

# Social Engineering as a Means of Implementing Social Management

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**Abstract:** This article talks about the importance of social engineering affecting human activity in the field of management. The purpose and tasks of social engineering in management and the importance of applying social technologies in the field are analyzed.

**KEYWORDS:** *Social engineering, management system, management sociology, a tool of management.*

In terms of reforming the national economy, effective measures to liberalize foreign trade, tax and financial policy, support entrepreneurship and guarantee the inviolability of private property, organize deep processing of agricultural products and ensure rapid development of regions was seen.

Strengthening the social protection of citizens and reducing poverty is defined as the priority of the state policy, providing the population with new jobs and a guaranteed source of income, qualified medical and educational services, and decent living conditions has reached a new level in terms of quality. In sociology, scientific questions and the training of general re-education organizations are related to the development and use of a social engineering approach. Special methods and methods are developed within the scope of such social activity, and they provide an opportunity not only to conduct research, but also to actively participate in solving current problems in the life of society. In the structure of sociology, social engineering is the fourth organizational block. If we look at the four blocks from a medical point of view:

Block I (fundamental theory) – human general anatomy.

Block II (network sociological theory) – studies individual human organs.

Block III (sociological research methods) – diagnostic methods. Block IV (social engineering) – disease treatment methods.

The theory and method of social management, whose mechanisms lag behind the demands of life, are based on the technologicalization of social space. Today, there is a need for a modern theory of management, which does not exist yet. Scientific discussions in this field indicate the low level of management of social resources, especially at the stage of their design and technology. The term “social engineering” first appeared in R. Paum’s “Introduction to the Law of Philosophy” (1922). Karl Popper added more precision to this term. He also introduced the concept of “social technology” to scientific life.

Today, thanks to the variety of social networks, it is very easy to collect information about a person. And experienced scammers are well versed in psychology and can use even

minimal knowledge about the user for their own purposes. Many information security experts say that no matter how you protect programs and systems, there is one weak link – the user himself. People often turn out to be very trusting and provide confidential information to scammers. With the help of special practices, it is much easier for fraudsters to obtain the necessary information than to obtain it by hacking the security system. This is what they take advantage of. Social engineering is a method of obtaining confidential information through psychological influence on a person. The main goal of social engineering is to obtain benefits through access to passwords, banking data and other protected systems. Nowadays, attackers are increasingly using methods of social engineering to bypass security systems installed on a corporate network, or with to identify weaknesses in system security. Social engineering is a set of techniques, methods and technologies for creating such space, conditions and circumstances that most effectively lead to a specific desired result, using sociology and psychology. Using social engineering methods does not require large amounts of money investments, and also has a huge number of implementation options, opening a large field of action for attackers. Also, social engineering methods do not become obsolete, unlike classical hacking methods. Both in defense and in attack it is necessary to constantly monitor new products in the area to be able to do anything.

He expressed his thoughts in works such as “The Poverty of History” and “Open Society and Its Enemies” published in the 30s and 40s of the 20th century. K. Popper showed a clear border between “utopian social engineering” and “gradual social engineering”. He came up with the opinion that in order to reorganize the society, it is necessary to influence “step by step”, based on “soft” methods.

In the future, it would be advisable to pour social engineering into a separate specialty nationality or group of specialties that would combine the possibilities of sociological, social psychological, social anthropological logical and engineering technical imagevaniya. The emergence of new professions and specially ties (for example, social design or management counseling) requires strengthening when lay orientation of humanitarian education additions, expansions and changes to the list of specialties ties in the system of higher professional education. The future of socio-economic transformations in our country will depend largely on professional competence and the skill of social engineers working in various fields of scientific and industrial no activity.

It was under these conditions that development took place. and interaction of matrices of economic science, technical sciences, management, sociology, psihophysiology, which led to applied times social engineering work aimed at to

introduce innovative and practical solutions recommendations in the field of production management processes. Social engineering, according to us if its developers were called upon to intensify quantify and optimize production process, promoting the scientific organization of labor. In social engineering of the first third of the twentieth century. Focuses on general technologies – psychological, moral, organizationations, on leadership styles, technologies itselfomangement, economics.

Social areaengineering develops due to its own theoretical and methodological innovations, based on synthesis of sciences aimed at optimizing laboryes, such as psychology, economics, physiology, applied anthropology, pedagogy, industry field sociology. They create interdisciplines national platform for the development of social engineeringneriya, on the basis of which they subsequently begin social experiment actively developing and design. Theoretical basis of social engineering are substantive, problematic and interdisciplinary plinar approaches. The object of social engineering is social management practice. Further development of social engineering determined by new needs and socially economic challenges of society, the level of development of theoretical and applied scientific knowledge, creative engineering thinking already in the 60–70s. XX century during this period, they transform and expand the framework of social engineering is being change of engineering paradigm and consistent orientation towards project activities.

His concept was opposed to Marxist methodology, i.e. radical, large-scale, coercive methods, and these methods called “utopian social engineering”. That is why these thoughts and worldview of his were not popular in our country. K. Popper’s main objection was that in order to implement large-scale social projects, it is impossible to avoid coercion, which leads to dictatorship. If we get acquainted with the following points made by K. Popper against utopian social engineering: Rebuilding (society) is a big business (meropriyatia) and will certainly bring inconvenience to many people for a long time. Therefore, proponents of utopian engineering are forced to ignore many claims. Utopian engineering calls for (rationally) the planning of the whole society, but we currently lack the imperial knowledge and experience to carry out this kind of planning. Currently, we do not have the sociological knowledge needed for large-scale engineering. But as a result of lack of experience, many mistakes can be made, and we can eliminate this situation with a long and laborious process, in other words, slowly, by engineering. Step-by-step engineering provides for the implementation of simple social projects belonging to Popper’s individual branch of human activity, individual organizations, institutions. Therefore, if one of these projects “fails”, the damage caused by it will not cause major social problems.

In Russia, the approach to social engineering began to enter in the 20s of the 20th century, and in connection with the names of Rostov, Bershtein, Kerzhenseva, and from the mid-1960s, work was carried out in the following directions in terms of the development of social engineering activities and methods:

- theory and importance of social planning;
- development of complex programs for regions, community life, industries (1970s);
- social design (EVM - 1970-1980s);
- management and other types of consulting (1980s);

- game technical activities based on innovations, organization of mental activity processes for solving difficult social problems (1980s).

So, from above, the engineering function of sociology is the main function. Its implementation is manifested in the provision and organization of scientifically based management decisions to the subjects of activity. The approach to social engineering makes it possible to organize social reality based on deep analysis, to see social projects at the level of world experience. Social engineering activities consist of the following sequential logically connected processes:

- objective diagnosis that exists in reality;
- social prediction;
- modeling of social constructions and conducting experiments, developing new social projects;
- project-related social planning;
- implementation of the project with the help of innovative social technologies;
- management sociology.

Social diagnostic tools are aimed at assessing the state of social objects. Sociological diagnosis is typical sociological the main difference from research is that research is creating news about the object, and diagnostics is describing the state of the object and predicting its behavior. Description of the object is carried out in general. The main goal of such diagnostics is to increase the efficiency of the object being studied. This is understood by applying social diagnostics of the management environment. The main methods of social engineering are the method of social design and the method of prediction. The following tasks are performed in the social forecasting method:

- Orientation task determines the real development trend of the social object.
- The regulatory function is to determine the need for the project and assess the possibility of its application.
- Warning task, describing the shortcomings of the studied system.
- Social forecasting can be divided into the following descriptions by time:
  - Up to 1 year – operational prediction;
  - From 1 to 5 years – short-term prediction;
  - 5 to 15 years – medium-term forecasting;
  - More than 30 years – long-term prediction.

All steps of social engineering are only in good organization can be effective and implemented. From one step to the next step materials and methods of one step are used for transition. Management development of decisions and their implementation in the organization is multifaceted social management of the organization using methods and forms of management defines relations. There are different ways to influence human activity. Social engineering uses social technologies for this purpose. Modern domestic social engineering is developing in the following areas:

- societal - the construction of social institutions;
- state building, the creation of a modernized education system, healthcare, etc.;
- regional - the formation of regional communities;
- municipal - the formation of local communities;

organizational - building organizations;

the direction of group engineering is the formation of target groups and teams.

Pay attention to the concept of mental culture of a management specialist should be given. He is a successful professional in management must have knowledge, methodical thinking. Mental culture of the specialist issues are not yet being discussed in the scientific literature, in this regard the first step is being taken. But life is clear from now on its formation mechanism is required. Currently, the scientific management in the protection of intellectual property development the use and formation of potential is of great importance. Technician and along with information, they are important for the intellectual capacity of society makes up the composition.

Consider management in relation to the economic basis of society it is necessary to take into account two aspects of management: organizational-economic and technical-economic. The basis of management is its objective economic, social and other laws is based on original science. We study and study these laws under certain conditions leaders of the strategy and tactics of managing the national economy of the republic determine. The ultimate goal of management at the state level is the market economy is to build an open democratic civil society and a legal state. To advance economic reforms, to bring the economy into the global economy it is necessary to know the mechanism of management relations perfectly.

Management thought has developed very irregularly. One there are several approaches, and they are sometimes compatible with each other came, and sometimes it was very different. People and technology are considered objects of management, so success in management depends more on success in other areas was Management as society and technology develop experts began to learn about the factors influencing the organization's activity.

The most concise definition of management is as follows possible: management is work, intelligence, ability, experience and effectively achieve goals using skills organization, management. Management is not only how to do business Helping to understand the conduct, but different human knowledge that teaches to avoid mistakes in situations is the field. Modern management is often strategic planning and is faced with the problems of the necessity of management, because the sudden and rapid change of the external environment, mainly in technologies, in market competition, it is real. At the same time management structures are also changing, more decentralization is preferred. Organizational mechanisms are not a new problem adapting to the output and the development of the original approach. On the implementation of the adopted decision control is in sequence. In the allocation of resources maneuvers in new situations due to punctuality in spending is more appreciated than.

However, social engineering is an underdeveloped scientific field. On the one hand, few research papers have been written about it. With another On the other hand, social engineering does not fall within the scope of economic and legal sciences, which are considered to be the main provider of management knowledge. In our opinion, social

engineering is a field of sociological knowledge. But sociologists more often speak the language of general and sectoral (special) sociological theories, which reduces the interest of practicing managers in sociology. And the transformative component of sociology is social engineering, as the most complex, requiring the creation of "recipes" for organizing effective management remains poorly developed.

This situation requires the promotion of social engineering as scientific knowledge, which represents the methodology of management activities, into broad layers of practical managers of all levels and fields of activity. After all, making a management decision requires scientific justification. Only then can you count on a positive result from its implementation.

Social engineering, carrying within itself the transformative function of sociology, makes it possible to methodologically and methodically ensure influence on a social object with the aim of its modernization or complete renewal. This area of sociological activity has special means and methods that make it possible to actively contribute to solving pressing problems of social life. Social engineering is a chain of interconnected sequential procedures aimed at transforming social objects in order to improve them. This is, of course, diagnosing the state of a social object, predicting its future state, modeling a new modernized state, conducting an experiment of a social model, in case of a successful result - creating a social project for a new state of the object, developing social technologies for project implementation, planning this work and building effective connections in the process of managing the implementation of the project.

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