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HOW IS THE INFORMATIZATION OF SOCIETY GOING

Abstract: *the article analyzes the essence of informatization as the most important factor of all-round scientific and technological progress, defines the ways of development in new conditions and the peculiarities of reforming social relations and the management system. Informatization is viewed as the development of the information infrastructure of society, ensuring the use of information as a national resource.*

Keywords: *Informatization of society, progress, computer networks, communication, humanization, intellectual environment, information sphere.*

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КАК ПРОХОДИТ ИНФОРМАТИЗАЦИЯ ОБЩЕСТВА

***Аннотация:** в статье рассматривается суть информатизации как наиболее важного фактора всестороннего научного и технологического прогресса, определяются пути развития в новых условиях и особенности реформирования социальных отношений и системы управления. Информатизация представлена как развитие информационной инфраструктуры общества, обеспечивающее использование информации как национального ресурса.*

***Ключевые слова:** информатизация общества, прогресс, компьютерная сеть, коммуникация, гуманизация, интеллектуальная собственность, информационная сфера.*

In the literature about the information society, you can find a lot of theoretical basis on this topic (theories on the knowledge economy or information economy, post-industrial society, information society, etc.), which shows that an important sociological issue is understanding the role of technology and information in the society we live. Both aspects – the form of society and the role of technology – are central to the theory of the information society. Modern scientific and technological progress is determined by means of storage, processing and transmission of information.

Objects and subjects in the information society include: ensuring global and effective communication; the ability to promptly receive processed, analyzed and reliable scientific and technical information and make optimal decisions in all spheres of society

We live in a digital society in which the informatization of data has a profound impact on all aspects of our lives: the way we communicate; how we work, learn, stay healthy and engage in politics and economics. Digitalization holds the promise of tremendous benefits for improved health, more efficient mobility, energy efficiency and company prosperity.

However, it also poses challenges such as: new controversies around data access and control; what it means to be human when we share the world with sophisticated artificial intelligence; revealing knowledge and truth among the flow of information.

To address these problems, system administrators must work with social scientists and the humanities.

Informatization changes the structure and nature of society's activities, as well as global cultural, social and economic development. The informatization process widely covers all large industrial countries that are going through regular cultural revolutions. If we conduct a global analysis of the development of computer technology and information technology, then we can say that this development went in two directions. Based on our observations, these directions can be formulated as follows:

- 1) computational direction;
- 2) intellectual direction.

When it comes to building a digital community, the following guidelines should be followed:

- the sooner you start creating and developing your online community, the better.
- Many companies start building their online communities before launching their product;
- make sure the content in the community is relevant and preferably user generated and that discussions are well moderated;
 - choose the right social media channels to build your community. Each social media channel serves a slightly different purpose and caters to a different audience. Choose a channel based on what kind of community you want to create – which should also be centered around your target audience.

The information society is very closely related to the development of digital information and communication technologies. The Information Society is a society in which the creation, dissemination, use and manipulation of information play an important role in political, economic, social and cultural life.

The Information Society has provided many more opportunities for a broader social group than ever before. A large part of the world's population, especially in the Western world, has access to information sources and technologies that can enable them to participate in various activities on the Internet, be it economic, social, political or educational. We can take control of our own learning by participating in free courses;

we can start an online business without the need for large capital; and we can broadcast our views and opinions to a global audience, communicating across geographic boundaries.

Currently, the main problem of informatization is to ensure the development of common means of communication for all mankind, that is, a common system language and a tool for generating, storing, processing and receiving information. However, any innovation also has negative consequences, so it is necessary to neutralize them. The widespread dissemination of information and a set of tools for a new man-machine language of communication common to all mankind, that is, a computer, leads to the generation of forms of this language: formalized problem-oriented computer languages, formally ordered natural languages, applicable system and network codes, and so on.

The foregoing leads us to the idea that the informatization of a society with a high sociability of its objects and subjects is possible only when a person is united by an interethnic, unified, developing system that really and beneficially serves all the objects of this system. Such a system can be a new branch of infrastructure, for example, a communication or transport system, which can be similarly called the informatization of society. And it can open the way for processing, storing and transferring data and performing all approved daily tasks of information services for objects and subjects of society, from issuing certificates to fulfilling all types of orders, payments, organizing medical, transport services.

We can also say that without an information society, an ideal state would not have been created: i.e. certain problems related to a certain period of the development of society, as well as to the information society. Informatization seems to be a complex and contradictory socio-technical process. The humanistic orientation of informatization presupposes such a mutual adaptation of the social and the technical into a single human-machine system, and the leading and determining part is the human, social component [6, pp. 282–284]. Information society is an eco-society based on knowledge [4, с. 6–9].

Consequently, informatization processes have not only positive, but also negative sides. Information and communication technologies lead to the fact that real communication between people is reduced and replaced by virtual surrogates. The individual is included in many virtual associations, but, nevertheless, remains really isolated from other people. Society is actually destroyed, but not only real, as in a classical real society, but also virtually.

The process of informatization causes qualitative changes in all spheres of social life, shaping the contours of the future post-industrial society. The rapid spread of computer technologies, unprecedented opportunities for transmitting and receiving information, and expanding opportunities for social development simultaneously lead to serious socio-economic consequences for humans, nature, society and future generations. Based on the peculiarities of informatization as a global, multi-vector, complex and contradictory process, as well as the multifaceted forms of its manifestation, an important task of the state, civil society and the entire world community is to strengthen these positive effects and leveling the threats generated by informatization in all the main spheres of the socio-economic system....

Some information society theorists over-idealize it. For example, J. Naisbitt writes: «in the network structure, information itself is a great equalizing factor. Networks are egalitarian not only because all their participants are equal. On the contrary, networks involve people of all levels, because they are diagonal and three-dimensional. to each other as equals – after all, it is the information in them that is important. The author describes the information society as classless. But this is an illusion. It is simply a modification of capitalist society with its fierce competition, social inequality, and so on. Some authors argue that the new information society is being replaced by a new type of society – the knowledge society.

Concepts such as knowledge society, information society, network society, information capitalism, post-industrial society, transnational network capitalism, post-modern society, etc. show that there is a lively discussion in modern sociology about the nature of modern society and the role that technology plays in it., information, communication and cooperation. In the theory of the information society, the role of

information and information technology in society is discussed, the question of which key concepts should be used to characterize modern society and how to define such concepts (it has become a specific branch of modern sociology).

Legal regulation of the information society primarily concerns the following categories of crimes:

- unlawful use of personal data;
- Content-related crimes (for example, distribution of child pornography, incitement to hatred, etc.);
- crimes against computer systems and data;
- copyright infringement.

At present, informatization should be aimed at increasing the efficiency of using the socio-economic and scientific-technical potential of the country, implementing the mechanisms for the development of civilization as a whole, focused on meeting the information needs of all members of society.

Based on the above, we can conclude that identifying a number of negative consequences in the process of introducing information technologies, it should be recognized that these technologies have opened up new prospects for the progressive development of modern society. Thanks to the latest technologies, mankind was able not only to store and disseminate information, but also to use it to solve global problems and predict the future. Information as a value becomes one of the regulators influencing sociocultural changes in society. In connection with the identified problems, it is necessary to develop a strategy for the further development of the information society and the use of information, communication and computer technologies. We propose the following measures to minimize the negative impact of information technology on society:

1. To create a legal framework regulating the activities of the Internet, social networks.

2. All projects implemented in the system of information, communication and computer technologies must form moral principles and universal human values among citizens.

In the process of spreading information, communication and computer technologies, it is necessary to pay great attention to the creation of an «intellectual environment» in the formation of the «information sphere». This paper attempts to draw attention to the problems arising in the process of active dissemination of information, communication and computer technologies in modern society. It is necessary to further study the informatization of society and develop general approaches to solving this problem.

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