

Перед системой здравоохранения поставлена задача повышения качества оказания медицинской помощи [6]. Одним из направлений решения этих задач является трансформация принципов контроля внутри профессионального сообщества. В целом, движущей силой трансформации ценностей профессионалов относительно контрольных процедур внутри профессионального сообщества должны стать и внутренние, связанные с повышением уровня дифференциации профессии, факторы. Формулируя образ профессионала, врачи города готовы признать ценность командной работы, однако, оценивая непосредственную профессиональную деятельность, они скорее придерживаются традиционных ценностей, формулирующих образ профессионала как одиночки.

Врачи не склонны передавать контроль своей профессиональной деятельности коллегам, в то же время демонстрируют чрезвычайно высокий уровень корпоративной закрытости профессионального сообщества, при условии обязательного внутреннего профессионального контроля. Контроль профессионального образования выражается в достаточно высокой доле негативных оценок профессионалами качества подготовки выпускников вузов. В группах врачей, в которых, по оценкам самих врачей, представлено наибольшее количество профессионалов, доля негативных оценок подготовки молодых специалистов ещё выше.

Врачи города единодушны в осознании того, что их уровень влияния на сферу здравоохранения невелик, и практически все согласны с тем, что его необходимо изменить.

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## THE INFORMATION AGE: NEW OPPORTUNITIES TO RESOLVE OLD ISSUES

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How can one characterize changes in the society and economy which came with the introduction and dissemination of information technologies (hereinafter IT)? "Information society", "information economy", "information-intensive organizations", "information work" "information worker" are just core terms that are used to identify and understand current state of the society. The term "information society" is usually associated with the use of IT and the production and consumption of information. For example, one of the definitions of the information society is a society where the production of information is a driving force [1]. In addition, the shift to the information society is inextricably linked to an economy where information is a core resource. Five definitions of the information society have been developed based on technological, spatial, cultural, occupational and economical criteria [2]. These definitions are rephrased below.

- *Technological definition* of the information society is based on the most visible indicators such as computer-to-computer communication (e-mail, data and text communication, online information exchange), personal computers and offices technologies (online information services and word processors).

- *Spatial definition* of the information society can be explained in terms of geographical space. The major idea of this definition is that information networks connect companies all over the world and have an essential impact on their activity. Global companies, through information networks, can conduct their processes consistently and without time loss.

- *Cultural definition* of the information society is seemingly simple, but the least developed. The media which surrounds us presents new multicultural messages and information. Current culture is more heavily information-based. However, it is extremely difficult to develop quantitative terms in order to be able to measure the information society from a cultural conception perspective.

- *Occupational definition* of the information society suggests that when the proportion of information-intensive occupations is predominant in the society, this society is information-intensive. A particular focus on occupations as the indicator of the information society is based on information power, rather than on IT.

- *Economic definition* of the information society is focused on information activities in the economy. The researcher argues that if the proportion of information business activities increases in GNP; this logically implies the existence of the information economy.

The pioneering research on the measurement of the information economy made attempts to measure the size and the structure of information related activities and the growth of information-intensive occupations [3, 4]. Following the methodology developed by these studies, further research has been devoted to the quantification of changes in the size and structure of the information economy [5, 6]. By the term "information economy" it is implied: "... those sectors in the economy that are concerned with the production of information goods and services, including the creation of assets and technologies for processing and distributing information" [6, p. vii]. Reviewing definitions of the information society and economy, it becomes clear that different approaches to the conceptualization of these terms are based on the fact that social, technological and economical processes are closely interrelated. Despite different approaches to the definition of the information society and economy, it is obvious that: "... quantitative changes in information are bringing into being a qualitative new sort of social system, information society" [2, p. 9]. It is pretty clear that the world where we live is now very different to what it was thirty or forty years ago. Organizations whose production process is characterized by a close interaction between individuals and patterns of IT-use, and whose principal task is the processing of information have integrated into the information economy and represent an increasing interest for the research community.

Information-intensive organizations use IT as an efficient and productive tool for supporting complex tasks of information workers, and have high requirements for information processing and high information content on their products and services [7]. The category of information-intensive organizations consists of banks, insurance companies, recruiting firms, financial, businesses, consulting and accounting services firms, software and data processing companies and others. The activity and success of these organizations increasingly depend on the productivity of information workers who make most of the important decisions, because their work primarily consists of the production, analysis, collection, processing, manipulation, distribution and providing free floating of information [8]. Information workers complete several activities during the working process. For example, they gather and research information, make negotiations, create, review, and organize documents, talk on the phone, write and reply emails, analyze data, and so forth. In general, information worker as an information-dependent, technology reliant, educated employee who uses data and infor-

mation as the main inputs of the job, whose work time is spent engaged in professional tasks such as generation, storage, transfer and transformation of information, and whose major product of work is the distillation of information [9].

An accountant creating a report, a journalist preparing an article, an architect working on a project, a programmer writing software for a particular purpose, a physician summarizing the symptoms and likely diagnosis of a patient, a financial adviser analyzing the situation of a client, a manager of the company trying to come up with a long-term strategy to make her department more profitable - these are all examples of information work. Consequently, information work is characterized by high occupation diversity and is a relevant type of work in current conditions. Moreover, information workers exist particularly in every sector of the economy [10]. Information work is a type of office work related to acquisition, organization, control, dissemination, and use of information, and is ultimately concerned with the value, quality, and use of information in organizational performance [11, p. 263-278]. Information worker and IT (specifically, core production tools designed to assist in information processing) are key factors in the production process of information. The success of the company, dealing with this work, depends on the ability to organize and apply information in a productive manner. Thus, where information is an input and output of the production process and where individuals are focusing on information processing, information work is being performed.

Undoubtedly, IT is an essential, supportive if not one the most important production tools of the information worker. Companies provide employees with different, sometimes numerous, computer tools expecting that this will enable their performance to increase. However, a broad effect of IT-use and its impact on the performance of workers still is not well defined [12]. In 1987, the Nobel Prize Laureate, Robert Solow remarked that computers appeared everywhere except in the productivity statistics. In economic literature this phenomenon is known as the "IT Productivity Paradox". The emergence of this dilemma stimulated researchers to further investigate the domain of IT investments and its interaction with productivity and gave rise to a set of research streams on the cause-and-effect relationship between IT-use and productivity at different economic levels [13, 14, 15]. The current evidence demonstrates that IT, in fact, increases productivity at macro-, meso- and even micro- level of the economy [16]. Moreover, there is an argument supported by some empirical data that the potential impact of IT on productivity is not a direct result of investment in IT, but of its actual use meaning that the key question is not whether to use IT or not, but how to use IT in human-machine combination to be more productive. Moreover, the full potential of existing IT is not even exploited [17]. The researchers argue that even if technological progress may stop tomorrow, business can benefit from IT-use during a long period.

As mentioned above, information work is characterized by the use of particular production tools for information processing. In general, IT is defined as mediating tools such as computer hardware, software as well as communication technology applications that allows individuals to carry out tasks. Current IT is characterized by a diversity of office productivity tools such as word processing, spreadsheets, emails, Internet access, social media tools etc. *"It is however not the technical nature of modern IT but the functions they are used for that influence the gains which can be derived from this technology"* [18, p. 33]. In close consideration, IT is used for acquiring, storing, processing and distributing information. However, a pure "tool perspective", i.e. IT by itself, does not make any impact on worker productivity. Only better information work practices with the use of IT in human-machine combination can create benefits. It is suggested to consider IT as a skills-extension tool that supports individuals in their work to enhance performance in terms of the four core information processing tasks.

Managers and executives are faced with new difficulties on how to successfully introduce and use IT, which steps have to be made to gain productivity and firm performance

and particularly how to measure results' indicators. Statistical support for the influence of IT-use on productivity in an information-intensive environment remains weak and particularly the impact of IT-use on productivity of individuals employed in information-intensive occupations is little modelled and understood at the individual level [12]. Existing research shows that there is no single model which accounts for the relationship between IT-use and productivity, and that can be applied in different measurement strategies. There is very little empirical evidence on how to use IT to increase information worker productivity. Furthermore, there is no clear answer to how exactly IT-use can contribute to information worker productivity increase. The problem is that there is, in general, a lack of knowledge about how information workers create value and the intangible nature of output and input elements in the production process add more challenges to productivity measurement. Information worker productivity is a critical problem at the current stage, and this problem has become more critical since the category of information workers is quite large, expensive and continues to grow.

Current studies indicate that the IT productivity paradox still plays an important role in research, but if earlier, scientists considered its influence on firm performance directly, recent research shows that before assessing any benefits from IT investment it is necessary to understand what happens in the "black box" of the production process. The fast growth of information-intensive occupations and information services requires an adequate measurement of IT-use and its impact on productivity. A movement towards the individual level is necessary to remediate the absence of a well-grounded mechanism to determine the interaction between IT-use and productivity. It is important for the researchers to understand how individuals accomplish their tasks and how IT is used during the performance of tasks. Yet, there is a lack of empirical evidence on how exactly tasks can be combined and organized in an information-intensive environment to benefit from IT-use in terms of information worker productivity. Undoubtedly, if the right kind of IT is used within the right tasks, the application of IT improves result indicators and performance.

One of the main problems for current organizations is to shift from the old Scientific Management methods based on improving productivity of manual workers to new management techniques that can address the information-intensive nature of work. Concentration on particular information-intensive organizations may ensure a contribution to a new approach of information worker productivity measure. The absence of well-grounded mechanism of the interaction between IT-use and productivity requires movement towards individual level which might develop our understanding of this interaction and provide relatively higher accuracy in IT benefits measurement. A clear understanding of the interaction between IT-use and activities of information workers has a potential to direct valuable human resources and available IT towards organizational goals.

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## ТРАНСФОРМАЦИЯ СЕМЕЙНО-РЕПРОДУКТИВНЫХ ЦЕННОСТЕЙ РОССИЯН

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Семейные ценности – культивируемая в обществе совокупность представлений о семье, влияющая на выбор семейных целей, способов организации жизнедеятельности и взаимодействия [3]. Можно сказать также, что семейные ценности – это то, что важно, значимо для всех членов семьи, общее поле их интересов. Для большинства людей семейные ценности приблизительно одинаковы: любовь, родительство, верность, доверие, связь с предками, дом. Семейные ценности находят свое отражение в отношении к браку, желательности семейной жизни, отрицательном восприятии разводов и, конечно же, относительно высоких репродуктивных установках. Однако в результате изменения общества, под воздействием ряда социальных, экономических и политических факторов семейные ценности претерпевают существенные изменения. Прежде всего это заключается в ценности многодетности, большой многопоколенной семьи.

Формирование образа семьи в глазах формирующейся личности происходит под воздействием совокупности внешних и внутренних (воспитательные стратегии, система ценностей родителей, взаимоотношения в семье) по отношению к самой семье факторов. Внешние, объективные условия и факторы, определяющие социальное