

**AP25795571. Socio-Cultural Factors of Transformation of Kazakh Society in the Context of Global Trends of Modernity. sc. s. – Mukanova A.K.**

*Project Annotation:*

In the context of globalization, shifting values, the pandemic, and other challenges facing humanity, the fundamental parameters of societal life are undergoing significant transformation. Technological innovations have introduced a new reality into everyday life—namely, digital culture. Virtual communication, neural networks, and machine learning are evolving rapidly. This evolution is also reshaping the very understanding of the essence of concepts such as "society," "culture," and "humanity."

In his address to the people of Kazakhstan, titled "Fair Kazakhstan: law and order, economic growth, public optimism", our President Kassym-Jomart Tokayev stated that Kazakhstan is committed to building on its achievements in the field of digital transformation. He emphasized the need to actively introduce artificial intelligence (AI) technologies into the electronic government platform, with the goal of making Kazakhstan a nation where AI is widely utilized and digital technologies continue to advance. The quality and success of the transition to a digital public administration platform depends largely on the cognitive and attitudinal readiness of society to conduct daily activities in line with modern civilizational standards. This project aims to identify significant factors correlated with digitalization processes, which will enhance its effectiveness and allow for predictive analysis of potential consequences.

*Project objective:* The aim of the project is to develop a framework for understanding the axiological (value-based) and semantic changes in the minds of modern Kazakh citizens in the context of globalization. This framework will be presented in the form of a cognitive map, which will include detailed characteristics based on sociological, psychological, historical, cultural, collective, and ideological factors.

*Project objectives:*

1. To conduct a study and analysis of current sociological research methods:
  - 1.1 To analyze scientific projects that focus on quantitative and qualitative measurement of socio-cultural aspects of modern society.
  - 1.2 To examine the latest techniques used in sociometric research.
  - 1.3 To investigate interdisciplinary approaches to the analysis and interpretation of humanities phenomena.
2. Development of a general methodology and selection of specific research methods:
  - 2.1 Preparation of survey instruments for conducting sociological research; development of a system of qualitative and quantitative indicators that allow the collection of relevant empirical data.
  - 2.2 Preparation of interpretive tools for the correct analysis and conceptualization of the data obtained; development of a program and research containing a methodological matrix with indicators for measuring digitalization processes and their impact on personal value orientations, data processing and analysis.
3. Conducting sociological research in all regions of Kazakhstan:
  - 3.1 Organization of large-scale online surveys.
  - 3.2 Visits to the regions for fieldwork.
4. Analysis, processing, categorization, and conceptualization of sociological data:
  - 4.1 Development of a conceptual map reflecting the main values and meanings of the socio-cultural changes in the consciousness of Kazakh citizens in the context of globalization.
  - 4.2 Development of applications providing practical recommendations for addressing and resolving potential value conflicts, as well as identifying optimal development paths in line with current priorities.
5. Validation of theoretical findings from the study.
  - 5.1 Publication of preliminary, interim, and final research findings in the form of scholarly articles, reports, public lectures, and the publication of a monograph.

5.2 Participation in national and international scientific conferences to critically discuss key ideas, concepts, and perspectives within the context of scholarly discussions.

5.3 Participation in internships abroad to familiarize oneself with the latest research practices in the field of social and humanities knowledge.

5.4 Collaboration with international partners to diversify the tools and approaches used to describe the subject under investigation.

5.5 Preparation of written materials based on verified research results, including the writing of monographs, educational materials, reference works, analytical reports, and reports.

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