СЕКЦІЯ 4.
Вплив соціальної освіти
на забезпечення ментального здоров'я нації.

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SOCIAL PLATFORMS AND MOBILE APPLICATIONS AS TOOLS
FOR INCREASING THE EFFICIENCY OF SOCIAL ASSISTANCE

In modern society, digitalization is becoming a key factor in the development of all spheres of human activity. The social sphere is no exception, because it is in it that the need for quick access to information, resources and assistance is concentrated. One of the most promising areas of innovation in social work is the use of social platforms and mobile applications. They provide efficiency, transparency and personalization of the process of providing social assistance. Conducting any business activity without incorporating these technologies is nearly impossible. One of the most popular types is mobile technology, valued for its capability to be used anytime and anywhere [1]. Social platforms act as intermediaries between citizens, social services and public organizations. They create a digital space for interaction, exchange of experience and communication between specialists and clients. The use of such platforms allows you to form electronic databases, monitor population requests, and coordinate actions between different levels of social services.

Mobile applications provide convenient access to social services at any time and from any place. This is especially important for people with disabilities, the elderly, as well as residents of remote settlements. Applications can contain functions for online contact with a social worker, benefit directories, tools for making an appointment for a consultation or receiving assistance. One of the key examples of successful implementation of digital tools is state services such as "Diya", which allow receiving social services online without the need to visit institutions. Similar solutions are actively developing in the world: in Germany there is the platform "Sozialplattform.de", in Canada – "Wellness Together", in Poland – "Emp@tia". All these services are focused on creating a single digital space of social support. The use of social platforms allows to optimize the work of social services, reduce bureaucratic burden and improve the quality of communication between all participants in the process. They promote transparency, as the user can track the status of their applications and receive feedback. In addition, digital tools open up new opportunities for collecting statistics,

analyzing population needs, and predicting social trends. Artificial intelligence algorithms can analyze large data sets, identify risk groups, offer personalized recommendations, and improve management decision-making. Mobile applications are also actively used in the field of psychological support. However, health apps carry great potential. There are already several trials that evidence the positive impact of mobile health interventions on the management of various pathologies such as diabetes, asthma, or hypertension [2]. For example, self-help apps for stress, depression, or anxiety help users manage their emotional state, receive online counseling, or seek professional help. Such solutions can increase access to psychosocial support and reduce barriers to seeking help.

An important component of the digitalization of the social sphere is the security of personal data. Digitalization of the social sphere is a rather complex and long-term process, in which it is important to anticipate possible risks, minimize threats and reduce the impact of barriers. Modern information capabilities contribute to a strategic movement towards openness and accessibility of information, government, and society [3, p. 192]. All social platforms and mobile services must adhere to the principles of confidentiality, information protection and ethical norms. That is why the development of such systems should be based on international cybersecurity standards and legislative norms regarding the processing of personal data. In addition to the technological aspect, a prerequisite for the effectiveness of digital tools is training. Social workers must be digitally literate, understand the principles of platform operation, be able to use electronic databases and consult clients online. Improving the skills of specialists in this area is one of the priorities for the development of modern social education. Current trends show that combining social work with IT technologies contributes to increasing the efficiency of social process management. Thanks to this, social services become more accessible, targeted and more focused on the needs of a specific person. This, in turn, strengthens social justice and contributes to the development of an inclusive society.

However, along with the positive aspects, there are also challenges. Among them are digital inequality, insufficient internet access in rural areas, as well as distrust of online services by some users. Therefore, it is important to combine digital solutions with traditional forms of social work, ensuring equal opportunities for all categories of the population. The gradual integration of social platforms and mobile applications into the work of social services creates a new model of social assistance - interactive, flexible and open. Such a model allows combining state, public and volunteer resources into a single system of supporting citizens. In the future, digital technologies will be able to ensure not only the provision of services, but also the active participation of citizens in the formation of social policy. Social platforms become a space for discussion, initiatives and feedback, which makes the social sphere more democratic and customer-oriented. Therefore, the use of social platforms and mobile applications is not just a technological update, but a profound transformation of approaches to

providing social assistance. These tools are shaping a new culture of interaction between the state, society, and the citizen.

Thus, innovative digital solutions in the social sphere are a guarantee of increasing the efficiency, accessibility and quality of social services. They are becoming an important factor in the development of modern social policy aimed at people, their needs and well-being.

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ФОРМУВАННЯ СОЦІАЛЬНОЇ ВІДПОВІДАЛЬНОСТІ ПІДЛІТКІВ ЯК ЗАСІБ ПРОФІЛАКТИКИ ДЕВІАНТНОЇ ПОВЕДІНКИ

У зв'язку зі складною соціально-економічною ситуацією, проблемами, породженими війною, зниженням авторитету родини та освітніх інституцій, у сучасному українському суспільстві спостерігається зростання проявів девіантної поведінки серед підлітків – агресії, правопорушень, булінгу, вживання психоактивних речовин тощо. Саме тому формування соціальної відповідальності як стійкої особистісної риси набуває особливої значущості для гармонійного розвитку молоді.

Проблема профілактики девіантної поведінки підлітків залишається однією з ключових у соціальній педагогіці, психології та соціальній роботі. Проте більшість профілактичних програм орієнтовані на контроль чи покарання, а не на розвиток внутрішніх морально-вольових якостей дитини. У той же час в Україні актуалізоване завдання створення безпечного освітнього середовища, формування громадянської свідомості та розвитку життєвих компетентностей школярів (згідно з Концепцією «Нова українська школа», Національною стратегією з профілактики правопорушень