

СЕКЦІЯ 3

ЦІННІСНИЙ ВИМІР ТРАНСФОРМАЦІЇ СУЧАСНОГО УКРАЇНСЬКОГО СУСПІЛЬСТВА В УМОВАХ ДИДЖИТАЛІЗАЦІЇ

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SOCIAL CONFLICTS IN THE DIGITAL SOCIETY

The social phenomenon as an explanatory factor for the development of centripetal and centrifugal tendencies of historical movement has always been controversial. Changes in value orientations and the economic basis of these changes: means of production, industrial relations, global and local dynamics – all this had an impact on the level of social conflicts.

Fears that new technologies will bring significant changes to the labor market at present have their basis. This applies to the phenomenon of employment, in particular. Freeing people from their usual work is not the factor that stabilizes society. Proposals to establish unconditional monetary material income for a person at the level of the basic (for proper country) level of reproduction only slows down the unfolding of contradictions. But delaying in the conflict space leads to an exacerbation of the course of the conflict itself, when it will no longer be possible to avoid it. Explaining it is not enough. Researchers of socio-behavioral discourse, specialists and experts of public opinion need to work out practical algorithms for harmonizing new distributions.

Optimum management decisions are based on the effectiveness of social mechanisms. Institutionalization of social interactions in their new, hybrid (online and offline) format is able to solidify society. To counteract the growth of conflict tension. Schisms between different actors have historically intensified with the advent of new means of production, but digital technologies have taken these oppositions to a new level.

Values can both unite and divide society. They are less durable compared to needs. An important factor in the nature of their deployment is

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that they themselves are a factor of socialization. But the traditionally conservative character of the main institution implementing their assimilation (education) contradicts the requirements of rapid transformations in the labor market. With local technical changes, social conflict does not pose a threat to the orderly functioning of social practices. After all, the way of life and activity for specific individuals and groups is not subject to turbulent influence. A different situation arises in the conditions of the formation of a global network community. The movement of capital (human capital, in particular), which is not hindered by Covid-19. The remote nature of work clearly divides citizens into territorially fixed and conditionally free ones.

Programs of social protection, support of patriotic attitude for these large population groups should be worked out in different ways. It is necessary to take into consideration the fact that each individual is «interwoven» into the network of social ties. At the same time, with the weakening of traditional corporate formats, interest in cultural and political associations is increasing as the attention to family history and the history of the country as well. No soft power in handling with these narratives, they can serve as factors of conflict.

We can realize, that the social reality in modern society has «network character», due to the mass distribution research on Internet technology. «Networks have an internal structure, and power in network organizations is all more increases, and network structures not only provide opportunities for development, but also often there are limitations for further effective functioning» (Castells M.,2009). Anxiety about neural networks that will deprive real people of their earnings is understandable. It is even greater than the fear that a soulless artificial intelligence will harm a person in the physical sense of the word. But development without risk is a questionable matter. We can only hope for its evolutionary character and sustainability as a desired normative. The dialectic of the discrepancy between the goal and the result has an objective character. Which is not evidence of necessarily negative features of progress. Transformations of activity on the labor market also create new opportunities for people's self-realization. «Artificial intelligence experts are already offered vacancies in Ukraine There are already vacancies for ChatGPT AI experts in Ukraine. As a reminder, ChatGPT, which can communicate with any Internet user using artificial intelligence (AI), appeared in Ukraine recently, on February 18, 2023. However, over the past month, not only thousands of Ukrainians have communicated with AI, but specialists with knowledge of ChatGPT are already needed for work. The level of salaries for specialists with knowledge of ChatGPT is completely different, it ranges from 9 to 120 thousand UAH, writes «Economichna Pravda» with reference to a study by Work.ua. As of today, March 16, there are 16 vacancies that require knowledge of AI»

(Kunets, 2023). We can see, that problematization occurs not so much in the area of profitability, but in the nature and formats of employment. It is worth remembering that the class approach has not yet exhausted its explanatory potential. And according to the methodology of the latter, the position of an individual (group of individuals) in society is determined not only by the volume of the share of social wealth that falls to them. But also the method of obtaining this share. Conflicts in the countries of young democracies arose precisely because of a similar way of redistributing national gains to crime and the oligarchy.

Current historical realities testify to the problematic nature of the information economy, on which Castells placed such high hopes. Along with modernization processes in various countries, including Ukraine, de-modernization processes are unfolding. Digital technologies do not protect against slipping into the archaic. The psychosemantics of the postmodern paves the way for fundamentalism. Intergenerational conflicts are intensifying. Conflict between representatives of various types of activity is growing. Considering the significance of the historical changes of the 21st century, we can no longer unequivocally assert that the industrial economy has exhausted its possibilities. But Castells' opinion that the information age is undergoing a radical transformation of the sphere of work is as significant as before. The scientist's opinions are being updated regarding the fact that inequality does not disappear in the network society, as well as in all others that existed before. Moreover, stratification is increasing. Accordingly, social conflict is intensifying. It is changing, spreading and gaining more and more influence on various spheres of social life.

Intergenerational conflicts as a significant dimension of social oppositions have always taken place in human history. But the growth of their destructive component in conditions of acceleration of technological changes is particularly relevant. The generation that has more work experience in the real sector of the economy disposes of its time in a different way. Industrialization implies discipline. How can modern parents raise creative children of a service society, which currently includes education, in the conditions of an indescribable amount of information that relativizes any norms? «Overall, roughly as many U.S. parents say they are raising their children similarly to how they were raised (43%) as say they are trying to take a different approach (44%). About one-in-ten parents (12%) say they're neither trying to raise their children similarly to nor differently from how they were raised» (Kiley Hurst, Dana Braga, Shannon Greenwood and others, 2023). Desire to encourage pupils to think independently, allow them to be creative and grow, has some contradictions in an effort «to give them opportunities to explore the world in a safe and supported way». Even according to psychophysiological signs, far from everyone be flexible in the formation of working hours and prerequisites part-time reading.

In this way, we are convinced of how the changes in the means of production lead to changes in production relations. And the entire system of social interactions is being reformatted. They undergo changes in the form and methods of power organization. So, we have a good reason and practical need for the development analytical and synthetic consideration of historical events and modern realities. To get the recognition of the role and significance of conflicts in socio-cultural and economic dynamics, digital society included. And to work on mitigating social conflicts using the possibilities of modern technologies in the broadest sense of the word.

References

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ВПЛИВ ІНФОРМАЦІЙНО-КОМУНІКАЦІЙНИХ ТЕХНОЛОГІЙ НА ПРОЦЕС ДЕМОКРАТИЗАЦІЇ В ЦИФРОВОМУ СУСПІЛЬСТВІ

Розвиток цифрового суспільства сприяє оптимізації суспільних відносин. Впровадження інформаційно-комунікаційних технологій сприяє розширенню комунікаційних процесів, впливає на склад і статус учасників, підвищує децентралізацію прийняття управлінських рішень в державному і приватному секторі. В світі склалася нова реальність, що спонукає уряди всіх країн до цифрової трансформації. Що в свою чергу потребує вдосконалення національного законодавства, розробки державних стратегій, переведення сфери публічного управління на цифрові технології. Існуючі моделі розвитку цифрового суспільства демонструють широку варіативність в концептуальних підходах, пріоритетах, механізмах і шляхах їх реалізації. Проте ефективність їх застосування базується на культурно-цивілізаційному рівні країни, багато аспектів залежать від рівня розвитку інституційного середовища країни. [1, с.3]

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