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Information Society and Global Modern Problems

Topicality It is argued that the information revolution is exacerbating societal imbalances, such as racial, class and gender inequality, and creating a new digital divide in which those with the skills and abilities to use information technology effectively benefit and others remain beyond further development. . Computer ethics studies how the design of information technology and this implementation in society can increase inequality, and how ethical policies can be developed that will lead to a fairer distribution of strengths and weaknesses. **The purpose** of the article is to develop and expand previous works in the field of studying the information society and global problems of today, to shed light on the philosophical or perhaps sophistic question of the information society, to consider the dynamics of the information society and the moment when the industrial society becomes informational and how this poses a new discourse to the global problems of our time. **Methodology and theoretical basis** of the study is the analysis of concepts of the information society, the development of global informatization in public discourse, generalization of the work of leading scientists who have empirically researched and highlighted recent developments in this topic. **The scientific novelty** is that the latest dynamic changes in society pose daily challenges to modern humanity, in this article we will consider the thesis of the information society from new perspectives to explain technological changes and social consequences of globalization that have led to new theoretical views on technology and society. **The results obtained** and the main conclusions are that the information society emerges when more than half of the nation's workforce can be called information workers, and this has already been achieved in many Western countries. In recent years, critics and supporters of the information society have shifted theory and research from social theory at the macro level to more empirical studies of many assumptions. Research has become more focused on the social formation of technologies and their consequences, the role of information and computer technology and related factors and new paradigm patterns. **Practical significance** Study includes an ethical analysis of global paradigms imposed by supranational structures to create a new global ideology of consumption. In the modern information society there are serious contradictions in obtaining, selecting, interpreting, composing, producing and disseminating information to influence the formation of public consciousness and culture, to encourage public actors (politics, economics, spiritual sphere) to programmed or spontaneous actions in a given direction.

Keywords: globalism; informatization; access; financial influence; computer technology; social communication; technical progress.

Introduction

Researching the problems of the formation of the global information society, first of all it is necessary to categorically and methodologically determine the concept of the information society, its structure and system of social communication. We should to describe and investigate the basic definitions of the information society and determine the dynamics of this phenomenon in relation to the global problems of the modern world paradigm patterns. To make a comprehensive analysis of modern problems faced by humanity in recent times (pandemics, wars, etc.), all this will give us an idea of how to further adapt to the new realities of today.

Due to changes in society owing to scientific and technological progress, humanity has formulated a new information society, according to V. Bebyk [1], the information society should be understood as a modern society with a high level of information culture (creation, processing and use of information). : ability to qualitatively produce all the information necessary for the life of society; the presence of a developed information infrastructure of society; high level of accessibility of all members of society to the necessary information; a large

proportion of the working population employees in the information sector of the economic.

The term "information society" originated in the 80s of the twentieth century and was used by representatives of various sciences M. Gurevitch, J. Habermas, J. Curran, A. Toffler, A. Touraine [1; 2], etc., as an essential characteristic of a special kind of post-industrial society. As the main condition for its formation, they saw the development of powerful and high-tech global information networks. The fast development of information and communication technologies has eventually led to the signing by governments of the world's most powerful G-7, of the general principles and goals of building a global information society reflected in the Okinawa Charter (Japan, 2000).

Materials and methods

The methodological tools of the study were chosen taking into account the purpose, specifics of the object and subject of research. The basis of this toolkit is the general dialectical method of scientific knowledge of real phenomena, as well as general scientific methods, in particular: **system-structural analysis** – to determine the content of the studied

categories; **comparative analysis** – for a comprehensive analysis of the studied processes; **logical analysis** - to formulate positions on a given problem; **classification analysis** of information society concepts, development of the problem of global informatization in public discourse, generalization of works of leading scientists who have empirically researched and highlighted the latest developments in this topic; **ethical analysis** of global paradigms.

The theoretical basis of the study is the results of recent developments of modern scientists in the field of studying the global problems of mankind, representatives of various sciences, in particular: historical, economic, philosophical, etc. The empirical basis of the study consists of data from official international statistics, articles and international conferences and world forums on human rights and the economic sector.

Results of the discussion

Recent studies by J. Curran and M. Gurevitch [2] have focused on the general perspectives of media and society, such as: feminist media research in the post-feminist era; representation, reality and popular culture (semiotics and meaning construction); culture, communications and political economy; globalization and national media systems (reflecting interactions in policies, markets and formats); rethinking the study of political communication; production of media entertainment; approaches to the sociology of news; culture of journalism; sale of neo-imperial conflicts (television and US public diplomacy), etc.

We can see that the organizational basis of the current stage of formation of the information society is increasingly becoming computer multimedia - organizational structures that combine software and technology and software capabilities of text, audio, graphics, animation and video reproduction of information. Purposeful influence of information flows contributes to changes in the nature and resources of power, ideologies and values, perceptions (of individuals, social groups, societies), national and international systems. In particular, information flows affect: at the individual level – on judgment, culture, education, work, leisure; at the institutional level – on politics, economics, religion; on group (social, ethnic, professional, age, etc.) – on identity, mobilization, participation; on the interstate - on cooperation (conflict), resources, transnational corporations, etc.

Information Power and Mass Media.

Information power is the ability of information owners to obtain, select, interpret, compose, produce and extend information to influence the formation of public consciousness and culture, to encourage subjects of society (politics, economics,

spiritual sphere) to programmed or unwitting actions in a given direction. In the modern information society there are serious contradictions. In particular, it is claimed that technology is invading all spheres of human life [13]. There is an illusion that many people will soon get rid of many traditional activities, as if they will be replaced by a machine, even moral, political and social problems can be solved on the basis of machine technology (artificial intelligence, surgical programs, etc.). The fallibility of this approach is not obvious. Of course, it should be determined that a person always has and will have the ability to personally evaluate, interpret information. The personal part is a component of the human "I". In addition to the knowledge that a machine can store, a person has intuition, faith, feelings and other properties that are unique to human, but researching these properties, we came across interesting information: there are programs that have intuition; programs that outplay poker players (Pluribus program, 2017), which was shocking for this part of activity; programs that outplay chess players (H. Kasparov 1997); programs that study the handwriting of artists, musicians, poets, etc. At present, all that remains for humanity is empathy, collective psycho-emotional connection, meta-cognitive feelings and telepathy [10; 12].

To move forward, we need to determine what exactly is related to the global problems of humanity:

- 1) the demographic problem (fast population growth in the world's poorest countries);
- 2) environmental problem (intensive destruction);
- 3) the problem of ensuring the development of humanity with all kinds of resources, including food;
- 4) geopolitical problems (military conflicts);
- 5) deepening inequality and unequal development of different nations, countries, regions, etc.;

These are the most important complex problems of humanity, and the development of civilization on the planet is constantly creating new ones. As follows, humanity began to be threatened by the terrible disease AIDS, COVID-19 then HCV (affects children in 2022). Drug addiction, crime, terrorism are spreading, traditional spiritual values are dying out. Better technically armed, a person does not get better morally. This is probably the reason for all the global problems of humanity [11].

Ultra-globalism and the new world order.

Modulation instruments – social training due to fears: war, pandemic, global warming, alien invasion (NASA suddenly began to "declassify" data, recognizing the reality of unidentified flying objects and aliens, May 26, 2021 was officially announced that the White House is serious about

UFO Invasion, June 25, 2021, in the Preliminary Assessment: Unidentified Aviation Report prepared by the US Department of Defense and the Office of National Intelligence Agency, UFOs called a threat to national security, depersonalization), QR codes, masks, video -control, social ratings, which have already been introduced in China. It seems that we are witnessing an attempt to produce a new generation, obedient and foolish. But imposing a new order on the world is not easy. Already in a number of countries, including Austria, Australia, New Zealand, Italy, Ukraine, etc., the psycho-blow of the "pandemic" and "global warming" has met with mass skepticism and resistance. Then it will be even more difficult. And most importantly - the world is too complex and incomprehensible for humanity to be able to transform it at will [14; 15].

In August 2018, the Santa Fe Institute (SFI) took place interesting closed conference [3]. It has been prepared for a long time by General H. McMaster (adviser to the 45th President of the United States D. Trump), R. Tillerson (during the Secretary of State) and M. Pompeo (American politician), who conducted it under the auspices of the NSA (National Security Agency). Although there was no official name at the conference, it can be called "Risks of the World" with shocking reports. The problems of economics, finance, industry (by the way, the theory of the "fourth industrial revolution" K.Schwab [4] was defeated), mass introduction of cyberphysical systems in the production and maintenance of human needs, including life, work and leisure, dangers of artificial intelligence, demography, climate. Variants (theories) of overcoming the crisis were analyzed. It was recommended: optimization theory (humanity successfully blocks threats and moves forward); revolutionary theory (humanity produces a technical breakthrough and reaches a new level of development); theory of anthropological modulation (division of people into two groups – upper and lower – with such a level of inequality and differences, reminiscent of the differences between species; catastrophe theory.

The first two theories were rejected by the participants as unlikely due to the high probability of geo-climatic catastrophe, reduction of intellectual and creative potential of world elites. However, it's not just about the elites. Participants, citing research by Swiss and Israeli scholars, said that over the past hundred years, propaganda, media activities and harsh social control (what P.M.Foucault called the "watch and punish" system) have deliberately standardized people's behavior, at least in the West. As a result, the human diversity of individuals in the West has been suppressed, supplanted, and replaced by the automatic and instinctive behavior of the masses. In other words, neither the elites or masses of the West are capable to revolutionary

transformation and optimization (in the ordinary, not in the neoliberal sense of the word). Therefore, 55 % of the conference participants came to the conclusion that the "catastrophic theory" is most likely to be implemented. If the catastrophe can be avoided, or its results will be less fatal, 25 % of participants voted for the desirability of the scheme - "Anthropological Modulation", ie the formation of a society consisting of two sociobiological caste layers such as Eloi and the Morlocks from "The Time Machine" H.Wells. On the one hand, super-people living in their enclaves for up to 120-140 years, on the other – "service people" who serve them, with completely different mental and physical abilities and lower life expectancy.

But how to create such a new world order? What can be its trigger? What could happen to what D.H. Rumsfeld called a "transforming event" (during his time as Secretary of Defense)?

War is not the only form of social catastrophe, but there are others, such as a pandemic. In 2010, mondialist ideologue J. Attali called the pandemic one of the best means of creating a new world order. A similar opinion was voiced in the same year in a famous report by the Rockefeller Foundation. The path was specified, but the first epidemic of Swine influenza in 2013 was not successful. So for the next transforming event they prepared better.

In the summer of 2020, the organizer and director of the Davos World Economic Forum K.Schwab, co-authored with T.Malleret [5] published the book "COVID-19. The great reset". It formulates a whole program of creating a new world order, which must be constructed according to neo-Malthusian rules and under the figure of "inclusive", ie all-encompassing capitalism, but in fact to bury capitalism and create a new system on its ruins.

Access and finance.

Access – members group is the ceo-participants of global networks such as Apple, Facebook, Microsoft, etc. and full-fledged executives of the part of the social pyramid of bio-eco-techno-fascism. The term "fascism" is used here not strictly, but as a metaphor. In essence, it is a quasi-caste system, where the upper and lower humans differ from each other almost as biological species (the scheme of the so-called anthropological modulation, discussed above), social control and exploitation are carried out here through digital (electronic) control over the lower humans, their behavior (through violent medicalization – "corrective" vaccinations, medical examinations, etc.), and their consumption (for example: European Food Safety Authority (EFSA) in mid-January 2021 accepted the insect fit for human consumption – as a whole larva as a snack or powder as one of the ingredients in a number of foods) in the name of combating climate change allegedly caused by human. Of course, bio-eco-

techno-fascism for some time is possible not only on the basis of Access-members platforms, but only they can adapt to its production and technical basis, and able to ensure historically long existence. In late October and early November 2021, the Access-members announced that they were creating a "Meta-Universe," that is, going into a completely different space, "uncontrollable." So they give humanity "bread and spectacle" – "insect products and meta-reality": why should you go somewhere on vacation – with the Meta-Universe you can travel anywhere – without leaving home.

Another level of the pyramid is the "floor" of finance. Strictly speaking, this is something like new post-capitalism. Profits are generated here not in the sphere of production (material, social, spiritual), more in the sphere of exchange. It is not based on production technologies, but on financial ones: appropriation of money issues and speculation on investment markets. Entities of financiers - banks, insurance companies, asset management companies (index funds). I think such names as Black Rock, FMR, State Street Corporation, Vanguard Group are all heard.

In today's world, the spiritual sphere still acts mostly as a non-productive factor – value, culture, morality (including religious), identity. The transformation of all this into an object of alienable property in the new post-capitalist society requires a preliminary transformation-modification of values - both traditional and modern, which for several centuries has also become a tradition. In essence, this means the transformation-modification of human, the nullification of old values and the imposition of those that can be created by human on the property, "imprisoned", "chipped" under this transformation. Existing values and identities not only do not fit into the objects of appropriation of the post-capitalist bio-eco-techno-fascist system, but oppose it by making the process of transforming the intangible bloc into an object of production relations. Therefore, today the fight for values, norms and identity tradition and modernity is nothing more than a social, class fight over such objects that are not reversible to human, but represent human as the personification of freedom, identification and social relations.

The pressure of supranational structures on the rights of various, primarily sexual, minorities, to change women's, racial and ethnic, national, cultural, religious, historical identity, family norms ("husband – wife", "parents – children"), "fluid gender", the use of tolerance – all these systems establish a new system, a new type of production relations, where alienated in its entirety. For example, some recent events: Florida Republicans have proposed a law banning the discussion of sexual orientation in elementary school because teachers of American schools with sexual minorities promote their way of life; the Michigan Department

of Education is concerned that the school has begun to install cat trays for children who "identify themselves as cats" (children have begun to actively use the term "fluid identity" and represent not humans but different species of animals); in Spain, special programs are created for traditional families, which offer to move to their country and have children there, for population growth in the country to compare the demographic group, the number of homosexual couples as all the norms and the development of degeneration, etc.

At the same time with the creation of a situation of estrangement of human spiritual factors of production post-covid, postwar world plan to withdraw from the mass of the population of appreciable assets that remain in them – from capital to real estate. So-called ecosystems and platforms act as controllers of social networks, namely the behavior and needs of people as spiritual, intangible factors of production that become the answers. Lockdown, and then the war issues (particularly in Ukraine) finally destroys small and medium-sized businesses. The authorities of the Post-West are ready to redeem the debts of the population on credits, so de-facto deprive them of property. Propaganda convinces people: why do you need your own housing? The best rent. Why do you need a personal car? There is car-sharing. Why do you need savings? We provide you with a basic guaranteed income, keep it on the site – paper money is not needed. Tagline statement 2030: "I don't own anything. I am happy" [6,9]. Because of the war a person loses the material basis of his independent life – personal life, personality. Herefrom the desire to seek paper money, to establish full control over the accounts. And then it will be possible to regulate both consumption, reducing it, and behavior, canceling or confusing the accounts of those who say or think wrong. In May 2020 in the UK was published signed by 1,100 experts of the manifesto, which calls "de-growth strategy". The main purpose of the document is the need to adopt "democratically planned and at the same time focused on sustainable growth and equal decline in the quality of the economy." The authors call for a downscaling economy. In July 2020, K.Schwab and T.Malleret [5] in their book "COVID-19. The great reset" joined the British manifesto with enthusiasm, called to create a future in which we will live better, satisfied with the small.

Where can a poor post-Western human with his civilizational homelessness go? What's left for him? Family? State? But that K.Schwab [4,5], argue that the state in the post-pandemic world is not needed. As for the family, the monogamous intersex union of man and woman, in the post-West has been deliberately undermined for decades, both practically and propagandistically, by promoting homosexual marriages, transgender people,

polygamy, polyamory, and removal the children from their families (the reasons are various: "children are geniuses", they should be placed in a special boarding school, etc.).

Taking away of property, expropriation of small and medium-sized businesses is an important but not the main strategic direction of building a new world order. The main thing is related to the assignment not of material factors of production, but spiritual, the establishment of control over the long-term behavior of large masses of the population, control over the evolution of man and society. Tools: social training through fear (pandemic, new "pandemics", including "cyber pandemic", war, climate threat), depersonalization (QR codes, masks, etc.), video surveillance (China) etc.

One may confused: how is control of evolution possible? It is possible, looking at what kind of evolution it is. In addition to traditional genetic (changes over 10–12 generations) and phyletic (socio-behavioral 6–8 generations), there is epigenetic (2-3 generations). The final is not a change in genes, but their on-off and adjustment through external corrective action. It enshrines certain patterns of behavior that become socially inherited.

After M. Zuckerberg's statements that "confidentiality is no longer a social norm" or the advice of E. Schmidt (CEO of Google, 2001–2011): "If you have something you don't want someone to know about, maybe shouldn't you do it first? ", we understand that the impact on behavior patterns is planned through paradigm shifts in privacy and social impact through biotechnology and access to the cognitive sphere through suggestive influences on human behavior through global Internet consumption [7–9].

Conclusions

The above said led us to a conclusion that according to the Wiener-Shannon-Ashby law of

requisite variety, the governing system must be more complex and powerful than the governed one, namely society. To date, the opposite situation arises. Old things are being destroyed, but continues to exist, new, old and new are intertwined (according to the dialectical laws of G. Hegel), as a result, social reality, society, is sharply complicated, and world governing administration do not have time. Unable to provide greater control complexity, they moved in the opposite direction – the maximum simplification of the controlled system. This implies the destruction of many institutions, structures, groups, personality types and identities of modern society. Among other things, this is related to deindustrialization, destruction of education, moron culture (debilitation).

We assume, based on the analysis of the above said, that the 21st century will benefit those forces that can create a new science of human, society and the world in general, and that can create a new education that corresponds to this new science. This is a necessary, but insufficient, condition for victory. Because the former triad: economics, political science, sociology has worked out. The objects of its study disappear or become something completely different. Creating a new science is an intellectual task for scientists. We are currently experiencing a crisis of information in the scientific and analytical structures of specialized services (based on open access of information in the unexplored and non-measurable Internet), so we need to create fundamentally new structures that can explain the world, predict its development, operate and unite amount of information. The creation of such structures that would remove the contradictions between different scientific and analytical organizations is a responsible just organizational task for multi-professionals.

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Інформаційне суспільство та глобальні проблеми сучасності

Актуальність. Констатовано, що інформаційна революція посилює дисбаланс у суспільстві, означений расовою, класовою та гендерною нерівністю, створює цифровий розрив, у якому ті, хто має навички й можливості ефективно використовувати інформаційні технології, отримують переваги, а інші – залишаються за межею подальшого розвитку. Фахівці з комп'ютерної етики вивчають, як дизайн інформаційних технологій та його впровадження в суспільство посилюють нерівність, якою має бути етична політика, що сприятиме оптимальному балансу розподілу переваг і недоліків. **Мета** статті полягає в розробленні нових і поглибленні наявних напрацювань у сфері вивчення глобальних проблем сучасності, зокрема пов'язаних зі становленням інформаційного суспільства; висвітленні динаміки розвитку інформаційного суспільства, передусім того, у який момент індустріальне суспільство перетворюється на інформаційне і як це задає новий дискурс глобальним проблемам сучасності. **Методологія та теоретичний базис дослідження** є аналіз концепцій інформаційного суспільства, розвитку проблеми глобальної інформатизації в публічному дискурсі, узагальнення робіт провідних учених, які висвітлили останні напрацювання з цієї теми. **Наукова новизна** полягає в тому, що наявні динамічні зміни в суспільстві зумовлюють щоденні виклики для людства, які спонукають до розгляду інформаційного суспільства з нових ракурсів, пояснення технологічних змін і соціальних наслідків глобалізації, які привели до нових теоретичних поглядів щодо балансу технологій та суспільства. На підставі результатів дослідження сформульовано **висновки** про те, що інформаційне суспільство виникає тоді, коли більшу частину робочої сили нації можна вважати інформаційними працівниками (цього вже досягнуто в більшості західних країн). Протягом останніх років критики та прихильники інформаційного суспільства змістили акцент дослідження із соціальної теорії на макрорівні на більш емпірично затребувані дослідження. Наукові розвідки зосереджені переважно на соціальному формуванні технологій та їхніх наслідках, на ролі інформаційно-комп'ютерних технік, пов'язаних із ними факторів і нових парадигмах. **Практична значущість.** Це дослідження охоплює етичний аналіз глобальних парадигм, які нав'язують наднаціональні структури, щоб створити нову світову ідеологію споживання. У сучасному інформаційному суспільстві виникають серйозні суперечності стосовно отримання, тлумачення, компонування, продукування та поширення інформації, її здатності впливати на формування суспільної свідомості й культури, спонукати суб'єктів суспільної сфери (політики, економіки, духовної сфери) до запрограмованих чи спонтанних дій у заданому напрямі.

Ключові слова: глобалізм; інформатизація; ексізм; фінансіалізм; техногенний прорив; новітні технології; соціальна комунікація.