Sociological Research as a Mesthod of Social Diagnostics

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ABSTRACT

The urgency of the problem is due to the fact that information and energy processes are the basis for the development of social systems and this predetermines the need for their typological diagnosis. The article is aimed at substantiating the role of sociological research in social diagnostics. The leading approach to the study of this problem is an expert poll that allows us to identify the typological specificity of the community. The results of sociological research and sociodiagnostics of various social organizations, cities, regions, societies and nations show that their typological characteristics are differentiated by qualitative specifics. The type of civilization, social system, community or organization determines the specificity of the functioning and applied management technologies. Types of regions, subjects of the federation, ethnic groups and other territorial communities should be taken into account when drawing up programs for the development of territorial social systems and in the practice of public administration. The materials of the article have applied importance in social policy and social management at the level of society, region, city, organization and will be useful in the development of social projects and plans for social and economic development of the territories.

Keywords: sociological research, social typology, social diagnostics, integral social type, effective management, typological analysis, typical notions, socionics, social analysis, social and economic development plan

INTRODUCTION

The relevance of the research topic is due to the increasing role of information and energy processes and communication in management and social management. In the era of the emergence of a pro-industrial civilization, the management of social communication plays an important role on the basis of typical representations and typological analysis. In the conditions of increasing volumes of information, the significance of social diagnostics and social modeling is objectively increased, which allows to reveal in the compressed form essential (typical) characteristics.

Speaking formally, there is the so-called unified information technology in today's world. However, the structure and the general content of information traffic, the content-related and economical classification of information have not yet been implemented in practical terms. The reason is that this task cannot be solved by narrowly technical or digital methods. Proper typological analysis and modeling based on it are necessary in this case.

Typological method is based on the idea of *universals* – characteristics of objects and phenomena that don't change as the time passes. Universals are indivisible and are described in concepts. Their nature is supra-individual and the combination of universals defines the vast variety of nature and man. Universals in philosophy are called

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categories – these are the most common and broadest notions. One example is ten fundamental categories of Aristotle. The idea of universals is based on the ancient theory of elementarism (Empedocles, Anaxagoras).

Everyone accepts the unity of the world on the declaration level, but universal structures are often ignored. In fact, any complex object or phenomenon in the world belongs to one of the universal types, which reflects the principle of conventional typology. However, many scholars, especially psychologists, reject both the analytic method and the principle of cross-cutting typology and without them the formalisation and classification of knowledge becomes impossible, therefore modern science without universals is also impossible. It is thanks to analysis that the gap between natural and technical sciences on the one hand and humanitarian and social sciences on the other is becoming smaller. Mutual understanding and efficient communication between science and scholarship in the future will be possible only via a common language – the language of universals.

Apart from gathering information about social facts, which is what empiric social sciences do, theoretical methods such as typology and modeling are necessary. Plain theory without certain facts or figures is not enough for any conclusions. However, when there is too much social information, it can be confusing, especially if you do not understand the meaning of facts and figures. Thus modeling and typology make it possible to plumb the mysteries of phenomena, assess the potential of people and events. It is impossible to interpret and understand social facts in the right way without the typological approach.

Typological approach is related to classification. The difference is that classification becomes possible when mathematical method is used, and typological approach is used by a sociologist. Classification divides heterogeneous objects into groups of similar ones in their quality. Typological approach means distributing a number of objects into static homogeneous multitudes. In classification one common feature will be enough whereas typology deals with the community of fundamental features.

Social typology is based on typical notions used in natural and technical sciences. It is impossible to effectively control the object 'in general'. To make a decision a manager should have certain information about the structure, parameters and other features of both the subject and the object of control. Moreover, only the data that make the knowledge of the subject or the object specific in terms of a certain management task can be considered as information. All other data will be irrelevant, the so called background buzz. This background buzz may hamper the process of reaching at the decision, make it more costly or even result in an altogether wrong decision.

Typical notions of complex systems are the minimal amount of information about the subject and the object, necessary to reach the goal. Without these typical notions the manager will have to spend more time and energy to process the irrelevant data, which are not part of the necessary information. At the same time, typological approach also means that you cannot discard useful information. Therefore, typical notions are the minimal amount of information that is necessary to make an effective decision [1].

LITERATURE REVIEW

Typological approach to the analysis of social and communicative processes originates from the work of N. Danilevsky "Russia and Europe" [2] which first describes cultural-historical types. In the 20th century, the typological approach was developed in regard to civilizations and their peculiar features. It should be noted that the work of the Russian sociologist G. G. Tatarova "Typological analysis in sociology" [3] as well as the works by V. N. Antoshkin [4, 5] and A. S. Krul [6] written in the period from 2010 to 2013 provided more detailed insights into the issue.

The founder of the theory of personality types is K. G. Jung [7]. A. Augustinavichyute [8] clarified the classification of K.G. Jung and built an extended system of 16 sociotypes and communication laws between them. In 1978, the book was published by the American scientists D. Keirsey and M. Bates [9] on the types of intelligence. A new approach to the study of the laws of communication of information systems, socionics, is represented in the works of A. Augustinavichyute [8], A. Bukalov [10, 11, 12], V. Gulenko and colleagues [13, 14, 15]. The concept of integral sociotypes, first proposed by A. Bukalov [9], V. Gulenko [13] and V. P. Tyshchenko [16], is set out on concrete examples in the monograph "Socionics as a social technology" [4].

Typical views in management and technology are disclosed in the work of V. V. Glushchenko and I.I. Glushchenko "Investigation of control systems" [17]. The typological model of the organization is described in the article of sociologist A. A. Ovcharov [18].

METHODOLOGICAL FRAMEWORK

The purpose of the study: to justify the need to use sociological research as a method of social diagnosis of large groups.

Objectives of the study:

- describe the technique for diagnosing large groups;

- state the results of sociodiagnostics of integral sociotypes of societies and nations (macrosocial level);
- state the results of sociodiagnostics of regions and cities (meso level);
- to reveal the applied importance of the socio-analysis of large groups for improving the effectiveness of public administration and management.

In 1999-2009 Socion Republican Association and the sociological department laboratory of Bashkir State University carried out a social diagnostic research among the managerial staff of Condi PLC (Ufa) and other social groups. The notion of the integral type of informational metabolism (ITIM) was first introduced by A. Bukalov [11] and V. Gulenko [13]. ITIM was defined as the structure of the interaction between a community of individuals and its outer world. The interesting thing is that any integral group of people (family, personnel of a company, population of a city or even a whole nation) may act as the community of individuals [10, 11, 12].

Generally sociologists use the classic diagnostical method of subjective scaling when they perform the diagnostics of a personality or a small group of individuals. However, when a large group is tested traditional psychological methods prove to be insufficient. Social diagnostic research of a community means that the examinee should provide information about this community and assess it as its member. Thus sociologists realized that a full-scale complex sociological research was necessary here.

The inner world of a group, organization and its world view are reflected in what they do. Simple polling method will not be enough here. Social facts are reflected not only in the verbal actions, opinions, views and judgments of the examinees, but also in their real-life behaviour, material and spiritual products of their life, all of which became the basis of social analysis.

The methods of the sociological research included: studying the documents and statistical screening as well as objective economic results of the company's performance, observation together with the discussion among the experts, questioning experts from other companies, experiment. The specific character of sociological-socionical diagnostics means that all stages of the research should be controlled by trained experts since the identification procedure of ITIM is supposed to be uninterrupted, all hypotheses made are to be discussed and the empirical data - to be consistent with the developed scientific theory.

Thus, social diagnostic research of the integral-type community has shown that purely socioniocal and psychological methods are not effective. Therefore, complex sociological and social researches will be necessary.

In 2002 Socion Republican Association and the sociological department laboratory of Bashkir State University carried out a social diagnostic research on the Integral Social Type of Alsheyevsky Region and Rayevsky Village (Bashkortostan, Russia). The research was to solve the following tasks: to provide the scientific prognosis of the social behaviour among the inhabitants of the region; to model the social attitudes and behaviour of the community; to assess the effectiveness of informational policy; to assess the social and political preferences of the community by defining the integral social and typological attitude. In 2002, after combining the sociological and socionical data the researchers set forth the specific recommendations on how to govern the village and the region as an integral social object.

Therefore, the researchers of Bashkortostan have gained the experience of integrating sociology and socionics and proved the effectiveness of the methods interaction of these two sciences.

The research carried out in Alsheyevsky region and Rayevsky village of the Republic of Bashkortostan has become the second experiment of the practical integration of sociological and socionical methods. Previously Socion Association performed social analysis on the micro-level, and nowadays it has become possible to move onto the macro-level. Social diagnostics of a large group is only possible when the whole range of sociological research methods is used [19]. This is why methods of sociological analysis and applied sociology should not be isolated but integrated. In other words, sociological analysis should also include socionical analysis in an integrated system of the research.

Using sociological researches territorially is one of the aspects of regional socionics. It is only thanks to the methods of sociology and other social sciences that moving from the level of micro-socio-analysis to the level of macro-socio-analysis has become possible.

RESULTS AND DISCUSSION

Sociological analysis of large groups includes a full-scale comprehensive sociological study with the participation of both internal experts and external experts in the field of sociodiagnostics. The results of sociodiagnostics of integral types at the macrosocial level showed that the socially-typological nature of societies and nations is characterized by qualitative specifics. The results of social diagnostics at the meso level show that regions, cities and districts also have typological differences. Therefore, to increase the adequacy and effectiveness of social management, it is necessary to take into account the typological specificity of small, medium and large social groups.

Integral Sociotypes of Societies and Nations

Russia, India

Research period – 2004-2008, together with Ufa and Chelyabinsk (Russia) schools studying oriental cultures and orientalists.

The model of the information structure of the given countries is irrational-dynamic means of organizing the information. Socially it is reflected in adapting to any management or economic system, surroundings. This type of structure is in fact the most informative. In terms of contents the given countries have similar types of the information structure. Generating information becomes possible thanks to passive abstract information (*T*) supported by active emotional messages (*E*).

Both Russia and India use informal rules and non-official agreements, the social laws and regulations are often not defined in writing. The sense of community, the ideology of exclusiveness and spirituality are often seen as ways of dealing with outer problems. The main values are: time, development, emotional punches, inner turmoil, inner world, self-analysis, imagination, fantasy, the past, the future, reserved demeanor, pleasant mood, illusional harmony, relaxation. Main social roles: dreamer, romantic person, lyricist, creator, maker, castle-builder, anticipator. Main social norms: collective emotions, collective feelings, humanism, religiousness (spirituality), looking for the purpose of life, collective forecasts, disliking entrepreneurial attitude and businesslike air, longing for rest, day-dreaming, building 'your own' world.

In social analysis the type of Russia and India is defined as TE (Lyricist) – a humanitarian type, positivist, arictocrat, collectivist, victim, person with romantic-forceful system of values, involutorist.

Emotional disposition of the Russian society is reflected in illogical actions and events (There is even a saying in Russian that 'You cannot understand Russia with your brain, you cannot measure it with the standard instruments'). When Russians immigrate to the West (reasonable, logical countries) they often complain that people there lack warm-heartedness and are too mercantile.

Japan, Ukraine, Germany, Sweden, China

Research period – 2002-2008, together with Living Languages Centre (Tyumen, Russia). The materials of Tony Myer (PhD), O.F. Markova have been used.

The common feature of these countries is rational-static type of informational structure. This helps them to preserve social stability or strive to maintain it. In terms of contents the informational structures of the given countries are different.

Germany and Japan

These countries have similar types of the informational structure. The information is generated as passive factual information (*L*) supported by active forceful influence (*F*). It is reflected in creating a strict orderly system, strict rules and regulations, reserved demeanor, hierarchy, system of punishment and reward. Main values: structure, system, consistency, stability, borders, self-sufficiency, collectivism, integrity, precision, the power of spirit, inwardness, promptness in obeying. Social roles: auditor, inspector, judge. Social norms: devotion to the system, carefulness, neatness, patriotism, reserved demeanor, time and energy saving, labour and deserved reward.

The main type of generated information in Germany and Japan is the hard system of objective facts supported by force. In socionical typology this is *LF* type (Inspector), industrial type, arictocrat, positivist, collectivist, person with romantic-forceful system of values, evolutorist.

Both Germany and Japan are the so called closed nations. Such nations are often characterized by isolated ethical lifestyle. They are afraid of losing their cultural identity and try to resist any foreign traditions. Such nations tend to stick to intensive development when the emphasis is made on improving things and their quality rather than their quantity and sharing the achievements with the outer world.

High quality of Japanese and German cars proves that these nations belong to sensory-logical type. And their attention to detail is explained by their evolutionism.

Japanese national character is seen in the education system of the country. The education system in Japan is praised for its depth and practical approach. Primary and secondary education are especially developed. Most students who graduate from Japanese schools are commonplace, average, since systematic absorption of approved knowledge is more important than innovations. The Japanese nation is sensory, i.e. they think and act positively, they don't trust fantasies or abstract information. They rely on traditions and methods that have been tested and applied in real life.

A. Bukalov and his colleagues from the International Socionics Institute refer to either the past or the separate 20-century tyrannies when they describe *LF*-structures as totalitarian [20, 21]. However they do not analyze Germany or Japan, whose integral types – *LF* – are similar. This is strange since these societies are considered to be democratic and even formally liberal. It is high time to move from simplified straightforward typology to analyzing complex modern structures and try to answer the following question: why do inspector-integral types in some social conditions result in stagnation, degradation and dictatorship whereas in others they become the basis for progressive development?

Let us compare Germany and the USA. The integral type of the USA is *PT* (Entrepreneur) – innovational, pragmatic, keen on experiments, financially dynamic. The integral type of Germany is *LF* (Inspector) – static, conservative. And it is true that compared to the USA innovations are a sore subject not only for Russia, but for the European Union as well. They also have to deal with the brain-drain issue. Experts today have already started talking about Europe slipping towards the technological outskirts of the world as it is gradually becoming less dynamic than both the USA and South-Eastern Asia.

It seems that the obstacle here is authoritarian structures, in terms of social typology. Silicone valleys are created by the society, not by the government. The USA is a good example. It has been established originally as small venturesome private business. Legal system and other regulations on their own do not result in innovational economy. What the society needs here is the spirit of a pioneer, large-scale social initiative.

Peter Jungen, President of the Small and Medium Entrepreneurs Union in the Christian-Democratic faction of the European Parliament representing Germany mentions that they are psychologically far from this here in Europe. Globally speaking, figures concerning Germany and the EU are a catastrophe. To start with, entrepreneurship results either in succeeding and becoming rich or going bankrupt and becoming poor. Both these options are perceived as bad ones, recent polls in Germany have shown [22]. This is exactly the manifestation of fears of *LF* type according to function 7, its tendency to equalization, commonness. The integral type of the society is shown in the sum of money invested in venture projects. In Europe it amounts to only 10 US dollars a year per capita (5 USD in Germany) compared to 100 dollars in the USA and 178 dollars in Israel. If the situation does not change in the near future, by the middle of this century China will also leave Europe far behind. Israel invests more money in startups than Germany, France and Great Britain together. There is an interface between science and venture business across the ocean. There is no gap between universities and venture businesses. Any professor there can become a co-founder of a company or leave the university for two years to build the startup and then return whereas in Europe science and business do not overlap [23].

LF-structures are unchangeable bureaucratic obstacles for creativity. European entrepreneurs want only one kind of 'help' from their government: to be left alone. The best way to assist startups building is to relieve them of the red tape. Where a major company has a legal department with their bureaucrats fighting against the governmental ones, small ventures have no such department and they have to spend too much time and effort on red tape instead of developing their business. Thus the quickly growing small and medium-sized business in Europe faces many obstacles on its way.

Social analysis cannot be controlled by ideology in the first place. Any social structure has its ups and downs. The tendency to highlight strong points in some societies and weak points in others is non-scientific and invalid. The tendency to idealize Europe is inconsistent with objective social analysis.

However, it should be understood that social analysis needs confirmation from sociological and economic data. Otherwise it will be impossible to explain why Russian scientists and entrepreneurs leave the intuitive country for conservative Germany. The whole range of social, political and economic factors results in better conditions for innovations in Germany rather than in Russia. Therefore, the typological approach should be complemented by the quantitative one. The most common methodological mistake is blending the qualitative typological approach and level-quantitative approach. The integral sociotype is the nucleus, but it does not null other factors which, if taken together, may even surpass the effect from static typological phenomena. This might be the reason why technological innovations still take place in mundane Germany and Japan. At the same time they fail to overcome the weak points of the integral type, as it has been proved above.

Meso-level: The Region of Bashkortostan, the Cities of Ufa, Moscow

Bashkortostan

Research period – 2006-2012, together with BSPU Innovation Centre Sociological Laboratory, Social and Economic Studies Institute at the Ufa Scientific Centre of the Russian Academy of Sciences, Socion Social Technologies Centre.

Bearing in mind that Bashkortostan is not an independent social system but a social subsystem of Russia, it can be assumed that it has no information structure of its own. However, sociological and socionical researches have shown the information structures are also typical of subsystems.

Being the autonomous social structure, the republic of Bashkortostan has a rational-static way of producing informational messages, which is manifested in striving for stability. The produced information preserves the system of its own borders; it is a closed structure with no information leak possible. The main goal of the generated information is to preserve the system of relations. The social structure is developed gradually and consistently.

In terms of contents the informational structure of Bashkortostan generates passive emotional information (public opinion, traditions, subjectivism, and social norms) (*R*). The second function is active pressure (protecting the norms, stability, aggression and rebuff when necessary) (*F*), desire to master the new technologies which were once used. Main values: kinship, friendly relations, close relations, express positive attitude, public opinion, protection, personal comfort, family, family comfort. Main social roles: relative, friend, guardian of the family, friendship, ally, assistant. Main social norms: maintaining current relations with relatives and friends, safeguarding the family, reserved demeanor, family individualism, defending the rights of oneself and one's closest people, protecting the comfort of people around, decencies, external support of social relations.

Together with the School of Humanitarian Socionics (Kiev, Ukraine) we have carried out the diagnostics of the integral type of the Ukrainian nation. In socionical classification the type of Ukraine is marked as *RF* (Guardian) – social type, democrat, individualist, negativist, liberal-pragmatic system of values, involutorist.

Ukraine (as well as Bashkortostan) has the informational-typological basis for forming the ethics of ascetical Protestantism. Using the typological analysis, M. Veber has proved that this ethics makes people hard-working, thrifty and honest in earning money. The weakness of the Russian business's moral basis can be explained by the fact that Russian Orthodox Church nurtures the idea of being humane and suffering rather than that of being social and practical, so it cannot influence entrepreneurship. However, there are still chances of moving towards civilized business and entrepreneurship.

Thus, the integral sociotypes of the residents of Bashkortostan and Ukraine are identical. Successful integration and adaptation of Ukrainian immigrants in the territory of Bashkortostan may serve as the confirmation of this fact in real life. For instance, the village of Zolotonoshka in Sterlitamack region (bashkortostan) has the status of national and cultural centre of Ukrainian immigrants. Five generations of Ukrainians have already grown in the republic of Bashkortostan. The Ukrainian language is obligatory at school there, and the children from that village even win international language contests. The Ukrainian consul in RF visited the village and claimed that the residents of Zolotonoshka safeguard the Ukrainian traditions even better than the citizens of Ukraine themselves.

V. V. Gulenko [13] has performed the diagnostics of the regional types in Ukraine. Four key areas can be highlighted there: Malorossia, Galicia, Novorossia and Zakarpattia. Malorossia includes Kiev, Poltava, Chernigov, Podolsk and Volynsk oblasts. Galicia includes Lviv, Ivano-Frankivsk, Ternopol oblasts. Novorossia includes Southern and South-Eastern Ukraine (North of the Black Sea) – Lugansk, Donetsk, Kharkiv, Zaporizhia, Dnepropetrovsk, Kherson, Nikolaev, Odessa oblasts. Zakarpattia includes Zakarpattia oblast. The Crimea has never belonged to Ukraine in terms of history and mentality.

Western Ukraine (Galicia), Donetsk and Lugansk oblasts as well as the Crimea stand apart here. They belong to the group of integral types – central collectivists [15]. The ideal government in this group is an educated monarch (Plato described that person as a Marcus Aurelius type of philosopher). In terms of society and economy this group is characterized by the state property and authoritarian regime, mobilization economy, strict administrative hierarchy, state values, commonness, forced redistribution of the property. As a result, there is much money and few goods. This is the group of riots and revolutions, nationalism and unitarianism. On the spiritual level the group is characterized by the romantic-forceful system of values: maximum collectivism supported by the image of the 'enemy' (our guys are good, their guys are bad). This is the group of daydreamers, heroes, those who suffer movers and shakers, fanatics. People in this group tend to live in Spartan-like conditions and form totalitarian religious sects. This ideological system is the so called system of Eastern European values. Moscow and St.-Petersburg have very much in common with not only the Crimea and Donetsk, but Western Ukraine and Poland, too. The tendency to sacrifice for the state, to form large groups and masses of people makes such group the most influential in the society. No wonder that nationalists both in Russia and Ukraine are so popular.

All other regions of Ukraine are similar in their mentality to that of Russian Siberia, the USA, Italy, Israel, Georgia, Brazil. This group is called central individualists. In terms of the society and economy it is defined by the priority of private property over the state one, democratic government over the authoritarian one (person over the state). The system of checks and balances in active, all branches of power are separated, separate territories are autonomous, there is federalism. Free market economy, limited interference of the state, dynamic social life, the society of marketing and consuming. The contradictions between the rich and the poor are on the rise. On the spiritual level the group is characterized by the liberal-pragmatic system of values: individualism, striving to get more profit, the role of money is obvious - a lot of goods and little money. The key value is pragmatism. The

philosophy of pragmatism says that anything beneficial is genuine, right. Liberalism is understood as the freedom of choice. Tolerance towards nonconformity, anyone who thinks differently, all dogmas and prohibitions are destroyed. Family relations exist with no boundaries and female emancipation. All the boundaries are blurred. Such ideological system is often called the western system of values.

This is the ideal model of these two groups. It makes it clear that the excessive nationalism of western Ukrainians has clashed with the secessionists from Donetsk and Lugansk regions supported by the military assistance from nationalistic groups of Russia. However, the revolution itself has been caused not only by the enthusiasm of western Ukrainians, but by the middle class striving for entrepreneurial freedom. Every fourth person in Maidan has his/her own private company. The 2004 Orange Revolution changed only the political regime, the economy stayed the same, which is why the second revolution broke out – small owners rose against holders of large companies. Large companies owners that lived off foreign markets wanted to preserve the status quo, so small owners became the main social basis of the revolt.

On the whole, in terms of quantity the values of freedom, marketing and economic cooperation take the upper hand over the military ones in Ukraine. Therefore, the idea of a strong authoritarian leader might only be popular in Galicia. The rest of Ukraine, even the so called Novorossia, supports different values from Russian or Polish ones. It is Malorossia (Kiev, Poltava, Chernigov), not western Ukraine that can consolidate the country. The emphasis in Ukraine should be made on pragmatic multi-vector nature of the policy: it needs to maintain economic ties both with Europe and Russia. The country's cultural and language policy should also become more pragmatic, and the authorities should move towards new, modern geopolitics based on polycentrism, multi-vector nature, pluralism and tolerance.

Moscow

Research period - 2007-2012. Socion Centre (Ufa) data have been used.

The city of Moscow generates information by adapting to the outer world. This is an irrational-static model of arranging the information characterized by creating flexible messages that can be adapted to the world around. At the same time the key goals and values of the system are preserved. The emission of information is continual; information is leaked out of everywhere, which reduces the informational overload of the Moscow community.

In terms of contents Moscow generates active forceful information (F) supporting it by factual passive information (L): pressure, authority, flexible hierarchy, local law system, informal social groups, assessing the events in terms of power. Main values: influence, power, authority, pressure, ambition, flexible vigor, logical arguing, local rules, self-assurance, result. Main social roles: informal leader, administrator, power centre. Main norms: goal-oriented, 'do-or-die' work, ability to switch between work and rest quickly, hot-shot qualities, reasoning skills, brevity, focus on actions, not words, striving to win by all means necessary.

In social analysis this is type FL (Patron, Master), productive type, negativist, aristocrat, collectivist, aggressor, romantic-forceful system of values, storm group, involutorist.

Ufa

Research period – 2008-2014. – Socion Social Technologies Centre.

The informational structure of Ufa is rational, flexible and develops quickly. The informational structure model is rational-dynamic structure. Development and changes are caused by the active system itself, they are planned, not chaotic.

The informational structure of Ufa generates factual information (P) supported by the specific information of comfort (S): active actions, working to achieve comfort, pleasant feelings, material wealth. Main values of Ufa community: work, goal, specificity, result, process, business enthusiasm, business initiative, accurateness in work, material wealth, physical comfort, being economical, thrift, health. Main norms: ability to use the resources to their full, self-discipline and demanding the same from others, keeping fit, stamina, making conditions at work and home comfortable, active recreation, travelling.

In social analysis the type of Ufa is PS (Administrator), productive type, negativist, aristocrat, collectivist, caring, human-working system of values, evolutorist [4, 14].

The integral factor of an organization as a social system is its social conformity – being able to agree with the surrounding conditions. This is a sociological systemic factor. The unity of a social situation and the specific organization is reached via *proper management* [5, 6, 15, 18]. The type of civilization, social system, community or organization defines special features of its functioning, management technologies and the criteria of its effectiveness. Thus, creativity is inherent in the sphere of science and education, but in reality rigid standardization, which is more appropriate in administrative or law-enforcement agencies, is imposed on it. The patterns revealed

in the research show the necessity of correcting the strategy of managing education, science, arts and other spheres of creativity.

The sociological research makes up the informational basis of social diagnosing and identifying the integral types of communities.

The federal form of government is the perfect form of serving the interests of regions and ethnic communities. This idea has been proved throughout the history of the country, which prides itself on the multinational society. Implementing the principles of federalism in real life means that the differential feature should prevail over integrity, which will ensure stable interaction among the regions of the country and its lasting consolidation and correspond to the principles of appropriate control over complex systems.

CONCLUSION

Modeling and typology make it possible to plumb the mysteries of phenomena, assess the potential of people and events. It is impossible to interpret and understand social facts in the right way without the typological approach. Social typology is based on typical notions used in natural and technical sciences as well as in managerial practice. To make a decision a manager should have certain information about the structure, parameters and other features of both the subject and the object of control. Typical notions of complex systems are the minimal amount of information about the subject and the object, necessary to reach the goal.

Social diagnostics of a large group is only possible when the whole range of sociological research methods is used. This is why methods of sociological analysis and applied sociology should not be isolated but integrated. In other words, sociological analysis should also include socionical analysis in an integrated system of the research. It is only thanks to the methods of sociology and other social sciences that moving from the level of micro-socio-analysis to the level of macro-socio-analysis has become possible.

It is necessary to consider the types of regions, constituent territories, ethnic and other territorial communities when working out the programs of developing territorial social and economic systems. This information should also be taken into account by the group of people that governs the country. Thus, while working on the research it has been found out that every district of Ufa has its own social-typological features. Therefore, to make social management more effective and to correct the plan of the city's social and economic development it is necessary to apply differentiated sociological diagnostics to separate districts as integral social objects [4]. Consequently, considering the specific features of regions and other social subjects will ensure the integration of Russia's multinational and multicultural society.

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