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PROBLEMATIC ISSUES OF INFORMATIZATION OF THE SOCIAL SPHERE OF UKRAINIAN SOCIETY

The article examines the issue of informatization of the social sphere of Ukrainian society. The process of informatization is considered in line with the concept of technological determinism, the keys write about the informatization of society, appealing to state programs, projects and concepts aimed at the formation of an information society. The process of informatization is considered as a social process and is a source of modernization of our society. These processes have both positive and negative features of informatization of the social sphere, which contributes to the formation of innovative directions due to the introduction of information technologies.

Keywords: *social sphere, informatization of the social sphere, modernization of society, informatization of society, vital activities of society.*

Formulation of the problem. In the era of global informatization, the issue of informatization of the social sphere of Ukrainian society is extremely important for the reproduction of the real state of actions in society, and the study of all problems in the social sphere, which will help to solve the problem of regularization of the improvement of the social sphere system.

Analysis of recent research and publications. The issue of improving the social sphere of society under the influence of informatization was studied by the following scientists: Dubas O. P., Dzoban O. P., Sosnin O. V., Kolenda N. V.

Presenting main material. Informatization is a large-scale social process that has covered all spheres of social life and changed the way of life of society, its social institutions, organizations and social groups. Therefore, considering the process of informatization along the lines of the concept of technological determinism is not entirely correct, although most often it is in this technological way that they write about the informatization of society, appealing to state programs, projects and concepts aimed at the formation of an information society, the actor of which is the production of information products and services for people. Thus, defining informatization as a natural consequence of social evolution, we consider it as a part of the technological revolution, which has other components that are less visible to the mass population.

The process of informatization as a social, rather than a purely technological, is a source of modernization of our society and change of the entire system of life activities.[2] Having both its positive and negative sides, however, if we talk about the development of the social sphere, it contributes to the formation of innovative directions in its dynamics due to the introduction of information technologies.

Despite the fact that "informatization of society is a relatively new phenomenon for world and domestic sociological theory and practice", scientists pay considerable attention to this problem, including in the social context, with the actualization of the problem of informatization of the social sphere of society, considering it in the context modernization of the country, its regional specificity, problems in the field of social management and development of the socio-economic system.

In practically all studies on the problem of informatization of society and its social sphere, scientists refer to the theoretical origins of the understanding of this phenomenon, which are represented by well-known theories of modern society, the main ones of which

are the concept of post-industrial society and the theory of information society. The main reference of these concepts of modern society is the justification of the transition to a completely new type of society, the development of which is determined by information technologies that have changed the very mechanism of social production and its driving forces, although until now in the scientific world there is a confrontation between the supporters of this point of view and the one according to which modern society under the influence of informatization processes did not become a fundamentally different entity with a new social order.

Rather, we adhere to the first point of view, believing that the rapid growth and spread of information and communication technologies became the basis for the formation of a different type of society, in which information and knowledge became the basis of social reproduction, stratification and structural processes. Informatization has radically changed the appearance of all spheres of life in society, transforming the economic, political, social, labor and professional, managerial and other subsystems of society. We see how new professions appear, the system of labor relations and labor activity changes, new samples, models and styles of behavior appear and spread in various spheres - in work, family, education. The meanings and meanings of seemingly traditional social phenomena and institutions (family, work, education) are changing. The values that determine the trajectory of life strategies and orientations are changing.

The basis of the productive power of the post-industrial society is science, and production in particular is turning into a science-intensive one, displacing living labor due to the automation of production, control over which man retains as a regulatory and organizing force in the automation of the production process with the help of telecommunication technologies, which are assigned a special role as new intelligent technologies. [4] These intellectual technologies are designed to change the entire sphere of society's life - both industrial and social, because it is connected with innovations that are possible only from the production of an intellectual product.

In the modern world, there are areas that are not included in the global technological and information system, as well as the process of diffusion of new information technologies, which forms a system of information and technological inequality. It should also be noted that the information society in the full sense of the word has not yet developed anywhere in the modern world, although, as is known, this concept is often used in the political and scientific rhetoric of a number of countries to position the transition to this type of society. despite the fact that a number of countries are positioning themselves in this way, and it is unlikely to occur in the future. The information society is a project of the future, which is possible due to the trends of informatization of the social sphere in the modern world.

But it is also necessary to talk about informatization on a global scale, of course, with some caveat and caution, the informatization of modern society is a complex socio-historical process of transition to a new stage of civilization, connected not only with the qualitative renewal of the technical and technological base, the development of artificial intelligence systems , the high dynamics of the amount of knowledge and information, as well as the changes that affected the content and nature of social activity, the social structure of society, trends in the formation and development of information culture, which, together, follows as a socio-technical process. [3]

The technical side of informatization is obvious and is connected with the development of new information technologies, and the social side of this process consists in its impact on society, as a result of which significant changes occur in it at the level of social and professional structure, economic and political organization of the life of society, its cultural , labor, household sphere.

The problem of informatization has become the subject of serious theoretical analysis in public management science and the understanding of the social functions of information, sociocultural factors of the formation of the information society as a space for the introduction and development of social innovations, including in the social sphere.

Informatization, in various scientific schools and disciplines, appears both as policy and as processes, mechanisms and technologies, but at the beginning of the XXI century, its spread acquires its interpretation as processes aimed at the formation and development of telecommunication infrastructures that ensure the unification of territorially distributed in society information resources. We consider the main goal of informatization processes in the social sphere to be their influence on the modernization of all spheres and systems of the life of society, social groups and individual individuals, and even the value system of society, before its change. The very process of informatization should lead to the formation of an information society, and this is its main purpose. For this, as she believes, a dialectical unity of the main structural elements of the informatization of society, such as computerization, mediatization, and intellectualization, should be formed in society.

The social aspects of informatization are most pronounced in the definition, in which it is considered as a system-active process of mastering information, which is a resource for management and development based on the use of informatics tools. The ultimate goal of this process is the formation of an information society as a way of further progressive development of human civilization. In general, if we evaluate different approaches and opinions to the study of the process of informatization, we can conclude that it is considered by scientists as a general historically determined and large-scale social process, mainly of a progressive nature, which contributes to the transition of society to a new and qualitatively different type, despite that during this process, negative manifestations are also recorded. These include the problems of information inequality and information security, the risks of distorting the perception of reality and reducing the culture of communication, which forces us to pay more attention to the pros and cons of the informatization process in the social sphere. [1]

Thus, scientists update the issue of the importance of the human factor in the conditions of informatization of the social sphere and draw attention to the fact that it is necessary not only to take into account, but also to purposefully develop the role of the

human factor in this process, since it is becoming less noticeable, which becomes a certain threat to society. And in this connection, they talk about the need to improve the system of regulation of the interaction of information and humanitarian in the social space in order to prevent the scenario of science fiction writers about the domination of machines and robots, which is often realized in films and literature, but in the reality of modern society they no longer see such a scenario is already unrealistic.

This problem is actualized in the light of high information dynamics and the escalation of information threats, the spread of various types of risks that are formed in the Internet environment, which is dangerous for those who are deeply immersed in it, and this primarily concerns the younger generation. That is why the significance of the human factor should decrease in the process of social informatization - only then will informatization become a condition and basis for solving social problems and social progress.

The proposition that every positive effect of the informatization process has its negative side is substantiated. Thus, the free development of the individual is accompanied by its automation, the formation of the information society contributes to the dehumanization of society, the automation of work leads to a crisis in the labor market, to the growth of unemployment and the disappearance of many professions, an increase in communication opportunities due to the use of modern communication technologies, the expansion of communication boundaries due to the emergence of network technologies communication as a definitely positive phenomenon, at the same time it has the opposite effect - the growth of loneliness, derived from the lack of real communication, which is replaced by a virtual one, mediated by contacts and interactions in the "network". This communication cannot replace the real one, but it can be an important addition to it. [2]

Total immersion in network communication lowers the level of communicative culture, the culture of communication, the deficiency of which is already very acutely

manifested today, especially among young people, whose socialization takes place in the Internet environment, in virtual networks. Moreover, it is the youth who become the target of extremist forces that use social networks to attract young people to their ranks.

It should be noted that, in general, there is a fairly high level of unanimity in the sense that of all the positive assessments of the social effect of informatization, almost everyone who deals with this problem indicates the presence of a negative effect, especially highlighting such areas as education, upbringing, culture , social management.

In particular, speaking about the sphere of social management in Ukraine, the fact that it has become a field of intensive penetration of information technologies is emphasized, but due to the presence of sharp contradictions in this area of problems related to the forms and mechanisms of managerial influence, the relevance and need of a sociological study of the informatization of social management in Ukraine is growing significantly.

The sociological study of informatization assumes the presence of sociological indicators, with the help of which this process could be measured, data on countries and regions could be compared, and social forecasting and design could be carried out. In this plan, it is noted that the general indicators of the informatization of society and its movement towards an information society are the characteristics of socio-economic development (level of GDP, expenditure on state education, investments in the field of high-tech production, the share of employees in the field of information production and processing, provision of information services and etc.), as well as indicators of the development of the technological basis of the information society (the number of Internet users and the dynamics of their growth, the dynamics of the number of computers per a certain number of inhabitants, the capacity of the information market), including statistical data (the number of libraries, educational institutions with computer technology, Internet networks), and, finally, the scale of use in society of its various segments of information technologies, products and services. [4]

Since the informatization of the social sphere takes place in each specific society with its own specific economic and political system, values and traditions, cultural norms, this process should be considered as determined by the historical context, a special historical time, despite the universal mechanisms and regularities operating in the global information system. spaces related to the spread and introduction of information technologies. The fact is that the introduction of information technologies and innovations into the social practice of society will have different results and consequences for different types of societies. Thus, in the conditions of a democratic society with a developed network of public institutions and organizations, a mechanism of civil self-organization, informatization becomes a factor in increasing the potential for self-organization and self-governance of society, which subordinates the informatization process to its own interests and regulates its development and direction, that is, the human factor, which we wrote about above. does not reduce its importance in the process of informatization, since it is placed under the control of civil society.

The subjectivity of the actors of social relations in the conditions of a society with an underdeveloped civil culture and a network of democratic institutions is under great question and, it seems to us, is gradually decreasing as the social sphere is informatized, since in such society's information resources become a tool for manipulating mass consciousness and behavior. a way of managing society without a claim on its subject role. Informational structures, technologies and means are at the service of certain social groups and forces embedded in the vertical of power and implement a significant for them project of informatization of society without a significant role of the society itself and taking into account its opinion. That is why in such societies the logic of the development of negative phenomena and trends of informatization is more pronounced than in democratic societies with a developed economy and stable social institutions. In societies with an unfavorable climate of socio-economic and political development, informational resources bear the stamp of social disadvantage and are endowed with negative

connotations derived from negative phenomena in the functioning of society. Thus, with a high level of social mistrust in society, informational resources and institutions are characterized by a lack of trust, and the growth of social inequality manifests itself in the growth of information inequality, which is quite natural, since informatization is an integral part of sociocultural dynamics, determined by the social and cultural conditions of the sphere.

What is beyond the control of society, the process of informatization of the social sphere is transformed into its perception as a process of increasing not the self-organizing potential of society, its subjectivity in solving social tasks, but everyday comfort in the context of receiving social services, i.e. we are talking about primitivism in mass perception of the informatization process, converting it into simplified schemes related to ensuring the comfort of individual and social life in the sphere of consumption of various services and satisfaction of needs. The process of informatization in society is not considered as a resource for social self-organization and increasing subjectivity in social management, which significantly limits its social and resource potential.

Conclusions. All of the above allows us to define the informatization of the social sphere as a global social process mediated by the introduction and spread of information technologies, which determines the dynamics of social institutions and the system of social relations most important for the reproduction of society within the limits and characteristics determined by the socio-cultural specifics of society.

In conclusion, it should be noted that the research space of the problem of informatization of the social sphere in Ukraine still needs deep sociological development, since at the moment the scientific discourse on the study of the mentioned topic is largely interdisciplinary in nature with a significant bias towards the socio-economic component of society's development. A cluster of works of a general nature is singled out, problematizing aspects of informatization of Ukrainian society in general, and even branch-oriented works that analyze informatization processes in a specific social sphere

(education, social management, economy). This confirms the need for comprehensive development of this problem in the aggregate of the most important social spheres from the point of view of the vital activity of society, which are dynamically changing under the influence of information processes and technologies.

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