

## PHILOSOPHICAL ASPECTS OF SOCIETY INFORMATIZATION

*The article defines the essence of informatization of society due to the spread of the Internet network all over the world, the difference between the information capabilities of the Internet and ordinary mass media is clarified, the genesis of the theory of social networks, their essence, possibilities is analyzed, the state of development of social networks on the territory of Ukraine, their role and place in the informatization of society are shown, the forms of communication in the Internet-network are described: a blog, a tlog, peculiarities of self-expression in the blogosphere; opportunities and procedures for the exchange of ideas through the forum; organization mechanism and Internet conference script.*

*Keywords: social-networks, informatization of the society of the form of communication on the Internet.*

**Relevance of the article.** Homo sapiens was formed during evolutionary processes under the influence of information. Carriers of information were and still are different facilities from rock paintings to modern cybernetic devices. Communication relations in which there are no clearly defined boundaries between creators and consumers of information are in modern society. Due to the existence of free media space, participants in the dissemination and consumption of information are international organizations, state and public organizational structures and separate individuals. The rapid development of social communication constantly requires understanding of the philosophy of communication, directions and ways of development of information society.

Rapid development and distribution of Internet-wide networks worldwide, its influence on the worldview of human is reflected in several hundreds of social and humanitarian research, published daily. However, it will be fair to recognize that the scientific understanding of the processes of informatization of society under the influence of the world cybersecurity lags from the possibilities of the development of the Internet itself. The founder of Facebook M. Zuckerberg in 2015 expressed the opinion that after five years, by the end of 2020, every inhabitant of our planet will have access to the Internet [1].

Nowadays, the problem of creating models, which describe the processes of social interactions that occur in the Internet, the author, does not know the fundamental scientific work of the further deployment of the Global Web and its impact on further informatization of society. These and many other issues require a well-grounded study and determine the relevance of this article.

Of course, the size of the article does not allow to make a comprehensive scientific analysis of the components and mechanism of informatization of society. But each look at this problem allows us to come closer to philosophical comprehension and the general characteristics of this process.

**Analysis of researches and publications on the issue of informatization of society.** Covering the issues of the essence and content of the processes of informatization of its impact on the self-development of society is at the forefront of the attention of native and foreign scholars, state and public figures. This can be confirmed by a large number of substantive work and articles published in newspapers and on various Internet sites.

The idea of the relationship between cybernetics and society was initiated after the end of the Second World War in 1945. Norbert Wiener prepared and published the books "Cybernetics" (1948), "The WonderKing" (1951), "I'm Mathematician" (1956) and "Cybernetics and Society" (1958), N. Wiener showed that living effectively means living, having faithful information. Messages and management are equally related to the essence of human existence, as to the human life in society. In other words, information directly determines the process of socialization in society.

In Ukraine, the outstanding scientist V. Glushkov, one of the first Ukrainian scientists, initiated theoretical studies of the problems of cybernetics, including the impact of informatization on society, and the implementation of theoretical developments in life.

Ukrainian scientists: G. Bonch-Bruyevich, V. Gorovy, T. Granchak, Yu. L. Kompantseva, A. Matviichuk, T. Nosenko, V. Popyk, G. Pocheptsov, L. Chuprina, and others were devoted to research of socialization processes of the community through communication in social networks of the Internet.

Some contribution to the study of information society were made in dissertations. O. Prysyzhnyuk in his work analyzes the social and technological peculiarities of the World Computer Network and its role in the system of modern life of society. S. Konoplytskyi made efforts to phenomenological analysis of social aspects of communication on the Internet. D. Kolomiets made a philosophical analysis of the socialization of the individual in the media and educational space of the information society. In the work by the author O. Malis was proved that the Internet is a powerful informational and propaganda tool for political activity, which in fact combines the functions of television and print editions.

Leading western scholars who analyze the problems of informatization of society are D. Bell, M. Castells, A. Toffler, A. Turin, J. Galbraith, R. Ingelgart. A number of American scientists : Joseph B. Walter, D. Westerman, B. Van der Hade, C. Tong, L. Langwell, J. Kim, J. Antony study the formation of social networks, the main provisions and principles of their use and predict their future. Russian writers R. Abdeyev, S. Afanasyev, V. Bianchi, S. Duka, V. Inozemtsev, S. Dyatlov, N. Moiseev and others actively work in the aspect of determining the role of Internet-network in public life.

Even a brief review of the authors and theoretical and scientific sources that highlight the development of the global Internet network and its impact on the informatization of society indicates the importance of studying this process. But the philosophical aspect of informatization and communication of society remains beyond the attention of scientists. The need for its consideration is the purpose of this work.

**The purpose** is to find out the philosophical aspect of the process of informatization of modern society. To achieve the goal the author solves the following partial tasks: the essence and content of informatization of society are defined, the components of the process of influence of the cybernetic network on the formation of modern society are outlined.

**Presentation of the main material.** Humanity has entered a post-industrial society, in which, unlike industrial, the main value is information. Despite the lack of a unified understanding, the following definition of the Information Society (the English Information Society) has been acquired in the scientific environment: the theoretical concept of postindustrial society, the historical phase of a possible evolutionary development of civilization, in which information and knowledge are produced in a single information space. Its resource and The motive force is people, their intellectual, creative and spiritual possibilities. The following definition of the information society is proposed. It is a society in which most workers are engaged in the production, storage, processing and sale of information, especially its higher form - knowledge. In the information society, the greatest value, the main products of production are not things and energy, but information.

The leading features of modern society are its informatization - the penetration of cyber information into all spheres of human activity; the possibility of joining each developed person to a global information space capable of providing a new quality of life; Creation of qualitatively new forms of communication and effective information interaction of people due to increasing access to national and world information resources, overcoming the information and digital inequality, progressive satisfaction of human needs in information products and services.

Logically, technical channels of mass communication are constantly being improved and provide the spread of a growing array of information. The Internet is not an exception. In it, thanks to technical capabilities, former types and forms of communication are converted (combined). Today the Internet, in its capabilities, replaces radio, telephone, mail, television, print media, bookshops, libraries, etc.

From the point of view of social philosophy, people in the Internet have the opportunity to be in the virtual space. Modern Internet provides incredible speed and cheap distribution of information (by some estimates, 700 times faster and 335 times cheaper than by mail). The thought of T. de Chardin that the Internet is a unique means of uniting everyone and everyone into a "one closed system" is fair.

In modern conditions it is difficult to imagine the self-development of the human community without the communication of social objects, which is based on the contacts of individuals between themselves or in their mutual interests. Such interconnection is possible due to the created social networks in the world web of the Internet. The key concept of this association of individual subjects is the constant interaction, mutual influence. The modern theory of social networks dates back to the middle of the 20th century, thanks to the works of R. Solomonoff and A. Rapoport. In 1959-1968. Hungarian mathematicians Paul Erdos and Alfred René wrote eight articles describing the principles of the formation of social networks [2].

The term "social network" was first used in 1954 by sociologist James Barnes in his work "Human Relations," where several sociograms were also presented - visual charts in which each person looked like a point, and the lines between them pointed to their relationship [3 ]

There are many definitions of the social network. At present, it is obvious that they can be considered as technological complexes of organization and management of electronic information exchange between subjects of social relations, intended to provide horizontal communication of subscribers interested in it, united by common interests, information needs and skills of communication [4, c .216]

Social Internet Networks is a virtual association of people sharing certain information that is a characteristic of the Internet. The reasons of the existence of social networks are obvious: today, people spend a great deal of time at the computer and are used to share information with each other, primarily in electronic form, because it, at least, saves time and expands the communicative capabilities of a person. The popularity of Internet networks is evidenced by the following data: there are more than 200 large social networks in the world, 15 of them have more than 100 million active users, more than 60 of which are Russian-speaking) [5].

This number of users indicates the creation of a network society on the Internet, which can be called cybersociety. It is based on horizontal social connections and the main role in which not hierarchical models play, but social networks. Significant role modern Internet communications do in shaping such society.

The history of the launch of social networking is due to sp classmates.com, which appeared in 1995. Then in 1997, SixDegrees.com was created. Since 2001, people began to create websites that used the technology called Circle of Friends. This form of social Networks, which is widely used in virtual communities, became widespread in 2002 with the advent of the Friendster website.

In 2004, the largest social network in the world, Facebook, was created. Google also offers an orkut social networking site that was launched in 2004. In July 2005, News Corpertaion has launched MySpace. These communities also offer opportunities such as automatic address book updates, the viewing of each other's personal information, the creation of new relationships with the help of "dating services" and other forms of social networking in the network.

Social networks can also be organized around business relationships. In 2010, a social network for state officials "Gosbook" was launched in Ukraine. In its framework, they can set up expert and working groups to discuss issues of public administration. The new network is semi-open - many materials and messages are posted in open access, and some of the issues are available for discussion by all interested persons. Admission of users goes for the club scheme: the new participant should be invited by either one of the network administrators, or by one of the already registered users. One of the main tasks of the network is wide involvement of civil servants and specialists.

It can be assumed that Ukraine has also been actively involved in the process of informatization of society. According to the study of Universal Mc Cann, from 55 countries in the world Ukraine is on the fifth place in the activity of using social networks. Among the active Internet users (those who

go online every day, or at least several times a week) in Ukraine 81% of users have a profile in social networks (61% of the world's average) [6, 134].

The Gemius company has shown that in June 2017 the Internet was used by 22 million people in Ukraine, the most popular device for accessing the Internet - personal computer (stationary or laptop), 19 million people are using it, using Internet-enabled smartphones are 10 millions, with tablets - 2.6 million. Ukrainian users are divided by age: from 14 to 24 years old - 21%, from 25 to 34 years - 30%, from 35 to 44 years - 21%, from 45 to 54 years - 14%, more than 55 years - 14%.

By audience coverage, the places were distributed in this way: 1. google.com (91%); 2. youtube.com (72%); 3. facebook.com (56%); 4. privatbank.ua (36%); 5. vk.com (36%); 6. rozetka.com.ua (35%); 7. ukr.net (30%); 8. wikipedia.org (29%); 9. olx.ua (29%); 10. bestatch.com (25%) [7].

Ukrainians most often use social networks to communicate and maintain contacts. Among scientists there is the idea of the constant growth of social media. This can be explained by the increase in the number of owners of smartphones and mobile Internet users.

The given data testify about the growing popularity of the social Internet network not only among young people, but also among middle-aged and even older people. At the same time, the information of ordinary mass media goes back to the background. S. Konoplitsky explains this by the fact that the structure and nature of Internet information is significantly different from the nature and structure of the usual media-information [8]. Firstly, all types of communication (mass, specialized, interpersonal, intranspersonal) are represented on the Internet, while in the media two last ones are practically absent. Secondly, the Internet is dominated by specialized information while a significant increase in individual (interactive) interaction. Thirdly, in the cyberspace, the diversity of the content of the available information increases significantly. Fourthly, if traditional media act as centers that collect information, sort it and distribute it, the Internet is characterized by a potentially endless number of independent centers of accumulation and dissemination of information that determines their global, democratic, and, at the same time, uncontrolled nature.

Information services of the Internet (e-mail, skype, chats, forums, blogs, webinars, videoconferences and, of course, social networks) provide to user the implementation of interconnections and interaction with large human masses, for the exchange of information products. It is difficult to find a sphere of relations between people in which information communication is not possible. Internet networks allow to provide marketing services, to conduct information business, online communication is transferred to that virtual-communicative space, where, on the one hand, it is possible to express opinions freely, on the other hand - to exert a massive influence on users, to form social relations carried out in a circle various communities, associations, government portals and ordinary users.

Of paramount importance for the development of personality is, of course, informational communication in full autonomous thematic or individual blogs. A blog is a periodically updated magazine with full or limited commentary by other users. The feature of such a diary is the reverse chronology, the last entry will be the first among readers available. The blog area is called the whole set of blogs on the Internet.

A tlog is a blog where you can not leave comments, get information about readers, instead you can make anonymous entries and make notes unavailable for anyone other.

Blogs combining reading, writing and publishing own thoughts in the Internet, became for the person of the beginning of the XXI century an important means of self-expression and a tool for the development of personal literacy skills, the school of formulating own thoughts, sharing knowledge, and hence an effective tool for self-development [9].

In the blog, the audience becomes the main producer of information: authors, readers and commentators are in one person. In blogs, users have the opportunity to get comprehensive, independent, objective information directly from eyewitnesses and make a free, multidimensional integrated picture of the event, regardless of its geographic location.

But it should be noted that self-expression through blogs is not equivalent to a simple user and a well-known person. It is difficult for a simple user to attract attention to his personality and

notations. That's why, a very large percentage of users in a short time loses interest to one or another topic in the network. Beside with the public blogs, there is a class of blogs that unite people with certain (narrow) interests and are intended for publication and discussion of the author's works (prose, poems, photographs, drawings).

Another way of communicating in the Internet is through forums, the organization of the exchange of information and communication between a large number of interlocutors. In the organization of Internet forums, there are no strict restrictions on the contingent of participants - they can become any users, there is also no time frame for discussion of the topic - the process continues until the topic is interesting for the interlocutors.

Forums may have scientific or socio-political themes and pursue relevant goals. Such forums are characterized by some officiality and officially-business, scientific or scientific-journalistic style of speech.

There may also be forums for various household spheres of life, social events or works in the field of art (including music, painting, poetry, and prose, etc.). The purpose of forums can be considered the receiving of participants various knowledge, communication experience, some truth in disputes regarding a particular phenomenon or individual preferences.

All forums have unwritten rules: discussion of any topic begins with the monologue of the author in the form of an article (review / review, of any opinion interesting to a wide range of users), which contains the essence of the problem and argues the author's arguments in favor of one or another point of view. Next, all interested persons are connected to the discussion of the subject with the author. Thus, the way of interaction can be called a dialogue, or a polylogue.

Chatter is a kind of forum that differs from others by the absence of any specific scientific or social subject matter. They are created directly to stimulate live group communication mostly young people. Such communication takes place in the form of a polylogue of strangers, who pursue the goal - the beginning of acquaintance.

A conference is a slightly different way of informational communication in the Internet, its script resembles a bulletin board, and a newspaper at the same time. No list of conference participants exists. Anyone whose computer is connected to another computer receiving conference messages can receive and send messages. At the beginning of the conference, messages are sent to the groups by subject, and in order to receive group messages, you have to subscribe to this group, to include the name of this group in the list on your personal computer. This conference script allows you to receive all messages from the right topics, regardless of who wrote them, and send messages without worrying about the addresses of the recipients - it will be read by those will be interested about. The conference is indispensable for scientific discussions and the search for like-minded people with scientific interests.

There are many other ways of virtual communication in the Internet - network games (strategic and intellectual), and the virtual world (as a community of people who build an interactive virtual life), and clubs (which are similar to a mix of conference and chat), etc.

**Conclusions:** The conducted research allows us to state the fact that today in Ukraine there is a flourishing of informatization of society. In our country there is a stable annual growth of network communication, as well as information networks themselves. The necessity of using real possibilities of informatization is reflected in the fact of joining not only teenagers, but also people of young, middle and senior age to the information Internet network. This indicates about the growing of interest to the possibilities of the World Wide Web, which captured all sides of society's life. Accordingly, the importance of the Internet network in the process of informatization will increase and in the long term will lead to their integration into several global, multinational services of production and distribution of information, actually interacting with interests, entertainment industry, commercial services, etc.

Further research may be aimed to revealing new theoretical and methodological features of the socio-philosophical comprehension of society, in which unprecedented opportunities of human and social interaction and communication as a result of informatization appeared.

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Без рецензії.

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### ФІЛОСОФСЬКІ АСПЕКТИ ІНФОРМАТИЗАЦІЇ СУСПІЛЬСТВА

*У статті визначено сутність інформатизації суспільства завдяки поширенню в усьому світі Інтернет мережі, з'ясовано різницю між інформаційними можливостями Інтернету і звичайними ЗМІ, проаналізовано генезис теорії соціальних мереж, їх сутність, можливості, показано стан розвитку соціальних мереж на терені України, їхню роль і місце в інформатизації суспільства, охарактеризовано форми спілкування в Інтернет-мережі: блог, тлог, особливості самовираження особистості у блогосфері; можливості і порядок обміну думками за допомогою форуму; механізм організації і сценарій проведення Інтернет-конференцій.*

*Ключові слова: соціальні-мережі, інформатизація суспільства форми спілкування в Інтернеті.*

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### ФИЛОСОФСКИЕ АСПЕКТЫ ИНФОРМАТИЗАЦИИ ОБЩЕСТВА

*В статье определено сущность информатизации общества благодаря распространению во всём мире Интернет-сети, выяснено различие между информационными возможностями Интернета и обычными СМИ, проанализировано генезис теории социальных сетей, их сущность, возможности, показано состояние развития социальных сетей на территории Украины, их роль и место в информатизации общества, охарактеризовано формы общения в Интернет-сети: блог, тлог, особенности самовыражения личности в блогосфере; возможности и порядок обмена мнениями с помощью форума; механизм организации и сценарий проведения Интернет-конференции.*

*Ключевые слова: социальные сети, информатизация общества, формы общения в Интернете.*