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On the rebalancing of socio-cultural systems by semantic profile: monitoring the quality and safety of life

Sobre el reequilibrio de los sistemas socioculturales mediante el perfil semántico: control de la calidad y la seguridad de la vida

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Abstract

The purpose of the article is to highlight the mechanisms of rebalancing socio-cultural systems in the context of forming indicators of quality and safety of life, which are determined by using a semantic profile. The research methodology is centred around the principle of semantic analysis, various variations of which form the potential for differentiating the semantic profile. The analysis method provides general characteristics of the quality and safety of life in a particular socio-cultural system. Discreteness is used to cover a broader socio-cultural or civilisational community. Comparison is used to differentiate the scales of the semantic profile. The results of the study indicate that the semantic profile is in demand when assessing socio-cultural transformations in the segment of life quality and safety. The semantic differential scale provides an opportunity to analyse the most common elements of human and social activity,

Resumen

El propósito del artículo es destacar los mecanismos de reequilibrio de los sistemas socioculturales en el contexto de la formación de indicadores de calidad y seguridad de vida, que se determinan utilizando un perfil semántico. La metodología de la investigación se centra en el principio del análisis semántico, cuyas diversas variaciones constituyen el potencial para diferenciar el perfil semántico. El método de análisis proporciona características generales de la calidad y la seguridad de la vida en un sistema sociocultural concreto. La discrepancia se utiliza para abarcar una comunidad sociocultural o civilizacional más amplia. La comparación se utiliza para diferenciar las escalas del perfil semántico. Los resultados del estudio indican que el perfil semántico es demandado a la hora de evaluar las transformaciones socioculturales en el segmento de la calidad de vida y la seguridad. La escala diferencial semántica brinda la oportunidad

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taking into account dialectical and synergistic vectors. The scientific novelty of the study lies in the emphasis on the need to involve a set of syncretic and dialectical elements. Thus, the semantic profile serves as an effective tool for collecting and analysing data, which is used to transform the socio-cultural space in the segment of quality and safety of life.

Keywords: semantic profile, semantic differential, semantic profile scale, socio-cultural transformations, quality of life.

de analizar los elementos más comunes de la actividad humana y social, teniendo en cuenta los vectores dialécticos y sinérgicos. La novedad científica del estudio reside en el énfasis en la necesidad de involucrar un conjunto de elementos sincréticos y dialécticos. Así, el perfil semántico sirve como herramienta eficaz de recogida y análisis de datos, que se utiliza para transformar el espacio sociocultural en el segmento de la calidad y seguridad de vida.

Palabras clave: perfil semántico, diferencial semántico, escala de perfil semántico, transformaciones socioculturales, calidad de vida.

Introduction

The modern socio-cultural environment is characterised by total dynamism. This nuance should be taken into account when developing methodologies for assessing the level and state of social development. Sustainable scales of measuring socio-cultural activity are appropriate at the stage of stable gradual development of civilisation. However, the current processes of globalisation, technologisation, and informatisation, combined with the instability of the general public space, have led to total permanence. Under such conditions, it is difficult to assess the quality of life and security of a person and society. Conventional sociological parameters are unable to cover the diversity of today's realities. That is why the scientific community is actively using methods that allow us to analyse the situation in a dynamic way. A semantic profile based on differential indicators is the best solution for studies of this nature.

The purpose of the article is to develop the elements of the semantic profile that will be used to rebalance socio-cultural systems. The quality of life is formed from many components that need to be clearly classified and synchronised with current socio-cultural processes. The task of scientific research involves the development of diverse samples of semantic profile scales that characterise the level of quality and security components of modern society.

The research problem is focused on the confrontation of dichotomous and synergistic principles of the formation of semantic profile indicators. The semantic differential can manifest itself in two socio-cultural contexts in relation to the quality of life:

- the factor of confrontation between diametrically opposed elements;
- a factor in synchronising various indicators.

The research focuses on the need for structured rather than chaotic rebalancing of socio-cultural systems. One of the mechanisms of this structuring is the use of a semantic profile, which clearly defines positive, negative, and neutral characteristics of the quality and safety of life.

The research questions of the study are intended to actualise the following factors of rebalancing socio-cultural systems:

- semantic differentiation of traditionality and innovation of civilisational progress in general and cultural development of man and society;
- semantic dichotomy of sustainability and dynamism of the format of socio-cultural space functioning;
- semantic varieties of a global and authentic nature that form a cultural and ideological picture of the world.

These problematic aspects of modern human life and society determine the dynamics of civilisation development, which in turn requires the inclusion of new parameters of socio-cultural activity, which are successfully analysed using the semantic profile methodology.

Theoretical Framework or Literature Review

Modern scientific, sociological, and cultural discourse actively explores all clusters of social activity. Dynamic civilisational development actualises the need for periodic renewal (in the sense of rebalancing socio-cultural systems). This leads to the need not only for analytical studies that already state transformations in culture and society. There is a particular need to build a strategy for the functioning of the socio-cultural paradigm in the segment of quality and safety of life.

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The problem of systemicity in the socio-cultural space, which is a prerequisite for structuring the vectors of its development, was considered in the study by Buriak et al., (2023). Organisational elements of cultural development that become the basis for systematising the semantic profile (Bannikova, 2019).

Salvatore et al., (2019) proposed a comprehensive consideration of the semantic profile in the context of semiotic cultural and psychological theory (SCPT). The combination of relational and dynamic factors forms an up-to-date pragmatic, scientifically based system of research on meanings and contexts. The problems of quality and safety of life are considered in such dimensions - permanence and changeability. However, the principle of sustainability in the issue of quality and safety of life remains the guiding principle for modern scientific discourse (Jura et al., 2020).

The dichotomous dimensions of the semantic profile require updating the relevant socio-cultural concepts. One of them is the co-evolutionary path of development and awareness of the need to take into account the interests of all ecosystem actors (Sovhira, 2023).

An important source for developing strategies for rebalancing socio-cultural systems is the characteristics of individual segments of social activity that determine the quality and safety of life. In particular, Hordiichuk et al., (2022) in their study focused on the concept of mobility, which is included in the characteristics of quality of life and occupies a niche among the scales of the semantic profile.

Emotional experience is an important element of quality of life and reflects the synergistic dimension of the socio-cultural environment. Loderer et al., (2020) note cross-cultural similarities using dual internal cultural correlations. In this case, the use of semantic analysis characterises emotional characteristics, which are determined by physiological and expressive components.

The pandemic period has become a time of active research into the transformation of socio-cultural systems with the active use of semantic profiles. Baele & Rousseau (2023) apply the principle of semantic profile securitisation, revealing the content of fundamental factors of quality and safety of life. The following characteristics are particularly relevant for the ordering of semantic profile scales, as they form the parameters of the positive, negative, and neutral dimensions of the socio-cultural paradigm.

Methodology

The research methodology is centred around the semantic research method. General scientific methods, primarily of the analytical cluster, provide a diverse characterisation of the parameters of quality and safety of life that are proposed as the basis for the components of the semantic profile scales. The comparative analysis provides a differentiation of indicators, which allows for an adequate assessment of the level of quality of life and its safety characteristics.

It is worth noting that synergistic principles of research are actively used in the modern scientific, sociological, and cultural discourse. In the current study, the interdisciplinary approach is actualised in the context of involving different components of socio-cultural activity and their synchronisation within the same paradigm. “Identification and annotation of influences” in the socio-cultural environment is possible only if there are relevant and effective tools for studying and analysing this environment (Bogović et al., 2022). A kind of circulatory system of the semantic paradigm in the socio-cultural space is communication (direct, semantic). Ibrus & Ojamaa (2020) propose using interdisciplinary dialogue as the main methodological principle of the semantic system. Having such initial guidelines greatly simplifies the task of developing algorithms for further rebalancing the system of social processes and public consciousness.

At the same time, the principles of multiculturalism and pluralism have a significant impact on the methodological support of the problem of rebalancing socio-cultural systems. With the increase in the characteristics of quality of life and their varieties, the source data for scales and gradations of semantic analysis are becoming more diverse. This leads to the transformation of both quantitative and qualitative indicators of society's activity in the global civilisation and localised dimensions.

The semantic profile as a method of scientific research is constantly being improved and updated. This is facilitated by the spread of the influence of technoscience and technoculture, which implement the model of algorithmic thinking (Fazi, 2021). Under such conditions, the level of explanability of indicators and research results significantly increases due to the semantic

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profile. While previously many indicators were interpreted in the existential or phenomenological dimension of the philosophy of science, modern research is characterised by more precise characteristics.

Results and Discussion

Scientific discourse uses many tools to study socio-cultural development. Sociology, cultural studies, psychology, and philosophy are among the key disciplines that help to constantly monitor social activity and rebalance (transform, modify, update, correct) the socio-cultural paradigm. A number of methodologies are used to collect data, analyse it, and formulate algorithms for transformation. One of the most popular methods of socio-cultural research is the use of a semantic profile, which can provide both a general description of social or individual activity and a specific description of a particular segment or sphere of life.

To fully characterise objects, processes, or phenomena, various scales of semantic differential are used, which are typical for this type of research:

- bipolar scales with an even number of scales formed from antipodean concepts;
- unipolar, which are characterised by the presence of a neutral (zero) indicator (central, initial, or final);
- relational, which include variability and dynamism of indicators;
- discrete, which divide a particular socio-cultural phenomenon into parts or eliminate its integrity;
- synergistic - scales aimed at forming a unified status of the object under study.

The rebalancing of socio-cultural systems can be both a consequence of crisis phenomena (Zhylin et al., 2023) and a moment of renewal and transformation. Rebalancing of socio-cultural systems does not happen spontaneously. This process has its preconditions, course, and consequences. All transformative socio-cultural activity takes place in specific contexts. Maton (2019), exploring the concept of linguistic waves, brings the concept of "semantic density" to the forefront. The author notes the dependence of any cultural or sociological factor on the context (general or specific).

The semantic profile aims to highlight two key socio-cultural characteristics: qualitative indicators and identity concepts (Rogers, 2019). Based on these components, semantic profile scales are formed (see Fig. 1).

Figure 1.
General characteristics of quality of life in semantic terms

The level of quality of life:	High	…	-3	-2	-1	0	1	2	3	…	Low

Source: authors' own development

Even such a primitive semantic scale demonstrates significant potential for a general understanding of the problem and opens up prospects for the development of highly complex semantic profiles that reveal all elements of socio-cultural activity. The level of quality of life is a general indicator that can include a significant number of elements from various spheres or processes of social activity. In today's dynamic world, it is quite difficult to provide a complete description of the concept of quality of life. Therefore, it is advisable to use the semantic profile in the context of a possible change in the number of scales (from 2-3 to a number that will cover all the components considered in a particular case), variations in polarisation or correlation of quality indicators (high, low).

Ricca (2022) notes the need to update the concept of shared socio-cultural life. However, civilisational experience indicates the impossibility of such positioning of cultural space. The rebalancing of socio-cultural systems occurs as a result of the analysis of the data obtained regarding the positive or negative impact of certain factors on the quality and safety of life. The semantic profile does not involve a formal analysis of quantitative indicators, focusing on elements that have an impact on public consciousness and social experience. Valence, affectivity, and emotionality are important axiological concepts that, according to Itkes & Kron (2019), shape the assessment of the current state of affairs in society and culture.

It is possible to study the socio-cultural environment and the need to rebalance it through an understanding of the principles of society's development. Two methodological variations have traditionally helped the scientific community in this regard: dichotomy and synergy. The semantic profile of a socio-cultural system in the context of quality and safety of life can be formed on dialectical principles (see Fig.

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2) and on synergistic dimensions (see Fig. 3). The current study takes into account certain general characteristics of the quality of life, thanks to which an attempt is made to understand the algorithm for using the semantic profile. Having obtained a model of methodological research and understanding its specifics of the application, an almost unlimited number of indicators that determine the quality of life in the socio-cultural space can be added to the semantic profile.

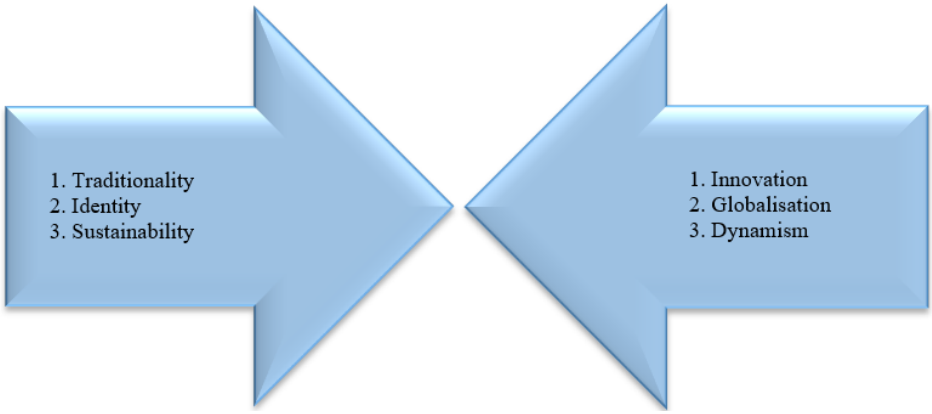


Figure 2. Semantic and dichotomous dimensions of socio-cultural aspects of quality of life.
Source: authors' own development.

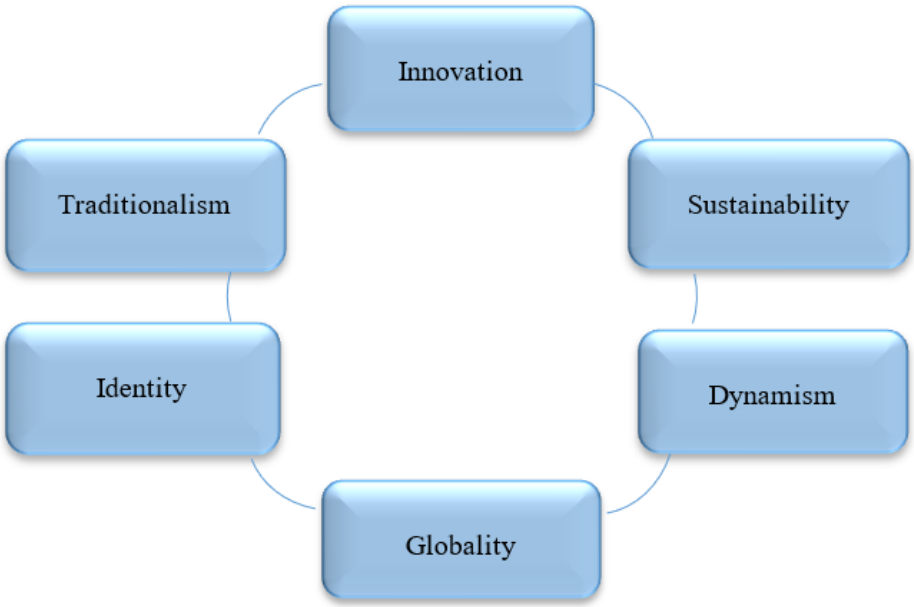


Figure 3. Synergistic principles of building of living standards in the semantic context.
Source: authors' own development.

With two approaches to assessing the quality of life, strategies for rebalancing socio-cultural systems can be developed. At the same time, it should be understood that this process of transformation is not a linear, deterministic process. The socio-cultural environment is in a state of constant renewal of certain characteristics. Therefore, the rebalancing of systems cannot have clear parameters. The issue of the format of transformations is losing its relevance, giving way to the priority of content and context. In such circumstances, semantics is the best option for researching the socio-cultural space.

A relevant solution for building an effective socio-cultural space is to comply with quality standards. Using the example of the smart city concept, it is possible to trace the interconnections of people, processes, events, things, and data (Pliatsios, Kotis & Goumopoulos, 2023). In this case, the semantic profile is formed through a comparative analysis of traditional and innovative components. The

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urban (or neo-urban) style is characterised by elements familiar to a modern developed city. The information technology profile of a smart city requires new approaches to the organisational structure.

ICTs are at the forefront of the socio-cultural transformations of our time. This leads to processes that involve information technology dimensions in the modern socially oriented research discourse. The technological and digital world is a kind of system within a system, so transformations in the narrow ICT circle are extrapolated to the general socio-cultural environment.

Turahojaeva & Abdusattorova (2022) focus on the semantic changes that result from the active implementation of digitalisation. ICT resources form new dimensions of quality and safety of life. However, the scientific community faces the challenge of organising these processes into structured systems. Understanding the nature and essence of socio-cultural phenomena (and not just their content and format) provides real opportunities to rebalance social experience and practice-oriented structure. The rebalancing of socio-cultural systems is vividly demonstrated by the example of the INTERNET environment. While at the beginning of its development, the Internet was associated with the information and communication cluster, with the development of the digital world, it has become a network space that covers almost all areas of social activity (Hösl, 2019). Information is the main source for semantic analysis, so it makes it possible to form indicators of the quality of life and extrapolate them into a transformation strategy.

Quality and safety of life have many characteristics in different contexts of socio-cultural activity. For scientific analysis, it is necessary to structure these elements accordingly: to determine their priority, scale, and relevance. The semantic profile is focused on these principles of human and social life. Without being able to identify the essence of things and ideas in the public space, semantics allows us to characterise their essential elements (values, meanings, cognitive arsenal).

For example, the concepts of mobility and accessibility are among the defining elements of the quality of life in a modern civilised society. Asghar, Torrens & Harland (2020) conducted a study of the impact of assistive technologies on the development of the socio-cultural environment. Using a differential semantic scale (seven-point scale using 16 pairs of adjectives), the researchers concluded that the status of factors that increase the level of inclusiveness is not significant enough compared to other basic characteristics of quality of life.

An important role in building a semantic profile paradigm is to take into account the characteristics of quality of life not under steady-state conditions but in force majeure circumstances. The turn of the twentieth and twenty-first centuries demonstrated the sustainability of civilisational progress, which affected the methods of assessing socio-cultural characteristics. The rebalancing was carried out in an evolutionary linear manner, which did not require the use of dynamic variables in assessment methodologies.

However, since the COVID-19 pandemic, the world picture has been in a mode of permanence (and sometimes social turbulence). Disaster analytics is being included in the general system of quality-of-life indicators (Khan, Gupta & Gupta, 2020). Under such conditions, security parameters change dramatically and form a dynamic scale of transformations.

The semantic profile expresses the self-referentiality of social systems. The primacy of social or cultural is a traditional dichotomy of scientific discourse (Tada, 2022). The differentiation of profile indicators takes place in the context of positive or negative assessments. In this context, an important issue is the indicator of neutrality, i.e. the zero value from which the countdown in both directions of the semantic scale begins.

The neutral status in a semantic profile has two interpretations:

- a reference measurement from which it is possible to determine positive and negative factors;
- initial dimension, which indicates the direction and intensity of the development vector (progress or degradation).

A controversial issue in the problem of rebalancing socio-cultural systems in the context of the level of quality and safety of life is the full observance of the scientific nature of this process. The influence of philosophy, psychology, and other fields that influence the study of socio-cultural space is obvious (Martynyshyn et al., 2023). It is noted that emotions, experience, or worldview beliefs do not always contribute to a full perception of socio-cultural realities. This state of affairs

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directly affects the effectiveness of using a semantic profile in research.

In addition to its advantages, the semantic profile has quite a few disadvantages. Subjective interpretation, double standards, and evaluation bias are not a complete list of components that reduce the reliability of a semantic profile. Contexts that change meanings are a requirement of the times in a dynamic web and, at the same time, become a threat to the purity of scientific research (Poirier, 2021).

On the other hand, semantic profiling can cover large scales and varieties of contexts, making it one of the key methods in the study of the transformation of modern culture and society. Salvatore et al., (2020) use specific examples (migration processes, religious views, LGBT community) to point out the variety of topics that can be included in semantic profile indicators.

The demand for the use of the semantic profile lies in its versatility and ability to analyse both general socio-cultural trends and practical and everyday dimensions. The semantic analysis provides research in essence, not in fact, so it is a non-linear tool that is able to include such promising elements as multiculturalism, interdisciplinarity, pluralism, self-organisation.

Conclusions

Thus, the semantic profile is a relevant tool for assessing the level of quality and safety of life. The data obtained as a result of semantic analysis of the socio-cultural space become the basis for the process of rebalancing the scientific picture of the world and all its components. The characteristics of life in the context of its quality and safety are analysed by searching for meanings and contexts, not just by formal analysis of indicators. The semantic profile scale is subject to the precision of mathematical science. However, subjectivity should be taken into account when determining the issue of contexts, with which experience, emotional state, etc. are actualised. If we consider the characteristics of quality of life in more detail, they have informative and practical content and are measured by other research methods. The semantic profile focuses mainly on the intended use, giving preference to content analysis over format.

The study actualises two methodological approaches to filling in the semantic profile: dialectical and synergistic. In accordance with the methodological vector, the scale of the semantic profile is chosen: bipolar (dichotomous) or unipolar (interconnected). The balance of the socio-cultural paradigm is achieved in different ways, so the semantic profile can be formed in different ways of recording social or individual activity. The data obtained become the basis for developing further strategies for rebalancing and transforming socio-cultural systems.

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