

PSYCHOLOGICAL PECULIARITIES IN DIGITAL SOCIETY

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Abstract: This article describes the psychological features in the digital society. It deals with two types of digital behavior, as well as with digital methods of social cognition.

Keywords: digital generation, information Technology, the Internet, psychological features.

At the level of the phenomenon, interaction with Internet content is an externally observed human activity, i.e. behavior, in the digital environment-digital behavior. According to the focus on the acceptance or rejection of the norms and rules of life adopted at this stage of the development of society, two types of digital behavior can be distinguished: prosocial and antisocial. Both digital behaviors have several characteristics related to communication in the digital environment and individual psychological characteristics of Internet users: their cognitive, motivational, emotional spheres.

The term “digital behavior” itself is a list of characteristics that describe the activity of users in the digital environment in the form of an integral system of actions related to the peculiarities of the communicative, cognitive, motivational, and emotional spheres of a person, we have not found in the analyzed literature. At the same time, certain characteristics of digital behavior are actively studied, and first of all, the properties of antisocial digital behavior.

In the digital society, there is a specificity in interpersonal and intergroup relations, they acquire the character of network relations, which are formed in the conditions of information-rich socialization, where the space of communication is shifted to social networks. Here, a huge number of diverse tasks are solved simultaneously: from marketing to intimate and personal. There is a social affirmation of the individual, the acquisition of a popular status, the expansion of the sphere of interaction on a global scale. At the same time, in social networks, it

sometimes becomes unclear who you are communicating with, whether it is one person or many of them, in what place and time they are, what their value system is, how well they know manipulative strategies, what tasks they actually solve. This makes it necessary to be more flexible and adaptable in the world, and also keep in mind that modern socialization is not complete without cyberspace today. A significant part of society, especially the younger generation, spend a fairly large amount of time on the Internet [3].

We are dealing today with a completely different type of civilization, creating a new cultural and historical situation of development. We live in a completely new time continuum, the uniqueness of which is due to socio-cultural reasons associated with the development of digital technologies, and as a result, creates its own special type of existence that changes the entire course of human social development [2]. Here there is a system of values that reconstructs the consciousness of the individual and makes new demands on education and socialization.

The world of digital society ceases to be human-dimensional, there is a shift in values from the person himself to the values of technology. This situation frees up a huge amount of human resources, increases the importance of intellectual activity, and reduces the effort spent on performing physical labor. All emerging innovations displace the person himself, generating unemployment, replacing human resources with robots, rebuilding the space of interpersonal interaction, transferring it to the plane of public communication with a large-scale and unknown audience in social networks. A huge number of people stop performing production functions that were previously characteristic of them. This provokes increased stress, destroys well-being, deprives a person of a place in the social space.

Digital society is developing in an ultra-fast, very unstable, unpredictable world. Uncertainty is a challenge that requires the search for new meanings, answers to emerging questions, and the definition of what is happening. This makes us quickly rebuild the system of norms and values, and teaches us to change

in connection with its changes. Search for answers to questions: how not to lose the basic understanding of reality, how to control what is happening, who is the subject of responsibility, and where its boundaries are. Uncertainty makes the world mobile and changeable, expecting a person to be ready to explore the unknown, to be open to it.

The digital society is transparent and insecure. Our whole life is open to gadgets. This increases the sphere of communication, which takes on a planetary scale, it expands connections and opens up new educational, cultural, and industrial opportunities. On the other hand, it makes a person more vulnerable, private life becomes available through a webcam, mail can be easily hacked, correspondence can be viewed, the location of the person is recorded. This certainly leads to a decrease in confidence in the world. The world begins to enter consciousness as threatening and unsafe. This violates the psychological stability.

The digital environment also requires a new approach to self-development. It is psychologically very important for a person of the digital age, taking into account his tasks, schedule, resource opportunities, and limitations, to offer a free development schedule. You can learn new things in the system online, you can use the resources of the city where the educational platform is located, the capabilities of public universities, scientific digital libraries, and other sources [1]. After all, there are already technologies for working with BigData, which allow you to take into account everything that we know about a person, and what he is ready to tell about himself. This will help many people in development programs to master and optimize their own development trajectory. Under the influence of information, knowledge, the world has become so diverse, so different, that it requires completely new ways of thinking. The theoretical basis of digitalization, namely mathematical developments, computer science, electronics and digital methods of social cognition, form the basis of digital sociology. These makes theoretical and methodological foundation. Digital methods of cognition in general and social reality, in particular, will develop rapidly, but they will be based on general, special, and particular theoretical and methodological postulates.

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