

## РЕГІОНАЛЬНА ЕКОНОМІКА

UDC 330.11-024.84

УДК 330.11-024.84

**S. M. Shkarlet**, Doctor of Economic Sciences, Professor,  
**M. V. Dubyna**, Candidate of Economic Sciences, Associate Professor

**С. М. Шкарлет**, д. е. н., професор,  
**М. В. Дубина**, к. е. н., доцент

## ESSENCE AND FEATURES OF INFORMATION SOCIETY DEVELOPMENT

## СУТНІСТЬ ТА ОСОБЛИВОСТІ РОЗВИТКУ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА

**Urgency of the research.** Grounding characteristic features of the present-day society it is impossible to argue dominating thought of the majority of scientists concerning its information character, in particular: it is accepted to define society as information one.

**Target setting.** Each day people have to face with the information world, that penetrates all spheres of the life of a modern person and tendencies for such deepening only grow with the emergence of new types of technologies that are designed to simplify our lives.

**Analysis of the recent researches and publications.** An important contribution to the knowledge of nature of the information society was made by such scientists as: O. Alymov, V. Andruschenko, D. Bell, Z. Brzezinski, R. Breitenstein, I. Boychenko, L. Guberskyi, B. Danylyshyn, V. Didenko, M. Kastels, M. Zgurovskyi, E. Karvonen, S. Lesh, M. McLuhan, Y. Masuda, F. Rodriguez, T. Rozak, T. Stoneier, O. Toffler, F. Ferrarotti, O. Shevchul, A. Chukhno and others.

**Defining not investigated before parts of general issue.** Notwithstanding existing considerable number of scientific works in sphere of research the information society, peculiarities of its development are left to be not investigated to the end by the scientists, manifestations of such society.

**Target setting.** Main aim of the article is defining the information society and identification of the main features of its development.

**Statement of the main material.** Within the article nature of information society is based, different scientific concepts concerning its interpretation are analyzed. Also main characteristic features of such society are defined to those are related: increase information role in society life, increasing the amounts of information, forming global information space, development of information and communication technologies (ICT), increasing the role of education, science and knowledge in society, increasing the part of information products and services in GDP.

**Conclusions.** Within this article peculiarities of forming and development of information society are investigated, its main characteristics are analyzed.

**Keywords:** society; information society; information; Information technologies; economy.

**Актуальність теми дослідження.** Обґрунтовуючи характерні риси сучасного суспільства не можна не погодитися з домінуючою думкою більшості вчених щодо його інформаційного характеру, а саме: суспільство прийнято визначати як інформаційне.

**Постановка проблеми.** Кожного дня люди мають стикатися з інформаційним світом, який пронизує всі сфери буття сучасної людини і тенденції до такого поглиблення лише зростають з появою нових видів технологій, які покликані спростити наше життя.

**Аналіз останніх досліджень і публікацій.** Вагомий внесок у пізнання сутності інформаційного суспільства зробили такі вчені, як О. Алімов, В. Андрущенко, Д. Белл, З. Бжезинський, Р. Брейтенштейн, І. Бойченко, Л. Губерський, Б. Данилишин, В. Діденко, М. Кастельс, М. Згуровський, Е. Карвонен, С. Леш, М. Маклуен, Й. Масуда, Ф. Родрігес, Т. Розак, Т. Стоун'єр, О. Тоффлер, Ф. Ферраротті, О. Шевчук, А. Чухно та ін.

**Виділення недосліджених частин загальної проблеми.** Незважаючи на існування значної кількості наукових праць у сфері дослідження інформаційного суспільства, не до кінця залишаються вивченими особливості його розвитку, невичерпно описані у теоретичній та прикладній сфері прояви такого суспільства.

**Постановка завдання.** Основною метою статті є визначення сутності інформаційного суспільства та ідентифікація основних особливостей його розвитку.

**Виклад основного матеріалу.** У статті обґрунтована сутність інформаційного суспільства, проаналізовано різні наукові концепції щодо його трактування. Також визначені основні характерні риси такого суспільства, до яких віднесено такі: збільшення ролі інформації у житті суспільства, зростання обсягів інформації, формування глобального інформаційного простору, розвиток інформаційних та комунікаційних технологій (ІКТ), підвищення ролі освіти, науки та знання у суспільстві, зростання частки інформаційних продуктів та послуг у ВВП.

**Висновки.** У межах цієї статті досліджено особливості формування та розвитку інформаційного суспільства, проаналізовано основні його риси.

**Ключові слова:** суспільство; інформаційне суспільство; інформація; інформаційні технології; економіка.

DOI:10.25140/2410-9576-2017-1-2(10)-152-158

---

**РЕГІОНАЛЬНА ЕКОНОМІКА**

---

**Urgency of the research.** Development of a society constantly takes place under the pressure of considerable number of various by its nature factors, that quite often define the character of its further functioning. A society as a very complicated, multi spherical organism, being in constant development, can be always characterized by a complex of its numerous features and peculiarities. Within the period of time their essence and substantial occupancy constantly changes under the pressure of new shifts and transformations that take place in such society. It is quite complicated sometimes to determine essence of such changes, their origin and reasons. Sometimes these shifts take place exclusively under the pressure of exogenous factors, in considerable amount of cases they are due to endogenous factors, that, arising within the society itself, produce its new transformations.

**Target setting.** Intersection of these changes by its nature is so complicated and multi mode, that to identify its essence un dull is practically impossible. That's why for description of characteristic features of a society at the present moment scientists use considerable number of various means and approaches. They mostly use resource approach, when a society is called by those main resources that were used within this society. As a separate method of identification characteristic features of a society is description of means of producing main methods and objects of work. By this approach it is accepted to define agriculture, industrial and post-industrial societies and others. Number of such researches at the present moment is quite considerable, and list of peculiarities of identification of the societies types constantly continues growing.

Basing characteristic features of the modern society we couldn't argue with the prevailing thought of the majority of researches concerning its information character, in particular, a society is accepted to be determined as information one. Origination of such society started at the end of the XX century and continues until now developing by quit rapid tempo.

**Analysis of the recent researches and publications.** Total information penetration and forming the new stage in the society development increased interests of the scientific community to studying the defined issues and led to arise of considerable number of scientific researches in this sphere. An important contribution in knowledge of essence and peculiarities of research and development of information society was made by such scientists as: D. Bell, G. beniger, Z. Bzezinsky, R. Breitenstein, D. Ester, M. Kastels, G. Kan, E. Karvonen, S. Lesh, M. McLuhén, G. Martin, J. Masuda, K. May, G. Neysbit, F. Rodriguaz, T. Rozak, T. Stoneyer, O. Toffler, A. Turen, F. Webste, F. Ferrarotti. In line with the above mentioned scientists considerable contribution in elaboration of theories and models of information society was made as well by Russian scientists, in particular: I. Alekseyeva, O. Vershynska, T. Voronina, Iu. Kashlev, I. Melyukhin, M. Moiseyev, T. Orekhova, I. Panarin, A. Rakitov, V. Stiopin, A. Ursul, A. Chernov. The researched topic is also in focus of attention as well of the domestic scholars, among which the most important results have O. Alymov, V. Andruschenko, I. Boychenko, A. Belova, O. Golubutsky, B. Danylyshyn, L. Gubesrky, V. Didenko, D. Duyzhev, M. Zgurovsky, V. Kremen, V. Kushertsev, V. Mykytenko, Ie. Pinchuk, I. Sergienko, V. Skalatsky, O. Shevchuk, A. Chukhno and others.

**Defining not investigated parts of the general problem.** Notwithstanding the existence of considerable number of scientific works in sphere of researching information society, at the present moment peculiarities of its development are left not fully studied, manifestations of such society and its specific characters of further development in theoretical and applied spheres are left to be not fully described.

**Target setting.** The main goal of this article is definition of the nature of information society and identification of the main peculiarities of its development.

**Statement of the main material.** End of the XXth century is characterized by entering the society into information stage of the development, the first stage of which a post industrial society. Qualitatively new stage of civilization development arises, essence of which lies in acquiring and widespread use of information and its highest form – scientific knowledge – practically in all spheres of social activeness of the society. As an evidence of this is rapid development with the recent decades of the process of informatization, that covers at the present days many countries of the world andquires more and more character of the global information revolution [5, p. 8]. For the first time definition “information society” appeared in Japan in the second half of the 60-s of the XXth century.

---

**РЕГІОНАЛЬНА ЕКОНОМІКА**

---

Its main characteristics were defined in reports presented to the Japanese government by number of organization, where it was stated that significant changes will apply only to the production, as a result of which the product will be more information capacious [2, p. 117].

It is really so that each day people have to face the information world that penetrates now actually all sphere of people's modern life, and tendencies to such deepening only grow with appearing of new types of technologies, devices, inventions, that have as a purpose to ease our life and increase the comfort level of people's existence. Under the pressure of these processes all spheres of modern society are gradually changes, starting from its economic component and ending with creative spheres, in the development of which, that are exclusively due to talent and natural abilities of a person, results of new information era are started to be used to increase its quality and intensity. Penetration of information and information technologies at the present moment becomes the objective process and takes place independently from people's will. It is impossible to stop this process, one can and should only adapt to it using all advantages of information revolution that we can observe today.

Definition "information society" is quite spread and comprises, in first turn, global unified industry that develops on the background of increasing role of information and knowledge in economic and social-political context. Rapid development of new information and telecommunication technologies acquires today the character of global information revolution, affecting all spheres of the society life – politics, economy, management, finances, culture, international relations in general. Information resources become the most valuable elements both national, and universal heritage [3, p. 11].

Thus, analyzing already formed approaches to interpretation the essence of information society , it can be defined by the following way: *information society – type of a society where value of information as an important and indispensable resource of the development of its all main spheres gradually increases , in particular: social, economic, political and cultural components, and within which technologies of processing, storing and transfer of information between main subjects of this society are developed.*

We support the position of I. P. Malyk concerning identification the essence of information society. In particular, the author by information society understands a society for which information processing using ICT –solutions creates considerably economic, social and cultural value. So, we can state that transformation to information economy and forming information society takes place on principles of sustainable development using ICT. As a base of definition "information society" is put provision that qualitative changes in sphere of information led to arise of new type of social order – information society [1, p. 29].

Let's define, what characters differ information society from other types, in other words we'll find out basic characteristic features of such type of society and we'll try to describe them, taking into consideration already identifies in scientific works its defining characters.

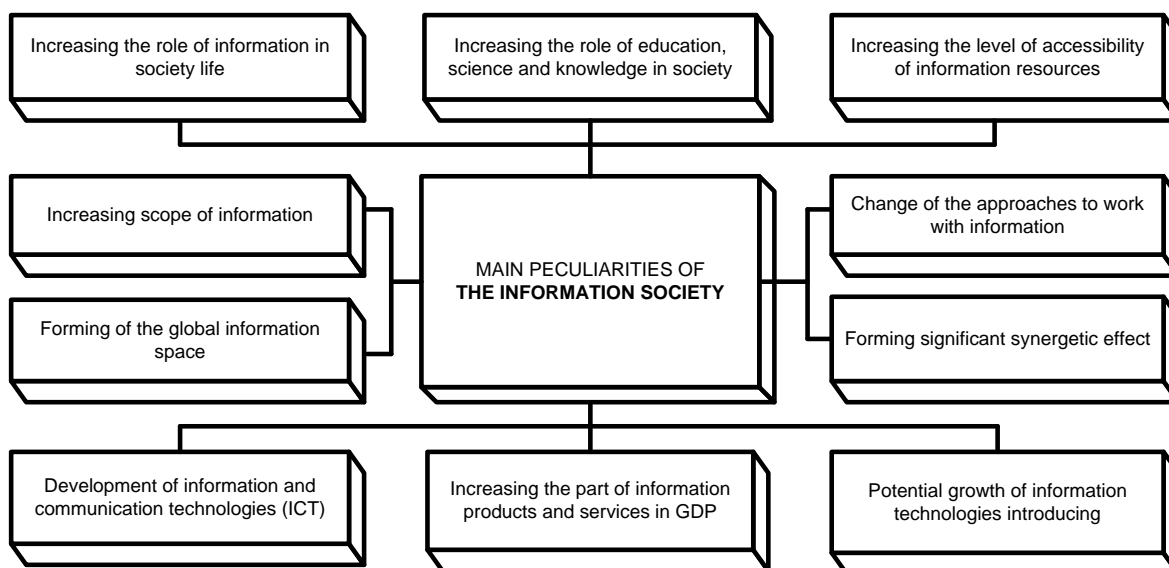
We'd like to note that D. Bell found out such important features of postindustrial society; on the first place comes consuming of intellectual services; new intellectual technologies are created; for changing the benefits come information and time deficit; economy can be characterized as information one [5, p. 8].

We strongly believe that to the main characteristic features of information society should be related those one that are given on Scheme 1. Let's consider their essence in details.

*Increasing the role of information in the society life* – information society in general is called information one since information starts playing significant role in its development and penetrates in all spheres of the people's life. By this, not only the role and functions of information but as well means and technologies of its processing, storing are transferred , that leads to arise of new services and supplies that didn't exist before , but that become already indispensable in people's life and find their place in their lives. As a result. Information role becomes more significant not only through its essence and context, but as well because of that fact, that new technologies become more appropriate, more interest for people. We'd like to note, that in general importance of information and timeless of its receiving were always necessary prerequisites of people's life in many spheres of life activity. For instance, in economic sphere actual information was always and stays to be so necessary for

**РЕГІОНАЛЬНА ЕКОНОМІКА**

implementation managerial decisions within economic systems of different nature. However, in the epoch of information society not only essence of the information itself, but its amounts change, but, first of all, means of such receiving, transfer and processing change. Such technologies gradually started penetrating even in those spheres, where the information role wasn't critically significant, but information technologies found its use in these spheres and in many cases spread their functioning and increased potential of such components of society to development.



**Scheme 1. Main features of information society**

Source: compiled by the authors

*Increasing the role of education, science and knowledge in society* – in information society, within which information amounts grow, as a significant prerequisite for such society is development of the defined spheres, that produce new information, allow to skillfully use the available data and continuously improve them. In the epoch of information society each person start to gradually deepen in the process of continuous studying and self-improvement, since the environment start transforming by more rapid tempo. Particular role in qualification of people in information society is played by the ability to studying, continuous development, since amounts of the available information grow and as an important factor of efficiency is desire and skills of a person to perform self-education and increase own qualification that allows, as a result, to produce again new information in definite sphere and increase its efficiency.

*Increasing the role of information resources feasibility* – in information society level of information openness considerably grows, that allows to increase transparency of many establishments, organizations, etc. functioning. There is no need to go to the libraries and spend time for processing definite sources of information. A lot of data can be found on the Internet, which is quite comfortable way, since it allows to search and get acquainted with such data at any time. Open sources of information that are online at the present moment by their amount already start increasing the amounts of the printed information. Libraries actively try to create electronic copies exclusively of printed sources, that also increases the level of feasibility for each person to various data in the epoch of information society. Information feasibility in information society lies in that fact that each person has possibility in its work use developments of foreign authors in various spheres of life, get acquainted with the culture of different countries, use experience of other people of the whole world.

---

**РЕГІОНАЛЬНА ЕКОНОМІКА**

---

*Increasing the amounts of information* – increasing feasibility of information results in continuous grow of its amounts. Actually, the amount of data produced at the present moment in the world grows in geometric progression. This approach is due to new technologies of its producing that takes place mostly with the help of computer technics. That allows to rapidly implement process of data storing, copying and transfer, their spread. Low level of the data production costs that mostly demand knowledge and time leads to increasing the number of people in sphere of information creation. Development of information society, where all complex of public relations in various spheres of human activity (politics, economy, education, entertainment, private life, etc.) take place on principles of wide use of modern ICT that gives the possibility to each one to create information and accumulate knowledge, have free access to them, gives opportunity for their spread and use with the purpose of social progress and personal intellectual growth [1, p. 32].

*Change of the approaches to work with information* – growth of information feasibility and its amounts led as well objectively to change of the working process with the data. Earlier, the main feature of such activity was search of necessary information, since its deficit could be always felt, and these data could be mostly found in the libraries. In the epoch of information society number of data sources and their variety becomes so big, that it is required from the author to have the skills not only of searching and getting acquainted with the main sources of information, as well skill to work in conditions of existence extremely big amounts of information. This situation fully transforms the process of data processing, demands skills to define the most important sources of information, search the most significant results, that have been already obtained and described. However, the working process with data hasn't become more simple, only its essence has been changed.

*Forming of the global information space* – forming and development of information society is directly connected with the process of creating global system of information that is forms not only between separate states, but in general within the whole world. Technology of such global information space takes place with the help of the Internet networks, within which it is possible to find quickly the data about various countries, their culture, peculiarities of economic and political development, etc. This system considerably spreads possibilities of all members of any society: citizens, enterprises, separate states concerning further development, arranging the processes of cooperation and interaction.

*Development of information and communication technologies (ICT)* – certainly, the leading role in forming and development of information society is played by information and communication technologies, arise of which actually changed in total spheres of such technologies development and significantly influenced the rest of the society spheres. Continuous development of information and communication technologies that is taking place at the present moment by rapid tempo, only makes quicker the level of informatization of the society and makes the scale of the information society development bigger. These technologies have considerable potential for use and already become the sources of arise further global changes in the whole world.

We totally share the thought of V. I. Pozhuyev, who, investigating the role of information-communicative technologies in creating information society states, that in the current period by such society a society of new type that is forms as a result of new global social revolution is understood, the base of which is explosive development and convergence of information and communication technologies [3, p. 8].

*Increasing the part of information products and services in GDP* – active development of information society constantly takes place under the pressure of the process of active growth of the information technologies growth in functioning of such society. These technologies are produced by countless number of various enterprises, organizations, other entities and by individuals. In this sphere such establishments constantly developing the defined technologies create new services and products. Accordingly, the defined process gradually transform also the structure of national economy of each country, since within information society part of the enterprises, that are involved in relevant branches and spheres of national economy, grow, number of employed increases, new working places are formed. As a result – development of information society always correlates with considerable changes of economic space of such society. Created information products and services

---

**РЕГІОНАЛЬНА ЕКОНОМІКА**

---

influence on GDP of the country, playing an important role in its forming. We agree with the position of A. S. Savych, who states that at the present moment information becomes main economic resource and information sector takes the first place by tempo of development, by number of employees, by part of capital investment, by part in GDP. ICT become the main means of increasing efficiency of production, strengthening the competitiveness both on the domestic, and world market [4, p. 177].

*Potential increase of information technologies introducing* – in information society process of the borders spreading of new technologies use within functioning of such society constantly takes place. Each year information technologies penetrate in various spheres of people's life, making simpler its existence. Actually, within such society information technologies, besides development of its main spheres, as well implement the most important process of increasing their individual potential for growth, increasing the number of possibilities makes possible developing even traditional ones, sometimes conservative spheres, in other conditions. That is why, we can state that information society mostly develops under the pressure of own, inner potential, implementation of which influences on the creation of new potential possibilities for development of all spheres of society. We'd like to note, that the process of using information technologies at the present moment comprises extremely high level of the potential of their implementation and use, ranges and possibilities of which in most cases it is even quite difficult to imagine.

*Creating significant synergetic effect* – information society can develop not only traditional spheres of people's life activity, but flavors to arising new subcultures, types of activity due to technologies implementing, developing by this new not traditional spheres of society. This ability leads to complication of social life, arising new types of science, spheres of activity, new branches of economy, spreads cultural space of separate states development, flavors to implementing information technologies in those spheres where their use, at first sight, is not always necessary and feasible, but have potential to their implementing. Synergetic effect from the information technologies development is so great that it cannot be calculated. In majority of cases, arising within separate enterprises, organizations and spheres, these technologies adapt quickly and are used in other spheres of society already creating potential for their development. Thus, the defined effect takes place so chaotically and is really difficult to envisage, that it is really hard to be understood and describe the ranges of use.

Considering the features given above we can state that information society at the present moment is the only right way of any state development, and its development requires implementation of actual national strategy of such society development.

**Conclusions.** Thus, within this article peculiarities of creating and development of information society are researched, that are offered to consider as a type of society, where value of information as an important and irreplaceable resource of its main spheres development, grow, in particular: social, economic, political and cultural components, and within which technologies of information processing, storing and transfer among subjects of this society, actively develop.

Main features of the information society that differ it among other types of society are analyzed, to those are related the following: increasing the role of information in society life, increasing the amounts of information, forming of the global information space, development of information and communication technologies (ICT), increasing the role of education, science and knowledge in society, increasing the part of information products and services in GDP, increasing the level of information resources feasibility, change of approaches to work with information, creating significant synergetic effect, potential increase of information technologies introducing.

**References**

1. Malyk, I. P. (2013). *Tendenetsii rozvytku informatsiinoi ekonomiky v Ukraini* [Trends of information economy development in Ukraine]. *Visnyk Skhnoieuropeiskoho universytetu ekonomiky i menedzhmentu – Bulletin of the Eastern University of Economics and Management*, no. 1 (14), pp. 25-34 [in Ukrainian].
2. Petukhova, T. P. (2005). *Sovremennaya paradigma informatsionnogo obshchestva kak osnova strategii formirovaniia informatsionnoi kompetentsii spetsialista*

**Література**

1. Малик, І. П. Тенденції розвитку інформаційної економіки в Україні / І. П. Малик // Вісник Східноєвропейського університету економіки і менеджменту. – 2013. – Вип. 1 (14). – С. 25-34.
2. Петухова, Т. П. Современная парадигма информационного общества как основа стратегии формирования информационной компетенции специалиста / Т. П. Петухова // Вестник ОГУ. – 2005. – № 1. – С. 116-123.

**РЕГІОНАЛЬНА ЕКОНОМІКА**

[ Modern paradigm of the information society as the basis for the strategy formation on information competence of a specialist]. Vestniu OGU – Vestnik OSU, no. 1, pp. 116-123 [in Russian].

3. Pozhuev, V. I. (2012). *Informatsiino-komunikatyvni tekhnologii yak odyn z naivazhlyvishykh faktoriv formuvannia informatsiinoho suspilstva* [Information and communication technologies as one of the most important factors of the information society]. Humanitarnyi visnyk ZDIA – Humanitarian Bulletin DIG, no. 49, pp. 5-16 [in Ukrainian].

4. Savych, A. S. (2014). *Yevropeiski prohramy formuvannia informatsiinoho prostoru Yevro Soyuzu* [European programs for forming information space of EU]. Problemy mizhnarodnykh vidnosyn – Problems of International Relations, no. 9, pp. 169-182 [in Ukrainian].

5. Tolstiaikov, R. R. (2003). *Osnovnye faktory formirovaniia informatsionnoi ekonomiki* [Main factors of the information economy]. Extended abstract of Candidate's thesis. Tambov [in Russian].

3. Пожуев, В. И. Информационно-коммуникативные технологии как один из наиболее важных факторов формирования информационного общества / В. И. Пожуев // Гуманитарный вестник ЗДІА. – 2012. – № 49. – С. 5-16.

4. Савич А. С. Европейские программы формирования информационного пространства ЕС / А. С. Савич // Проблемы международных отношений. – 2014. – Вып. 9. – С. 169-182.

5. Толстяков, Р. Р. Основные факторы формирования информационной экономики : автореф. дис. на здобуття наук. ступеня канд. екон. наук : спец. 08.00.01 «Экономическая теория» / Р.Р. Толстяков. – Тамбов, 2003. – 20 с.

Received for publication 14.03.2017

**Бібліографічний опис для цитування :**

Shkarlet, S. M. Essence and features of information society development / S. M. Shkarlet, M. V. Dubyna // Науковий вісник Полісся. – 2017. -№ 2 (10). Ч. 1. – С. 152-158.