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Humanitarian Principle of Interaction Creation in Technogenic Environments

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Abstract: The article is devoted to the humanistic approach conceptualization concerning the creation of social actors interaction in technological environments. Digital IT culture and its negative consequences are studied as an initial phenomenon. The need of special protection strategies for social actors from the destructive information impact is emphasized. The interaction in modern information environments is considered as a new form of cultural practices. The nature of the information society subcultures is analyzed. It is concluded that the fundamental basis for the interaction creation in technologic environments is associated with the idea of human action ecology, defining the strategy of information security subculture creation.

Key words: IT culture · Digital subculture · Technological environments · Interaction creation · Ecology of human action

INTRODUCTION

The prospects for global society IT culture formation is mainly determined by network technologies that are at the forefront of social and cultural transformations of the XXI century. The basis of information culture in Western European and American literature is associated with the digital subculture of network society [1, 2]. U. Beck specifies its distribution as a global subculture of information society [3]. A. Giddens emphasizes the formation of virtual co-presence subculture [4]. N. Luhmann distinguishes the coded character of subcultures in network society [5]. U. Habermas emphasizes the discursive foundations of information society subcultures and the deliberative principle of interaction creation [6].

The transition to information society is admitted as the most important trend of our time. The main characteristics of technological culture as information society subculture are the following: a high level of intellectual and information technology development, the increase of access opportunities among subjects to a wide flow of information, the creation of a developed telecommunication infrastructure, which is crucial to the economic and social life. IT environments became an integral part of human life, form a special kind of virtual reality and a special mentality which influence to a large extent the personality development and relationship dynamics. The analysis of network subcultures and interaction creation in technological environments is becoming more relevant in social practice due to the rapid development of social networks and interaction virtualization in cyberspace.

The purpose of this article is the interpretation of interaction planning in technologic environments as a new form of cultural practice in the context of information society subcultures, the conceptualization of humanitarian, man-sized design principle of interaction planning in technologic environments.

Main Part: The digital culture of information society is based on subjective impersonal interactions in telecommunication socio-technical systems. The modern socio-technical design encompasses a variety of cultural practices, shifting the priorities in the establishment and operation of information systems to the human activity components, in particular to the correlation of cultural and subcultural communicative space in individual mind [7]. The formation of social spheres and interactions recognizes mentality as a basic value, indicating emotional and valuable boundaries of perception, cognition and action inherent in a particular cultural community.

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Expanding the boundaries of socio-cultural environment analysis, the mentality category expands the design possibilities in technologic environments, based on the freedom of choice principle, which acts as a basic dominant for contemporaries. The freedom of choice principle in current IT environments is the condition of new virtual communities formation, which are characterized by total voting rights.

According to Fukuyama the principle of free social interaction for subjects defines trust. The success of each particular society self-realization does not depend on market principles, but on the level of trust that exists in society [8]. The F. Fukuyama concept of social trust states that the foundation of subject interaction planning are performed by such cultural mechanisms as morality, religion, tradition and customs. According to the American sociologist George Homans, social interactions as a process of action exchange suggest the desire of each subject to obtain maximum tangible and intangible benefits from another subject.

The nature of subject interactions in the subcultures of information society is weakly explored. In this regard, the interpretation of technological environments as subcultures within the context of information society evolution seems significant. The theoretical basis for such a study is given by social constructivism idea concerning the priority of project culture in the modern world.

Social constructivism defines the information society as a global economic and political, anthroposocial and technological project which offers a controlled civilization transition to the world social system in which a mass communications system, implemented by means of computer telecommunications technology, particularly Internet technology will play the dominant role in all spheres of life [9, p. 180]. The Japanese sociologist Yoshito Masuda describes the future as a new utopia named as computopia [10].

The initial cultural phenomenon is in interaction creation within technologic environment investigations. The contemporary digital information subculture of modern network society, the analysis of which has an interdisciplinary nature acts in this context.

The most important feature of modern culture for information society is not only a high level of production automation and universal access to information sources, but also intellectual production, the products of which become new knowledge. The intellectual production is becoming a new productive force and the leading sector of future economy. The current period is characterized as the society of knowledge, which is a post-information stage of social development.

The German philosopher Gotthard Behman [11] analyzed several theories of society knowledge and recognized that the value of knowledge is being increased in all spheres of life and in all social institutions of developed society. The subcultures of knowledge and cognitive activities (intellectual culture and intellectual network) are the main characteristics of the knowledge society. Knowledge as the key to the mysteries of nature understanding becomes a productive force, creating the material basis of society.

The society culture unites the technological field components of the knowledge and discursively presented structures, socio-political and spiritual factors of personality development. Knowledge acts as an organizing principle of sociocultural environments and network subcultures formation in technological environments. In information society subcultures the movement of knowledge is carried out in the semantic space on subjectless basis. The advanced system of scientific communication and also artificial intelligence systems may serve as an example.

The subject character in the subcultures of knowledge society is ambiguous. The planning process of subjects interaction in this social environment has its own characteristics as the medium has many aspects. The humanistic approach accentuates its man-sized side, implying axiological and sociocultural dimension.

The rapid development of communication technologies in information age marked such a feature of subjects interaction as the existence of cognitive (digital, information one) gap in society i.e. the unevenness in the level of opportunities for the access to knowledge and information. This gap existed at other stages of society development, but the digital culture of the information society has changed dramatically the scale of cognitive gap which acquires gigantic proportions.

More recently, virtual communication was perceived only as a minor addition to living relations. Now the world of social networks and the emergence of a large number of people forming their relations in virtual space, indicates the formation of virtuality subculture. The possibility of using the interaction design techniques to manipulate social actors is another danger of subject interaction planning in information society. When a man acts in an artificially generated virtual environment and he is guided by the imposed stereotypes that are not the product of his own spiritual and intellectual developments. Therefore, a constant adjustment of relations with the members of social structure and technological society is necessary as a special safety culture, the essential point of which is the design of interactions within the network environment of information society.

You need to consider a number of paradoxes inherent to information society when the interactions of subjects are designed in technological environments. For example, the developing communication technologies provide the transmission of historical experience from previous eras and world and national culture traditions to a certain individual - the recipient of cultural values. On the one hand, new knowledge should contribute to the society development within a new stage. On the other hand, a large flow of information distorts the historical experience easier and society has the risk of past mistakes repetition.

The situation of social and psychological gap between culture as tradition and modernity as economic modernization is exacerbated in information society. Taking into account these conditions, the interaction planning in technologic environments shall be focused on humanistic principle of relation with past time and with the future. By planning the future, social interaction designers work for a global long-term perspective for the whole community of people. This suggests the most flexible planning of interactions, which should allow the possibility of intervention in the process to redirect it in accordance with the changed social situation.

The humanistic principle of interaction planning is in harmony with the idea of environmental interactions. In the traditional sense of the word ecology studies the problems of nature and humanity co-evolution, the problem of natural diversity preservation on our planet. In a broad sense, the idea of preservation suggests an ecology of human mind, the ecology of knowledge and creativity, environmental thought and speech and the ecology of human action [12, p. 227].

CONCLUSION

An excessive informational impact on human rights in modern conditions leads to significant changes in subject views concerning peace, goodness, truth. The need to develop specific strategies to protect social actors from the destructive impact of information is a key issue in the digital world interactions generated by the rapid growth of information and communication technologies. The strategy of human rights protection in technological environments is defined by humanistic principle of of information security subculture formation.

Summary: The identification of information society subcultures allowed to cognize deeply the dangers of technological culture and highlight the principle of human action ecology as a conceptual basis of a humanistic approach to the planning of interactions in technogenic environments.

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