SOME FEATURES OF THE FORMATION OF THE RUSSIAN INFORMATION SOCIETY AND THE SYSTEM-FORMING FACTORS OF ITS DEVELOPMENT

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Abstract: A feature of the on-going transition from industrial technological mode to the post-industrial one is the formation of attributive indicators of the new economy, which is defined as informational. The increase in the pace of informatization of the communication interactions between economic entities is accompanied by the formation of a global economic space; this also changes the configuration of the innovation cycle with regard to reducing implementation time and regional distribution of participants. Analysis and generalization of special literature on the issues under discussion suggests the need to take a fresh look and evaluate the problems of the formation of socio-economic and organizational-economic relations in the process of building and realizing consumer demand in the context of informatization of the domestic economic space.

Key words: globalization, economic crises, economic space, informatization, information and communication technologies, information society

1 Introduction

The activation of the use of automated systems in all spheres of society's life allows us to generate, store, process and quickly use knowledge, create conditions for ensuring equal access for business entities to global information resources. All this positively affects the growth of reputation and contributes to an increase in the share of added values, forms an information culture, and changes consumer behaviour.

Experts note that the formation of the information society and information culture significantly changes the object-subject composition of communication interactions in the information space, transforms the content of carriers of productive and personal demand, etc.

In the course of our study, we studied the scientific works by D. Bell, N. Wiener, M. Maklusin, which were pioneers in the formation of information technology as key factors in the progressive development of society; we also studied the works of K. Koyama, F. Macloon, T. Umyasao and others (they were researchers of the information society development laws), as well as the works by such Russian scientists as V.S. Avtonomov, V.I. Ilyina, G.A. Zhdanovskaya, V.V. Radaev and others on the problems of formation and implementation of consumer demand.

The use of traditional (neoclassical) approaches to researching the consumer choice factors does not allow carrying out comprehensive diagnostics and substantiation of reliable prediction of the nature of consumer behaviour in the context of the economy digitalization, etc.

All this suggests the need to identify and study the information society formation characteristics, to analyse the factors of its development and the mechanism of supply and demand law action, taking into account the modification of the composition of needs, and goods used, and the nature of industry markets, etc.

It should be specially noted that all this happens in the context of high uncertainty of the market environment, pronounced asymmetry of the information base used, the value of which grows as the volumes of the latter increase. This situation requires the prompt creation of tools for diagnosing the authenticity and reliability of the information base, the formation of special institutions with the participation of state and business structures, as well as economic agents.

All of the above prompted us to tackle the issue under consideration.

2 Research Methodology

The theoretical and methodological basis of our study was made up of certain provisions of the neoclassical and neo-Keynesian areas of economic theory, taking into account modern approaches to the interpretation of consumer demand factors.

To achieve this goal, we used the epistemological potential of general scientific and specific methods of cognition, deduction and induction, synthesis and analysis, typology, comparison, generalization.

3 Research Results

One of the essential features of the 21st century has become the transformation of information technology into a system-forming branch of post-industrial civilization, which has already led to global changes. Everywhere there is a rejection of the established laws and relations of industrial society; the institutional and material foundations of public life are changing; the most essential factors of social and economic development are being updated.

Experts note that in order for a society to become informational, it is necessary not only to form an innovative and competitive in the world market complex of relevant technologies (infrastructure, production and knowledge), but also to make the public system politically open. [Andreev N.S. 2006, Rostovtseva D.V. 2013, 13.Pak C.N. 2006]

Today, no state can sustainably develop if it is not integrated into the global information society. Undoubtedly, the process of forming the relationship characterized by digitalization, globalization and national identity is extremely complex and contradictory, because it is also accompanied with resolution of cultural identity and national values, which temporarily prevents the expansion of information exchange.

It is obvious that the emerging information age manifests itself in the form of a global, diverse and multicultural reality, a multitude of emerging national and sociocultural information space models. [Bauman, Z. 2004;World Cultural Report 2000]

In the course of our research, we studied the experience of advanced countries regarding the development of information relations, including Japan, Finland, USA, Singapore, etc. [Castels M., Himanen P. 2000, Mikhailov A.A. 1999, Fedotova T.S. 2002]

Among the most advanced models for the development of the information society there are:

- "Silicon Valley" model which exists in the form of an open welfare information society;
- Singapore model in the form of an authoritarian information society;

- Financial model in the form of an open welfare information society;
- Japanese model in the form of a closed self-regulatory system.

The experience of Japan and Finland is of particular interest: these countries began to dynamically develop their national economy after the Second World War. It is noteworthy that these extremely different states in terms of their national, economic and political structure, have their cornerstones in common: a reference to general prosperity, which allows for the highest level of well-being and special protection of their citizens while preserving the natural environment. [Castels M., Himanen P. 2000]

It is worth noting that, for example, extremely backward until recently Finland (by the way, like Singapore) is today one of the most significant world leaders in the technological sense. The Finnish economy is strictly focused on building up information technologies: every third person works in this sector, where more than 45% of the country's GDP is created or a third of the export volume. [Fedotova T.S. 2002] Moreover, this approach allows successfully combining the development of the information society with the formation of a social state where, for example, absolutely free education is provided for everyone in the country's universities.

It seems to us that it is necessary to use the Finnish experience in developing the state strategy for the formation of the information society, especially regarding its social orientation. It is necessary in the regions where socially-oriented clusters of information technologies should be implemented according to the conditions of Russian reality.

It must be admitted that the information technologies used in the Russian Federation have not become a system-forming factor in the development of society yet. The formation of the information society requires mandatory dynamic interaction between business structures and civil society with the direct participation of the state in the capacity of an intermediary.

It should be specially noted that the Finnish state is considered by the Finnish population as a fair social equalizer and the defender of their rights and this is true, because it allows preserving the social and ethnic homogeneity of Finnish society with a pronounced democratic character to this day. It is noteworthy that this situation also makes it possible for the Finnish government to painlessly use the high tax system, as it was able to correctly develop a strong opinion among the majority of Finnish citizens that this is precisely what makes it possible to ensure such a high standard of living in the country.

Foreign experience in creating a spatial configuration for national models in building information society suggests the formation of “points” with increased concentration of resources, the manifestation of a highly diversified society in spatial and cultural terms. [Bauman, Z. 2004;Guriev M.A. 2003;Mikhailov A.A. 1999]

It seems to us appropriate to take into account that the formation of the Russian information society in the regions will face new challenges.

First, there will be a mandatory demarcation of the old format and the new format of the national economy, and, first of all, in those areas where information technologies are more efficiently implemented (information and communication field, financial field, healthcare field, education field, etc.)

Secondly, we must anticipate the growth of certain contradictions between the emerging information society and the outdated social management structure. Apparently, it will be necessary to form a modern project culture, finance innovative projects, in particular, in the development of digital educational materials, in the construction of virtual universities, etc. to the detriment of subsidies for the social sphere.

Thirdly, in our opinion, we should expect the emergence of new types of social inequality, the growth of social instability regarding low-income sectors of society. And this is natural, because a spatial configuration of inequality is observed already for a long time in the constituent entities of the Russian Federation, especially in the depressed republics of the North Caucasus in the form of a lesser provision of modern technical means, the absence of regional centres for technological development, etc. This ultimately leads to curtailing the majority of social programs for the socio-economic development of territories. [Misakov V.S., Misakov A.V. 2014;Misakov V.S., Sabanchiev A.Kh., Misakov A.V., Dyshekov A.A. 2017;Arzamatseva N.V., Ugurchiev O.B., Khamzatov V.A., Misakov A.V., Misakov V.S. 2019]

Fourth, it must be admitted that in the conditions of depressed, agrarian-oriented and labour-surplus republics, the majority of the able-bodied population (especially young people) have practically no opportunity to become entrepreneurs in everyday business, not to mention the implementation of high-risk projects. This situation is especially aggravated by the presence of overproduction of young specialists with higher education in all specialties.

Fifth, it will be impossible to ignore the contradictions between the pronounced national identity inherent in the ethnically monolithic North Caucasian peoples and the increasing and inevitable integration into the world multicultural community [Gerasimov V.O., Sharafutdinov R.I., Kolmakov V.V., Erzinkyan E.A., Adamenko A.A., Vasileva A.G. 2018].

In this regard, it is appropriate to turn to the Japanese experience of such interaction, where the state retained several functions, including:

- Public administration of development and deregulation regarding liberalization, privatization, and innovation;
- Social security issues, including social partnership between labour and capital. [Guriev M.A. 2003, Rostovtseva D.V. 2013]

It should be noted that one of the most significant competitive advantages of the Japanese model on the development of the information society is the availability of opportunities to combine the centuries-old ethnic culture of the Japanese people with the modern high-tech world.

Experts explain the presence of wide sociocultural shifts in Japan as a direct result of internationalization processes and their convergence. [Stanley Jevonc W. 1957]

Properly conducted state policy allowed the Japanese government to convince citizens, and first of all, entrepreneurs, of the need for reasonable adaptation and integration to the emerging international order. Undoubtedly, Japan today is a universally recognized technical superpower.

In our opinion, Russia has positive system-forming factors that contribute to the formation of the information society. First of all, it should be noted the presence of a high educational level of the population, as well as the high quality of the workforce.

In the Russian Federation, the informatization of administrative procedures is actively on-going; an electronic management system is being created; bureaucratic barriers to management at all levels are being reduced; network structures of social organizations are being formed, etc. [Adamenko A., Petrov D., Temmoeva S., Eskiev M., Misakov V2020]

At the same time, it should also be pointed out that the current legislative and state administrative system in the Russian Federation is lagging behind and does not meet the requirements of the rapid growth of the IT industry.

It is necessary to immediately eliminate this situation, because the activation of the informatization processes in the economic space implies the possibility and mandatory implementation of

information and communication technologies in the system of public reproduction, and thereby qualitatively change the essence of factors and the final results of production, increase their level of information saturation, and ensure the progressive development of society.

4 Conclusions And Proposals

The more and more intensive introduction of breakthrough information and communication technologies in the system of social production led to the rapid development of informatization in the economic space. The main content of this situation is the replacement of the industrial society with the information society, during which the system-forming factors quality of economic and social development changes significantly. There is a total information saturation of the socio-economic space.

Increasing competition and the constant uncertainty of various processes in market economy forces businesses to monitor and analyse relevant information from the external environment on a daily basis.

The uncertainty of the institutional environment, coupled with the growing asymmetry of the information base, limits the capabilities of some of their consumers in the analysis and choice of alternative solutions.

The study allowed us to analyse the experience of forming the information society which is on-going in the most advanced countries in this area, taking into account the possibilities of its use in the conditions of Russian reality.

It has been established that it is advisable to use the provisions of the modern theory of network society in order to mitigate the complex and contradictory relationships between informatization and globalization processes and Russian multinational identity.

It seems to us that the government strategy for building the Russian information society should have a clearly defined social orientation and ensure dynamic interaction between business structures and society with the direct participation of government agencies.

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