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**HUMAN POSITION IN THE DIGITAL SOCIETY:  
SOCIO-POLITICAL ASPECT**

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The article deals with the problems of human formation in the information society. It is argued that digital technologies are gaining ontological status and are gradually replacing traditional communication practices and relations. Digitalization contributes to a certain rupture of space and time, since the connection between them is no longer mediated by a specific place of social action. The rapid development of artificial intelligence threatens the foundation of human civilization, as it can push people out of the world they have created for themselves. The humanistic orientation of culture, which was once based on the idea of anthropocentrism, is gradually changing to an information and digital orientation.

Digitalization as a component of globalization processes affects all spheres of modern society. Digital technologies are gaining ontological status and are gradually replacing traditional communication practices and relationships. Scientists even believe that digitalization contributes to a certain rupture of space and time, as the connection between them is no longer mediated by a specific place of social action. There is a point of view that the rapid development of artificial intelligence threatens the foundation of human civilization, as it can push people out of the world they have created for themselves. The humanistic orientation of culture, which was once based on the idea of anthropocentrism, is gradually changing to an information and digital orientation. However, the fact that the information society is still in the process of formation implies some peculiarities of studying a person in this society. One of these peculiarities is a certain idealization of the a priori image of a person in a digital society. So far, such an image is an ideal construct that reflects certain changes in its nature and position in the digital society.

The human position in the digital society is a reflection of the paradoxes of human existence on the border of the real and virtual worlds. The avalanche-like growth of information due to the rapid spread of digital information technologies is radically changing both the existential and social status of man. Real human relationships are being replaced by relationships mediated by complex technological systems. The very principle of communication is also changing. It is now defined by a technological object that, with the help of digital technologies, is transformed into an ontological object with special spatial and temporal properties. The development of information and digital

technologies creates new contradictions and limitations. In a digital society, a person is not only a subject of virtual reality, but also a digitized element of it. As a result, a person becomes dependent on the network, which dictates its own rules and regulations, and gradually real social relations and relationships are replaced by simulated practices. The information system itself includes a person in its space and transforms his or her way of life in real forms.

The positive impact of informatization can be seen as the emergence of an unlimited range of opportunities for self-expression and self-determination. But on the other hand, the negative impact is the risk of losing individuality and ties to the real socio-cultural environment. The freedom promised by the information society is actually illusory. Rather, it is a manifestation of unfreedom and new types of dependence. The transformation of a person into a digitized unit is also limited by the socio-cultural heritage embodied in the artifacts of real social practices. In the context of the emergence of the information society, there are various forms of real and virtual communication and self-presentation, which change the activities and cultural codes that define the essence of a person as a subject of communication. There is also a contradiction between the physical and virtual dimensions of a person in the process of digital self-presentation. Human existence in the information society creates existential uncertainty, as the boundary between private and public vectors of life disappears.

In the digital society, social practices are often transferred to virtual reality, and this situation teaches people to solve non-standard tasks in unusual conditions. In the process of solving them and communicating in a new communication environment, a person acquires many new functions and different social roles. That is why the problem of social and personal identification in the digital society is becoming particularly relevant. The modern person is increasingly dependent on digital technologies, which form a parallel reality in almost all spheres of human life. The mechanisms of traditional identification are losing their significance, and symbolic systems are taking their place. The roots of modern man, unlike previous generations, diverge horizontally, repeating the routes of symbols and knowledge that a person is able to perceive.

Human lifestyles are changing dramatically under the influence of the cyber environment. The properties of individuals' online identities, which are already known, can show problem areas and risks of identification processes in the digital society. Predicting and forecasting such risks is now very relevant. Such forecasts can be the basis for various humanitarian programs that can reduce the risks of radical and negative socio-cultural consequences of the digitalization of modern society. Thus, a prerequisite for sustainable development of society is to identify certain areas of human modification, changes in their existential and social position in the digital society.