



**DARIA GALANT** <sup>1</sup>, **EUGENE KOVALEV** <sup>2</sup>

## **The Problem of Preservation of Personal Space in the Global Information Society**

<sup>1</sup> ORCID: 0000-0003-1392-9890, magister, Daria Galant Institute, Polska

<sup>2</sup> ORCID: 0000-0002-4707-0060, Ph.D., Associate Professor, Department of Theoretical Computer Science and Discrete Mathematics, Moscow Pedagogical State University, Russia

### **Abstract**

The article deals with the problem of awareness and preservation of one's own human space in the global information world. The authors suggest various ways of improving personal space, deliberating problems in the field of its protection as self-identification of an individual.

**Keywords:** ICT, White Emotion Theory, School of Philosophy, development, art, nature, space of life, coaching, education

### **Introduction**

Today, it is customary to talk about informatization as a characteristic process of the “third wave” that embraced modern post-industrial society. This process, which takes place on a global scale, has both common features that manifest themselves in different societies and specific forms of manifestation in different countries. The intensity of this process may be different in various regions, but its exceptional significance remains unquestionable.

### **Main part**

Informatization is a consequence and a form of expression of scientific and technological progress of the last century, and, like any stage of such a development, it has two sides. One of them is purely technical, manifested in the distribution of information technology and information technology, the other is social, revealing itself in the impact on social processes and the lifestyle of individuals.

Information technologies, penetrating into all spheres of social life, affect not only its architecture, but also significantly affect the ways and forms of being of an individual. In this regard, the problems of informatization of society, its social consequences attract the attention of both foreign and domestic researchers. However, most professionals focus their attention on the technical

component of this process. Meanwhile, the social component of informatization is very large and requires its own comprehension.

Information technologies have not only changed the management of technological processes, but have become a tool for the implementation of social technologies of human exposure, which may not be targeted. Today, ICT defines the relationship between man and society, as well as the relationship between people. These circumstances put a person in a new position in terms of awareness of these relationships. In particular, the changes introduced by information technologies and means of information technology change the social processes of identification and self-identification of a person, which in traditional society relied on direct human contacts with certain social groups and people. By changing the communicative sphere of a person, information technologies inevitably introduce new content into social identification processes.

Today, the pace of research of the evolving situation is inferior to the speed of real changes. Updated the need for continuous research.

Due to these circumstances, the relevance of the chosen topic is due to:

- the practical needs of both the individual and society as a whole; in particular, the need to adapt to the constantly changing social and technological conditions and complicate the situation of choice due to the increase in the number of alternatives.

- insufficient knowledge of the problem of human adaptation in the information world;

- the lack of an integral analysis of the social consequences of the impact of information technologies on a person, in particular, on the awareness of his relationship with society.

- the need to maintain a person's personal information space.

The subject of research is the peculiarities of human existence in the communication space and the strategy of searching for his identity in the conditions of the information society.

However, man-made civilization is quite flexible, dynamic, aggressive. In the “man-technique” system, new aspects have appeared, such as the emergence of technical means imitating human intellect, human sensations that influence the choice and the establishment by man of his identity. These trends are most important for the informational stage of development of the technosphere, within which there has been a qualitative change in the management of not only technological, but also social processes.

The new qualities of the information society are intensified by the globalization process, moreover, they have actually merged with this process and become part of it, although informatization itself can be carried out within a separate society or state.

The social consequence of informatization, strengthened by globalization processes, is the changed position of a person in the social and technological

world. A number of forms of communication that have developed in an industrial society are either weakened or destroyed. In their place there is a new communicative environment, the main elements of which are computer and information technology, mediating to some extent social ties. These circumstances significantly affect the processes of acquiring identity, accompanying the formation of the human person and its inclusion in social reality. The acquisition of a person's identity is a process of his self-determination, in which the consciousness of man takes part. The acquired identity is expressed in self-consciousness, which allows a person to perform the distinction between the existing givenness and the possibility of its perception as independent and separate. It is self-consciousness that allows a person to establish his identity.

The change in the social conditions of a person's life at present makes it possible to talk about the emergence of an identity crisis in terms of its search and acquisition. The development of the information society in the context of globalization is accompanied by a deepening trend towards its atomization. For this reason, it becomes necessary to identify the specifics and characteristics of human being in the new social reality.

The global information society provides new opportunities for the formation of personality and, at the same time, imposes more serious demands on the person. The correlation of two ways of forming the individuality of a person - internal and external - allowed to reveal the degree of their mutual penetration in the conditions of continuous transformation of the information technosphere, as well as to identify fairly stable positive and negative trends in the impact of the new techno-social environment on the person. There are paradoxes caused by the rupture of external and internal ways of forming the individuality of man. For example, the availability of information provided by information tools and technologies reduces the motivation to generate new knowledge. The accessible acquisition of knowledge from sources provided by the informational space of modern society does not awaken the motivation to develop new ways of learning.

The rejection of knowledge due to the increase in its volumes indicates the unpreparedness of internal personal structures to increase external loads, which is manifested in the lack of skills to assess the quality, volume and depth of the information received. This phenomenon should be attributed to steady trends leading to an increase in social inequality, since factors of social separation are the accumulation, use and generation of knowledge.

The process of refusal to make decisions is aggravated due to the increase in the number of alternatives. A person finds himself in a situation of uncertainty, doubt, and, as a result of this, refuses responsibility. The result is making the wrong decisions; excessive idealization of technical tools in decision-making.

Reducing the value of specific knowledge due to its rapid obsolescence leads a person to the need for constant updating and replenishment of “human capital”, the formation of an information culture. But in order to level the situation, a person must be sufficiently motivated, and such a state is impossible without stable identification, which allows one to realize one’s position in society, the meaning of one’s activity, etc. In this regard, the work paid great attention to the consideration of the processes of rejection of traditional forms of socialization, due to the virtualization of social interactions that occur in the same virtual communicative space. Such features of virtual sociality as superficiality, lack of joint activities, strong social connections, etc. are revealed. All this distorts the idea of a person about social reality and leads to an increase in aloofness and atomization of a person in society.

The whole set of these circumstances leads to the search for new ways to solve the problem of identity. The combination of global and local, the establishment of horizontal links through the use of information and communication technologies, an increased information density, an increase in the number of alternatives, the virtualization of social relations bring the research vector to the problem of searching and implementing human identity strategies using new opportunities provided by the information technosphere.

A special place in this process is the Internet. The global network of Internet introduces new features in the exchange of information. First, we should talk about the new form of presenting information that the Internet introduces, despite the affinity of its information structure with the media. In the information links of the Internet, the spatial and temporal boundaries between the user and network resources are erased. Thus, it is possible to state a change in the format of receiving and transmitting information. Secondly, the Internet and its network communities provide new communication capabilities, which is manifested in an increase in the density of connections. It is communication that is a prerequisite for establishing identity. Accordingly, there is a new version of public associations, organizations, based on network practices.

The use of network communities in the information society is becoming one of the strategies for the acquisition of identity by man. This strategy is an attempt to reach new forms of communication, complementing and replacing the previously established ones, and overcoming the identity crisis. However, this strategy does not allow to fully solve this problem, since communication is carried out through a technical tool (in virtual mode), and not in real contact, not in real actions. Individuals can achieve virtual identity in the virtual space, but in real social interactions remain on the sidelines of significant social connections. This, in turn, does not allow a person to overcome alienation, to satisfy the need for the realization of his individuality through involvement, self-expression, self-consciousness. The tools supplied by the Internet information resources do not provide an exhaustive solution to the problem of identifying a person in a post-

industrial society, which indicates the need for new searches to build strategies for acquiring identity and preserving personal space.

Before a person to a full extent there are problems of security of personal space in the information society: technical, psychological and organizational. With the growth of the information flow and the need to constantly be in the information exchange, it becomes necessary to find an opportunity to relax and preserve your own identity.

To effectively organize your own personal space, you need to highlight the following actions:

- filtering and preserving the security of content, both personal and public;
- consideration of the psychological aspects of the impact of information flow on an individual;
- study and use of methods and means of perceiving the internal characteristics of the individual;
- development of special adaptation courses for students of pedagogical areas of training and citizens who, by their professional activities, actively participate in information exchange.

Among the theory that can be used to preserve identity, we can distinguish the theory of the White Horse. School of Philosophy of the White Emotion Theory and the shaping of motivational and creative attitudes. The White Emotion Theory is a conceptual approach to personal development through participation in creative and conceptual activities that involve human will, intention, awareness and responsibility for their creative actions in life. The processes of getting to know one's own motivations by the participants of the course and following the course, over the years have condensed into the School of Philosophy of White Emotion Theory. Its concepts allow for the effective discovery of modern man in the chaos of the hurrying world. The school operates on two pathways: the arts education department and the natural education department. Activities in the field of art are realized through literature, film, theater, visual arts (communication). Natural education (the project “Holy Equus Method - Horse and Life”) is carried out with the help of horses and alpacas. Shaping motivational and creative attitudes in White Emotion Theory is the path of knowing the interactions on the human line and the space of life.

## **Conclusion**

The solutions proposed by the authors will be necessary for the preservation of personal space with the global growth and penetration of information technologies and services. For more effectively implement these solutions, it is possible to organize special training courses on this topic in educational institutions of all levels of education.

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