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Interaction of the digital person and society in the context of the philosophy of politics

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Abstract

Through the method of metaphysics typical of philosophy, the objective of the study is to conceptualize the political dimension of the interaction of digital man and society in the context of the Fourth Industrial Revolution. The modeling method helps to create a model of interaction between the digital person and the digital society as a way of managing objectives to adapt people to increasing conditions of complexity and uncertainty, to provide a comprehensive analysis. As society becomes more complex, the model must become a flexible digital society. It is concluded that the analysis of variables and the determination of the optimal set of components of the digitalization of society play an important role: political, economic, administrative, social, and spiritual. Therefore, it is necessary to determine the optimal model that will achieve a balance between human nature, man, and society. As a result of the analysis carried out, modern theoretical approaches to the interaction of the digital person and a digital society in the context of the philosophy of politics are also investigated.

Keywords: philosophy of politics; metaphysics; digital man; digital society; fourth industrial revolution.

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Interacción persona digital y sociedad en el contexto de la filosofía política

Resumen

A través del metodo de la metafisica propio de la filosofia, el objetivo del estudio es conceptualizar la dimensión política de la interacción del hombre digital y la sociedad en el contexto de la Cuarta Revolución Industrial. el método de modelado ayuda a crear un modelo de interacción entre la persona digital y la sociedad digital como una forma de gestionar los objetivos para adaptar a las personas a crecientes condiciones de complejidad e incertidumbre, con el fin de proporcionar un análisis integral. A medida que la sociedad se vuelve más compleja, el modelo debe convertirse en uno de sociedad digital flexible. Se concluye que, el análisis de variables y la determinación del conjunto óptimo de componentes de la digitalización de la sociedad desempeñan un papel importante: político, económico, administrativo, social y espiritual. Por lo tanto, es necesario determinar el modelo óptimo que logrará un equilibrio entre la naturaleza humana, el hombre y la sociedad. Como resultado del análisis realizado, se investigan ademas los enfoques teóricos modernos de la interacción de la persona digital y una sociedad digital en el contexto de la filosofía de la política.

Palabras clave: filosofía de la política; metafísica; hombre digital; sociedad digital; cuarta revolución industrial.

Introduction

The relevance of the research topic is that the Fourth Industrial Revolution forms new human values associated with digitalization, based on a new attitude of man to his life in the digital society, which requires rethinking views on the metaphysical principles of interaction between digital man and digital society in the Fourth industrial revolution and its significance for its individual dimensions. The Fourth Industrial Revolution opens the Fourth Age in human history, where everyone is connected to each other online and involved with each other, so anthropological dimensions are fundamental.

For the first time in history, people need to learn about the digital society, which brings about an explosive growth of innovation and opens up unprecedented opportunities for people, and gives everyone the opportunity to become a subject. Already in the digital society, mobile phones are owned by 7.5 billion people in real time, and universal Internet access and technology transparency are breaking down barriers to global reach (Skinner, 2020).

In the digital society, a huge role is played by breakthrough technologies that shape this type of society, which requires the formation of new human interaction with the machine, which is accompanied by new technologies - 3D printing and 3D production, robotics, blockchain and bitcoin, artificial intelligence and work for « white-collar workers «, unmanned vehicles,» big data «for decision-making,» smart cities «, a connected home, the Internet of Things and for things, implanted technologies, neurotechnologies. In this regard, it can be noted that this scientific direction of anthropological measurements of the interaction of digital man and digital society during the Fourth Industrial Revolution is just being formed and is new not only for Ukraine but also for other countries, as civilization becomes clear as global socio-cultural «quantum», which is based on a specific picture of its existence for this civilization and which is alien to others (Punchenko and Punchenko, 2019: 95).

Many problems of digital civilization have not yet found their theoretical basis in the philosophical literature, as at present At present, there are no similar studies that would carry out a comprehensive theoretical analysis of this extremely relevant topic, which is developing before our eyes. Therefore, the scientific problem of this study is the metaphysical basis of interaction between digital man and digital society, as technology benefits everyone and turns our ideas about traditional human existence in industrial society has the opportunity not only to look into the past and look at it in the light of future trends, collects scattered information from the past, present and future, but also focuses on understanding the new digital world, because digitalization has flooded the world and life, both social and individual determined by algorithms, bits, big data, which contribute to the reformatting of the physical world into information (Nikitenko, 2019).

Today, the problem of human existence and survival in the digital world is extremely pressing, so it is time to rethink the metaphysical dimensions of the digital society to understand the digital transformation brought about by the Fourth Industrial Revolution and realize that for the first time in history we are all connected. in real time. Unfortunately, it is officially believed that every American lives in poverty. In 2015, there were 43 million of them, while in the UK, one in five people is considered poor. Almost half of the world's population lives in poverty, ie more than 3 billion survive on $ 2.5 a day. Every third of them is in dire need: 1.3 billion survive on an amount of less than $ 1.25. per day (Skinner, 2020: 9).

These sad anthropological problems show that new technologies play a crucial role in solving these problems. Of course, poverty will always be, but today poverty is mainly generated by the established system. The combination of insecurity and technological backwardness prevents millions of people from recovering from the webs of poverty. Now the situation in the digital society is changing: thanks to the usual, fully affordable smartphone,

everyone can afford to communicate with the world in real time. Mobile phones have made a real revolution. They have become the driving force behind traditional organizations becoming digital, with innovative models of work adopted by new digital leaders, creating new values for the Internet as a «second machine age» (Makafi and Brinolfsson, 2019: 336).

The relevance of the study is that the beginning of the XXI century was marked by profound and systemic changes that affect all spheres of society and serve as the driving forces that generate new megatrends of the digital society. The changes are caused by radical technological fractures and their social impact on humans. Of particular importance are metaphysical dimensions of mutualthe attitudes of the digital man and the digital society during the Fourth Industrial Revolution as factors of the existential and professional development of the individual in the digital society, for which it is necessary to find creative answers to solve the fundamental problems of today.

To ensure the most important component for the anthropological survival of man in the context of digitalization should be formed mechanisms for the introduction of the existence of the digital society and the conditions for the formation and realization of the creative potential of the digital personality as a guarantee of economic growth.

> The concept of the economy of sustainable digital development today is the most powerful and important, as it can lead the country out of the crisis on the path of sustainable digital development and develop strategies and priorities for future digital development covering large digital industries (Nikitenko *et al.*, 2019: 140-153).

2. Materials and Methods

The methodological basis of the study of metaphysical dimensions of the interaction of digital man and digital society is determined by a set of philosophical, special and general scientific methods, among which we distinguish axiological, institutional, structural-functional, synergetic, systemic, historical-comparative, logical-historical, which helped to penetrate phenomena and processes of digitization.

Metaphysical dimensions of the interaction of digital man and digital society during the Fourth Industrial Revolution require the use of such methods as anthropological, axiological, substantial, ontological, which together make it possible to approach man as an absolute value, overcoming unemployment in the digital age, which negatively affected per person (Maxton and Randers, 2017).

At the beginning of our study, the descriptive level prevailed, in the context of which the descriptive characterization of phenomena was carried out, facts were collected, their initial generalization, systematization, for which such methods as analysis, synthesis, induction, deduction were used to reveal empirical relations and regular connections between separate phenomena. At the theoretical level, the development of concepts, judgments, inferences, already created systems of knowledge, which revealed the general connections and patterns, formulated laws in their systemic unity and integrity.

Approaches and methodologies of both levels, ie empirical and theoretical, mutually conditioned each other. So, for example, thanks to a system method interaction of the digital person and a digital society as difficult system is presented; structural-functional method allowed to identify the functions of the analyzed phenomena of digital man and digital society; the synergetic approach made it possible to show their nonlinearity; axiological approach - to identify the values of the digital society and the digital person; socio-cultural approach - to consider values in a broad civilizational context. Note that we tried to adapt these approaches and methods to the needs of the study - anthropological measurements to show the complexity of the topic.

We presented the concept of digital society, which is implemented in practice through the introduction of digital resources and their management, which allowed to analyze the information approach. As a result of using these approaches, the metaphysical model of interaction between digital people and digital society is implemented in practice as a tool for digital (algorithmic) culture, creative thinking, cognitive reflection, new ideas and non-standard approaches to support and make creative decisions in digital society.

The methodology of research of metaphysical bases of interaction of digital person and digital society includes the method of modeling which helped to create model of interaction of digital person and digital society as a way of management of the purposes of the person, in particular how to create conditions for adaptation of the person in the conditions of complexity and uncertainty. analysis.

Through the formation of a model of interaction between the digital person and the digital society, it is possible to come to systemic logical conclusions to make the appropriate decisions necessary to form a model of the digital society during the Fourth Industrial Revolution. As society becomes more complex, the model of interaction between the digital person and the digital society must become a model of flexible digital management of society. An important role is played by the analysis of variables and determining the optimal set of components of the digital society - economic, managerial, social, spiritual, overcoming the «limits of growth» (Medouz *et al.*, 2018: 464).

As a result, the optimal model of interaction between the digital person and the digital society was determined, which allows to achieve a balance between human nature, man and society, man and man, man and machine. The methodological foundations of the interaction of digital man and digital society are based on the nonlinear perception of the phenomena of interaction between digital man and digital society as complex adaptive systems, the use of digital society technologies, which helps to reveal Agile methodology as a theoretical basis of innovation component of digital society. The methodology of complexity as a methodology of self-organization made it possible to deepen the understanding of the interaction of digital man and digital society, which requires their self-realization and self-realization in the innovations of culture, creativity, innovation.

3. Analysis of the Latest Researches and Publications

Analysis of recent research and publications on political and anthropological measurements of the interaction of digital man and the digital society during the Fourth Industrial Revolution includes the latest work on the digital society: Skinner Chris «Digital Man. The fourth is the revolutions in the history of mankind, which will affect everyone»; McAfee, Endryu & Brinolfsson, Erik «Machine, platform, crowd»; Navidi, Sandra «Superkhaby», 2018; O neill, Kate «Big data. Weapons of Mass Destroing».

These works present the digital society as a replacement for the industrial one, the main difference between the fourth era and the previous ones is that time and space begin to «shrink», distances are reduced due to global communication systems, due to the rapid reduction in technology we we have almost unlimited data storage and communication capabilities.

While online, you contribute to the networking effect, and the opportunities grow exponentially, as everyone can now make deals, share digital assets, communicate and communicate with each other in a peer-to-peer mode. In the works of Medouz, Donella, Randers, Yorhen & Medouz, Dennis «Limits of Growth. 30 years later «; Meyson, Paul «Postcapitalism. Guade to the future» network century is represented by the Fourth in the history of mankind, which led to a single platform - the Internet and led to the intellectual development of post-capitalism, in which billions of people who previously had no access to digital services now work online. In the work of Ernst and Anders (2019) «Come On! Capitalism, short-sightedness, inhabited and ruined planets. Report to the Club of Rome «and Hudmen, Mark Crimes of the Future» It is at this level that new tracks are being built and channels are being laid for fourth-generation finances. People like Ilona Mask think of the colonization of Mars and the creation of high-speed mental transport as real prospects.

NASA scientists are launching space probes that allow you to photograph Pluto, the existence of which was not even thought of 100 years ago. In the works of Pinker Steven «Prosvitnytstvo sohodni. Arguments in favor of reason, science and progress», Porter Maykl» Competitive advantage», Ridli, Mett «Evolution of Everything» notes that today evolution has taken place in everything: if a century ago Einstein assumed the existence of a space-time continuum, not so long ago this idea was confirmed; if for decades they fantasized about robots, today the digital world demonstrates similar machines; today we have smart cars, smart homes, smart systems and digital life.

This is what the author's articles Valentyna Voronkova, Oleg Punchenko, Marina Azhazha «Gglobalization and global governance in the fourth industrial revolution (Industry 4.0)» are talking about; Voronkova, Valentyna H., Nikitenko, Vitalina A., Teslenko Tatyana V. & Bilohur Vlada E. «Impact of the worldwide trends on the development of the digital economy», Voronkova V.G. Metaphysical dimensions of human existence (human problems at the turn of the millennium. Interesting for our study are the works of O Rayli Tim, Spens Maykl, in which the role is to form a creative class and creative-innovative potential for the future.

The secret of the future is that inside a person becomes a bit of a machine, and machines become a bit human. Robocop is a reality, hydraulic prostheses According to one of the leading futurists, cyborgs will appear in the next 35 years, and the anthropological dimensions of the digital man and the digital society - the possibilities of prolonging life associated with the use of nanorobots, have become possible. or the preservation of the individual in the network after physical death - and the world appears completely different.

During the fifth era of human machines and the machine will be able to give birth to a superman, man will live in space, people will forget about banks, money and wealth and focus on the benefits of the planet and humanity in general. We are impressed by the article by Liydmyla Panova, Liliya Radchenko, Ernest Gramatskyy, Anatolii Kodynets, Stanislav Pohrebniak. Digitization in law: international-legal aspect, which defines the legal regulation of informatization and international information experience.

On the example of international experience (such countries as France, Germany, Italy, Georgia, Greece, and Great Britain), the mechanisms of using digitalization in public administration are determined, the legal regulation of informatization is analyzed. Also, based on the study and analysis of doctrinal teachings of international information experience, it is proposed to improve the domestic legal mechanism to ensure the effective functioning of public relations (Panova *et al.*, 2021: 547).

4. Purposes and Objectives

The aim of the study is to conceptualize the metaphysical foundations of the interaction of digital man and digital society during the Fourth Industrial Revolution. The object of research is the interaction of digital man and digital society. The subject – political dimensions of the interaction of digital man and digital society during the Fourthand the impact of the Fourth Industrial Revolution. The research solves the philosophical problem of human existence in the modern digital context and the realization of man himself on the basis of value-worldview achievements of philosophy.

Since modern trends of digitalization and informatization are inevitable, philosophy as a form of consciousness must find its niche in the digital world and is designed by means of digitalization to overcome the contradictions between man and technology, so that man does not dissolve in the tech world. Philosophy directs the process of understanding the world to obtain a «holistic picture» and a harmonious combination of man, nature, technology, which realizes the contradictions between metaphysics and technology through creativity (Floryda, 2018). Thus, philosophical knowledge as a worldview, generalizing, transcendent, paradigmatic is a modern intense dialogue between man and technology, produces a worldview and thus shapes man. To do this, we need to reveal:

1. To clarify the essence of the philosophical understanding of metaphysical dimensions of new forms of interaction between digital man and digital society.
2. To reveal the interaction of man with the machine in the digital society, which occur as a result of the introduction of new technologies, which are called «breakthrough».
3. To analyze the formation of algorithmic thinking as a result of the interaction of digital man and digital society, which is considered in the form of a methodology of flexible approaches and adaptive thinking. «Neurocracy is the most recent stage of the information society, as it was said in the 20th century, information is power, but we did not imagine how far this power would go when having control of the data» (Sepúlveda *et al.*, 2021: 913).

5. Results

1. The essence of political and philosophical understanding of metaphysical dimensions of new forms of interaction between digital man and digital society is based on the fact that the main link of digital society is man, man's place in the world and the formation of metaphysical dimensions of human existence (Voronkova, 2000).

In the broadest sense, the digital society is a process of mutual transformation of man and the world, as a result of which the world acquires a human dimension (world for man, world with man), and man becomes an integral part of being (man in the world), man with the world. New forms of interaction between man and society as a key driver of the digital society are becoming important because people must survive in information chaos and find answers to all problems, including financial, economic, information, as the digital world becomes increasingly interconnected with man (Navidi, 2018).

Philosophy tries to prevent the assimilation of man with technology, modern breakthrough technologies and the digital world can not replace man all the variety of living human religious, ethical and mental feelings and experiences. In the digital society, new processes appear on the agenda, expressed in such categories as data collection, access, dissemination, information, flows, which are combined into a single superorganism.

New forms of human-machine interaction generate new forms of human-machine relationships in the direction of increasing flows, dissemination, data collection, access to information, interaction, screen reading, mixing, filtering, intellectualization, indicating the formation of a new singular era that forms «The new relationship between man and machine. Thanks to new forms of human-machine interaction, the phenomenon of artificial intelligence has been created, which skillfully and effectively performs a certain range of tasks, such as machine translation or car navigation.

Artificial intelligence is directly related to «thinking machines» that are able to solve any intellectual problem available to man. Computers and robots are still doing poorly outside of programming, so tools should be developed to help people stand out and strengthen in the digital society and keep up with the technological race to reach the level of post-capitalism that Meyson dreamed of., (Mason**,** 2019: 360).

2. The interaction of man with the machine in the digital society, which occurs as a result of the introduction of new technologies, which are called «breakthrough», and displace the established methods of production. New forms of interaction radically change the market, create and develop creative industries that become much more efficient. At interaction of the person with the car not only technologies, but also education, culture, the person which together promote fast introduction change.

Thus, we can distinguish human-computer interaction (English-human interaction (HCI), which explores the design and use of computer technology, on the verge of distribution between people (users) and computers. Due to new forms of human interaction, culture and education in the innovation and information society, the phenomenon of artificial intelligence, robotics and other technologies was created, as a result of which a technological

breakthrough occurred, which can serve as a new competitive advantage of society (Porter, 2019).

New forms of human interaction, culture and education in the innovation and information society give rise to interaction with new technologies - power-to-peer, additive technologies, virtual collaborations, augmented reality, the Internet of Things, cross-channel communications and cloud technologies. Artificial intelligence, neural networks, virtual reality, robotic mechanisms change our lives and define in a new way the creative features of man.

The Internet deepens the forms of interaction between cultural education and tourism, thanks to which it is possible to develop various forms of virtualism (virtual tourism, virtual museums, virtual education, creative platforms, virtual culture). New forms of human interaction, culture, education, machines in a digital society are the basis for the formation of digital man and his image, the formation of the uniqueness of new human qualities in digital society and the formation of structured thinking (Levitin, 2020).

3. The formation of algorithmic thinking as a result of interaction of digital person and digital society is considered, which is considered in the form of methodology of flexible approaches and adaptive thinking. It is extremely useful and practical, as the modern world is becoming more complex and it is difficult for humans to survive in this unbalanced environment. Therefore, a person must be flexible, adaptive, learn to live in a nonlinear world to make effective decisions in conditions of information stochasticity, crisis, instability.

Man can no longer abandon digitalization, as this is our reality and the use of algorithms even in everyday life is a reality. Digital thinking is practical thinking in many areas and becomes a practical need of people, it is widely used in disease diagnosis, use of artificial intelligence, robotics, work on various platforms such as ZOOM, public administration as a service.

The issue should be resolved at the level of the state, city, region, individual organization; training should be introduced, starting with kindergartens, schools, HEIs, government agencies, the development and implementation of adaptability programs, training and retraining of staff to study foreign experience. The digital society must train high-tech professionals whose knowledge must be practically oriented, who are able to work with new equipment and technologies, and, consequently, have algorithmic thinking. The formation of such new thinking and culture is an urgent task of the digital society as the basis of the concept of the New Enlightenment 2.0 (Pinker, 2019).

Algorithmic thinking and culture can not only solve technical problems, but also teach systematic thinking, design and construction, which is

inherent in the anthropological dimensions of the interaction of digital man and digital society. In our opinion, algorithmic thinking is not fully technological, but also leaves room for creativity, which is embodied in the implementation of certain ideas, creative inventions, products.

Formation of algorithmic thinking and culture is one of the components of complex training of a modern competent specialist. At the same time, we note that despite the fact that today is the technologicalization of modern life, yet technology is not separated from the social sphere, but is part of it.

Therefore, modern free economic education responds to these trends and contributes to the formation of new professional competencies, for which there is a need to develop new e-textbooks, content management and learning resources, use models for active and «inverted learning», software for interactive learning. creative education. The formation of algorithmic thinking and culture of the digital society includes the most popular technologies - robots, chatbots, tools for using big data that can not be solved without algorithms, algorithmic culture and thinking that lead to the development of digital society, requiring human consciousness and worldview. determining the place and role of economic education as the main megatrend of innovative development of Ukraine (Oleksenko, 2019).

In the context of global changes in the world, this problem acquires not only theoretical but also significant practical significance, because the anthropological dimensions of the interaction of digital man and digital society during the Fourth Industrial Revolution are factors of social stability, economic prosperity, competitiveness, big data. DATA on human well-being.

Conclusions

The essence of philosophical comprehension of new forms of interaction of digital person and digital society is clarified. Modern theoretical approaches to anthropological dimensions of interaction between digital man and digital society due to axiological, structural-functional, synergetic, systemic, informational, praxeological methods and approaches are studied, which allowed to show the complexity of civilization at the present stage and to present the evolution of digital society and its concepts.

We have shown that the old concepts of industrial and post-industrial society are being replaced by new modern concepts and theoretical approaches that correspond to the digital society. In particular, we are talking about the concept of Agile-methodology (flexible methodology) of complexity, which we use to analyze the anthropological foundations of the interaction of digital man and digital society during the Fourth Industrial

Revolution, based on the existence of man as a whole and holistic approach to human and social problems. in the digital society, although who knows what our future will be like (O Rayli, 2018).

Anthropological dimensions of interaction between digital man and digital society during the Fourth Industrial Revolution revealed Agile-methodology (methodology of flexible approaches and adaptive thinking), Data-science-methodology (methodology of information-analytical thinking), Big-data-methodology (methodology of big data use)), nonlinear methodology of complexity, representing a whole set of theoretical and practical knowledge, skills and competencies formed by digital technologies. This was also facilitated by the methodology of convergent and divergent thinking, the methodology of cultural creativity, which provided an opportunity to analyze the interaction of digital man and digital society as complex social, cultural and economic phenomena of our time.

The interaction of man and machine in the digital society, resulting from the introduction of new technologies called «breakthroughs and the impact of the Fourth Industrial Revolution on this type of interaction. Metaphysical measurements of the interaction of digital man and digital society during the Fourth Industrial Revolution show that the digital age on the relationship between man and machine (computers), and also requires a new adaptation of man to the world, technology, the formation of new values and the development of a new type of worldview - information, digital, algorithmic.

The fourth industrial revolution provides an opportunity to form new values, expand knowledge, worldview, gain new progressive experience and competencies through the use of new technologies to form a successful specialist, personality, leader, gain prosperity and well-being through investment in human development in a global transformation (Sosnin *et al.,* 2011).

The formation of algorithmic thinking as a result of the interaction of digital man and digital society, which is considered in the form of a methodology of flexible approaches and adaptive thinking, is analyzed. The creative potential of a digital person helps him to discover new knowledge, create and develop a variety of innovative breakthrough ideas and proposals, to act as a new tool that increases the ability to solve complex problems. In order to open new opportunities in the field of digital activity, it is necessary for a person to master his creative beginnings with the help of new digital skills and ways of thinking.

These considerations determine the interest in determining the metaphysical dimensions of the interaction of digital man and digital society during the Fourth Industrial Revolution and the impact of the Fourth Industrial Revolution on this type of interaction. After all, one of

the components of the digital society is a person's intelligence, a set of his abilities and creative skills, educational and qualification level.

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