

SOCIAL NEED FOR INFORMATION MANAGEMENT AND IMPROVING THE QUALITY OF WORK PROCESSES

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Abstract

This scientific article comprehensively analyzes the issue of information management and improving the quality of work processes. Today, the digital transformation processes taking place in society are further increasing the importance of information. Every organization, enterprise and institution in society strives to achieve high efficiency in its activities through the correct collection, analysis, storage and distribution of information.

Effective implementation of information management not only improves work processes within the organization, but also serves to ensure social stability, transparency and public control. This strengthens trust between people and ensures the openness of the management system.

The article also covers in detail the rational use of information technologies, methods of analyzing digital data and their role in improving the quality of work processes. High-quality organization of any work process increases the efficiency of employees, allows for rational use of resources, and ensures accuracy in the decision-making process.

The social significance of these issues is that information management can contribute to the active participation of citizens in state and public governance, the creation of a transparent environment, and overall development. Therefore, improving the quality of information management and work processes is one of the tasks of strategic importance for modern society.

Keywords: Information technologies, transformation, digital society, e-government, digital literacy, mass media..

Introduction

Today, information is considered a strategic source of social development. Proper and effective management of information directly affects the stable and high-quality functioning of any organization or institution. Therefore, the issue of information management is of not only economic but also social importance. Digital reforms taking place worldwide, the widespread introduction of information and communication technologies create opportunities for automating work processes, ensuring transparency, and effectively using human resources.



In order to improve the quality of work processes in any organization, it is necessary to correctly direct information flows, analyze them and make informed decisions. This ensures not only economic efficiency, but also social stability. In this regard, this article analyzes modern methods of information management, their role in improving work processes and the extent to which such an approach is necessary for society.

Main Part

Concepts and terms such as "post-industrial society", "information society", "civil society" are used as expressions that in a certain sense describe today's modern society. As the flow and speed of information increases day by day, and "unsynthesized" information through the Internet enters all aspects of our lives, we feel the need for self-confirmed, accurate and reliable information.

Among the main trends of today's development, the transition to an information society is an important task, that is, the influence of media in all aspects of society is an urgent problem. Information technologies are penetrating people's lives to such an extent that they cannot be excluded from the general cultural context. At the same time, it should be recognized that along with the positive impact of information on consumers, its negative impact is also increasing. Unfortunately, the amount of information entering through the open information flow is so large and fast that no one person or organization has the opportunity to analyze it and distinguish it as true or false. Therefore, in today's digital society, it is important and urgent to form media literacy and the skills of correctly analyzing information among young people. In the era of an information society, each person must independently search for the information they need, learn to be creative in their attitude towards what they see, read and hear through media channels, and have the skills to critically analyze and evaluate media texts.

Digital literacy is a set of knowledge, skills and competencies necessary for life in the modern world, for the safe and effective use of digital technologies and Internet resources. It is understood as the ability to create and maintain dynamic online profiles, manage large and complex online social networks. Digital literacy is characterized by understanding the content and impact of information, sorting it, distinguishing between emotional and factual information, critical thinking, and process differentiation.

Digital literacy skills, such as media literacy, can be divided into three main areas:

- Understanding;
- Using;
- Creating.

The concept of "literacy" of a certain process is associated with its popularization in socio-cultural life. If the concept of literacy in the literal sense initially included skills such as reading, writing, and counting, then by the 20th century a number of directions related to literacy began to emerge - one of which is the concept of "media culture", which is inextricably linked with information and communication technologies. This concept, which appeared in science since 1970, includes television, radio, audio and video tapes, books, magazines, newspapers, films, etc. Along with it, the concepts of "media literacy" and "media education" are also gradually entering the consumer market. The scope of these concepts includes the mass media, their



directions, the functional tasks they must perform, and at the same time the scale of the danger they may pose to consumers and society. In a short period of time, concepts such as "information culture" and "informed society", which include the formation of the population's skills to work with information, analyze it correctly, and similar tasks, have also entered into use. As a result of the widespread use of personal computers, their widespread use in work, education, and social everyday life, the concept of "computer culture" and "computer literacy", which is inextricably linked with it and is included in the education system as a subject of computer science, has emerged. The widespread use of the Internet among the population, the sharp and constant increase in the number of its users from year to year, have brought the concepts of "Internet culture" and "Internet literacy" into use. In a very short time, the concept of "digital literacy", which includes all of the above skills - using a computer, analyzing information, using the Internet, understanding mobile technologies, and so on, has entered into use. With the publication of Paul Gilster's work "Digital Literacy" in 1997, this concept began to be widely accepted by the general public. To date, the concept of digital literacy has been defined differently by scientists. Some recognize it as a technical skill in the literal sense. However, it is worth recognizing that in order to use the modern capabilities of the Internet, in addition to requiring technical knowledge, it is also important to have the ability to distinguish and analyze the positive and negative, useful and harmful aspects of the information available on it. This requires knowledge, skills, high spirituality and culture from the population.

Digital literacy does not deny traditional forms of literacy, but on the contrary, develops and expands the skills that form the basis of traditional forms of literacy. Scientists have proposed that digital literacy be considered as part of the path to knowledge. That is, we can recognize digital literacy skills as a special catalyst that shapes a person as a complete person, as well as educates him as an active member of the information society.

The components of an information society based on the environment of modern information and communication technologies are media, language and culture. It is precisely the language and culture of the world in which we live that are formed by media competence in a person.

In a rapidly changing era, there is a lot of talk about rapid changes in various areas - geopolitical, economic, technological, educational and other areas. However, we pay less attention to the issue of information exchange, in other words - "informatization", which significantly affects every area of our social life. In his research, the field expert Marshall McLuhan, having thoroughly discussed its specific importance and impact on social life, emphasizes that informatization has gone through 3 main stages to date: oral, printed and digital. This, in turn, emphasizes that informatization is not a process that emerged yesterday, and in this regard, the issues of media literacy and its analysis and research are more relevant today than ever:

Firstly, the information disseminated through the media is increasingly having a significant impact on the upbringing of adolescents, who are being formed today with extreme openness and freedom;

Secondly, media literacy and the fields (areas) related to it are growing day by day;

Thirdly, one of the main reasons is that the flow of information has become a borderless and uninterrupted phenomenon.



Therefore, the relevance of media literacy and media education issues is increasing from year to year. Field researcher Len Masterman also cites the following reasons for this:

- The mass adoption of media products by the population and the sufficiency of the media devices available to them for this;
- The increased possibility of free circulation of information at the international level;
- The increased level of influence of media products on the ideology and ideas of society;
- The increasing importance of communication and information exchange in every field.

Media education is the study of media, in addition to teaching through the media. Media education is understood as the development of the ability to analyze the content of the information being transmitted, along with an understanding of how media texts are created and distributed. At the same time, one of the main goals of media education is to form practical skills in students to create media products. Despite the relevance of the issue and the high level of research, scientists have so far given different definitions of what exactly media literacy is and how exactly one can determine whether a person is media literate or not. Only in general terms is a modern media literate cultured person recognized as a person who actively participates in the exchange of information in society and social life and is able to withstand the negative impact of this information. The American Library Association (ALA) defines digital literacy as “the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both knowledge and technical skills.”

Conclusion

In general, digital literacy is a set of knowledge, skills, and competencies necessary for life in the modern world, for the safe and effective use of digital technologies and Internet resources. It is the ability to create and maintain dynamic online profiles, and to manage large and complex online social networks. Digital literacy is composed of digital consumption, digital competence, and digital security skills.

Information management and improving the quality of work processes are issues of strategic importance in today's modern society. Through effective information management, organizations regulate their activities, increase work efficiency, and have a positive impact on social relations in society. Therefore, further development of information management, introduction of innovative technologies, and improvement of human resources are among the urgent tasks of today.

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