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## IDEAS OF INFORMATION SOCIETY WITHIN THE FRAMEWORK OF CONTEMPORARY RESEARCH APPROACHES

**A. V. Miezientsev,**

*Ph.D student of the Information Policy*

*And E-Governance Department, National Academy for Public Administration under the President of Ukraine*

This article deals with the contemporary research approaches to the idea of information society in the historical retrospective, as well as with the basic peculiar features, inherent to the information society. The features, which are similar for all the outlined approaches to the information society are pointed out and analyzed by the author. The author's definition of information society is suggested on the ground of the analysis of the fundamental peculiarities of the information society, which were designated in all of the approaches considered by the author.

**Key words:** information society, civic society, post-industrial society, knowledge society.

**А. В. Мезєнцев,**

*аспірант кафедри інформаційної політики*

*та електронного урядування, Національна академія державного управління при Президентові України*

### ІДЕЇ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА В КОНТЕКСТІ СУЧАСНИХ ДОСЛІДНИЦЬКИХ ПІДХОДІВ

У статті розглядаються сучасні дослідницькі підходи до ідеї інформаційного суспільства в історичній ретроспективі, а також основні характерні риси, притаманні інформаційному суспільству. Автором проаналізовано та виділено властивості, які є спільними для всіх окреслених підходів до інформаційного суспільства. Запропоновано авторське визначення інформаційного суспільства на підставі аналізу основних особливостей інформаційного суспільства, які були визначені в усіх розглянутих підходах.

**Ключові слова:** інформаційне суспільство, громадянське суспільство, постіндустріальне суспільство, суспільство знань.

**А. В. Мезєнцев,**

*аспірант кафедри інформаційної політики та електронного управління,*

*Національна академія державного управління при Президенті України*

### ИДЕИ ИНФОРМАЦИОННОГО ОБЩЕСТВА В КОНТЕКСТЕ СОВРЕМЕННЫХ ИССЛЕДОВАТЕЛЬСКИХ ПОДХОДОВ

В статье рассматриваются современные исследовательские подходы к идее информационного общества в исторической ретроспективе, а также основные характерные черты, присущие информационному обществу. Автором проанализированы и выделены свойства, которые являются общими для всех очерченных подходов к информационному обществу. Предложено авторское определение информационного общества на основании анализа основных особенностей информационного общества, которые были определены во всех рассмотренных подходах.

**Ключевые слова:** информационное общество, гражданское общество, постиндустриальное общество, общество знаний.

**Problem setting.** The turn of the millennium coincided with the transition of human civilization to the third stage of development, which is usually defined as information society. The international community faced the fundamentally new level of development, based on theoretical skills, access to information technology and particularly information itself. The notion of «information» performs an important ideological and methodological function.

The changes brought about by the information age, encircle all spheres of life and functioning of so-

ciety and in such a way contribute to the convergence of different forms of social activity. As a result, these revolutionary changes create new socio-cultural situation (space), which determines the formation of a new type of not only the individual, but also of civilization.

At present there are different approaches to the definition of information society. According to the author, it is important to develop these approaches through analyzing the existing approaches, pointing out the features that are similar for all the outlined

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approaches and substantiating the author's definition of information society.

**Recent research and publications analysis.** The following foreign authors were involved in the general methodological and theoretical research on the information society: S.Ahlstrom, D.Bell, K. Ouldin, Z.Brzezinski, M.Castells, P.Drucker, M.Frieden, F.Fukuyama, B.Gates, C.Geertz, E.Gellner, D.Held, R.Jensen, G.Lichtheim, H.McLuhan, A.Przeworski, D.Riesman, M.Rose, T.Stonier, A.Toffler, N.Wiener and others. Among the national authors who conducted research on the certain aspects of information society are: R.Abdiev, S.Andrieiev, I.Aristova, V.Bebyk, L.Berezovets, V.Bilous, L.Chuprii, A.Danilin, O.Dubas, A.Halchynskyi, O.Holobutskyi, V.Horbatenko, D.Hrachov, V.Inozemtsev, S.Kashchavtseva, V.Koliadenko, I.Koliushko, O.Lytvynenko, Ye.Makarenko, YA.Pidpryorshchuk, A.Rakitov, A.Semenchenko, O.Sosnin, T.Yershova, O.Zernetska, Ya.Zhalilo and others.

**Paper objective** is to analyze and summarize the approaches to the definition of the notion of «information society» as well as to substantiate the author's definition.

**Paper main body.** Evolutionary changes of contemporary world, which are accompanied by the radical social changes, are bringing about a new type of society, to be more specific, the information society. This process infers the formation and establishment of a new global information industry, the enhancement of the role of information and knowledge in all areas of human life, the appearance of new forms of interaction between people, between man and society, man and governmental authorities. We are witnessing the formation of new relations in the economic, social and cultural life of people; all these changes can be described by one term «information society».

V. Inozemtsev reckons that «at the beginning of the 60-ies the methodological foundation was formed, that allows us to consider the establishment of a new type of society – withdrawal from the ideas of industrialism and development of «knowledge economy», which is linked to the enhancement of the role of information and communication technologies, science and education, to the spread of influence of the new class of executives and technocrats and to the change of role of theoretical knowledge and information in social production» [1].

In the first instance, the researchers in the sphere of information society focused their attention on the development of means of information dissemination and provision of access to information. The dominant role in the discussion belonged to technological, infrastructural and economical solutions. This was brought about by the development and convergence of information

and communication technologies [2]. In the 70-ies the prevalent idea was that the foundation of information society is the development of computer and information technology. Other features, which were also highlighted, include: global nature of information, free-ware distribution of information; significant increase in opportunities for collecting, processing, storage and transmission of information, access to information; enhancement of influence of information on a person; transition to new forms of administration and others.

The new quality leap in scientific and technological sphere generated a new social reality that actualizes research on the socio-humanistic aspects of a new type of society – the information society or knowledge society. For the day at the fore is not the problem of mechanization of society, as it was considered in the past, and the starring role belongs to the intellectualization of society, which is based not on technical but on the technological solutions. Information and knowledge act as strategic resources.

A. Toffler is the author of the conceptual idea of information society. In his work he does not give a clear definition of the new society (although in «Future shock» he claimed that «industrial society» gave place to «super-industrial society»), but reasonably proves that this society has qualitatively different nature. «Much in the new society contradicts the traditional industrial society. This is technically developed and anti-industrial society. In such a society, there will be a new code of conduct that takes us beyond the concentration of energy, money and power» [3].

Another founder of the concept of «information society» was D. Bell. His definition of a new society comes down to the analysis of the essence of the new society, to the analysis of changes that will qualitatively distinguish the new society from the old one. He distinguished the characteristic features of the new society, namely [4]:

- transition from industrial to service society;
- crucial significance of codified theoretical knowledge for the implementation of technological innovations;
- «knowledge-based technology» as a key tool of systems analysis and decision theory.

While defining the term «information society» A. Touraine focuses his attention on the new economic relations, on the transformations in the investment and administrative components [5].

H. Kahn draws his attention to the importance of understanding the difference between «information» and «intellect». From his perspective information is relatively formal and available dimension, while intellect represents knowledge about the events and people [6]. Differentiation of these terms is an important

step on the road of understanding the core of the «information society», which makes it possible to distinguish spiritual and material sphere of the new society.

T. Stonier believed that equipment and machines are not the embodiment of labor, rather than the embodiment of information. While comparing information with capital it is obvious that both of them can be accumulated and saved. In information society the national information resources become the strategic resource of the state.

According to T. Stonier there are three basic means through which the state can increase its influence and wealth [6]:

- 1) accumulation of capital;
- 2) aggressive external policy and territorial invasion;
- 3) new technology that provide a way to transform the secondary materials into resources.

There are also other approaches to the definition of the notion of «information society». For example, A. Duff presents three approaches to the notion of information society: informational and economical approach, informational and technological approach and approach from the perspective of information streams [6]. F. Webster singles out five basic approaches that are based on different information criteria. These include: technological, economical, spatial, cultural and professional criteria [7].

Summarizing all the available approaches to the notion of «information society» it is possible to point out the fundamental ones (Table).

As may be inferred from the foregoing table, among the similar features that are inherent to all the

approaches to the notion of «information society» are the following:

- 1) technologies represent the foundation of information society;
- 2) information society relies on changes;
- 3) information society has social focus;
- 4) information society implies development.

While analyzing the approaches to the definition of information society, it can be concluded that they are either scarcely developed or one-sided. Almost all approaches are based on the quantitative characteristics and make suggestion that if at some assumed point, when indicators of information sphere are beginning to exceed the indicators of other sphere of society, it moves into the information stage of its development. Increasing the quantity of information modifies in essence the social system.

**Conclusions of the research.** Thus, none of the analyzed approaches can be the only true methodological basis for the research on such sophisticated complex phenomenon. In order to solve this methodological problem it is necessary to use the elements of all existing approaches in an integrated manner taking into consideration their particular characteristics. But the basic notions, which form the foundation for information society are the following: technology, changes, development and social focus, what makes it possible for us to create our own definition of information society: it infers a *new* stage of **development** of human civilization, the main resource of which is information (*technology*), and the production, processing, storage, and transfer of information are the main types of activity of mankind.

**Basic approaches to the notion of «information society»**

Approaches	Scholar representatives	The basic ideas
<i>Technological</i>	A. Toffler	<ul style="list-style-type: none"> <li>– transition from the generous amount of information and technological innovations to the <i>change</i> of social foundations of <u>society</u>;</li> <li>– new technology – one of the attributes of the advent of a whole new epoch – the information society;</li> <li>– three waves of technological innovation: 1) agricultural revolution; 2) industrial revolution; 3) information revolution that will bring about new way of life;</li> <li>– information society («super-industrial society») – is «a complex society, that is promptly <u>developing</u>, the basis of which constitute high <b>technologies</b> and post-materialistic system of values» (A. Toffler) [3]</li> </ul>
<i>Economical</i>		<ul style="list-style-type: none"> <li>– is based on the economic <i>changes</i> of the <u>society</u>;</li> <li>– economy becomes informational;</li> <li>– if in the economy of state the share of information business is bigger than the activities in agriculture and industry, it is possible to talk about the information society;</li> <li>– information society – is the society, where the generation of information products and provision of information services play the first violin</li> </ul>
<i>Professional</i>	D. Bell	<ul style="list-style-type: none"> <li>– connectedness with the sector of employment of <u>society</u>;</li> <li>– if mankind enters the information epoch, where the majority of people work in the information sphere, the decline in the number of employees in the agricultural and industrial spheres on the one hand, and increasing of the number of people employed in the information sphere on the other can be considered as the emergence of information society (D. Bell) [4];</li> <li>– the main driving force of contemporary economics is people, who are the main economic powerhouse, but whose skill level requires the ability to create, process, store and use information (R. Reich, M. Castells) [10]</li> </ul>

<i>Geographical (graphical)</i>	M.Castells	<ul style="list-style-type: none"> <li>– global information network, by using which <u>people</u> can get in touch with each other, despite the fact that they are in different places of the planet (caused by the rapid development of the Internet);</li> <li>– the outstanding feature of information society are networks that enable networking among people, institutions and countries;</li> <li>– new form of capitalism – «information capitalism» – the result of the <u>development</u> of information and communication as well as network <b>technologies</b>;</li> <li>– information society – is a network society in which networks pervade all spheres of human life [10]</li> </ul>
<i>Cultural</i>		<ul style="list-style-type: none"> <li>– nowadays <u>a person</u> exists in the environment oversaturated with information: the whole life of a person advances in the processes of production, sharing and obtaining information about him/her as well as about the world;</li> <li>– transition of mankind towards the information society is caused by the increasing of the number of cultural meanings</li> </ul>
<i>Political</i>		<ul style="list-style-type: none"> <li>– information society is based on the <u>changes</u> in the political sphere of society and on the change in the nature of international relations between countries;</li> <li>– the main actors in the process of establishment and development of information society are: the state and representatives of political parties;</li> <li>– the main resources of the state are information and knowledge, and their efficient use ensures socio-economic <u>development</u>;</li> <li>– the development and implementation of information and communication <b>technologies</b> become the main tools of democratization of <u>society</u>.</li> </ul>

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