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DIGITALIZATION OF THE SOCIAL SPHERE AS A SOCIAL VALUE IN MODERN PUBLIC ADMINISTRATION: A SYSTEMATIC LITERATURE REVIEW USING THE PRISMA METHODOLOGY

Abstract

The digitalization of the social sphere is increasingly recognized as a key dimension of modern public administration, particularly within the framework of public value theory. The main objective of the research is twofold: first, to conduct a bibliometric analysis of the digitalization of the social sphere as a public value within public administration from 2012 to 2026; second, to test and refine the PRISMA methodology in combination with Big Data tools, including Scopus and OpenAlex databases. The study focuses on identifying publication dynamics, geographical and institutional structures, key thematic clusters, and dominant theoretical concepts shaping the research field. The scientific significance of the study lies in its systematic mapping of an emerging interdisciplinary domain that integrates public administration, digital governance, and social policy. The findings confirm the formation of a global, polycentric research landscape characterized by strong international collaboration and thematic diversity. The study also demonstrates the expansion of the public value concept into areas such as digital inclusion, digital public services, and sustainable development. The key contribution of this work is the development and validation of a universal methodological framework that combines PRISMA filtering, API-based data extraction, and bibliometric visualization. This approach enhances the transparency, reproducibility, and analytical depth of bibliographic reviews. Practically, the results can be used by researchers and policymakers to better understand global research trends, design evidence-based policies, and apply advanced bibliometric methods across various fields of study.

Keywords: digitalization of social sphere, public administration, public value, PRISMA methodology, API requests, OpenAlex, big data, VOSviewer.

Introduction

The value-oriented approach occupies one of the leading positions among contemporary theories of public administration. Its fundamental principles are based on the necessity to filter government decisions through the prism of public value, as it was conceptualized in T. Moore's public value triangle. The

approach combines managerial strategy and democratic policy: value must be substantial, legitimized by stakeholders, and feasible in practice (Moore's strategic triangle) [1]. The theory has become a solid foundation for a wide range of modern research and practical directions in various fields of public administration: innovation [2], finance [3], digitalization [4, 5], blockchain [6], e-government [7], healthcare [8], multiculturalism [9], sustainable development [10], gender and income equality [11], implementation of AI [12, 13, 14, 15]. In other words, the broad scope of application of the theory becomes particularly relevant in the context of searching for effective solutions in the field of public governance of the digitalization of the social sphere, as this sphere represents a system-forming cornerstone of societal development, while digitalization is the mainstream of modernity. In this regard, it is important to consider these concepts in interrelation: value-oriented approach + digitalization of the social sphere.

Studies based on the value-oriented approach in various fields are actively conducted in the United States, China, and Europe. However, the scientometric dynamics and geographical development of the value-oriented approach in its relationship with the digitalization of the social sphere remain insufficiently explored in the domestic bibliographic field. At present, there are no comprehensive bibliometric studies that systematically describe the dynamics, geography, institutional structure, and thematic dominants of the publication landscape of the value-oriented approach with a focus on the digitalization of the social sphere.

The purpose of this study has a two-factor structure:

- ♦ Objective 1: A comprehensive bibliometric analysis of the digitalization of the social sphere as a public value of modern public administration in recent publications from 2012 to 2026. The analysis aims to identify the geography of publication activity, the structure of international scientific collaboration, key thematic clusters, and institutional centers.

- ♦ Objective 2: Testing the PRISMA methodology and developing prompts and queries for BIG DATA resource databases such as Scopus and OpenAlex.

Materials and methods

To ensure the reliability of the bibliometric analysis and to enable the comparison and supplementation of bibliometric data, two databases were used: Scopus and OpenAlex (integrated into the VOSviewer system, version 1.6.20). The temporal scope of the analysis covered recent studies published between 2012 and 2026. Accordingly, four search queries were formulated for the two databases.

The basic principles of the PRISMA methodology made it possible to select materials for the compilation of the bibliographic review and to structure the so-called "skeleton" of the study.

The methodology PRISMA consists of three blocks: Identification, Scoring, and Inclusion. At the Identification stage, the initial collection of materials is carried out, meaning that the entire available body of sources is reviewed. At the Scoring stage, a secondary filtering takes place according to the field of research, type of publication, accessibility, language, and other criteria, depending on the objectives of the researcher. The third stage, Inclusion, results in the final sample of materials selected for analysis, study, and visualization.

However, before proceeding to the first stage of the PRISMA methodology – Identification – it is necessary to create an appropriate search query, which often becomes a challenge for researchers. Search queries or prompts are formulated based on a research analysis of publications and general awareness of the field. They must be comprehensive and written using special symbols that can be recognized by the database. In our study, we worked with the Scopus database; therefore, we used quotation marks (") for central terms, the symbols (+) or (&) to connect terms, and the symbol (OR) to provide search variability.

The final search query for the Scopus database was formulated as follows:

Prompt: "Digital social services" + "Public value" OR "Digitalization" + "social services" + "Public value"

The second search query was formulated for the OpenAlex database.

Structurally, the OpenAlex resource base represents a fully open database, it operates according to the principles of open science and provides free access to scientific metadata through a web interface, a REST API, and bulk data downloads. This format ensures high research reproducibility and allows OpenAlex data to be integrated into various analytical tools and bibliometric platforms [16].

To extract bibliographic data, the open Application Programming Interface (API) was used. Access to the data was carried out through HTTP requests in REST format, where search parameters are transmitted through the query string (URL query string). The final query was formulated as follows:

for “Digital social services” + “Public values”:

[https://api.openalex.org/works?filter=from_publication_date:2012-01-01,to_publication_date:2026-12-31,has_fulltext:true&search=\(“digital social service*” AND “public value”\)&per-page=200](https://api.openalex.org/works?filter=from_publication_date:2012-01-01,to_publication_date:2026-12-31,has_fulltext:true&search=(“digital social service*” AND “public value”)&per-page=200)

where:

“2012-01-01, to_publication_date:2026-12-31” – the time period of the query;

“has_fulltext:true” – a request to analyze full-text publications;

“digital social service” AND “public value”)* – the subject of the query.

Only after correctly formulating search queries are database systems capable of producing relevant sources.

After obtaining the initial set of relevant data, it became possible to proceed to the first stage of the PRISMA methodology – “Identification.” At this stage, publications were selected based on matches in the abstract, keywords, and article titles for the period from 2012 to 2026.

At the “Scoring” and “Inclusion” stages, the criteria for inclusion and exclusion were defined.

Publications included in the analysis met the following criteria:

- ♦ Document type: research articles.
- ♦ Source type: journal publications.
- ♦ Language: no restrictions.

Analysis and Visualization Tools

Data analysis and visualization were conducted using the following tools:

♦ PRISMA: a publication inclusion/exclusion flow diagram. The diagram was created using Draw.io, a program designed for constructing interconnected flowcharts, which is convenient for developing diagrams that involve relationships between multiple blocks.

♦ VOSviewer (version 1.6.20): visualization of co-authorship networks and key terms through API queries to OpenAlex, which makes it possible to observe patterns of collaboration in the study of the topic across:

- ♦ network analysis of collaboration;
- ♦ publication sources (journals / sources);
- ♦ organizational affiliations.

Results

The first stage of the analysis involves selecting publications for review according to the PRISMA methodology, which will be used to verify the reliability of the conclusions within the two search systems, Scopus and OpenAlex (figure 1).

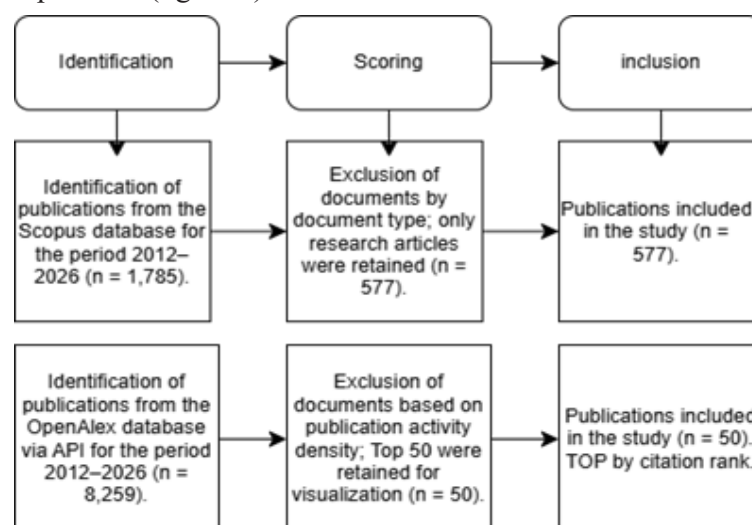


Figure 1 – PRISMA diagram of publications selection

Note: Compiled by authors in draw.io based on provided resources.

The analysis of data available from the Scopus database makes it possible to observe the dynamics of publication activity by year from 2012 to 2026 (figure 2).

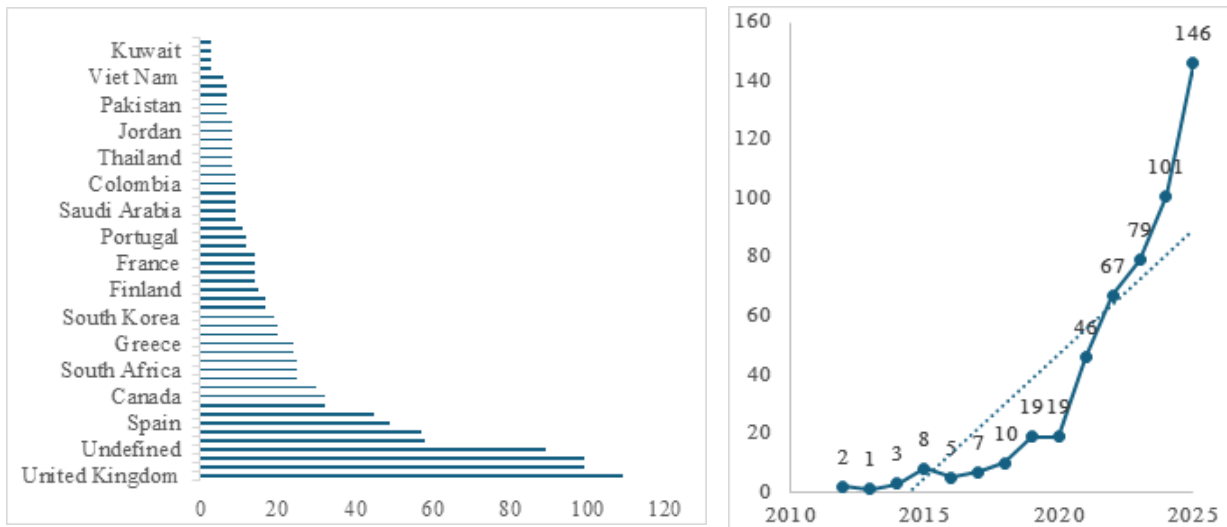


Figure 2 – Dynamics and geography of publications Scopus

Note: Compiled by authors from Scopus database [17].

The temporal analysis demonstrates a transition from isolated publications at the beginning of the period (2012–2017) to stable and intensive annual publication activity in recent years. As of early 2026 alone, 66 publications have already been recorded, indicating a significant and growing interest in the topic among researchers, which confirms the relevance of the selected research theme. The absence of publication activity or a downward trend would have indicated the inconsistency or declining relevance of the topic. At the country level, a cluster of countries actively developing this research area can also be observed, including the United Kingdom (109), the United States (99), China (99), Italy (58), and India (57). The Scopus database identified a total of 50 countries.

The OpenAlex sample identified 8,259 publications on the related topic of the digitalization of social services and public values (VS Scopus = 557).

The visualization of country networks where issues of public values in the digitalization of the social sphere are actively discussed reveals 30 clusters, encompassing 157 countries (figure 3).



Figure 3 – Geography, OpenAlex



Figure 4 – Network, Kazakhstan, OpenAlex

Note: Compiled by authors in VOSviewer (version 1.6.20) based on provided resources.

The node size reflects the number of publications produced by a country. The thickness of the links indicates the intensity of international collaboration (Total Link Strength). The color represents cluster affiliation.

Several global hubs can be identified, including the United States, China, Indonesia, the United Kingdom, and India. Overall, the network is characterized by polycentricity, regional clustering, and a high level of internationalization of research.

Kazakhstan also participates in international discussions on this topic. The country maintains research connections with China as part of a regional research hub, as well as with the United Kingdom, Germany, and Colombia (figure 4).

To identify specific research centers and better understand the directions of research in international practice, an analysis of sources and organizations by the number of citations was conducted. A total of 5,097 organizations were identified with a combined 418 citations. For visualization purposes, the TOP 20 organizations were selected (figures 7, 8).

The most important aspect concerns the disciplines and concepts developing within the field of digitalization of the social sphere as a public value, as well as the disciplinary contexts within which this development occurs. Such an understanding is essential for the development of new theoretical approaches and also makes it possible to identify research gaps and potential directions for future studies.

According to the both databases, publications on this topic are developing across various fields, including economics, sustainable urban development, behavioral sciences, urban studies, and others (figures 5, 6). OpenAlex makes it possible to identify interconnections, whereas Scopus provides statistical information. In this regard, OpenAlex is more informative and can provide valuable practical insights for researchers (figure 5).

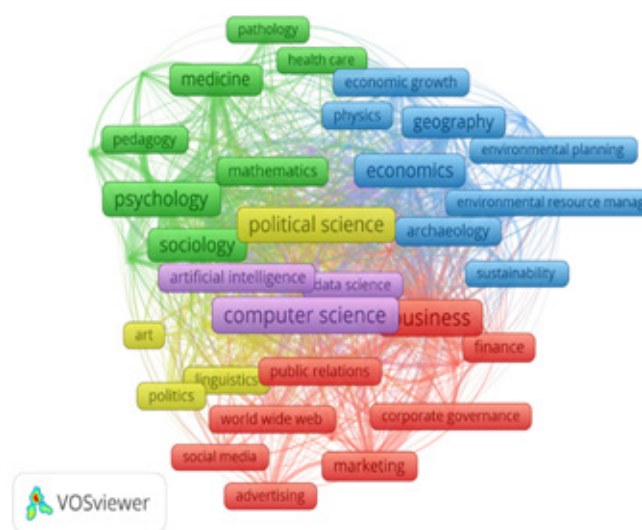


Figure 5 – Concepts OpenAlex

Note: Compiled by authors in VOSviewer (version 1.6.20) based on provided resources.

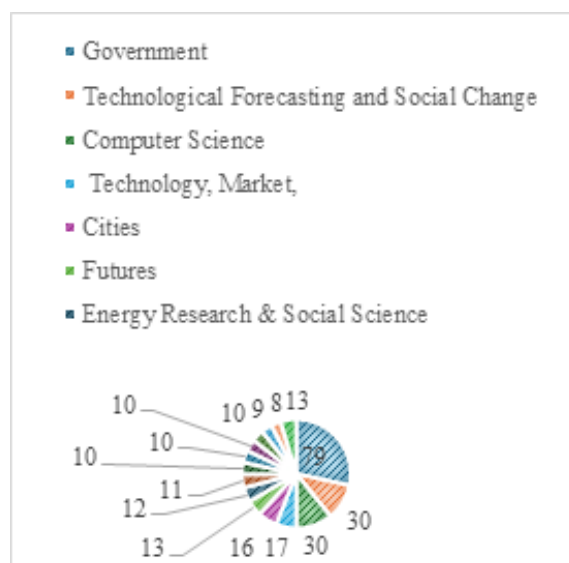


Figure 6 – Concepts Scopus

Note: Compiled by authors from Scopus database [17].

The main feature of the map is the central position of such disciplines as Political Science, Computer Science, Economics, and Psychology. This demonstrates that the digitalization of the social sphere is developing not merely as a technological process, but as a complex social phenomenon situated at the intersection of public administration, economics, social sciences, and information technologies.

The green cluster combines medicine, psychology, sociology, pedagogy, and mathematics. It reflects the development of digitalization through the concepts of human capital, digital well-being, and accessibility of social services. Within this cluster, digital technologies are considered as instruments

for improving quality of life, healthcare efficiency, education, and social support systems. This cluster is closely connected with the ideas of the welfare state, inclusive digital society, and public good theory.

The central yellow node – political science – indicates that the key theoretical foundation of the research field is formed by public administration concepts. It is within the framework of contemporary public administration theories that digitalization is understood as a public value. In this context, the influence of several conceptual approaches can be observed: Public Value Theory, where digitalization is viewed as a mechanism for creating public value; New Public Governance, which emphasizes interaction between the state, society, and digital platforms; Digital Governance, focused on the use of digital technologies to increase transparency and efficiency of governance; and Good Governance, which associates digitalization with accountability, openness, and citizen participation.

The purple cluster, led by computer science and artificial intelligence, reflects the technological foundation of contemporary digital transformation. The dominant concepts within this cluster include artificial intelligence, big data analytics, digital platforms, algorithmic governance, and data-driven governance. The connection of this cluster with political science and sociology demonstrates the transition from simple automation to the model of a “smart government,” where decisions are made based on data and digital analytics.

The red cluster combines business, finance, marketing, public relations, and corporate governance. It reflects the economic and managerial dimension of the research field. Within this cluster, the digitalization of the social sphere develops through the frameworks of platform economy, digital business transformation, ESG approaches, corporate social responsibility, and the sustainable development of digital ecosystems. Particularly important is the connection between business, public relations, and social media, which demonstrates the growing role of digital communications, public trust, and reputation management in the formation of public value.

The blue cluster includes geography, sustainability, environmental planning, and environmental resource management. It demonstrates the development of digitalization through the concepts of sustainable development and spatial governance. Within this cluster, digital technologies are applied to territorial management, environmental monitoring, smart city development, sustainable resource management, and spatial analytics.

At the same time, such clustering represents not only a visualization of the structure of scientific knowledge, but also an important analytical tool for identifying promising directions for future research. Clustering contributes to the identification of research gaps and insufficiently explored areas. For example, the high density of connections between computer science, artificial intelligence, and political science indicates the active development of research in digital governance and data-driven governance, while certain peripheral nodes may point to emerging or still underdeveloped research topics.

Several peripheral nodes can be identified on the presented map, located at the boundaries of the main clusters and characterized by less dense connections compared to the central concepts. These peripheral directions include environmental planning, environmental resource management, physics, pedagogy, public relations, and sustainability. Environmental Planning and Environmental Resource Management are positioned on the periphery of the blue cluster, which may indicate the gradual emergence of research at the intersection of the digitalization of the social sphere, the ESG agenda, and sustainable territorial development. In this context, the integration of smart city concepts and digital environmental governance is particularly noticeable. Although the “Public Relations” node is connected with business and social media, it remains less integrated into the core of the research field. This indicates that the topics of digital trust, reputation management, and public communication in governance are still at an active stage of development.

Sustainability is positioned at the edge of the blue cluster while simultaneously maintaining connections with several research directions. In other words, such an analysis makes it possible not only to systematize existing knowledge, but also to identify potential directions for future scientific development.

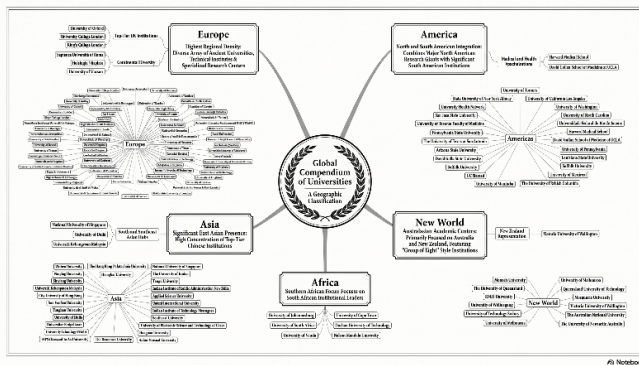


Figure 7 – Affiliations Scopus

Note: Compiled by authors in NotebookLM [17].

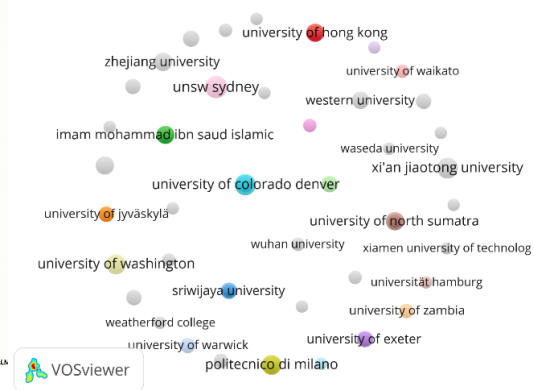


Figure 8 – Affiliations OpenAlex

Note: Compiled by authors in VOSviewer (version 1.6.20) based on provided resources.

Both sources demonstrate a similar distribution of research activity across affiliations. In this regard, the Scopus database appears to be more informative. Regional classification makes it possible to identify important trends. Europe is represented by the largest number of universities and research centers, including leading global academic institutions such as University College London, University of Oxford, London School of Economics, KU Leuven, University of Edinburgh, and others.

The European scientific landscape currently serves as one of the key centers for the development of theoretical and practical approaches to the digitalization of the social sphere. This is likely associated with the active development in Europe of the concepts of digital governance, smart society, digital inclusion, and public value management, as well as with the institutional support for digital transformation at the level of the European Union.

The second most significant region is Asia, where Chinese universities such as Wuhan University, Nanjing University, Tsinghua University, Zhejiang University, and Tongji University stand out in particular. This indicates the rapid growth of the Asian research landscape in the fields of digital governance, artificial intelligence, and platform technologies. Unlike the European model, where research is more frequently focused on public value, sustainability, and inclusion, the Asian agenda is more closely associated with technological modernization, smart city initiatives, AI-driven governance, and data-centric public administration. The role of China as one of the global centers for the development of digital government and digital infrastructure is especially noticeable.

The North American region is represented by a smaller number of organizations; however, it includes highly ranked research universities and medical schools such as the University of Toronto, Harvard Medical School, University of Pennsylvania, and UCLA. This suggests that North American research is primarily focused on the applied aspects of digitalization, including health governance, digital health, data analytics, and policy evaluation. The significant presence of medical and health policy institutions also indicates the important role of digital healthcare within the region's scientific agenda.

Africa is the least represented region, where research activity is concentrated primarily in the Republic of South Africa. Such a distribution may indicate the existence of global digital inequality in the production of scientific knowledge. At the same time, the presence of institutions such as the University of Cape Town, University of Johannesburg, and others demonstrates the gradual inclusion of the African region in the international scientific discourse on digital inclusion, accessibility of digital services, and social transformation.

Overall, the results demonstrate that research on the digitalization of the social sphere as a public value is primarily developing in countries with high levels of digital infrastructure, institutional development, and technological readiness.

As a result of the study, a comparative analysis of the databases (table 1) was also conducted, which made it possible to develop a final algorithm for conducting primary and secondary bibliometric reviews.

Table 1 – Comparative characteristics of the databases

Criterion	Scopus	OpenAlex
Main advantage	High-quality sources	Broad publication coverage
Type of data	Strict academic selection	Big Data approach with a large volume of publications
Analysis of publication dynamics	Particularly suitable for analyzing publication trends and yearly statistics	Less suitable for classical statistics, but stronger in network mapping
Thematic analysis	Demonstrates the disciplinary structure of research	Demonstrates conceptual interconnections and interdisciplinarity
Analysis of scientific connections	Limited	Strong in network analysis and visualization
Work with affiliations	More informative for institutional statistics	Better demonstrates global interorganizational connections
Cluster visualization	Suitable for quantitative analytics	Particularly effective for VOSviewer maps
Emerging topics	Identified less effectively	Effectively identifies peripheral nodes and emerging directions
International collaboration	Shows the main centers of publication activity	Allows analysis of global collaboration networks
Accessibility	Closed subscription-based database	Fully open science model
API and Big Data	Limited access	Full API integration and REST requests
Best used for	Analysis of publication dynamics, countries, journals, and affiliations	Analysis of concepts, clusters, international networks, and interdisciplinary mapping
Analysis of publication dynamics	Particularly suitable for analyzing publication trends and yearly statistics	Less suitable for classical statistics, but stronger in network mapping
Note: Compiled by authors based on provided resources.		

As a result, we can propose the following sequence of actions for researchers (Algorithm):

Search prompts (developed according to the examples presented in the article for Scopus/OpenAlex) → PRISMA = Filtering → VOSviewer → Network maps → Concept clusters → Identification of research gaps and future research opportunities → Scopus extraction of high-quality and academically verified publications for in-depth theoretical analysis and systematic review.

Discussion

As a result of the study, two major conclusions can be drawn.

First, regarding the topic of the digitalization of the social sphere as a public value. The obtained results demonstrate that the digitalization of the social sphere as a public value is gradually emerging as an independent interdisciplinary field of research situated at the intersection of public administration, the digital economy, social sciences, and technological studies. At the same time, the analysis showed that contemporary scientific discourse is already moving beyond the classical understanding of digitalization as merely the technological modernization of public services. Increasing attention is being given to issues of public value, social inclusion, trust in government, sustainable development, and quality of life.

The identified interdisciplinarity of the research field is also of considerable importance. The central position of political science, computer science, economics, and psychology demonstrates that the digitalization of the social sphere is perceived in contemporary research as a complex social

phenomenon requiring the integration of managerial, technological, social, and behavioral approaches. Particularly important is the gradual expansion of the scientific agenda toward digital ethics, digital inclusion, smart society, ESG approaches, and digital trust.

Special attention should also be given to the peripheral thematic nodes identified through network visualization. Such directions as linguistics, archaeology, public relations, environmental planning, sustainability, and pedagogy remain less integrated into the central core of the research field; however, they may represent the most promising directions for the further development of scientific discourse. Their presence indicates the gradual expansion of the understanding of the digitalization of the social sphere – from an administrative-technological approach toward a broader value-based, cultural, and social context.

The second significant conclusion concerns the applicability of the proposed methodology.

The comparative analysis of the Scopus and OpenAlex databases demonstrated that these resources perform different yet complementary functions within bibliometric research. Scopus ensures high-quality and academically verified publications, allowing researchers to obtain structured statistical information on countries, journals, affiliations, and publication activity dynamics. In turn, OpenAlex, due to its open science architecture and significantly broader publication coverage, provides opportunities for analyzing global scientific collaboration networks, conceptual clustering, and the identification of emerging topics.

Within this model, OpenAlex performs an exploratory function, enabling researchers to identify peripheral nodes, weakly connected concepts, emerging interdisciplinary fields, research gaps, and potential growth points of scientific discourse.

In turn, Scopus becomes a tool for the subsequent selection of high-quality and academically verified publications for conducting in-depth theoretical analysis. Thus, a two-level model of bibliometric research is formed: the initial conceptual mapping of the scientific field followed by a qualitative analysis of the most relevant publications.

A particularly important result of the study was the confirmation of the applicability of integrating the PRISMA approach with Big Data tools and bibliometric visualization. Under conditions of the rapid growth of scientific publications, researchers are faced not so much with a lack of information as with the problem of its systematization and the identification of genuinely promising research directions.

First, the PRISMA methodology provides a transparent and consistent structure for forming the research sample. The use of the stages Identification, Scoring, and Inclusion allows the publication selection process to be systematically organized, beginning with the initial screening of the entire set of potentially relevant sources and ending with the formation of the final analytical database.

Second, the use of PRISMA becomes particularly important when working with large volumes of scientific data. Modern scientific databases contain millions of publications, which requires the application of structured procedures for filtering and systematizing information. Within the framework of this study, the use of two major scientific resources – Scopus and OpenAlex – made it possible not only to form a representative sample of publications but also to compare data across different bibliographic systems. At the same time, Scopus ensured high accuracy and quality of indexed sources, while OpenAlex expanded the geographical and institutional coverage of research due to its open architecture and broad representation of scientific publications.

Third, an important element of bibliographic analysis is the formulation of correct search queries. As demonstrated in this study, the development of search prompts becomes a key methodological stage in working with scientific databases. The use of logical operators (AND, OR), special symbols, and precise terminological constructions significantly increases the relevance of the retrieved results and reduces the number of irrelevant publications. Thus, the ability to formulate search queries becomes an important component of modern research competence.

Fourth, the integration of the PRISMA methodology with bibliometric analysis and visualization tools, such as VOSviewer, makes it possible to move from a traditional descriptive literature review to a quantitative analysis of the structure of scientific knowledge. Network visualizations allow researchers to identify international research collaborations, institutional centers of scientific activity, and key thematic clusters within the research field. This significantly expands the analytical potential of bibliographic reviews and enhances their scientific value.

It is particularly important that the proposed methodological framework possesses a high level of universality and can be applied by a wide range of researchers. Unlike complex specialized data analysis methods, the use of PRISMA and basic bibliometric tools does not require advanced programming skills and can be mastered by researchers from various scientific disciplines – from public administration and economics to social sciences and humanities. Open scientific databases such as OpenAlex, as well as the availability of visualization tools, significantly expand the possibilities for applying this methodology.

Due to its structured and reproducible nature, the proposed approach can be used not only for analyzing the digitalization of the social sphere but also for systematizing knowledge in almost any field of scientific research. The methodology allows researchers to form representative corpora of publications, identify key scientific directions, analyze the geographical and institutional structure of science, and track the dynamics of research topic development.

Thus, the combination of the PRISMA methodology, skills in working with large bibliographic databases, and bibliometric visualization tools forms a modern methodological standard for preparing scientific literature reviews. In the context of the rapid growth of scientific publications, these competencies are becoming an important element of research culture and can be considered a universal tool for the systematization of scientific knowledge accessible to a wide range of researchers.

In this context, the proposed algorithm:

Search prompts → Scopus/OpenAlex → PRISMA → Filtering → VOSviewer → Network maps → Concept clusters → Identification of research gaps and future research opportunities → Scopus extraction of high-quality and academically verified publications for in-depth theoretical analysis and systematic review forms a consistent system of scientific navigation within the rapidly expanding space of scientific knowledge.

Conclusion

The conducted study made it possible to systematically structure and visualize the publication landscape devoted to the digitalization of the social sphere as a public value of modern public administration.

Overall, the results of the study confirm that the digitalization of the social sphere in the context of public value is emerging as a global interdisciplinary field, situated at the intersection of public administration, the digital economy, and social policy. Its further development will be shaped by both technological transformations and value-institutional changes within the modern state.

A separate contribution of the study lies in its methodological implications. The applied combination of PRISMA filtering, API-based data extraction, bibliometric mapping, and network visualization forms a universal analytical toolkit that can be used to systematize knowledge in virtually any research domain. This approach makes it possible to: form representative publication samples; identify the geographical and institutional structure of science; analyze international research collaborations; determine thematic clusters and conceptual dominants; track the dynamics of scientific research directions.

Thus, the study demonstrates that the combination of PRISMA, bibliometric mapping, Big Data databases, and network visualization forms a new methodological standard for conducting contemporary scientific reviews. Under conditions of the exponential growth of scientific information, such tools become not only a means of knowledge systematization, but also a mechanism for the accelerated identification of new scientific ideas and research opportunities.

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ӘЛЕУМЕТТІК САЛАНЫ ЦИФРЛАНДЫРУ ҚАЗІРГІ МЕМЛЕКЕТТІК БАСҚАРУДЫҢ ӘЛЕУМЕТТІК ҚҰНДЫЛЫҒЫ РЕТІНДЕ: PRISMA ӘДІСНАМАСЫ БОЙЫНША ЖҮЙЕЛІ ӘДЕБИЕТТІК ШОЛУ

Аңдатпа

Қазіргі мемлекеттік басқару жағдайында әлеуметтік саланы цифрландыру қоғамдық құндылық тұрғысынан қарастырылатын негізгі трансформациялық бағыттардың біріне айналууда. Әлеуметтік қызметтерге цифрлық технологияларды енгізу үдерісі күшейген сайын, олардың қоғамдық құндылықты қалыптастырудағы рөлі ерекше өзектілікке ие болуда. Осы зерттеу құндылықтарға бағдарланған тәсіл мен әлеуметтік саланы цифрландыру арасындағы өзара байланысты талдауға бағытталған. Зерттеудің мақсаты екі құрамдас бөліктен тұрады: біріншіден, 2012–2026 жж. аралығында әлеуметтік саланы цифрландыруды қазіргі мемлекеттік басқарудағы қоғамдық құндылық ретінде кешенді библиометриялық талдау; екіншіден, PRISMA әдіснамасын Big Data құралдарымен, соның ішінде Scopus және OpenAlex деректер базаларымен үйлестіре отырып апробациялау және жетілдіру. Зерттеу аясында жарияланым белсенділігінің динамикасы, ғылыми кеңістіктің географиялық және институционалдық құрылымы, сондай-ақ негізгі тақырыптық кластерлер мен теориялық доминанттар анықталады. Зерттеудің ғылыми маңыздылығы мемлекеттік басқару, цифрлық экономика және әлеуметтік саясатты біріктіретін қалыптасып келе жатқан пәнаралық бағытты жүйелеу мен картографиялауда көрінеді. Алынған нәтижелер халықаралық ынтымақтастықтың жоғары деңгейімен және тақырыптық әртүрлілігімен сипатталатын жаһандық полицентрлі ғылыми кеңістіктің қалыптасуын растайды. Зерттеудің құндылығы PRISMA сүзгілеуін, API арқылы деректерді алуды және библиометриялық визуализацияны біріктіретін әмбебап әдіснамалық тәсілді ұсынуында, бұл ғылыми шолулардың қайта өндірілуін және талдау тереңдігін арттырады. Практикалық маңызы зерттеу нәтижелерін ғалымдар мен мемлекеттік органдардың жаһандық ғылыми трендтерді талдауда, дәлелді басқарушылық шешімдер әзірлеуде және түрлі ғылыми салаларда заманауи библиометриялық әдістерді қолдануда пайдалану мүмкіндігімен айқындалады.

Тірек сөздер: әлеуметтік саланы цифрландыру, мемлекеттік басқару, әлеуметтік құндылықтары, PRISMA әдістемесі, API-сұраныстар, OpenAlex, үлкен деректер, VOSviewer.

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ЦИФРОВИЗАЦИЯ СОЦИАЛЬНОЙ СФЕРЫ КАК ОБЩЕСТВЕННАЯ ЦЕННОСТЬ СОВРЕМЕННОГО ГОСУДАРСТВЕННОГО УПРАВЛЕНИЯ: СИСТЕМАТИЧЕСКИЙ ОБЗОР ЛИТЕРАТУРЫ ПО МЕТОДОЛОГИИ PRISMA

Аннотация

Цифровизация социальной сферы в условиях современного государственного управления становится одним из ключевых направлений трансформации, рассматриваемых через призму общественной ценности. В условиях активного внедрения цифровых технологий в социальные услуги особую актуальность приобретает вопрос о том, каким образом данные процессы способствуют созданию общественной ценности. Настоящее исследование направлено на анализ взаимосвязи ценностно-ориентированного подхода и цифровизации социальной сферы. Цель исследования имеет двойственный характер: во-первых, провести комплексный библиометрический анализ цифровизации социальной сферы как общественной ценности современного государственного управления за период 2012–2026 гг.; во-вторых, апробировать и усовершенствовать методологию PRISMA в сочетании с инструментами работы с Big Data, включая базы данных Scopus и OpenAlex. В рамках исследования определяются динамика публикационной активности, географическая и институциональная структура научного поля, а также ключевые тематические кластеры и теоретические доминанты. Научная значимость работы заключается в систематизации и картировании формирующегося междисциплинарного направления, объединяющего государственное управление, цифровую экономику и социальную политику. Полученные результаты подтверждают формирование глобального полицентричного исследовательского пространства с высоким уровнем международного сотрудничества и тематической диверсификации. Ценность исследования определяется разработкой универсального методологического подхода, сочетающего PRISMA-фильтрацию, API-извлечение данных и библиометрическую визуализацию, что повышает воспроизводимость и аналитическую глубину научных обзоров. Практическое значение результатов заключается в возможности их использования исследователями и государственными органами для анализа глобальных научных трендов, разработки обоснованных управленческих решений и применения современных методов библиометрического анализа в различных областях знаний.

Ключевые слова: цифровизация социальной сферы, государственное управление, общественные ценности, методология PRISMA, API-запросы, OpenAlex, большие данные, VOSviewer.

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