information goods and services. They act as a mechanism of social regulation: moral and aesthetic education, ecological culture and other. The impact of culture on the development of all institutions of society should not be simple. In actual social practice, this process is effective when it is based on a solid foundation of socio-economic policy [1].

In the framework of such main directions of development there is a specific linked with a national, regional and social aspects of the cultural organizations. This issue is relevant for the medium, the so-called "provincial" cities of Russia.

In our article, we would like to present the results of research on culture in one of the regions of the Central Federal district of the Russian Federation – Kursk region.

The date of establishment of Kursk region is considered to be June 3, 1934. The population of the region, according to the results of the population census of 2010, is 1 126 504 people. The number of municipal entities – 540, including urban districts – 6, municipalities – 28, urban settlements – 32 rural settlements – 480.

Since 2015 independent assessments of the quality of services rendered by cultural organizations are conducted in Kursk region, as well as throughout Russia [2]. In these documents, there is objective indicators are measured by the objective methods, which are not dependent on relationship to the measured properties of the object the person making the measurement or evaluation. They produce values in parametric units. This includes the study and evaluation of data published on the official website of the cultural organization, and the official website for posting information about state and municipal cultural institutions on the Internet.

Subjective indicators can be measured by subjective methods, emerging in the mind of the person conducting the measurement or assessment of quality of life. They depend on accumulated knowledge and criteria for the evaluation of objects, subjects and phenomena. Here stands the study of the views of recipients of services of cultural institutions.

The main channels of information collection in this case:

- Internet channel (by filling in specialized survey forms on the Internet);
- Widget on the website of organization where the user will be able to answer the questions;
- e-mail (the operator gets a sample of the cultural organization's customer database and, with its permission, sends e-mails with the questionnaire form to the recipients of the services);
- Telephone interview;
- Installation of a terminal in the cultural organization that allows the recipient to assess the quality of services directly while on premises;
- a personal survey in the course of sociological research.

Sociological indicators reflect people's attitudes to properties of objects or phenomena. They are measured through surveys. As the regional practice, they are the most effective but also the most time consuming and expensive, which makes using them to conduct large-scale and long-term studies.

Comparative rang of the channels of collecting information on the degree of reliability of the data, cost and accessibility for people with a General rating on a 5-point scale is the following: a terminal in the cultural organization – 13; telephone interviewing – 12; in-person interviews – 11; e-mail – 10; widget on the website of the organization culture 9; Internet-channel – 7.

To obtain an objective picture of the satisfaction of recipients of all of an organization's culture services are divided into 3 groups based on a number of visits per month:

- small cultural organizations – not more than 2000 people;
- average cultural organizations – from 2000 to 7000 people;
- large cultural organizations – more than 7000 people.

The list of cultural organizations that do not provide services to the population and were not evaluation of the quality of services in the sphere of culture consists of

15 organizations. Independent evaluation of the quality of services is not done in respect to creation, enforcement and interpretation of works of literature and art.

The independent evaluation used the following indicators of general criteria for assessing the quality of services of cultural organizations:

- openness and accessibility of information about the cultural organization;
- comfortable terms of service and the availability of their receipt;
- waiting time of the service;
- kindness, courtesy, competence of employees of the cultural organization;
- satisfaction with quality of services.

The use of methods of sociology (telephone survey using a database of recipients, interviews) are most effective. The Internet channel, the widget and terminals installed in cultural institutions, allow for independent evaluation for a long time, to quite a large number of questionnaires completed by the recipients of services at the lowest cost. To improve the reliability of the estimates use a combination of all the channels of gathering information.

Calculation of numerical values of indicators is performed in two directions corresponding to the methods of evaluation specified in the guidelines: the level of openness and accessibility of information, and level of satisfaction with quality of services. Independent assessment of the quality of services rendered by cultural organizations is measured in points. Minimum value – 0, maximum value – 100 points.

When conducting an independent evaluation of the quality of services of cultural organizations, the main indicator is the openness and accessibility of information on the official website of the organization. Information on the activities of cultural organizations, including the branches (if any) is placed in an accessible, clear, understandable form, including in the form of open data. It provides openness, relevance, completeness, reliability of information, simplicity and clarity of perception of information, using, if necessary, a system of references to recourses in the Internet that contains the relevant documents (except for information constituting state and other secrets protected by the law).

The above information is posted on the website page, available to users, with the number of clicks from the home page no more than two. It provides a map of the site, ease of navigation, availability of on-site search, and other features for comfortable work of users of the site. Technological and software tools that are used for the operation of the official website should provide round the clock to the official website without additional registration and other restrictions.

The independent evaluation of the quality of services rendered by cultural organizations: "Transparency and availability of information about the cultural organization" (from 0 to 32 points), "The comfort of the conditions of service and their availability" (from 0 to 38 points), "Waiting time of the service" (from 0 to 27 points), "Kindness, courtesy, competence of employees of the cultural organization" (from 0 to 13 points), "Satisfaction with quality of services" (from 0 to 60 points). They are measured in all cultural organizations based on availability of information on the organization's official website and the study of the reviews of the recipients of services.

The weight assessment of the organization's website in these indicators is different: the biggest weight – 50% in terms of "Openness and accessibility of information

about the cultural organization", 38,5% in the index of "Kindness, courtesy, competence of employees of culture"; the same value and 28% in terms of "The comfort of the terms of service and the availability of their receipt and satisfaction with quality of services"; to a lesser extent, 18,5% in the indicator "Waiting time of service". The total weight final value of the assessment of the official website is 32%.

Evaluation of websites of cultural institutions of the Kursk region (Kursk Regional Archaeological Museum, Kursk State A.A. Deineka Picture Gallery, Kursk Regional Library for the Blind, and Kursk Regional Library for Children and Youth) revealed a high degree of openness and accessibility of the information presented. At the maximum value of 40 points, all organizations scored more than 80% of the required value, which corresponds to the general concept of evaluation of the quality of services rendered by the cultural organizations [3].

An independent assessment of the quality of services rendered by the cultural organizations is one of the forms of social control and is carried out in order to provide citizens with information about the quality of services of cultural organizations, as well as to improve the quality of their work.

Based on the results of an independent assessment, the Public Council presents proposals to improve the quality of activities of cultural organizations (for each organization separately). The results of the independent evaluations of the quality of services rendered by cultural organizations are presented on the official website of the Ministry of Culture and the official website for posting information about state and municipal institutions on the Internet. Based on the results of an independent assessment and suggestions for improving the quality of activities, cultural organizations develop action plans to improve the quality of services and ensure their implementation.

Application of sociological methods in the independent evaluation of the quality of services rendered by cultural organizations in the Kursk region allowed us to objectively provide the necessary information for making future management decisions and predict future development of cultural organizations in the region.

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