
PHILOSOPHICAL ANALYSIS OF INFORMATION AND COMMUNICATION ENVIRONMENT

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Abstract

The purpose of the article is to make a survey taking into account social and philosophical points of view on the young people's value orientations and identify the specific impact of the information and communication environment on it under the conditions of the information dominant. A transdisciplinary scientific paradigm with its potential to go beyond disciplinary constraints has been used as a methodological basis in studying the change of the young people's value orientations caused by the influence of the information and communication environment on them under the current conditions. The survey carried out made it possible to distinguish and shed a clearer light on the aspects of the constructive and destructive influence of the information and communication environment on the formation of young people's value orientations. The constructive and destructive components of the impact can underlie the further development and implementation of youth policy at the level of the philosophical concept and legislation.

Keywords: youth, value system, socio-cultural, processes, globalization

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1. Introduction

The problem of youth's values and transformation of the values of today's young people in the youth environment against the backdrop of dynamic socio-cultural processes has long been the focus of researchers. The interest in this issue has increased when the implementation of various modernization scenarios related to the involvement of industrially developed societies into globalization processes with military-political and ethnic conflicts started everywhere. Transition of Russia to new background of the society and state caused by the collapse of the USSR eroded the previous firm grounds of the youth's value systems. The modern Russian youth is considered as generations born in times of radical socio-political, economic and technological changes. The period of their upbringing in the family coincided with their parents' need to develop new strategies to adapt, readjust, and sometimes survive in a dynamically transforming reality [1-5]. Socio-economic changes have provided a powerful impetus for the rapid development of information and communication technologies, networks and communications [6]. Information technology dominated and determined not only social, economic, political, but also military capabilities. The transition to an informational type of culture, supported by the expansion of the media, advertising and political technologies, caused a structural reorientation of people's values, and development of virtual projections of real environment affected mainly the youth as the most adaptive and socially-demographic group that is receptive to new technologies [7-9]. Therefore, additional theoretical comprehension of the value system of youth is required in connection with the rapid growth of the virtual environment, as a dominant factor for changing individual and public consciousness in the sphere of needs, motivations, values, goals and ideals [10]. Rapid development of the information and communication environment (ICE), it being the dominant factor in changing the individual and public consciousness in the sphere of needs, motivations, values, goals and ideals, is the issue demanding additional serious philosophical thought in relation to the changing value orientations of young people, and this makes the efforts relevant [11]. In new conditions, identification and objectification of cause-effect relationships, regularities, dynamics, character and peculiarities of the transformation of young generation's value systems is extremely urgent because it allows predicting and interpreting the prospects for the development of society in the complex global and internal processes.

2. Hypothesis

It is difficult to gain an insight into the scale of a historical challenge that the youth of today faces, and it is only possible to predict certain scenarios for the development of these value orientations with a relatively high share of conventionality, taking into account, on the one hand, the civilizational specifics of Russian society and the features of the transformation of its civilizational

characteristics, and the processes of globalization, on the other hand. A communicative and information environment has a huge constructive and destructive impact on the value orientations of young people; therefore, it is already impossible to remain outside the field of influence in the modern world.

3. Methodological framework

The methodological basis of the research is based on general philosophical and general scientific approaches to a system analysis and theoretical modelling. A transdisciplinary scientific paradigm has been chosen as the basic methodological tool in studying the value system of youth and to identify a specific impact of the ICE in the conditions of the information dominant. It allowed going beyond disciplinary constraints and obtain objective scientific knowledge about the essence of the value system and the prospects for using its potential in overcoming risks, threatening the integrity and sustainability of the Russian civilization [12]. The intersectoral nature of the phenomenon studied made it possible to apply the polyphonic approach to the study of the problem of youth values as an attempt at a variational-subjective interpretation of this phenomenon from the point of view of its integrity, universality, multivariate nature, and the systemic nature of all elements that make up this phenomenon [13].

The process of value orientations development and change has been discussed and investigated taking into consideration the concept of civilizational identity by A.V. Lubsy & R.A. Lubsy [14], who proposed to move from one-dimensional interpretations of civilizational identity to multidimensional, paradigm, based on the constructivist realism, developed within the neoclassical model of scientific research and postulating that civilizational identities are the result of both constructivist efforts and cultural actualization within the framework of essentialist premises.

The empirical basis of the study has been presented by the results of the surveys and statistical data on social problems of contemporary Russian society and youth: the Public Opinion Foundation [*Generation of the XXI Century: the Experience of Sociological Research Form*, 2014, <http://bd.fom.ru/pdf/prezentia2.pdf>], Russian Public Opinion Research Centre [*Russian Youth: What it Thinks of Itself - and What the Older Generation Think of it*, VCIOM, 2014, <http://wciom.ru/index.php?id=459&uid=114879>], and a number of foreign research organizations. Idiographic and quantitative approaches to the secondary analysis of statistical data in the study of the Internet audience in Russia and foreign countries has been made on the basis of data obtained from a major analytical centre, Internet World Stats [*World Internet Usage and Population Statistics*, 2013, <http://www.internetworldstats.com/stats.htm>], as well as various centres and foundations dealing with the study of public opinion [*Development of the Internet in Russian Regions*, 2013, company.yandex.ru/researches/reports/2013/ya_internet_regions_2013.xml].

4. Results

The widespread use of the Internet by modern young people has made information a powerful weapon not only as an impulse to awaken their civic activity, but also as a convenient tool for manipulating their consciousness. Emanating from the humanistic principles, the main directions of the influence of the ICE on value orientations of young generations have been distinguished and their constructive and destructive manifestations have been analysed.

The constructive impact of the ICE is understood as any positive information impact of one person or social community on another person or social community through communication in social media and crowd-hosting platforms, and aimed at helping, mutually supporting, improving the overall level of security, education, and morality. Destructive impact is understood as a phenomenon, action and consequence inverse to constructive. The following aspects of constructive influence have been determined and disclosed.

4.1. Altruistic

The general biological principle of altruism, based on deep archaic behavioural reasons dictating the need to help one's neighbour (or accept the help as a neighbour), that modern young people are involved in through social media and crowdfunding for charity. Crowdfunding is the practice of funding a project or venture by raising monetary contributions from a large number of people. In terms of overall funding volume, crowdfunding is considered as a niche phenomenon rapidly expanding in many countries and seen by many as a hope to fund innovative projects that would not be carried out otherwise. Crowdfunding is rapidly evolving in the Internet through donation-based specialized sites and crowdfunding platforms for various projects [C. Barnett, Top 10 Crowdfunding Sites for Fundraising, Forbes.com, 2013, <http://www.forbes.com/sites/chancebarnett/2013/05/08/top-10-crowdfunding-sites-forfundraising>]. This opportunity for the ICE is now an accessible tool for manifesting human altruism both anonymously and publicly. Whatever the motives and needs of young people are, such an action or event turns out to be positive and significant. Firstly, charity helps the person or organization that needs it. Secondly, any charity is able to affect favourably the person providing it; in this sense its virtues are to help purify from one's own vices.

Destructive manifestation in this aspect may be the unfairness of some applicants for receiving material support, the abuse of trust of voluntary donors and the devaluation of the charity by its participants due to its transfer to the entertainment events or activities.

4.2. The cultural and creative aspect

Presupposes the collection of funds for implementation of creative, scientific and production projects (start-ups, small businesses, free programming

products, etc.), their distribution and support. Implementation of such projects at the expense of potential consumers at the stage of planning with the help of collective financing became possible due to the availability of the tools used in crowd-hosting platforms and social media. The latter also contribute to the emergence and development of new forms of cultural activity: blogging, civic journalism, vine- and coub-video, cover-shows, etc. In other words, having a target audience, a number of services represented in the ICE, allows collecting money to implement creative projects: shooting clips, films or serials; organizing concerts; publishing books and comics; recording albums; creating computer games, programs, products, etc. Holders running the crowdfunding websites/platforms have financial interest paid as compensation for the services, and the terms of interaction are represented by flexible options for cooperation. In most cases, the creator retains copyright and creative freedom in his/her actions [15]. The result is associated with the opportunity to reveal one's (the creator's) creative potential and the consumer's complicity in the process of requesting and creating a product, great creative sincerity and less dependence on market conditions.

A destructive manifestation of this aspect is the transformation of the previously distorted big dreams of young people, regarding rapid success, which today has acquired an even more grotesque form due to the success of a number of crowdfunding projects and start-ups in the Internet environment.

4.3. The space and time aspect

The space and time aspect is associated with the efficiency in obtaining information and communication beyond localization provided that the network is accessible, since the Internet is not limited to the territory of a district, city, region or country. 'Space' of localization is represented by Internet addresses, various marketing, national, language and other niches. The localization site is a virtual site and addresses of the target audience [10]. An illustrative example of the space-time aspect is the use of almost all multilingual social media and instant messaging systems.

Despite the possibility to react immediately, the delimitation of segments of the 'World Wide Web' leaves its imprint on the no longer technologically challenging dialogue of cultures, which speaks in favour of the fact that the globalizing world still exists in the context of national states and their values.

4.4. The gnoseological (or cognitive) aspect

The gnoseological aspect is represented by wide possibilities, high speed, autonomy, the availability of the modern Internet as an intermediary for the production, storage, exchange, learning, assimilation, dissemination and reporting of information related to the knowledge significance to the recipient. The need for constant application of the knowledge, filling gaps and self-development has become more evident with the development of information and

communication technologies [16]. Information has acquired not only an independent value as a value of knowledge but also as an aspect of education that, in accordance with the necessity to match the criterion of knowledge performativity, is significant and often determines the possibilities and opportunities for the last three generations of youth, conditionally determined as X, Y and Z.

4.5. The communicative aspect

The communicative aspect is associated with opportunities and features of interaction in the virtual space, between individuals and groups (communities) of people. In conditions of globalization and reduction of free time, increased mobility of the population in terms of choosing a place of residence and work, an online communication independent of the person's real presence has become an actual need for modern young people [17]. Emotions frustrated in real life, the need to play certain roles and personal qualities can also be compensated by means of virtual communication.

Destructive manifestations of this aspect are the growing popularity of social media with minimized opportunities for communication and action. A striking example is the Instagram photo-hosting service filled with photos of food, faces and photo chronicles of its users, which also points to the growing importance of narcissism and hedonism among young people who have access to applications for creating the visual gloss in the content of their personal files.

4.6. The social aspect

The social aspect of the information and communication system manifests in events aimed at solving social problems of a certain target audience: helping veterans, orphans and socially vulnerable citizens, restoring and erecting monuments, repairing emergency structures and structures, improving territories, etc. Young people have opportunity to resolve a wide range of socially significant problems through Internet services regardless of the interests of sponsors or omission of officials or the executive authorities.

4.7. The aspect of providing government services and the state broadcasting mechanism

This aspect is represented through interaction of institutions of power and government with citizens via special sites, services and within social media.

The opportunities of social media mentioned above have a constructive impact potential for changing the value orientation of young people, but can also be considered in the context of the ICE destructive influence as it is distributed practically to every sphere of the modern virtual environment. For example, the problem of Internet dependency is discussed in detail in the works of A.E. Voiskunsky [18] and S.I. Vygonky [19]. From the point of view of these researchers, Internet addiction is the obsession to be online, the inability to break

away from the monitor or smartphone in time. Netoholism today is a growing phenomenon which teenagers and young people are more exposed to. It is important to note that different forms of Internet addiction can interchange and coexist in different combinations. In some cases, the manifestations of such a dependence lead to tragic events: suicides, clinical psychoses and murders due to attempts to separate from the computer.

It is necessary to distinguish the destructive nature of the impact on the value systems of young people manifested in various delinquent and deviant activities in the network since the global Web environment Internet is the environment that proved to flourish and encourage rapid increase in financial crimes, fraud, blackmail, paedophilia, prostitution, the spread of child pornography, smuggling, controlling the activities of criminal groups, organizing clandestine and terrorist activities, calls for violence and riots, theft and what not [20]. The temptation to get 'quick money' through Internet communications is one of the most actual trends in the value estimation by the modern young people that pushes some of their representatives to criminal actions reinforced by a sense of impunity they have. Broad and little controlled replication of immoral and illegal content in the network also affects their value system on the whole [21]. The Internet has created and developed a zone of permissiveness with no punishment inevitable and, as a consequence, tolerant to any deviations and delinquent action and events.

Today's young people receive so much information on the Internet that it becomes difficult to assimilate and evaluate it. This results in switching the protective mechanisms leading to 'short memory', unwillingness to verify the truth and fatigue from the information load [16]. Even if you do not take into account the entertaining nature of most of the consumed content, you need to remember a large number of logins, sites, and passwords to working systems, electronic boxes, and personal accounts.

So, the list of the analysed aspects of the information and communication system impact on the value orientations of young people is constantly being updated with new items. Moreover, the proposed classification is conditional, since the dichotomous essence of any modern processes, as well as the mutual integration of social media and other means of communication, does not allow us to unequivocally determine the influence of certain aspects of the ICE.

The determined aspects are characterized by the constructiveness and destructiveness of the ICE influence on the value orientations of modern youth. It is due to the information and communication technologies that young people obtain the opportunity to be in the information space they are most interested in. However, the content filtering system in social media does not always allow the user to cut off the information that he does not like, or for some other reason, from the field of his attention [22]. On the other hand, even if regulation of the content could be adjusted, the individual would keep his communication within a convenient virtual world limiting unnecessary information and opinions, which also levels out constructive aspects of the influence of the environment on value orientations.

5. Discussion

Philosophers at all times have been concerned with axiology issues; we are going to address the approaches that have developed since the first half of the 20th century. P.A. Sorokin [23] distinguished three cultural-value supersystems: ideational, sensual and idealistic. T. Parsons [24] considered the value as a part of the generally accepted symbolic system that serve as a criterion for choosing from the available options. The works of D. Lukács [25] and D. Pantich [26] are of interest and significance for their consideration of the human value. In their consonant approaches, values are the forms of individual claims where the individual views himself continued in an indefinite historical and social being. Modern approaches to the problem under consideration have been discussed in the works of G.Y. Golovnykh [27], V.A. Lukov [28], M.A. Makarevich [29], N.A. Orekhovskaya [30], Y.A. Rozin [31].

Polyphony of the values determines conventions in their classifications. Values are multidimensional and add to self-organizing systems which makes it impossible to identify the criteria of their hierarchy and system as a whole in the form of any rule or pattern; therefore, substantive aspects are used to describe value orientations as conditioned by some or other forms of social relations. Nevertheless, there are many different classifications of values and value systems; the most informative of them have been presented in the works of N.I. Lapin [32]. The author's understanding of the problem field is expressed in his adoption of the construct for the basic value system. Ideals, the most important goals, the meaning of people's lives are determined by their terminal values which in turn are divided into personal and social values [30]. Means to achieve goals approved in this society are reflected in the instrumental values that are represented by a combination of moral norms of behaviour and the qualities of people. On the one hand, these are officially proclaimed moral standards of behaviour; on the other hand, they are the quality and ability of people. In the context of correlation with this or that type of civilization, the basic values can be divided into traditional, modern and universal (or humanistic) values [32].

The philosophical analysis has generalized the world and Russian experience in studying the value orientations of young people, and has defined their genesis and properties. The following interpretation of the 'value' category associated with the axiomatics of the research has been proposed: the objects of the individual's desires and aspirations, as well as the norms and rules regulated by the sociocultural environment. However, the aspects of the transformation of modern youth's value orientations in the context of the ICT, ICE and social media expansion require constant monitoring due to their rapid dynamic character. Moreover, in any, especially radical, socio-economic processes and technological breakthroughs in society, there is a need to pay special attention to the value-based orientations of young people which, undoubtedly, is an indicator of potential changes in the society.

6. Conclusions

The philosophical analysis done made it possible to reveal the genesis, specificity, dynamics, regularities, the main dominants of the value systems of the Russian youth and their determination. This gives grounds for further expanding in scientific understanding of the essence and content of the young people's value system transformation in the context of upgrading processes in global and Russian societies. The results obtained can contribute to a deeper scientific understanding of the importance and close interrelation of economic, socio-cultural, information processes and the influence of the virtual ICE on the value system of modern youth.

The scientific and practical relevance is determined by the importance of the identified factors, patterns and mechanisms affecting the development and redevelopment of the Russian youth's value systems. Constructive and destructive components of the impact of the ICE on the formation of value orientations of young people can be put forward with the aim of their further development, implementation, and evaluation of the youth policy regarding the philosophical concepts and legislation.

The results can be used to:

- compare, correlate and match up the legal and cultural fields in the issues of youth and information;
- impact and develop public opinion, goals, ideals and needs of young generations;
- adapt mass communication, communication and broadcasting technologies to real up-to date processes and conditions;
- develop and use new methods of stabilizing the social situation;
- cope with the domestic socio-cultural disruption and the consequences of value chaos in the minds of the young Russians;
- neutralize protest, nazi, extremist sentiments, destructive impact on the individual and mass consciousness of the Russian youth.

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