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DIGITAL PARADIGM OF SOCIAL REALITY

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ABSTRACT: This article analyzes the rapid development of the process of digitalization of social reality with the development of artificial intelligence, and the digitalization paradigm of the virtualization of social reality, turning it into a planetary social reality. The article also analyzes the concepts of the information society, the positive and negative aspects of the digital society.

KEYWORDS: Social reality, digital paradigm, digital society, information, information society, technology, digital economy, virtual reality.

INTRODUCTION

By the 21st century, the development of digital technologies has accelerated the transformation of social reality. Informatization and digitization have manifested the virtualization of the world, real actions and objects have been simulated, and the landscape of social reality has been changed through new images based on computer models.

Digitization of social reality, in turn, such concepts as "digital society", "networked society", "platformized society", "IT-society" entered scientific circulation in the literature of social reality. In the scientific literature, "4 concepts of the theoretical model of digital society: networking, platformization, datification and algorithmic control" [1]. These concepts were considered as the main elements of the technological infrastructure of the digital society.

Networking. Digital networks build the infrastructure of a digital society. This, in turn, is the basis for the formation of a global society. In fact, it is conceived as the principle of "everything is connected to everyone in the invisible structure of the network" [2]

The concept of networked society was first brought into scientific treatment by the Norwegian Steinom Breten. (1981 year). This concept was later used by the Dutch scientist Jan van Dyck in his book Network Society (in 1991). And Manuelem Castells used it in his work "Birth of the Network Society". (year 1996). As a synonym for this concept, James Martin introduced the concept of technological society. Barry Wellman wrote "The Networked City" in 1988 (year 1988). Roxanne Hilts and Murry Turff published the book Country of the Network. (1978 year). M. According to Castells, the network creates a new social morphology of our society. Harry Chrysler M. Based on

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the concept of Castells, he defines a networked society as follows: a networked society is a society in which its social structures and the activities of its members are organized around electronic communication networks. The concept of network society is broader than the concept of information society. Because information has become the most basic commodity resource in the information society, information will have no value if there is no network or communication source that transmits it. The concept of information society appeared in the 40s of the last century with the emergence of the science of cybernetics. This concept was developed by American scientists K. Shannon, N. Wiener, D. von Niemann, English logician and cryptographer A. It is associated with the names of Turing and the Russian scientist A.N. Kolmogorov. For example, N. Viner wrote in his work "communicative society, that is, a society based on communication. In 1961, the concept of information society was used by Japanese scientists Kisyo Korokawa and Tadao Umesao". Also D. Bell, who formulated the concept of post-industrial society, is now regarded as the proponent of the concept of information society.

THE MAIN FINDINGS AND RESULTS

James Martin considers the information society as "an advanced post-industrial society. According to him, the post-industrial society was formed in Japan, the USA and Western European countries in the 1960-70s. He distinguishes the following 5 criteria of the information society. 1. Technological criteria: The main factor is the widespread use of information technologies in production in organizations, in our daily life and in the education system. 2. Social criterion: Information is considered as the main stimulus that changes the quality of life and "Information consciousness" is formed. 3. Economic criteria: Information is the main factor of the economy and is used as a resource, service, and commodity. 4. Political criterion: Freedom of information is characterized as an increase in consensus among different classes and social strata of the population in political processes. 5. Cultural criteria: Information is recognized as a cultural value, and informational values are taken into account in the development of the individual and the whole society. With this D. Martin recognizes communication as the most basic building block of the information society.

In 1962, the concept of information society was introduced by the American economist F. Makhlup. Another one of the scientists who developed the concept of information society in 1983 was developed by the Japanese scientist E. Masuda in the work "Information Society as a Post-Industrial Society". In this concept, he considered all spheres of social and cultural life as a changing social wealth and economic category. In his opinion, all aspects of the development of a person - education, professional growth, economic activity, implementation of political activity, service sphere - are manifested in the informational sphere. However, E. Masuda focuses on the technological aspect of society's development, leaving the socio-cultural aspect in the shade.
Scientists who developed the concepts of information society Dj. Naisbytom, Dj. Beningerom, T. Stonerom, M. McLuhan, E. Tofflerom, M. Castelsom.

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Canadian scientist M. McLuenom, writing about the new society in his concept, recognizes information technology as the main factor affecting the formation of the socio-economic base of the new society. In defining the new society, he called it by several names. For example, post-bourgeois society (D. Lichtheim), post-capitalist (R. Darendorf), post-modernist (A. Etzioni), post-civilizational (K. Boulding), post-economic (G. Kahn), post-Protestant (S. Alstrom), post-historical (R. Sidenberg), post-oil society (R. Barnet).

The concept of information society is given in the literature as being used in the 60s and 70s of the 20th century. According to E.G. Solovev, the concept of information society is based on the Japanese theorist K. Believing it belongs to Koyama, L.D. Reiman, as the author of this term, Japanese scientist Yu. Hayashi confesses. In the 1960s, the concept of information was applied to scientific treatment by US and Japanese scientists at the same time by F. Maklup and T. Umesao. D. Bell, O. Toffler, M. Kastels (American), A. Turen, J. Furaste (France), Y. Habermas (Germany), E. Masuda (Japan), Russian scientists V.M. Grushkov, V.G. Afanasev, N.N. Moiseev, A.I. Rakitov, A.V. Sokolov, A.D. Ursula. D. Bell in 1973 considered the information society as a project of the future social system, considers the post-industrial society as a service society.

Digital technologies are actively changing the entire social system. The field of natural structure and culture is no exception. Digitization is actively entering the cultural space, not only the format of getting to know cultural values, but also the content of having a completely new experience of interaction with culture has improved..

“The revolution of information technologies that is happening before our eyes is moving towards a completely new type of information society”, or, in other words, the “knowledge society”, one of the main characteristics of this society is its global character. In the process of its formation, the borders between countries and people are gradually destroyed, the structure of the world economy is changing radically, the market is becoming more dynamic and competitive. Information and knowledge are becoming one of the strategic resources of the state, and they are becoming one of the main factors of socio-economic development. In this regard, one of the most important tasks of every country is the high development of information infrastructure and joining the global informatin society[3].

Decree No. PF-6079 dated 05.10.2020 of the President of ” strategy and measures for its effective implementation was adopted. In 2020-2022, as part of the digital transformation of territories and networks in our country: the level of connecting settlements to the Internet, including increasing broadband connection ports to 2.5 million, building 20,000 kilometers of optical fiber communication lines, and developing mobile communication networks from 78 percent delivered to 95 percent; more than 400 information systems, electronic services and other software products will be introduced in various areas of socio-economic development of regions; 587,000 people, including 500,000 young people within the framework of the “One Million Programmers” project, will be trained in the basics of computer programming; more than 280 information systems and software products for automation of management, production and logistics

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processes will be introduced in enterprises in the real sector of the economy; In order to improve the digital literacy and skills of governors, government bodies and employees of the regions, to train them in information technology and information security, appropriate higher education institutions will be attached, and 12 thousand of their employees will be trained in the field of information technology [4].

CONCLUSION

In short, with the development of artificial intelligence, the process of digitalization of social reality is rapidly developing. The digitization paradigm has transformed the virtualization of social reality into a planetary social reality. In the history of philosophy, we will not be mistaken if we say that the era of the great thinker Pythagoras, who took number as the initiative of the world, who considered himself to be the first philosopher, has arrived. Countries that have chosen the path of developing the digital economy create an opportunity to ensure the food security of their citizens, especially in the field of education. Therefore, a country that allocates a lot of funds for the education of its youth will expand the number of young people with innovative thinking in the future, and it will bring many benefits to its society.

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