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INFORMATION SPACE: METHODOLOGICAL ASPECTS OF RESEARCH

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Summary. At the present stage of social development, socio-philosophical approaches allow to redefine the prospects of information space in a new way. The criterion for the allocation of approaches to the information space is the dominance of areas of public life in the process of its operation and transformation.

keywords: information; knowledge; individual; social structure; cultural model; social identity; society.

The economic approach to the information space considers the information space as a totality of knowledge that is valuable as an economic resource that promotes the development of certain public life sectors [1, p. 95–100]. The specificity of information, from a similar point of view, is its ability to serve goods, participate in economic manipulations and serve as a guarantee of economic stability.

The configuration of the information space is entirely and completely repeats the configuration of the social space, and in this sense the study of the structure of the information space is a way to study the social structure [2, p. 168–177].

As part of the technological approach, the current state of the information space is considered in the context of the transition from fordist type to the postfordist principle of economic management. The structure of the information space is determined by information technologies and material carriers of information, and the specifics of modern society consists in technological globalization and the acquisition of the status of the global status [3, p. 80–85]. The leading role in the creation of a global information space is attached to the development of technologies that allow us to accept and implement strategic decisions regardless of stay at a certain point of the globe.

Information as a factor in organizational and technological development is a completely different subject with specific characteristics:

- non-profitability, the possibility of maintaining and enforcing the initial volume in the process of consumption;
- the need to special preparation of the new information owner for its adequate perception;
- the inability to complete the new owner of the content of information that is a product;

- the ability to inhibit the self-sensing, which is manifested under certain conditions of the social medium [4, p. 118–124].

The political approach considers the information space in terms of the efforts of individual individuals and social institutions to increase reflexiveness and reduce the number of potential hazards [5, p. 21–24]. In this aspect, the information space is the space of the implementation of various strategies for control and management, which determine the impact of state ideologies on the consciousness of the wide segments of the population. Study of the consequences of information informatization associated with wider theoretical generalizations relating to changes in the behavior of individuals and entire social institutions in modern society [6, p. 21–24]. Constant monitoring of available and incoming information leads to the development of various media, primarily electronic, as they provide the most rapid and comfortable receipt of news in the field of interest. In addition to the growth of reflexiveness, when choosing strategically important decisions, another consequence of the abandonment of the tradition of tradition, the relationship of a person to his future is becoming a change in [7, p. 6–9].

The specifics of the sociocultural approach to the information space is to identify the interconnection of the media with the broadcast of cultural models defining the social identity of individuals [9, p. 123–128]. Interaction and even the confrontation of self-identification existing models in the information space leads to a sharp increase in the amount of processed information, which affects the psychological state of individuals and may cause even rejection with respect to sources of information [8, p. 136–143].

The processes of globalization and informatization, closely related and flowing in parallel, are encountered on a hostile attitude of representatives of the state elite, which is due to the trends that are revealed to the person immersed in the world, which turns out to be delighted with ultrasound citizenship, nationality and other factors that will be items of self-identification, constituting in accordance with the personal preferences of the subject [11, p. 282–284]. At this stage of the functioning of society, the relative independence of the desires of the individual is achieved (of course, committed to new, modified values) from the preceding cultural tradition [12, p. 102–107]. Computer technologies (and based on them for electronic communication, first of all, the Internet) gradually displaces television to the background, since they offer more balanced and differentiated ways to consumers. Internet technologies not only allow to individualize the process of obtaining information, but also make it interactive, allow the consumer to actively participate in the creation and broadcast of information messages [10, p. 87–93].

The main disadvantage of the submitted approaches is their commitment to the deterministic research method, in which the ultimate goal of considering the information space becomes the determination of the sphere of public life, which has influenced the formation of a modern information space [13, p. 177–182].

The identification of the internal structure of this space is more productive, based on the specifics of electronic communications tools, and the formulation of a communicative approach that allows to define the relationship of culture and policy, economics and technological innovations, as well as trace the evolution of information space and define its specificity at the current stage of social development [14, p. 10–16].

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