

3.1. Теорія та історія суспільної

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THE SOCIAL COMPONENT OF THE DEVELOPMENT OF SOCIETY INFORMATIZATION

The category "development" is of particular importance in the rapid changes in today's society. It has a fairly broad interpretation and is often used in appropriate combinations: economic, socio-economic development, development of the economy of Ukraine (or another country), certain processes, etc. Each variant of the use of this category has a scientific basis for any progressive change - economic, technical, technological, informational, humanitarian, social, cultural, etc.

The development of the national economy is a multidimensional and multifaceted process and is usually considered from the point of view of a set of different social, economic, technological, and informational goals. Even if it is only about economic development, it is usually studied together with social development and includes: the growth of production and incomes; changes in the institutional, social and administrative structures of society, in social consciousness, in traditions and habits, etc.

This understanding of development fundamentally distinguishes it from processes of mechanical growth or structural complications. For example, one-sided saturation of enterprises and industries with computers and other technical means and information products cannot be considered an example of development. Although today in the economic and technical literature there is such a view, when saturation with technical and technological means, which in practice have sufficiently high prices (which affects the assessment of fixed assets and the cost of products and services), is already assessed as a progressive process [1, 2].

The analysis of scientific and pedagogical literature makes it possible to conclude that the use of modern information technologies and software products developed on their basis is an actual problem, the solution of which allows to determine promising directions of development in the economy and other fields. The author believes that this is not a complete answer to the question of the positive impact of the information component and general informatization processes on the national economy, its industries and individual enterprises, as well as strategic development priorities. The works of many scientists are devoted to the problems of the formation and development of the information society and the activation of informatization processes [3, 4].

Modern processes of intensifying the use of information and modern information technologies as a strategic resource characterize the beginning of a new era - full-scale informatization. This largely determines the formation and development of a new system - an information society, which will take into account the elements of market economy with all components of the internal regulatory mechanism and external state regulatory policy.

Within the scope of scientific research, new criteria for evaluating positive and negative processes of informatization should be formed, which will significantly reduce crisis and pre-crisis conditions in this field and form the optimal structure of the needs of the national economy. In accordance with the needs of the development of the information society, scientists are forming a theoretical and methodological base for new areas of research on information activities, the information market, informatization, product characteristics of information products and services, etc.

In its essence, informatization is a general and inevitable process of the development of human civilization, a period of mastering a new informational picture of the world, awareness of the unity of the laws of functioning, creation of an information production and processing industry.

Modern information processing and transmission systems form a kind of peculiar circulatory system that connects separate blocks of information into a single whole [1, 4].

We believe that this process has a very broad interpretation. Informatization is a systematic process of introducing the achievements of informatics methods and new information technologies into public life, scientific-technical, socio-economic, technological, socio-cultural and other institutions of the state, with the aim of increasing their effectiveness, democratization, as well as humanitarianization, harmonization and humanization of society.

Informatization is a sufficiently broad and rapid process of introduction of the latest technologies both in social life in general, and has certain features and characteristic features within the framework of implementation and implementation in the national economy. Yes, today it is impossible to implement the latest technologies, innovations and other scientific and technical progress without an informational component [2, 3, 4].

The modern progress of the economic, social, labor, cultural and technical development of mankind is determined by a number of mutually determined processes. The most important of them, which are closely related to the information component and informatization, are the following:

First, the information component of scientific and technological progress, which actively ensures the quantitative and qualitative growth of information resources.

Secondly, activation of the processes of informatization of the market environment, as the most powerful economic mechanism of development, which is expressed in internationalization, globalization and full informatization of social processes.

Thirdly, the continuous development and improvement of information technologies, which form the information transparency of the entire global space, for the developers of the so-called "meta-technologies" gives a concrete advantage in the development of all components of the national economy.

Fourthly, informational transparency of any economic activity, primarily at the business level, is becoming an equally significant socio-economic phenomenon.

Fifth, information transparency forms and adapts new standards of culture - information.

However, informatization in itself should not be the goal of national development. In the author's opinion, it should be the formation of the modern informational potential of society and the corresponding national economy. The informational potential of society in a broad sense is an accumulated informational resource that will form new strategic factors for the possibility of development. The informational potential of society in the narrow sense is an activated, calculated and largely implemented informational resource.

Thus, the informational potential of society is the informational resource of society together with the means, methods and conditions that allow it to be adapted, activated and effectively used. Determination of the information potential, its evaluation and diagnosis provide a real opportunity to account for the available advantages and disadvantages, which must be taken into account and eliminated within the framework of tactical and strategic planning of informatization processes.

References

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