An important place in the understanding of such concepts as "information" and the mechanism of information processes in society and its institutions is occupied by the concept of the information environment, which is, on the one hand, the conductor, transformer and disseminator of information, and on the other, the source of motivations for people. In the course of his activities, a person actively interacts with the information environment, obtaining new personal knowledge from it, generating new knowledge and presenting it in the form of information, which it places in the information environment. Any business entity is peculiar to a certain information environment in which it is immersed. This information environment reflects the level of development of an economic entity and determines certain principles of informational behavior of people in communication with each other.

**Information Environment and Community Development**

The development of society, its spatial and temporal dynamics increasingly depend on human needs, and not on the conditions of the natural environment. Man creates a secondary, artificial environment, which is based on information. The information environment, as part of this artificial environment, is one of the most important attributes and factors for the development of a territory.

An information environment is a set of informational conditions of existence of a subject (this is the availability of information resources and their quality, the development of information infrastructure). The information environment represents the conditions for the development of the subject of the information space, however, the degree of its favor is already determined by the internal characteristics of the subject (information potential, a certain level of information needs ).

The information environment is the world of information around a person and the world of his information activity. As close in meaning in the literature there are concepts of "information field", "information space". The main component of the information environment - the information fund - today is diverse both in terms of content and species, and in the types of information carriers (books, video tapes, electronic publications, Internet resources).

*The nature of the impact on the subject can be divided into the following types of environments:*

1) the activating activity of the subject due to the presence of a sufficient amount of information of the required quality, i.e. a high degree of satisfaction of information needs ;

2) inhibiting excessive amount of "information noise" and a low level of satisfaction of information needs ;

3) neutral, not having a significant impact on the activities of the subject (for example, the information environment in the framework of the ethno-landscape environment).

*By the nature of information circulation in the environment:*

1) isolated environment - all information used by the subject is located in the given territory;

2) transit - periodic access to information from the outside due to its transit or diffusion;

3) open (global) - free circulation of information between different territorial communities.

The information environment has several hierarchical levels (scales): global - international and national, regional - subject, local - urban and rural areas. That is, the environment can be characterized by its scale, and for each subject all three levels will be present to one degree or another. The territorial expression of these scales consists in the concentration of the information environment, where each of the concentra will reflect the scale of the interests of the subject, representing the area (field) of information consumption of the subject. Moreover, with the development of the subject, the shift of interests occurs, as a rule, to the global (macro) level, i.e. when he has enough knowledge to perceive / produce more global, more abstract information.

Considering that psychologically a person cannot immediately perceive all information, information institutions are faced with the problem of its deployment in a certain sequence, highlighting and approaching individual parts of the information array. The traditional organization of information uses a multi-level system. The multilevel information environment creates conditions for the gradual entry of the user into the world of information and at the same time solves the problem of greater operational efficiency. Gradually introducing into the information world, the environment invites you to delve into this world. Starting with advertising information about the services provided by the library, going to exhibitions of documents, then to various databases and, finally, to the fund, the information environment leads further to the global information system.

With a certain convention, we can talk about the internal and external information environment or the environment (microenvironment) inside the room in which the person is located (office, exhibition complex, library) and the information environment outside of them (macro environment). External information environment leaves an imprint on the internal environment. ( For example : the invention of the Internet has led to changes in the internal information resources of the library. Today, libraries have opened Internet rooms that provide users with new, up-to-date information documents and databases.)

Practical study of the information environment is possible on the example of the media (print and television), interacting with human subjects and their territorial communities. The structure of information provided by the media ideally should reflect the needs of the population, but in reality it happens almost the opposite - the media form the worldview and information needs of the population, in which their role as an essential tool of state and regional government is manifested.

In order to effectively use the benefits of new information technologies, it is necessary to have an appropriate level of information culture. The information environment is an important condition for the formation of a culture of working with information and ultimately contributes to improving the quality of training not only in information disciplines. Learning how to acquire knowledge is the skills that the information environment forms.

Discussions about the nature of the emerging information society began almost simultaneously with the advent of the first computers and computer networks, when it became obvious that the nascent computerization process would eventually provide people with access to vast information resources and databases and provide a high level of automation of production.

At the same time, it should be especially emphasized that the computerization of production itself will not mean the inevitable transition from industrial to post-industrial, informational society. The fact is that in a more detailed study, the full automation of production is the goal of the scientific and technological revolution, characteristic of the era of industrialism and begun in the most developed societies as early as the 19th century. The consequence of computerization of production is a reduction in the total number of workers employed in industry, which in an industrial society inevitably leads to an increase in unemployment. However, today there is a redistribution of labor associated with the constant process of creating new jobs in the service sector, which is becoming the dominant sector of the economy and is aimed at meeting new needs.

“The idea of ​​the dominant role of knowledge and information, as well as their carriers (human potential) in socio-economic development has now become commonplace in most concepts of economic progress” [ Runov , 2009, p. 40]. This concept is usually called the “innovative way of development”. We are talking about the introduction of radically new, innovative technologies, due to which the production of new knowledge and bringing it to the state of information and technological resources will inevitably come to the fore, which over time should lead to the transformation of modern society into a knowledge society, and the modern economy into a knowledge economy .

The main content of the concepts of the post-industrial information society should be the analysis of social changes associated with the ongoing information technology revolution and the rapid development of modern information technologies and communications that it caused. “The predictive potential embodied in them is of great practical importance, primarily for developing a scientifically based , long-term strategy for reforming society” ( Vedin , 2002), which should be taken as a basis by national governments in preparing the concept of building an information society. On the way to the information society, the state should pay much attention to the development of a national scientific school.

The additive concept of informational post-industrial society over the past 50 years “has made a definite evolution from a pragmatic interpretation of the role of knowledge as an intangible resource in the context of economic and geopolitical competition to understanding the value of knowledge as a factor that re-organizes all spheres of social life” [Knowledge Society: from idea to practice, 2008, p. four].

Next, we will consider the main stages of the evolutionary development of the concept of the information society. It should be noted that the search for the origins of this concept presents a certain difficulty. There is a widespread opinion that the first mentions of the information society appeared in the titles of the reports that were prepared for the Japanese government by the Economic Planning Agency , the Computer Development Institute, and the Council on Industry Structure. The titles of these reports speak for themselves: “Japanese Information Society: Topics and Approaches” (1969), “Outlines of the policy of promoting the informatization of Japanese society” (1969), “Plan of the Information Society” (1971). In these reports, the content of the concept of the information society was reduced to its technical side, i.e., to intensify the process of universal computerization, which “gives people access to reliable sources of information and relieves them from routine work, ensuring a high level of automation of production” [Chernov, 2002, with. 34].

However, in reality, the term “information society” appeared at least a decade earlier than the above reports. One of the first to use it was the American sociologist *David Risman* in 1958 in his article “Leisure and work in a post-industrial society”. And in the following 1959, another American sociologist, Daniel Bell, who is rightly considered the founding father of the classical concept of post-industrial society, at the international sociological seminar held in Salzburg for the first time characterized the future post-industrial society as a society that focuses on knowledge and information.

Finally, in 1962 in the United States, the well-known Austrian economist F. *Machlup* published the paper “Production and Distribution of Knowledge in the United States”, in which for the first time an attempt was made to assess the importance of information activities in various sectors of the economy. In this book, Machlup introduced the concept of "knowledge economy", which is the result of his analysis of the contribution of informational activities to the gross national product. It was the ideas of F. Machlup that formed the basis of all subsequent concepts of the information society.

Somewhat later, in 1965, a specialized commission was formed in the United States to study the prospects for the development of social progress until 2000. Daniel Bell was appointed as the head of this commission, the main results of which were outlined in a collection published in 1968 “Towards 2000. ". From this time, in essence, a systematic understanding of the concept of post-industrial society and the problems of transition to it begins.

The Information Society is a society in which the majority of workers are engaged in the production, storage, processing and sale of information, especially its highest form - knowledge. For this stage of development of society and the economy is characteristic:

* · Increasing the role of information, knowledge and information technology in society
* · An increase in the number of people engaged in information technology, communications and the production of information products and services, an increase in their share in gross domestic product
* · Increasing informatization of society using telephony, radio, television, the Internet, as well as traditional and electronic media
* · Creation of a global information space providing:
	+ (a) effective information interaction of people
	+ (b) their access to world information resources
	+ (c) meeting their needs for information products and services
* · Development of e-democracy, information economy, e-state, e-government, digital markets, e-social and economic networks

**The history of the concept**

information society social market

The Japanese version of the term "information society" appeared in 1961 during a conversation between Kisho Kurokawa and Tadao Umesao . Later this term was used in appearing almost simultaneously - in Japan and the United States - in the works of T. Umesao (1963) and F. Machlup (1962 ). The theory of the "information society" was developed by such famous authors as M. Porat , J. Masuda , T. Stonier , R. Karz, and others; in one way or another, it received support from those researchers who focused attention not so much on the progress of the information technology itself, but on the development of technological, or technical ( technetronic , from the Greek. techne ) society, or they denoted a modern society, pushing from the increased or increasing role of knowledge, like “ the knowledgeable society , knowledge society "or" knowledge-value society . " Today, there are dozens of concepts proposed to refer to individual, sometimes even completely non-essential features of modern society, for one reason or another called, nevertheless, based on its characteristics. Thus, in contrast to the first approach to the terminological designations, the second leads, in essence, to the abandonment of generalizing concepts and limits the researchers practicing it with the study of particular questions.

Since 1992, Western countries have begun to use the term, for example, the concept of “national global information infrastructure” was introduced in the USA after the well-known conference of the National Science Foundation and the famous report of B. Clinton and A. Gore. The concept of the “information society” appeared in the work of the European Commission Expert Group on the Information Society Programs under the leadership of Martin Bangemann , one of the most respected experts in Europe on the Information Society; information highways and superhighways - in Canadian, British and American publications.

At the end of XX century. The terms Information Society and Informatization have firmly taken their place, not only in the lexicon of information specialists, but also in the lexicon of politicians, economists, teachers and scholars. In most cases, this concept was associated with the development of information technologies and telecommunications, allowing for a civil society platform (or at least its declared principles) to make a new evolutionary leap and to enter the next 21st century with dignity as an information society or its initial stage.

On March 27, 2006, the UN General Assembly adopted the resolution under the number A / RES / 60/252, which proclaims May 17 as the International Information Society Day.

At the beginning of the XXI century. The world has entered a new phase of development - the era of the global information society, which will be a collection of national information infrastructures.

The term “global information society” is quite broad and includes, above all, a global unified information industry, which is developing against the background of the continuously increasing role of information and knowledge in an economic and socio-political context.

The information society and globalization are two closely related phenomena.

Globalization is an objective process that the modern world has to reckon with (from Lat. *Globus* *-* “ball”, fr. *Global* *-* “universal”). It influences the fate of all states, social groups, individuals.

The concept of “globalization” is multifaceted, but at the same time it has not received a fairly well-established and clear definition, so we see the point in considering its various interpretations. Globalization means:

- a concrete historical phenomenon that includes such processes and the development of relations between countries when they reach a new level, forming a single global super-system of social relations in which each element cannot function without the other; the direction of social development and the whole course of world history to the natural framework of the Earth;

the process of spreading something worldwide;

- the world process linking national socio-economic education in a single global economic and social system;

an objective process of formation, organization, functioning and development of a fundamentally new world-wide global system based on deepening interconnection and interdependence in all areas of the international community; change of all aspects of society under the influence of the global trend towards openness and interdependence;

the development of national and regional problems into global ones and the formation of a new economic, social and natural-biological global environment; the process of transformation of economic and economic structures in the direction of the formation of a coherent and unified global geo-economic reality;

- universal universal processes of unification of consumer preferences, methods and types of consumption, lifestyle, and, accordingly, standardization of technology and organization of production;

the process of forming a single space (informational, economic, cultural, etc.) and an increase in the pace of this process, which is associated with technological breakthroughs in the field of communications, communications and computer science;

- an objective, natural historical process of the development of society, contributing to the integration of communities, the expansion of economic, political, socio-cultural, scientific and technical ties; the comprehensive (political, socio-cultural, scientific-technical, informational, etc.) development of all its participants to the extent that they participate in it;

the increasing global integration of the markets for goods, services and capital, which attracted particular attention in the late 1990s; changes that were observed around the same time in the global economy, and increased interference in the internal politics and internal affairs of international institutions such as the International Monetary Fund, the World Trade Organization and the World Bank; US dominance in world economic relations and commerce.

Summarizing the existing approaches to the interpretation of the concept of “global information society”, we can say that at the present time it is understood as such:

a new type of society, emerging as a result of a new global social revolution, the foundation of which is the explosive development and convergence of information and telecommunication technologies;

* - knowledge society, in which the main condition for the well-being of each person and each state is the knowledge gained through unhindered access to information and the ability to work with it;
* - a global society in which the exchange of information will have neither temporal nor spatial, nor political boundaries, where, with the help of scientific data processing and knowledge support, more thoughtful and informed decisions will be made to improve the quality of life in all its aspects;
* - a society that, on the one hand, contributes to the interpenetration of cultures, and on the other - opens up new opportunities for each community to self-realization (Fig. 1.1).

*Fig.* *1.1.* Global Information Society 1

Consider the factors of development of the global information society.

1. *Technological factors* are associated with the rapid development of new technologies and the transition of developed countries to a new technological [[one]](https://translate.google.com/translate?hl=ru&prev=_t&sl=ru&tl=en&u=https://studme.org/224629/sotsiologiya/formirovanie_globalnogo_informatsionnogo_prostranstva%23gads_btm" \l "gads_btm)

way of social production. High efficiency of new technologies, which allow not only to produce high-quality products, but also reduce the costs of natural resources, energy and social time, making them an increasingly important and attractive part of the global market for goods and services. Therefore, the spread of these technologies on a global scale is one of the leading trends in the development of modern civilization. Forecasts show that this trend will only increase in the coming decades.

* 2. *Economic factors* are associated with the development of transnational industrial corporations (TNCs) and the increasingly widespread international division of labor. Already today, the main share of high-tech products is produced precisely within the framework of TNCs, which own a significant part of production assets and create more than half of the total gross domestic product in the world. The development of TNCs entails the globalization of industrial relations, methods of organizing labor and marketing of finished products, the formation of a unified production culture of society and the ethics and standards of human behavior corresponding to this culture, as well as the theory and practice of labor collective management.
* 3. The *geopolitical factors of* globalization of society are mainly connected with the awareness of the need to consolidate the world community in the face of common threats, which can only be effectively confronted by joint efforts. Awareness of this need began in the middle of the 20th century, when the United Nations was created — the first quite influential international body to prevent military conflicts by political methods.
* 4. *Information factors* are associated with the development of global networks of radio and television, telephone and facsimile communications, computer information and telecommunication networks and new information technologies. Rapid and still growing development of informatics tools and their increasing penetration into all spheres of society turned it into a global informatization sotsiotehnolo - cal process that in the coming decades will certainly remain the dominant scientific and technological, economic and social development.

The processes of globalization have both positive and negative sides.

It is customary to highlight the following *advantages of globalization* :

* - dissemination and acceleration of the introduction of technical innovations and management skills;
* - acceleration of economic growth;
* - new economic opportunities for both individuals and whole countries;
* - the possibility of providing a higher standard of living.

Experts highlight the *negative aspects* of globalization:

* - the inequality generated by it, when the benefits and opportunities obtained in this case are concentrated in a relatively small number of countries and are unevenly distributed in these countries themselves: the benefits and risks of globalization are unevenly distributed, and the growth and prosperity that it brings to one is compensated for by the increasing vulnerability and marginalization of others ;
* - the discrepancy between successful efforts to develop and adhere to the “rules of the game” conducive to expanding global markets, and insufficient activity to support equally important social goals (poverty levels, working conditions, human rights, the ecological environment);
* - increased vulnerability from the impact of unpredictable forces (the Asian financial crisis of 1997–1998, the global financial crisis of 2009 shook the entire economic system with lightning speed);
* - standardization, aggravating unequal competition in the economic sphere and leading to the leveling of spiritual diversity (the standard rules the world of globalization);
* - increased threats to the integrity of cultures and the sovereignty of states.

*Priority* globalization *projects* :

* - a global list of information (an electronically accessible multimedia list of information relating to national and international projects and research related to the development of the information society);
* - global interaction in the development of broadband networks (the organization of international relations between various high-speed networks);
* - intercultural learning and education (innovative approaches to the study of languages, especially for students and small businesses);
* - electronic libraries (distributed collection of human knowledge available to most members of society through networks);
* - electronic museums and galleries (multimedia collections);
* - the environment and natural resources (electronic information resources related to the environment and natural resources);
* - global emergency management (global information network for managing emergency situations and risks);
* - global applications of information and communication technologies in health care ( telematics technologies in the field of medicine);
* - “e-government” of direct access (the use of new information technologies for the implementation of administrative activities and electronic interaction between the executive authorities, legal entities and citizens);
* - the global market for small and medium-sized businesses (development of an open and free environment for the exchange of information and the provision of global trading services in the interests of small and medium businesses);
* - marine information systems (increasing the competitiveness of all marine activities at the expense of information and telecommunication technologies).

The advanced countries are consistently moving from the stage of industrial society to the technological state, and then to the post - technological or information society, at the last stage of which the main products of the reproduction and consumption of the society are information and knowledge ensuring the basic freedoms of citizens.

Achieving the possibility of multiple choice in all areas of human needs makes it natural to increase the need for knowledge and information, thus changing the very way the functioning and existence of an open information society (OIO) and its value system.

Knowledge becomes the most important consumer product and means of production and reproduction of the main productive structures of developed countries. Knowledge (and their carriers) are an important component of maintaining the integrity and effectiveness of technology firms. The direction of diversification of knowledge-based technologies is a major factor in the development of the information technology market.

The information society is the result of the development of social production and serves to further enrich society and humanity. Progress in information technology and communications changes the nature of work, education, training and research, as well as recreation and entertainment. The information society not only changes the way people communicate and receive information, but also has a significant impact on various organizational structures, making them more flexible and decentralized. A smooth transition to the information society is one of the most important tasks of the 21st century. The result was the willingness of states to develop a coherent and cooperative policy for building the main components of the information society.

This policy should enable the full participation of developing countries and countries with economies in transition in the process of building an information society. The participation of these countries will allow them to skip the stage of creating technologies and will stimulate social and economic development.

The information society should serve the cultural enrichment of people using the cultural and linguistic environment and relevant content. This means access to information and cultural values.

A knowledge-based open information economy requires greater flexibility in school and university education throughout life and professional activities. An open information society should provide its citizens with the necessary means and opportunities for such an open and continuous education, which should combine both national and international cultural components. The development of distance education and training in the field of modern information technologies should facilitate the adaptation of workers to structural and organizational changes during their work activities. The most important means of ensuring the new system of continuous education should be constantly updated multimedia means of providing information [[2]](https://translate.google.com/translate?hl=ru&prev=_t&sl=ru&tl=en&u=https://studme.org/224629/sotsiologiya/formirovanie_globalnogo_informatsionnogo_prostranstva%23gads_btm" \l "gads_btm) .

Thus, the global information society is a new historical phase in the development of civilization, when life and human activities are primarily associated with the creation, processing and use of information, which is transmitted through language communications adopted in it. Moreover, the more complex the society, the higher the level of its development, the more important the information plays and the more important the language is - the main means of its transmission.