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**ВЕСТНИК**

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## **IMPACT OF THE DIGITALIZATION PROCESS ON PSYCHOLOGICAL CHARACTERISTICS OF PERSONALITY**

**Abstract.** Over the past twenty years, a new stage and new conditions of development in humanity – digitalization emerged. Digitalization affects absolutely all spheres of life. The purpose of the study is to consider the impact of the digitalization process on psychological characteristics of personality.

**Methods.** The research uses methods of analysis and comparison. The study of personality cannot be placed within the framework of a single discipline. Personality is studied and considered not only by science but also has an important role in creativity and art. All sciences study personality, but each from its point of view, taking into account the allocation of specific aspects and features.

**Results.** The phenomenon of crossing the boundaries between the virtual world and reality is spreading more and more, people immerse themselves in the virtual world, experiencing difficulties in distinguishing illusions and reality. This has been reflected in the art for the past twenty years.

Digitalization induced the transformation of a human's personality as a participant and subject. The process of digitalization emerges new psychological properties and qualities of personality. People being able to obtain information as effectively as possible through digitalization started to save time and feel freer. However, we are facing more and more undesirable side effects of the emergence of digital technologies in our lives. This is the reason why an individual's psychological development in the conditions of digitalization is relevant not only now, but will remain in the coming decades. Conclusions. One of the key factors in the development of a full and harmonious personality is stress resistance. Because of the availability of information and the ease of obtaining it, the number of data increases and it becomes difficult for people to navigate in its large volume and content. A person gets information stress from an overabundance of information.

**Key words:** personality, psychology, sociology, philosophy, art, cultural studies, management, digitalization.

**Introduction.** Upbringing, education, work, and even leisure have long gone beyond the boundaries of social institutions such as family, school, and businesses. With digitalization, these processes have transformed, and the Internet is now taking place in parallel with real life. New forms of interaction between information subjects, such as webinars and multimedia, are used in training and work. The process of digitalization is already playing a significant role in human life, but every year this role will become even stronger. At the same time, the main issue is the question of changes in the human personality that occur in the process of digitalization and Informatization [1,2].

**Analysis of publications.** To fully understand the importance of what is happening to a human's personality, and each of us, in global digitalization, it is important to understand what a person is and what factors influence its formation and development. To do this, it is necessary to consider the study of personality comprehensively from various sciences. The study of personality cannot be placed within the framework of a single discipline. Personality is studied and considered not only by science but also plays

an important role in creativity and art. All Sciences study the individual, but each from its point of view, taking into account the allocation of specific aspects and features. The term "Personality" in the accepted sense means the human individual as a subject of relations, performing conscious activities, personality is the quality of an individual that is formed and manifested in society and activity.

In history, the personality is considered from the total ideas about the individual and social groups and their role in specific historical and social processes, events, facts, relative to time and space. Personality in history was studied by G. Hegel, K. Marx, G. V. Plekhanov, L. N. Tolstoy, and many others [3-6].

Culturology-studies the individual as the Creator and bearer of historical and social experience, the phenomenon of culture, the individual as the subject of the Creator of culture in specific cultural laws, norms and processes. E. V. Ilyenkov wrote that: "Culture is perfect. And the fact that a person becomes a person, scooping from the storehouse of the "ideal" - is the basis of all idealistic philosophical teachings" [7].

Personality and culture are inextricably linked; therefore, the process of digitalization and Informatization directly affects the culture through the individual and, conversely, through the culture of the individual. This has been reflected in the art for the past twenty years. The science of sociology studies the individual as a member of society, the subject of individual social institutions, groups, communities, social relations, and processes. In sociology, personality is studied within the framework of its role and status in the functioning and development of social associations, the personality as a significant subject that affects the mass behavior of people and the regularity of this behavior. Sociology based on the study of individual behavior determines the patterns of social actions and mass behavior of people, allows you to predict these phenomena. The most important aspect of the personality's study in sociology is the process of socialization of the individual. Personality is a product of social development, including the system of social communication and relationships.

Philosophy explores the human personality in terms of the meaning of life, being, goals of the individual, ideals, and ways to achieve them. Philosophy seeks to explore the individual and generalize all the accumulated theoretical and practical knowledge into a single theory, to create a holistic doctrine of the origin, existence, and development of the individual as a valuable self-sufficient unit, as well as the features of its interaction with society. Abushenko V. L. in his philosophical dictionary defines personality as: "Personality is a concept developed to reflect the social nature of a person, to consider him as a subject of socio-cultural life, to define him as a carrier of the individual principle, self-revealing in social relations, communication and subject activity" [8].

Psychology gives priority to the study of the inner world of a person, motives, abilities, character and temperament, interests and values, emotions and sensory characteristics. And this is not all that psychology pays attention to when studying personality. Z. Freud, K. Jung, K. Horney, and E. Fromm studied personality in psychology, and domestic psychologists B. G. Ananyev, D. B. Bogoyavlenskaya, B. F. Lomov, A. N. Luk, S. L. Rubinstein and others [9-17]. As seen from these definitions, studying the personality has always been relevant, remains relevant, but with increasing digitalization the study of the personality, the features of its changes and transformation will have even greater interest.

**The results of the research.** The process of digitalization has undeniable advantages: the most important of them is the convenience of obtaining information. Information is obtained in the fastest way, with less time and effort. Digital technologies allow you to increase the coverage of the number of participants in receiving information, provided that information is transmitted at a high speed, availability, and visibility in any sphere of life. Along with the advantages of digitalization, there are several significant disadvantages: transmitting and receiving information, training and controlling information has become difficult to manage. Not only has information become available, but transmitting it has become spontaneous and uncontrolled.

Digitalization induced the transformation of a human's personality as a participant and subject. The process of digitalization emerges new psychological properties and qualities of personality. People being able to obtain information as effectively as possible through digitalization started to save time and feel freer. However, we are facing more and more undesirable side effects of the emergence of digital technologies in our lives: addiction to gadgets, separation from reality and suppression of the emotional and sensory sphere of the individual. This is the reason why an individual's psychological development in the conditions of digitalization is relevant not only now, but will remain in the coming decades.

**Determination of the personality in the conditions of digitalization.** Let's try to analyze what is the personality of a modern person, what psychological features are subject to transformation in the growing process of digitalization. As mentioned above, personality is a quality of the individual, as a representative of the human race, which is formed and developed when the individual is the subject of relations and performs a conscious activity. One of the features of digitalization is the mediation of actions. It reduces the need for direct participation in the process of communication, and this is the most important condition for the formation of personality. After all, digitalization as a way of transmitting information affects not only the adult population but is also actively used as a form of education and upbringing of the younger generation, in kindergartens, schools and higher educational institutions. In this way, direct communication and participation in social interaction, so necessary for the development of personal qualities, are minimized.

President-Chairman of the Board of Sberbank, German Gref, spoke at a lecture in Kaliningrad about the prospects of the digital era: "Gradually, you, as a real person, will be less and less interested in the world, and the value of your digital avatar, on the contrary, will steadily increase, because it will say a lot about you. Everyone will be interested in your digital copy, which is stored on the cloud, and not you" [18].

Information technologies are increasingly playing the role of an intermediary between the individual and social institutions, the individual and the individual. In particular, the institutions themselves are making more and more demands on the person connected to the need to interact with them through their so-called digital counterpart. At one of the scientific discourses devoted to the development and education of a person in the "digital age", the Chairman of the regional branch of the Russian society "Knowledge" Vardan Baghdasaryan told his puzzlement about how the future human will look like: "... What type of person are we forming? Is this the image of a human consumer, which, unfortunately, is increasingly distributed and replicated in the world today? Or is it a different image of a man as a social, spiritual creature?" [19].

We should think about what type of personality is formed because of such indirect interaction? What are the basic values of the digitalized generation that are used to interacting with digital technologies and gadgets? A single process of training and education in our time began to exist in parallel, separate from each other. Education that based on digital technologies is gradually and increasingly deprived of the humanitarian basis of education that accompanies it. And without this humanitarian Foundation, technical knowledge cannot ensure the full development of the personality. Vice-rector of Saint Petersburg University, Sergey Goncharov, mentioned in his speech at the scientific discourse at Moscow state regional University: "... Without research and scientific understanding of modern humans, no technologies, especially in the era of the digital economy, cannot be harmonizing, harmonious and effective" [19].

Therefore, ignoring the psychological component of a person as a subject of the digitalization process can have an undesirable impact on the development of the next generation. [19]. Digitalization of education minimizes the possibility of developing the emotional and sensory sphere, it blunts the child's emotions, silences the feelings, which are the most important indicator of full-fledged personal development. Digitalization of education reduces the need for personal communication, and this, in turn, is a direct threat to the full-fledged harmonious development of the individual, both child and adult.

Among other aspects, let's return to culture and cultural studies to make a parallel in understanding the development of the individual from the culture's point of view. Digitalization leads to the loss of national identity, degradation of language, and disregard for moral and ethical principles, due to the permissiveness of behavior in the virtual space. The sense of national identity is fading. The phenomenon of crossing the borders between the virtual world and reality is spreading more and more, people immersing themselves in the virtual world, experiencing difficulties in distinguishing illusions and reality.

One of the key factors in the development of a full and harmonious personality is stress resistance. Because of the availability of information and the ease of obtaining it, the number of data increases and it becomes difficult for people to navigate in its large volume and content. A person gets information stress from an overabundance of information.

**Conclusion.** From all the above, we will briefly summarize and make conclusions about the psychological characteristics of a personality in the conditions of digitalization. Over the past twenty



years, emerged a new stage and new conditions of development in humanity-digitalization. Digitalization affects absolutely all spheres of human life but with the fast pace of development of digitalization, the personal characteristics of human changes, which make up the interest of the study.

Digitalization has undeniable advantages: ease of obtaining information, increased coverage of the number of participants, simplicity of control, accessibility, ease of use. Along with the advantages, there are also significant disadvantages.

In the process of digitalization, occurs the transformation of a human's personality, as a participant and subject of life activity. The process of digitalization emerges new psychological properties and qualities of personality. On one hand, people being able to obtain information as effectively as possible through digitalization started to save time and feel freer. But on the other hand, we are increasingly faced with undesirable, so-called side effects of the emergence of digital technologies in our lives.

Personality is a quality of the individual as a representative of the human race, which is formed and developed when the individual is the subject of relations and performs the conscious activity. One of the features of digitalization is the mediation of actions; it reduces the need for direct participation in the process of personal communication, though, this is the most important condition for the formation of personality. Digitalization, as a way of transmitting information, affects not only the adult population but is also actively used as a form of education and upbringing of the younger generation, in kindergartens, schools and higher educational institutions. Thus, direct communication and participation in social interaction, that is necessary for the development of personal qualities minimizes.

As a result, it should be noted that in the increasing process of digitalization the study of personality's transformation remains relevant and has very great prospects for study, to be exact, in the conditions of digitalization further research should be directed to the stages, environment, components of personal development in pedagogy, psychology, and art.

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### **ТҰЛҒАНЫҢ ПСИХОЛОГИЯЛЫҚ ЕРЕКШЕЛІКТЕРІНЕ ЦИФРЛАНДЫРУ ҮДЕРІСІНІҢ ӘСЕРІ**

**Аннотация.** Соңғы жиырма жылда адамзат дамуының жаңа кезеңі мен шарты – цифрландыру пайда болды. Цифрландыру өмірдің барлық салаларына әсер етеді, сондықтан бұл тақырыптың өзектілігі де жоғары.

Зерттеудің мақсаты – цифрландыру үдерісінің тұлғаның психологиялық ерекшеліктеріне әсерін қарастыру.

Әдістері. Зерттеу барысында жеке тұлғаны түрлі ғылымдар тұрғысынан жан-жақты қарастыру қажеттілігі алға шыққандықтан, талдау, салыстыру әдістері қолданылды. Жеке тұлғаны зерттеу бір пәннің шеңберіне сыймайды. Тұлғаны тек ғылымның зерттеп, қарастыруымен қатар, ол шығармашылық пен өнерде де үлкен орын алады. Көптеген ғылым түрлері тұлға болмысын қарастырғанда әрқайсысы өзіндік аспектілері мен ерекшеліктеріне сәйкес зерттейді.

Нәтижелер. Виртуалды әлем мен шындық арасындағы шекараны ажырату құбылысы уақыт өткен сайын кеңейіп, адамдар виртуалды әлемге еніп, иллюзия мен шындықты ажыратуда қиындықтарға кездесуде. Бұл соңғы жиырма жыл ішінде өнерде көрініс тапты.

Цифрландыру процесінде адам тұлғасы қатысушы және өмір субъектісі ретінде өзгереді. Цифрландыру процесінде пайда болатын жаңа психологиялық және жеке қасиеттер пайда болады. Бір жағынан, адам цифрландырудың арқасында ақпаратты мүмкіндігінше тиімді ала отырып, өзін еркін сезініп, уақыт ресурсын үнемдей бастады. Бірақ екінші жағынан, өмірімізге цифрлық технологиялардың келесідей жанама жағымсыз әсері де ықпал етеді: гаджетке тәуелділік, шындықтан алшақтату және жеке тұлғаның эмоционалды-сезімдік

аясын басу. Сондықтан алдағы онжылдықтарда да цифрландыру контексіндегі тұлғаның психологиялық даму мәселесінің өзектілігі арта береді.

Тұлға – жеке тұлға қатынастардың субъектісі ретінде саналы іс-әрекетті жүзеге асырғанда қалыптасатын және дамитын адамзат ұрпағының өкілі ретіндегі жеке қасиеті. Цифрландырудың бір ерекшелігі – делдалдық әрекет. Жеке қарым-қатынас үдерісіне тікелей қатысу қажеттілігі азаяды және бұл – жеке тұлғаны қалыптастырудың маңызды шарты саналады.

Цифрландыру ақпарат беру тәсілі ретінде тек ересектерге ғана әсер етпейді, сонымен қатар жас ұрпаққа балабақша, мектеп және университеттерде білім беру нысаны ретінде белсенді қолданылады. Осылайша, жеке тұлғалық қасиеттерді дамыту үшін қажетті тікелей қарым-қатынас пен әлеуметтік өзара қарым-қатынасқа қатысу жағдайы азайтылады.

Қорытындылар. Толыққанды және үйлесімді жеке тұлға дамуындағы маңызды факторлардың бірі – күйзеліске қарсы тұра білу қасиеті. Ақпарат алудың қарапайымдылығына байланысты ақпарат мөлшері мен мазмұны ұлғая түскендіктен, оған қолжеткізу де қиынға соғады. Адам ақпарат көп болғандықтан, күйзеліске ұшырайды. Цифрландырудың келесідей артықшылықтары бар: ақпарат алудың қолайлылығы; ақпарат, қатысушылар санының көбеюі, бақылаудың қарапайымдылығы, қолжетімділік, пайдалану жеңілдігі. Артықшылығымен қатар, кемшіліктері де кездеседі.

Цифрландыру процесінде адамның тұлғасы қатысушы және өмір субъектісі ретінде өзгереді. Цифрландыру процесінде жаңа психологиялық және жеке қасиеттер пайда болады. Цифрландырудың арқасында ақпаратты тиімді алуға мүмкіндігі бар адам өзін еркін сезініп, уақыт ресурсын үнемдей бастады. Сонымен қатар, өмірімізде цифрлық технологиялардың пайда болуының жағымсыз жақтарын да жиі кездестіреміз.

**Түйін сөздер:** тұлға, психология, әлеуметтану, философия, өнер, мәдениеттану, менеджмент, цифрландыру.

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### **ВЛИЯНИЕ ПРОЦЕССА ЦИФРОВИЗАЦИИ НА ПСИХОЛОГИЧЕСКИЕ ОСОБЕННОСТИ ЛИЧНОСТИ**

**Аннотация.** На протяжении последних двадцати лет в развитии человечества появился новый виток и новые условия развития – цифровизация. Цифровизация затрагивает и влияет абсолютно на все сферы жизнедеятельности, поэтому актуальность данной темы невозможно преувеличить.

Цель исследования – рассмотреть влияние процесса цифровизации на психологические особенности личности.

Методы. В исследовании применены методы анализа, сравнения, когда необходимо рассмотреть изучение личности всесторонне, с точки зрения различных наук. Исследование личности невозможно уложить в рамки одной дисциплины. Личность изучается и рассматривается не только наукой, но и большую роль занимает в творчестве и искусстве. Все науки изучают личность, но каждая со своей точки зрения с учетом выделения специфических аспектов и особенностей.

Результаты. Все больше распространяется феномен стирания границ между виртуальным миром и реальностью, люди погружаются в виртуальный мир, испытывают трудности разграничения иллюзий и действительности. Это находит отображение и в искусстве на протяжении последних двадцати лет.

С процессом цифровизации происходит трансформация личности человека как участника и субъекта жизнедеятельности. Появляются новые психологические свойства и качества личности, порождаемые процессом цифровизации. С одной стороны, человек стал чувствовать себя свободнее и экономить временные ресурсы, имея возможность максимально эффективного получения информации благодаря цифровизации. Но с другой стороны, мы все чаще сталкиваемся и с нежелательными, так называемыми, побочными эффектами появления в нашей жизни цифровых технологий: зависимость от гаджетов, отрыв от реальности и подавление эмоционально-чувственной сферы личности. Именно по этой причине вопрос

психологического развития личности в условиях цифровизации не только сейчас является актуальным, но и останется актуальным еще в ближайшие десятилетия.

Личность – это качество индивида как представителя человеческого рода, которое формируется и развивается тогда, когда индивид является субъектом отношений и осуществляет сознательную деятельность. Одной из особенностей цифровизации является опосредованность действий. Снижается необходимость непосредственного участия в процессе личностного общения, а ведь это важнейшее условие для формирования личности. Цифровизация как способ передачи информации, затрагивает не только взрослые слои населения, но и активно применяется как форма обучения и воспитания подрастающего поколения, в детских садах, школах и высших учебных заведениях. Таким образом, сводится к минимуму непосредственное общение и участие в социальном взаимодействии, так необходимое для развития личностных качеств.

Выводы. Одним из ключевых факторов в развитии полноценной и гармоничной личности является такое качество, как стрессоустойчивость. В связи с доступностью информации и легкостью ее получения объемы информации нарастают, и людям становится трудно ориентироваться в большом ее объеме и содержании. Человек получает информационный стресс от переизбытка информации.

Цифровизация имеет неоспоримые преимущества: удобство получения информации; информация, увеличение охват количества участников, простота контроля, доступность, легкость в использовании. Наряду с преимуществами есть и существенные недостатки.

С процессом цифровизации происходит трансформация личности человека как участника и субъекта жизнедеятельности. Появляются новые психологические свойства и качества личности, порождаемые процессом цифровизации. Человек стал чувствовать себя свободнее и экономить временные ресурсы, имея возможность максимально эффективного получения информации благодаря цифровизации. При этом мы все чаще сталкиваемся и с нежелательными, так называемыми побочными эффектами появления в нашей жизни цифровых технологий.

Личность – это качество индивида как представителя человеческого рода, которое формируется и развивается тогда, когда индивид является субъектом отношений и осуществляет сознательную деятельность. Одним из особенностей цифровизации является опосредованность действий. Снижается необходимость непосредственного участия в процессе личностного общения, а ведь это важнейшее условие для формирования личности.

**Ключевые слова:** личность, психология, социология, философия, искусство, культурология, управление, цифровизация.

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