METAMORPHOSES OF PERSONALITY IN THE INFORMATION SOCIETY: EDUCATION, CULTURE, IDENTITY

[a]SVITLANA BABINA, [b]ALLA KRAVCHENKO, [c]OLENA KRASILNIKOVA, [d]NATALIIA KROKHMAL, [e]OLHA HORPYNYCH

[a]*National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute», Kyiv, Ukraine.*
[b,c,d,e]*State University of Trade and Economics, Kyiv, Ukraine.*
email: [a]babina.svet@ukr.net, [b]a.kravchenko@knute.edu.ua, [c]o.krasilnikova@knute.edu.ua, [d]n.krokhmal@knute.edu.ua, [e]O.Horpynych@knute.edu.ua

Abstract: The relevance of the topic is determined by the rapid development of digital technologies and their impact on all spheres of human life. The current reality requires analysis and understanding of how these technologies change the perception of education, the formation of cultural environment and identity. The purpose of the research is to systematically study and analyze in depth the interaction of the information society with the spheres of education, culture and identity. The primary objective is to thoroughly identify and disclose the complex interrelationships arising from this interaction, in particular, the impact of information technologies on educational practices, the formation of cultural space, and the transformation of the individual. In addition, the research aims to reveal not only changes in the field of personal development under the influence of the information society but also to identify positive or negative trends that may arise as a result of these processes. The object of the research is the dynamics of transformations in the spheres of education, culture and identity arising in connection with the development of the information society. The obtained results of the research are of great practical importance for adapting to the challenges of the information society. It has been determined that educators and students need to establish digital capabilities since this can provide the basis for creative teaching methods. The key factors of cultural transformation are identified in the aspect of culture, which creates the basis for strategies aimed at preserving cultural heritage and developing new forms of cultural interaction. The impact of the information society on the development of personal identity is examined in terms of identity, and this research might provide a foundation for psychological support initiatives in the digital sphere.

Keywords: Information society, Culture, Education, Personality, Transformation, Identity, Technology, Digital transformation, Metamorphoses of personality.

1 Introduction

The information society, with its rapid changes and extraordinary speed of information exchange, has become an arena for profound transformations in both technology and, more crucially, human nature itself. In this context, understanding the transformation people go through when interacting with the information environment is crucial. The information society, which is currently based on the development and use of high-tech communication tools, influences all aspects of our lives, from economics and science to culture and education. The present academic paper will examine how these transformations impact our personalities, focusing on key areas: education, culture, and identity formation.

A leading aspect is the role of education in fostering flexible and adaptive individuals who are able not only to assimilate information but also to critically evaluate and creatively use it. The cultural transformation brought about by the high-tech revolution is also contributing to the formation of our personality by expanding the cultural spectrum and creating new values.

The most interesting and difficult study for us is the metamorphoses of identity in the digital space. The Internet, social networks, and virtual communities are defining new ways for shaping our subjective realities, changing traditional notions concerning our identity and self-perception in the world. We will examine the dynamics of these processes in the present academic paper, focusing on the key aspects and interaction of education, culture and identity in the information society.

The purpose of the research is to reveal how individuals adapt and transform in the face of the unrestrained flow of information surrounding us every day.

2 Literature review

The analysis of literary sources on the issues of the personality's metamorphoses in the information society reveals the diverse aspects of this topic. The scientific work of Kseniia Androsovych (2023) "Social Development of the Personality in the Society of Information Technologies" highlights the interaction between the individual and the information society, focusing on social aspects. The publication of Svitlana Artemenko et al. (2023) "The Influence of Media Culture on the Socialization of the Individual in the Modern Information Society" analyzes the impact of media on the process of socialization in the information society.

The scientific article by Raisa Bohacheva et al. (2022) "Paradigm of Development of Socio-Humanitarian Knowledge and Education in the Information Society" examines the paradigms of education development in the information society. Larysa Bronnikova (2023) examines forecasts and real transformations in the information society in her study "Information Society: Forecasts of Social Transformations and Reality". The anthropological perspective on Ukrainian philosophy is examined in the publication "Ukrainian Philosophical Anthropology: Metamorphosis of Modern Socio-Cultural Reflection" by S. Vilchynska (2014).

Mykola Vitiuk et al. (2021) analyze the ways of humanizing technical progress in the information society in their study "Ways of Humanizing Technical Progress in the Information Society". O. V. Vozniuk and O. A. Dubaseniuk (2009) consider the target aspects of personality development in the education system in their scientific article "Target Orientations of Personality Development in the Education System: Integrative Approach". Ihor Dovzhuk (2022) analyzes the issue of digital inequality in the modern information society in his exploration "Digital Inequality in the Information Society".

A. S. Doroshkevych and O. M. Karina (2011) study the model of education in the information society in the scientific work "Model of Education in the Information Society". Yu. Zavhorodnia (2022) considers cyber conflicts as part of political technologies in the information space in her research "Cyber Conflicts as an Element of Political Technologies in the Information Space". O. Zaporozhchenko (2021) discusses the basic principles of education in the information society in the scientific article "Basic Principles of Education in the Information Society". L. F. Kompantseva (2009) analyzes the destructive influences of the information society on the consciousness in her study "Destructive Influences on the Consciousness of the Information Society".

M. O. Kyrychenko (2017) studies the formation of the ideology of the information society in the context of global informatization in his publication "Formation of the Ideology of the Information Society in the Context of Global Informatization". M. Lipin (2018) explores the transformations of memory in the information society in his scientific work "Transformations of Memory in the Information Society".

3 Results

The dynamic development of technology is profoundly transforming all areas of our existence in the information society we are experiencing nowadays. Based on the rapid exchange of information and the use of digital technologies, this society is defined by high accessibility and permanent connection to the global network.

The central element of a participatory information society is access to information. Every individual is becoming an active participant in information exchange due to the widespread adoption of the Internet and mobile technologies. Accordingly,

the amount of information we consume on a daily basis is reaching record levels, and the speed of its dissemination is unprecedented in history (Sandiuk L. O., 2014).

Modern technologies facilitate interaction and exchange of views at the international level. Communities are formed not only on the basis of geographical or social-cultural features but also on the basis of common interests and ideas. Virtual communities, social networks, and other online platforms allow people from different parts of the world to unite and exchange ideas without depending on spatial restrictions (Vilchynska S. V., 2014).

The structure of the economy is also changing with the development of information technologies. The role of technology companies, startups and innovative industries is growing. This stage of development is characterized by more efficient use of resources, automation and rethinking of traditional business models. The concept of "big data" is becoming an integral part of the information society, which is characterized by the processing and analysis of huge amounts of information to identify patterns and make predictions. This opens up new opportunities for management, science, and technologies but also imposes a number of privacy and security challenges.

The information society also creates a new standard of cultural interaction. The perception of art, literature, and music is changing under the influence of digital media and network accessibility (Artemenko S., Fliashnikova A., Onishchuk I., 2023). Cultural expressions and traditions are viewed in a new context, and their dissemination becomes almost instantaneous. In such an environment, the information flow becomes not only a source of knowledge but also an active factor in personality formation. This relentless flow of data, ideas, and cultural experiences sets a new standard for the way we perceive ourselves and the world around us (Bronnikova L., 2023).

We can identify the following key features and characteristics that define and shape the information society in its current environment:

1. The information society is characterized by the rapid and massive exchange of information. The Internet and other technologies provide access to an unlimited amount of data, which makes it possible to obtain up-to-date information instantly.
2. Globalization in the information society is manifested in the interaction with events and information that comes not only from one's own country but also from other parts of the world. Information technologies make it possible to create global communities and interact with different cultures.
3. High-tech communication tools affect all aspects of life. Smartphones, social networks and other means of communication expand the possibilities of interaction and contribute to the formation of a virtual "I" in the digital space.
4. The growing importance of knowledge and information turns it into real capital. The ability to effectively use and analyze information is becoming a key success factor for both individuals and businesses.
5. E-democracy is becoming a reality thanks to the possibility of expressing opinions in the virtual space. Public debates and interactive petitions open up new forms of citizens' participation in decision-making.
6. The growth of a knowledge-based economy requires the active use of innovations and high technologies. Companies that invest in modern technologies become leaders in economic development.
7. Mass access to information and education becomes the standard. This provides an opportunity for ongoing self-improvement and learning new things at any time.

The transformation of identity in the information society is conditioned by new forms of expression and comprehension.

Art, literature and other cultural expressions have undergone a process of digital transformation, providing a new way of perception and creativity. In the world of permanent changes and challenges of the information age, we no longer just consume data – we interact with it, turning it into an active element of our existence. Moreover, this becomes a key factor in the formation of our personality, where metamorphoses become a necessity in the face of permanent changes and challenges of the information age.

Several basic concepts in the information society that determine its functioning and development, namely:

1. The concept of "Knowledge Society" defines the transition from a production-based economy to a society where knowledge and information are the key resources and sources of power (Bohachev R., Bohdanovskyi I., Liovkina O., 2022). It is determined by the transition from an industrial to a new type of society, where knowledge and information are the core resources and stimulus for development. The scientific and education systems are given a lot of attention by the "Knowledge Society". In addition to imparting fundamental knowledge, education fosters the growth of critical thinking, creativity, and intelligence. Research centers and universities serve as locations for the creation of innovative ideas and knowledge. To advance their development, they also actively utilize technological advancements and inventions. High-tech solutions, artificial intelligence, robotization, and other improvements in technology are necessary elements for effective functioning in such a society (Doroshkevych, A. S., Karina, O. M., 2011).

The "Knowledge Society" is characterized by shifting to the economy where intellectual and innovative potential becomes the main source. Companies are actively investing in research and development, ensuring sustainable economic development (Mykhailiuk O., Vershyna V., 2023). The knowledge society is becoming interconnected due to mass communication and global networks. People can share information, ideas, and cultural heritage across geographical boundaries. One of the key features of the knowledge society is the necessity of permanent learning and adaptation. Changes in technologies and knowledge require an individual to constantly advance to function effectively in the modern environment.

2. Digital transformation is an essential aspect of modern society since it determines the transition from traditional methods to digital technologies in all spheres of life. The central elements of digital transformation are the Internet and broadband access. The growing number of connected devices and expanding networks allow people and organizations to be constantly connected and share information in real time.

The application of_ artificial intelligence (AI) is an important element of digital transformation. Machine learning systems and data analytics systems help automate processes, identify patterns, and make decisions based on large amounts of information. Digital transformation has a significant impact on commerce. E-commerce is becoming increasingly popular, allowing people to make purchases online and companies to provide more efficient and personalized services. The healthcare sector has undergone digital revolution, resulting in the implementation of electronic medical records, telemedicine, and big data analysis. This helps improve diagnostics and treatment.

Digital security becomes more and more crucial since the quantity of digital data increases. Measures on encryption, protection against cyberattacks and processing of personal data are becoming crucial elements of digital transformation (Zavhorodnia Y., 2022).

3. Globalization is discribed as a process that leads to increased interdependence and interaction between different regions around the world. This concept covers economic, social-cultural, and political aspects, forming a single global space

(Kyrychenko M. O., 2017). Globalization leads to the intensification of world trade. International trade in commodities and services between states promotes market expansion and economic progress. Globalization ensures the free flow of capital and investment between countries. Companies can invest in different regions and this contributes to the advancement of international enterprises and boosts the economy of countries. Convergence of cultures is becoming an integral part of globalization. Globalization is fostering the formation of an international cultural space by encouraging the flow of languages, customs, cuisine, and other cultural elements. The increase in technologies and the Internet facilitates global communication and information exchange. People can easily communicate, collaborate and influence events, regardless of geographical distance.

Globalization makes it easier for people to move between countries for work, study or migration. This leads to the establishment of multicultural societies and enrichment of social experience. Economic convergence and production growth lead to shared responsibility for pollution, climate change and other environmental challenges. Globalization requires joint efforts to solve these problems.

4. "Digital transformation" indicates that there is an active process of using digital technologies to change traditional business models and optimize various areas of life.

For instance, digital transformation uses a wide range of digital technologies, including artificial intelligence, big data analysis, the Internet of Things (IoT), blockchain, cloud solutions, and others (Vitiuk M. & Mashin V., Kochetkov O., 2021). Digital transformation leads to revision and optimization of business models. Online presence, e-commerce, and other digital approaches will transform traditional business. Digital transformation involves reviewing and optimizing workflows. Automation and application of intelligent systems can improve the efficiency and accuracy of work. Due to the increasing volume of digital data, digital transformation requires enhanced cyber security and privacy protection measures.

The information society we live in determines various aspects of our lives, especially in the face of global crises for the individual, such as pandemics and war. Based on the abovementioned, the metamorphoses of the personality in the information society include as follows:

1. Given the changes to the world brought about by the pandemic and war, remote work has emerged as an essential aspect of our everyday lives. For instance, distance work became a standard for many people. The individual learns how to maintain professional etiquette and communicate with colleagues in a virtual environment. Education is moving to an online format. Pupils and students study using virtual platforms, which requires adaptation to new teaching methods and self-regulation (Zaporozhchenko O., 2021). The nature of social interaction is changing. The quality of interpersonal interactions is influenced by the fact that virtual meetings, chats, and communication are becoming the main forms of communication.

Nevertheless, working remotely creates new kinds of stress and necessitates the improvement of self-control abilities and the maintenance of mental health. Furthermore, the lack of options for physical leisure is contributing to the expanding role of electronic media. The individual adapts to new forms of content consumption and interaction with culture. Nevertheless, virtual life enables people to connect and communicate without the constraints of geography, which contributes to broadening the worldview and cultural diversity. Along with this, the increasing number of online users requires attention to data privacy and security issues to preserve personal space. In general, remote life has now become a new reality, influencing all spheres of our existence and requiring us to adapt to new social and technological challenges (Androsovych K., 2023).

2. These factors have a significant influence on how a person's personality transforms in the face of global upheavals, where isolation and self-distancing have emerged as vital coping mechanisms during pandemics and war. For instance, the physical distance creates a sense of virtual communication; however, there might appear an impression of the lack of emotional connection. The individual learns to distinguish between virtual and physical proximity (Kompantseva, L. F., 2009).

Remoteness defines a new level of personal space. A person may experience tension in relationships in virtual space and should be sensitive to the needs of others. Self-isolation can cause different emotions, from loneliness to a sense of mental health protection. The individual learns strategies for self-support and support of others. The absence of physical interaction can influence social roles and requires reconsideration of conventional role models in a virtual environment. Along with this, long-term distance can cause emotional fatigue. The person develops strategies for maintaining emotional health and reducing the impact of emotional fatigue (Lialiuk Y., 2023).

Changes in lifestyle due to self-isolation can lead to an altered perception of time. The individual learns to use time effectively and develops new daily rituals. The ability to engage constructively in virtual spaces is becoming increasingly crucial as remote communication grows. The individual learns the rules and nuances of virtual communication. Our vision of the world, relationships, and self-awareness are being influenced by the increasing prevalence of remoteness and self-isolation. The individual adapts to these changes, seeking a harmony between virtual life and reality.

3. Stress and instability are becoming an integral part of everyday life, affecting the person's mental statein the global context of pandemics and war (Nezhyva O., Teslenko, N., 2021).

Therefore, global crises cause fear, uncertainty and psychological discomfort. The individual faces a number of stress factors, such as health threats, economic instability, and social isolation. The advancement of strategies for coping with stress, such as support from loved ones, a healthy lifestyle, and regular relaxation practices, is an important component of psychological adaptation. Transformations in the working and learning environment can cause additional stress. Remote work and learning raise issues about the balance between professional and personal life, as well as challenges concerning self-management and motivation. The individual learns how to effectively organize working time and leave room for rest (Plohikh V., 2021).

Overwhelming emotions might result from experiencing an intensifying combat during a war, fearing for one's own health and the safety of one's family, and other factors. The person faces the need to effectively manage their own emotions and seeks support in these difficult circumstances.

Communication in conditions of social distance becomes an important aspect of stress and adaptation. The absence of physical proximity can cause feelings of alienation, and the individual adapts to new forms of interaction and support through virtual means (Pashchenko A., 2023). The conditions of global changes emphasize the importance of psychological support. The person seeks support from professionals, family and friends, recognizing the necessity to support mental health under stressful conditions. Deep transformations require the advancement of resilience and inner strength. The individual learns to adapt to new realities, developing an internal resource to overcome difficulties and maintain emotional well-being (Vozniuk O. V., Dubaseniuk O. A., 2009). Throughout these periods, a person undergoes a psychological adjustment process to preserve his mental well-being and assist others through difficult circumstances.

4. A person faces a massive flow of information in the current information society, which can lead to information fatigue and the necessity for efficient knowledge filtering. The overabundance of information offered in real time might lead to information fatigue. This can lead to overloading of the cognitive system, loss of concentration, and a general feeling of fatigue. Factors Causing Information Fatigue are as follows: the constant increase in information that a person has to perceive, process and analyze; the growing pace of life and innovation, which leads to the necessity to quickly update knowledge, as well as permanent access to smartphones and other gadgets, resulting in constant availability of information. Consequences of Information Fatigue are as follows: decreased concentration, memory and ability to analyze information, as well as emotional exhaustion, which can affect the emotional state, leading to stress and burnout (Lipin M., 2018).

Filtration of knowledge becomes a necessity to ensure efficiency and maintain the working capacity of the individual. The tools for Filtering Knowledge include the identification of the most significant topics and tasks for the individual's unique needs, the application of tools and programs to organize and filter information, and effective time management to eliminate unnecessary information and focus on important issues.

The impact of Filtering Knowledge on the Individual includes increased efficiency since effective filtering allows the individual to focus energy on what matters most, and less stress since reduced information leads to lower levels of stress and psychological strain.

5. Social networks have a variety of effects on an individual's mental health because they are an essential component of the information society, namely:

- Social networks create a virtual world in which a person presents himself or herself through selected fragments of life. This can cause stress due to disproportionate reality and comparison with idealized images of other users.
- Constant comparison of oneself with others in the virtual space can cause feelings of failure, envy, and dissatisfaction with one's own life. This may have a detrimental effect on one's sense of self and general mental health.
- Social media may be a source of support and communication, especially for those who feel socially isolated. However, relying too much on online assistance may cause one to lose genuine interpersonal relationships.
- Social media users often showcase only the positive aspects of their lives, choosing the best moments to share. This can lead to the illusion of a "bliss filter", where virtual reality looks more ideal than actual reality (Dovzhuk I., 2022).
- Permanent observation of the activity of others can cause a feeling of missing something important. This can cause anxiety and uncertainty about one's own decisions and life path.
- The spread of negative news and conflicts on social media can cause stress and influence the overall state of mental health. Interaction with negative content can affect the emotional state (Shcherbakova, I. M., 2011).
- Being a member of a virtual community can be positive, although it can also influence group opinion and attitudes, which can lead to conflicts and tension.

In summary, depending on how a person uses and engages with social media, there can be both beneficial and negative effects on their mental health. Balanced and conscious use is crucial for maintaining mental well-being.

Education in the light of personality's metamorphoses in the information society is marked by profound changes that influence various aspects of learning and personal development (Pysarenko O., 2016). For instance, e-learning has become a crucial component of our modern life. This approach to learning is defined by the use of modern technologies and the Internet to provide access to knowledge anywhere and anytime. Students nowadays are able to choose courses that match their interests and master the material at their own pace.

Globalization of training became the reality thanks to e-learning. Students can now study material, communicate and exchange ideas with other students and teachers around them from anywhere. This not only expands the geography of education but also enriches the cultural experience of students.

Individualized learning is becoming increasingly relevant in the modern educational environment. Technologies for adaptive learning allow students to obtain personalized assignments and materials based on their individual strengths and weaknesses. The evolution of the teacher's role is a crucial component of transformations in education. Teachers are now not only providers of information but also mentors and facilitators. They stimulate independent learning and the formation of creative thinking among students.

Flexibility and accessibility have become key aspects of modern education. Students can choose not only subjects but also learning formats, providing flexibility in choosing courses and ways of acquiring knowledge. Emphasis on fostering technological competencies defines modern education. Students are given the opportunity to master programming, work with information technologies, and develop digital skills that will be crucial in the future (Rusul O., 2016). Education in the information society not only ensures the shift of knowledge but also forms an active, flexible and technologically competent personality ready for the challenges and opportunities of the modern world.

The metamorphoses of the personality in the information society have a profound impact on the cultural landscape, transforming the ways of perception, interaction and expression. An alternative cultural reality is being formed with the spread of virtual space. Virtual communities, online games, and social platforms are becoming not only platforms for interaction but also important aspects of identity formation. Virtual culture becomes a way of expressing and discovering oneself in the digital environment.
Thanks to the Internet and social networks, a new level of intercultural communication is emerging. People are able to interact with representatives of different cultures and are more likely to encounter diversity. This promotes perspective expansion, tolerance for many viewpoints, and the development of a global cultural consciousness.

The advancement of digital technologies is transforming art and culture. Digital art forms enable us to rethink and interpret traditional works of art, from the rise of virtual reality in creative processes to the advent of digital museums and exhibitions. Social networks define new cultural trends. They become an arena for the establishment of influential cultural phenomena, viral trends, and content generation. People interact, discuss and spread cultural ideas through digital networks.

Internet stimulates active participation in cultural events. Individuals interact, co-create, and influence cultural processes through online communities and discussion platforms. Active participation becomes a means of self-expression and interaction with the world around us. Digital technologies allow everyone to express their creativity. Social networks, platforms for self-expression and digital tools provide opportunities to create, publish and distribute creativity, bypassing traditional cultural barriers. Technologies make it easier to preserve and disseminate cultural values. Digital archives, online resources, and other technological tools preserve and transmit cultural memory across generations (Sarnavska O. V., Yakovyshyna T. V., Shadiuk T. A., 2020).

Metamorphoses in the cultural sphere in the information society enrich and expand the cultural range, allowing individuals to interact and express themselves more fully in the digital environment. Metamorphoses of the personality in the

information society have a significant impact on the formation and development of personal identity. These transformations cover various aspects of identity, from personal beliefs to the social-cultural context, and explore in detail the impact of digital technologies and the information environment.

With the proliferation of the Internet, an individual is able to construct his or her online identity. Social networks, blogs, and other platforms are becoming platforms for self-expression and representation in the digital realm. This influences the perception of oneself and communication with others. Online communication shapes new social roles. Differences in communication and interaction in the network create new stereotypes and perceptions of social roles. A person in the digital realm may feel differently than in real life.

An individual can be exposed to many cultures and perspectives through the use of the Internet. This leads to the formation of a multicultural identity, when a person combines elements of different cultures that influence his or her worldview and values (Shypko A., Zubrova O., 2023). Anonymity on the Internet can facilitate experiments with identity. Individuals may feel freer to express their thoughts and reveal parts of themselves that they may keep hidden in real life.

Anyone can take on different roles, experience scenarios in virtual reality that might not be possible in the actual world. This makes it possible to experiment with identity and develop different aspects of one's personality. Interaction with technologies, such as implants and augmented reality, replacing human work with a robot, influences the perception of one's own identity. An individual may view himself or herself as part of the technological environment, which influences his or her perception of his or her place in the world.

Identity transformations in the information age are a reflection of the complex effects of digital technologies and the Internet on people's perceptions and sense of self. Therefore, after analyzing all of the above mentioned, in our opinion, metamorphoses of the personality in the information society are defined as systematic, complex and gradual transformations in nature, values, habits and lifestyles of the individual, which arise under the influence of technological, cultural and social transformations characteristic of the information society. These metamorphoses include new forms of interaction, perception of the world, ways of learning and personal development, which differ significantly from traditional models due to the widespread use of information technology and profound changes in society.

Furthermore, it ought to be mentioned that the war in Ukraine is a key factor that shapes the metamorphoses of the individual in the information society. Extreme stress stemming from bereavement, losing loved ones, and reevaluating life principles negatively impacts an individual's identity and mental health. Furthermore, the circumstances of warfare can result in psychosomatic symptoms and post-traumatic stress disorder (PTSD). A person is exposed to significant stress, which can affect his or her mental and physical health.

In turn, people who have become refugees because of the war undergo metamorphoses of the personality as a result of losing their homes, social stability and adaptation to a new environment. The information society plays a significant role in their adaptation, providing access to resources and opportunities in the Internet space.
Thus, consideration of the impact of military conflicts on the metamorphoses of the individual in information society is crucial for a full understanding of the dynamics and challenges arising in the conditions of war and its consequences.

4 Discussion

In the current information society, educational issues are becoming more urgent and complex. Digital disciplinarity requires teachers to adapt to new technologies and interactive teaching methods. At the same time, inequalities in access to technical means can cause large differences in learning opportunities between different groups of individuals.

Cultural dynamics in the information society is characterized by diversity and digital diaspora. People virtually unite with colleagues with similar interests, which can lead to the formation of culturally closed social groups. Furthermore, the spread of disinformation is becoming a serious problem, disrupting cultural objectivity and the preservation of historical truth.

The process of forming an identity becomes difficult in a world where virtual communication and pervasive anonymity are commonplace. Online identity and self-expression through social media can influence the self-perception but also raise issues regarding privacy and confidentiality. Digital stress and fatigue caused by constant connection to the digital realm are also becoming factors that affect mental health and personal identity.

5 Conclusions

It has been analyzed that the metamorphoses of personality in the information society are considered form the perspective of education, culture and identity. The growing influence of digital technologies poses both benefits and challenges.

In the field of education, where the digital revolution is taking place, it is necessary to actively adapt to new technologies and ensure equal access to educational opportunities. Disinformation and the virtual diaspora are two issues that the cultural realm must address. As a result, measures for integrating cultures and thwarting information manipulation must be developed. Digital interaction online creates concerns about identification in terms of privacy, anonymity, and digital stress.

These factors together define a new landscape for personality formation in the information society. It is crucial to consider various challenges and seek a balance between the benefits of digital progress and the preservation of key values of personality, culture and education. Fostering critical thinking, technical literacy and ethics are important aspects to overcome challenges and promote the positive impact of the information society on the individual's formation.

As a result, the personality's metamorphoses do happen in the framework of the information society and take the form of a dynamic process that continuously affects identity development as well as education, culture, and other important facets of human existence. Although digital technology development offers opportunities, it also poses obstacles.

In this context, it is significant to maintain a balance between the benefits of technologies and the preservation of key aspects of personality, culture and education, promoting digital literacy and ethical use of technologies.

Literature:

1. Androsovych, K.: Social development of personality in the society of information technologies. *Theoretical and Applied Problems of Psychology*, 2023, 111-122. https://doi.org /10.33216/2219-2654-2023-60-1-111-122
2. Artemenko, S., Flyashnikova, A., Onishchuk, I.: The influence of media culture on personality socialization in the modern information society. *Grail of Science*, 2023, 229-232. https://doi.org/10.36074/grail-of-science.17.03.2023.037
3. Bohachev, R., Bohdanovskyi, I., Liovkina, O.: The paradigm of socio-humanitarian knowledge and education development in the information society. *Actual Problems of Philosophy and Sociology*, 2022, 8-13. https://doi.org/10. 32837/apfs.v0i32.1016

4. Bronnikova, L.: Information society: forecasts of social transformations and reality. *Proceedings of the National Aviation University Series Philosophy Cultural*, 2023, 37. 25-28. https://doi.org/10.18372/2412-2157.37.17570

5. Doroshkevych, A. S., Karina, O. M.: The model of education in the information society. Bulletin of the National Aviation University. Philosophy. Cultural Studies, 2011, (1), 127-131.

6. Dovzhuk, I.: Digital inequality in the information society. *Society Document Communication*, 2022, 233-252. https://doi.org/10.31470/2518-7600-2022-14-233-252

7. Kompanstseva, L. F.: Destructive influences on the consciousness of the information society. *Modern information technologies in the field of security and defense*, (3), 2009, 82-86.

8. Kyrychenko, M. O.: *Formation of the ideology of the information society in the conditions of global informatization: trends, paradigms, prospects of development*, 2017.

9. Lipin, M.: *Transformations of memory in the information society*, 2018, 136-142. https://www.researchgate.net/publication/361792354_Transformacii_pam'ati_v_informacijnomu_suspilstvi

10. Lyalyuk, Y.: Theoretical analysis of the main approaches to studying emotional stability of personality. *Scientific Bulletin of Lviv State University of Internal Affairs (Psychological Series)*, 2023, 70-77. https://doi.org/10.32782/2311-8458/2023-1-10

11. Mykhailiuk, O., Vershyna, V.: Formation of the "knowledge society": problems and contradictions. *Philosophy and Political Science in the Context of Modern Culture*, 2023, 15. 69-75. https://doi.org/10.15421/352332

12. Nezhiva, O., Teslenko, N.: Development of human personality in modern society, 2021, 197-213. https://doi.org/10.24919/2522-4700.42.13

13. Pashchenko A.: Methods and components of modern information warfare, studying its influence on people's consciousness and behavior. *Psychological and Pedagogical Problems of Modern School*, 2023, 83-90. https://doi.org/10.31499/2706-6258.2(10).2023.290574

14. Plokhikh, V.: Driving forces of personality self-improvement in the information society, 2021, 19. 38-38. https://doi.org/10.30929/2079.vern.2021.38

15. Pysarenko, O.: Essence of the education institution in the information society: socio-philosophical analysis, 2016. https://www.researchgate.com/publication/268419872_SUTNIST_INSTITUTU_OSVITI_V_INFORMACIJNOMU_SUSPILSTVI_SOCIALNO-FILOSOFSKIJ_ANALIZ

16. Rusul, O.: Competitive environment and labor market in the information society. *Bulletin of Lviv University*. Series: International Relations, 2016, (38), 294-301.

17. Sandiuk, L. O.: Some metamorphoses of personality in the information environment. *Labyrinths of Reality: Collection of Scientific Works*, 2014, 88-90.

18. Sarnavska, O. V., Yakovyshyna, T. V., Shadiuk, T. A.: Philosophical interpretation of the personality of the digital generation: postmodern discourse. Bulletin of Zhytomyr Ivan Franko State University. Philosophical Sciences, 2020, 2(88), 135-145.

19. Shcherbakova, I. M.: Philosophy of overcoming the spiritual crisis of personality through education in the period of globalization and information revolution, 2011. https://enpuir.npu.edu.ua/bitstream/handle/123456789/4741/Shcherbakova.pdf?sequence=1&isAllowed=y

20. Shypko, A., Zubrova, O.: Identification of personality as the goal of education. *Collection of Research Papers in Pedagogical Sciences,* 2023, 15-20. https://doi.org/10.32999/ksu2413-1865/2023-103-2

21. Vilchynska, S. V.: Ukrainian philosophical anthropology: metamorphoses of contemporary socio-cultural reflection. Totallogy-XXI. *Postclassical Studies*, 2014, (31), 59-99.

22. Vityuk, M., Mashin, V., Kochetkov, O.: Ways of humanizing technical progress in the information society. Young Scientist, 2021, 7-12. https://doi.org/10.32839/2304-5809/2021-8-96-2

23. Vozniuk, O. V., Dubaseniuk, O. A.: Target orientations of personality development in the education system: an integrative approach, 2009.

24. Zaporozhchenko, O.: Basic principles of education in the information society, 2021, 148-161. https://doi.org/10.24919/2522-4700.41.10.

25. Zavhorodnia, Yu.: Cyber conflicts as an element of political technologies in the information space. Actual Problems of Philosophy and Sociology, 2022, 144-148. https://doi.org/10.32837/apfs.v0i32.1040

Primary Paper Section: A

Secondary Paper Section: AL, AO