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DETERMINANTS OF SOCIAL DEVELOPMENT. ABOUT THE POWER OF EXPANSION OF (NEW) TECHNOLOGIES

DETERMINANTY SPOŁECZNEGO ROZWOJU. O SILE EKSPANSJI (NOWYCH) TECHNOLOGII

Abstract

The article deals with contemporary problems resulting from technological progress. The authors outline the main determinants of social development, outlining the beginnings of shaping the information society. The important issue of the impact of technology on the dimension and changes in social life was also raised. All the considerations entail an attempt to outline the direction of transformations carried out with new technologies, both in the global and individual dimensions. The article presents the issues of contemporary societies that bring together participants in a complex system, more and more interconnected and dependent on new technologies.

Keywords: *new technologies, new media, social development, revolutions, information society*

Streszczenie

Niniejszy artykuł traktuje o współczesnych problemach wynikających z postępu technologicznego. Autorki zarysowują główne determinanty społecznego rozwoju, nakreślając początki kształtowania społeczeństwa informacyjnego. Poruszają przy tym istotny problem oddziaływania technologii na wymiar i zmiany życia społecznego. Całość rozważań niesie za sobą próbę nakreślenia kierunku dokonywanych przeobrażeń nowymi technolo-

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giami, zarówno w wymiarze globalnym, jak i jednostkowym. Artykuł poświęcony jest problematyce współczesnych społeczeństw, które skupiają uczestników złożonego układu, coraz bardziej ze sobą powiązanych i uzależnionych od nowych technologii.
Słowa kluczowe: *nowe technologie, nowe media, rozwój społeczny, rewolucje, społeczeństwo informacyjne*

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Statement of the problem in general outlook and its connection with important scientific and practical tasks

As history shows, both the one closer to our times and the latter, great political, social, and technological revolutions cannot be predicted. The industrial revolution, initiated at the end of the 18th century in England, or the famous French Revolution initiated by the storming of the Bastille, which led to profound social and political changes, contributed to the overthrow of the Bourbon monarchy, turned out to be surprising.

In the recent past, at the end of the 20th century, when more countries began to be connected to the global medium which the Internet had become, no one thought that it would soon dominate the next stages of changes. It is also worth emphasizing the nature of contemporary changes, which have reached most of society in a very short and rapid time, as Frederick Newell points out, “It took 35 years for the radio to reach 50 million listeners; television took 13 years to reach the same figure. It only took the Internet 4 years” (Newell, 2009, p. 21).

Each revolution completely erased the existing patterns and civilizations, creating a new order, often incomprehensible to previous generations. The agrarian revolution, as the first wave of changes, lasted a relatively long time and took thousands of years to be completely exhausted. The second wave, the stage of creating an industrial civilization, was present only three hundred years. (Toffler, 1997, p. 44). Nowadays, the speed and inevitability of changes that seem to take place one after another determine the conviction that the waves of successive changes come along with technological development. The degradation of recognized values, instability, and disturbance of the economic structure or paralysis of political systems cause that this last stage of the civilization revolution is experienced by everyone. The new order is a clear contradiction of the traditions of the industrial era, it has a purely technological dimension.

“The third wave brings a truly new way of life, based on diversified renewable energy sources; on new production methods where most industrial assembly lines will be an anachronism; on a new model of a non-nuclear family. This lifestyle is also shaped by a modern institution that could be called an "electronic village", and by a radically changed school and a new form of the corporation of the future "(Toffler, 1997, p. 45).

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Analysis of latest research where the solution of the problem was initiated

The information revolution created a new type of society, commonly referred to as the information society or the knowledge society. According to the observations of M. Golka, most of them indicate the creation, collection, and circulation of information as conditions necessary for the functioning of the information society, and the network (Internet), digital techniques and access devices (e.g. a computer) are becoming more and more important - if currently not the most important anymore - an aspect of both work and life. (Golka, M., 2005; in Chodak P., 2019. P. 33) As K. Novikowa writes in the research on "Information, knowledge, technology in selected concepts of social change", the information literature is rich enough that the English-language items themselves can already create a self-contained and comprehensive biography. Unfortunately, this does not have a positive effect on common solutions in the definition of this non-uniformly significant concept. There are many definitions and theories. A large number of Polish and foreign authors, mainly English-speaking, devote their longer and shorter dissertations to the concept of information, in particular concerning the notion of knowledge, intellectual property, information protection, innovation and the broader concept of the information society (Zacher, 1999, 2007; Webster, 2004; Niezgoda, 2004; Virilio, 2005; Malik, 2005; Ćmiel, 2012a, 2012b; Winogrodzki, 2015; Domański, 2015; Gwoździewicz, 2016; Novikova, 2016).

Among the concepts of social development, two have been selected that share 20 years of intense technological and social changes, and which not only can shed light on the nature of modern society, but also help us to better analyze and understand them.

Bell and Castells' approaches create, to some extent, permanent points of reference in the rich field of socio-informational theory of change (Novikova K., 2016, pp. 72-73).

Aims of paper. Methods

In each scientific discipline, the question about the subject of research is one of the central theoretical and methodological problems. The research aims to scientifically understand the reality under study. In addition to achieving the cognitive goal, it is also important to shape social reality, therefore forecasting and planning its transformations, which enables the stimulation of social processes. The subject of research in this paper are the problems of the impact of new technologies on society.

A research problem is a question about the nature of the phenomenon under study, about the essence of relationships between events or beings and features of processes, the features of the phenomenon, in other words, the realization of difficulties with explaining and understanding a specific fragment of reality, or a declaration about our ignorance.

To highlight the basic features of the studied phenomenon, an analysis of trends and development conditions of the information society in the historical and technological dimensions and the current impact of the Internet on further social changes were analyzed.

Exposition of main material of research with complete substantiation of obtained scientific results. Discussion

The beginnings of the industrial revolution initiated in England in the 18th century initiated changes in the social and political order shaped a new type of economy with the

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possibility of mass employment and finding a job in the industry sector (Bobrowicz, 2006, p. 17).

Alvin Toffler defined a civilization dominated by industrial technology using the following characteristics:

• A significant increase in employment in the industry at the expense of agriculture,
• The transition of renewable energy (muscle physical strength, draft animals, wind, water) towards non-renewable energy sources (natural gas, oil, coal),
• Machines used to produce subsequent machines (formerly handicrafts),
• Individual deliveries replaced by mass distribution of goods,
• Increase in human mobility for work (abandonment of the agricultural attachment to the land),
• Mass education with an emphasis on the implementation of obedience, punctuality, and training to skillfully perform routine work (Toffler, 1997, pp. 59-80).

The initiated transformations took technology to a completely different level. New machines like transmission belts, rubber hoses, pins, and bearings not only helped the human muscles to work, but did much more. Industrial civilization gave life to technologies, equipping them with sensory organs, and constructing machines that touch, see and hear more precisely than humans (Toffler, 1997, p. 66).

The 1950s marked the beginning of the third type of civilization in developed countries, which Toffler defines as the third wave. In this area, some kind of extraordinary and as yet undefined transformation is taking place and the age of the knowledge society is initiated. Peter F. Drucker characterized the new era in which information is important as follows, "the era of the knowledge society is an economic order in which knowledge, not labor, raw materials or capital, is a key resource; a social order for which knowledge-based social inequality is a major challenge; and a system in which the government can no longer solve social and economic problems "(Drucker, 1994, p. 16).

The period of transition of the industrial society to the information society is dynamic and its determinant is the increasingly less controlled development of new technologies. The most important feature of the new order is production, as well as gathering and transferring information, which is the basis for further development. Information, knowledge becomes a product intended for sale, and its increasing value becomes the driving force behind the development of civilization. The 21st century, as M. McLuhan once predicted, has become a "global village" to which belongs a world society dominated by electronic mass media and multimedia (McLuhan, 2004). According to the classic Canadian researcher's concept, it is the speed and nature of the circulation and flow of information that is the measure of civilization changes. McLuhan, believing in the power of the media's influence, emphasized their causative power in terms of shaping personality, identity, and imposing a vision of perceiving and evaluating the world. Their key role relates to the aspect of experiencing various events by large numbers of people at the same time, they make people aware of the presence and participation in this event, which creates the possibility of constructing certain solidarity based on a non-traditional image. The concept of participation in the "global village" also means new possibilities of communication with the need to emphasize its immediacy and unlimited flow of the message, which, unfortunately, does not translate into reducing conflicts between people, social and moral

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distances (Izdebska, 2007, p. 26). What does he pay attention to, Józef Bednarek (Bednarek J., 2008, pp. 278-279) pointing out that the excessive stay of an individual on the Internet may result in escaping to the virtual world, determining specific forms of social pathology, various neurological dysfunctions, and addiction to the Internet. "The end of the 20th century begins the era of the computer and telecomputer (Internet), introducing the modern man into the information society of the third millennium" (Bednarek J., pp. 26-27). Electronics becomes the fundamental basis of the media civilization of a society marked as mediatized, information, and media. T. Goban-Klas, describing the media society, uses terms such as versatility, ubiquity, which are meant to emphasize the omnipotence and inability to "exclude" man from a new type of civilization, which was initiated by the development of new technologies.

In the postulated approach, several characteristic features of the newly created order are indicated, such as:

- Interpersonal contacts and relationships are media-related while being recognized and perceived as natural and human,
- The media construct and produce virtual reality,
- All human activities are determined and supported by media and information techniques,
- A significant proportion of employees work in various information activities, while the media industry becomes the basis of the new economy and employment,
- Gross domestic product is largely generated with the participation of the telecommunications, information and media services sector,
- Information and knowledge becomes the basic production factor and economic category, while production and its circulation assume the character of activity in the economic field. Development of society as a determinant of the use of ICT (Goban-Klas, 2005, p. 28).

Currently, the development of digital media and information and communication technologies is becoming extremely intense. As Józef Bednarek notes (Bednarek J., 2015, p. 26), “In the post-war years, digital media, multimedia and hypermedia began to appear rapidly on a global scale, creating the information society, later referred to as the knowledge society. The newest products of the latter societies, on a global scale, enrich the real public space in an unprecedented dimension ”.

How technologies are changing the world

The astonishing development of new technologies has made newly developed electronic tools dominate every dimension of human functioning. The progressive development in the field of robotics determines the wide availability of cheap computer hardware and software.

New perspectives, specific to the period of the Third Wave civilization, become a tangible structure responsible for creating a new order, where stabilization and predictability seem to be an inadequate concept. A perfect example is the labor market, which is constantly driven by the growing boom of robotics, undergoing a kind of evolution trying to cope with work automation or artificial intelligence. The American futurologist and entrepreneur Martin Ford, pointing to the above-mentioned phenomena related to the process of work automation and intelligent and artificial thinking machines, forecast the failure of the labor market itself. Technology will change him completely. People whose work is

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routine, repetitive, and re-creative will especially suffer. The Japanese sushi chain Kura has already introduced workplace automation. In 262 restaurants, robots help prepare sushi and tapes replace waiters. To keep the food fresh, the system checks how long each plate is moving on the tape and automatically removes any that have remained there too long. Customers order dishes using touch screens, and after the meal is finished, they place the plates in a special place at the table. The system automatically counts the bill, picks up the dishes, and transports them to the kitchen (…) Thanks to the automated business model, sushi portions are sold at a competitive price of 100 yen (about $ 1) "(Ford, 2015, p. 31). Advanced technological progress can make even tasks performed by highly educated professionals automated. Artificial intelligence will be able to replace even programmers. There will be software that will perfectly cope with the creation of computer programs. Robots may be able to appropriate creative professions, such as those related to art, etc. (Ford, 2015, pp. 95-98).

The technically advanced and constantly improving world is an indispensable component of today's culture, shaping a new era in the history of mankind. Electronic media by which we understand "[...] means of mass communication that use electronics to transmit data, currently digital technology" (Bogunia-Borowska, 2006, p. 83) allow people to indirectly participate in events happening around the globe. They provide quick access to gigantic resources of knowledge, which intensifies the need for constant learning and expanding one's skills. Researchers of the discussed topic talk about a kind of "media shock" awakened by the domination of digital media. It is impossible not to notice that the new media initiate deep transformations in the perception of space and time, magnifying the relatively new phenomenon of space relocation (Izdebska, 2007, p. 27). From the perspective of the last decade, and certainly the last few years, dynamic and massive development of electronic devices and new media has been observed, which has resulted in a rapid increase in the number of users of these technologies. The popularization of the Internet and a wide range of available mobile devices started a new chapter in the social, family, and individual functioning of a human being, giving new experiences, experiences, and unimaginable opportunities for global and ever-cheaper contact. Initially, before the new technologies and media enabling mass communication developed, a huge problem for mankind seemed to be the lack, or rather a shortage of knowledge. At the end of the 17th century, the press began to become the first and revolutionary medium of mass communication. Jan Gutenberg laid the foundations for a mass information system. Gutenberg's invention made a groundbreaking contribution to the very process of developing education. The exchange of thoughts, created by the possibility of printing textbooks or scientific dissertations, has resulted in the benefits of dynamic communication, giving unlimited possibilities for using and developing knowledge over time. Another important means of mass communication was the telephone invented in 1876 by Alexander Graham Bell. Remote communication, which enables communication by voice, turned out to be a great technological leap. In a very short time, the whole world was entwined with telecommunications networks, which were multiplying at a dizzying pace, thus replacing the traditional structure of telegraph networks. They define electronic media as "(...) means of mass communication that use electrical engineering to transmit data, currently digital technology" (Bogumiła-Borowska, 2006, p. 83), we can say that it was the telephone that

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became the first electronic medium that largely initiated the process of developing new technologies.
Since the network created the possibility of transmitting sound over a long distance, a vision appeared to transmit the image similarly. In 1990, the term television was used for the first time, and it took less than thirty years for the Bell Company (the only company at that time) to broadcast live from New York to Washington. People in the world, in the mid-twentieth century, began to be guided by one goal, which was to extend the communication to the largest possible whole of the contemporary world. There has been a gradual shift from analog to digital mode, which is information encryption.
Already in the early seventies, all changes in this area were dynamic. A breakthrough in the process of human development was the creation of a global Internet network, the prototype of which was ARPANET - a project intended to provide the foundations for a communication network useful for military purposes (Klimczak, 2012 pp. 10-13). In Poland, the sources of the Internet can be seen in the area of academic communities. The financial aid granted by the Scientific Research Committee enabled the creation of the infrastructure base of the network link by the Scientific and Academic Computer Network.
The power of the Internet's influence made it possible to compete with the press, telephone, or television, as it included in its resources information from all areas that may be interesting and interesting for people. It fascinates with its unlimited range, constantly increasing the number of users and numerous possibilities. With all responsibility, one can risk a statement that the network is becoming the most democratic global medium (Gajda, Juszczyk, Siemieniecki, 2014, p. 325). Until now, it has not been possible for countless people to pass on an infinite amount of information to other individuals in such a very short time and with little financial outlay. The Internet has become a kind of gate leading to the era of unrestricted freedom, creating opportunities to remain oneself, without the need to create an imaginary image or create an identity other than one's own. Currently, the already apparent anonymity as, until recently, the main feature of the virtual world, makes it possible to exchange thoughts, present own views, attitudes without having to adjust to a specific structure. Of course, the structure itself, as a system of units, exists, but it can be concluded that we are dealing with a crowd leaning towards a common object of interest, rather than physically identified individuals, about which we would know a little more than what they would like to present to us.
With this aspect of defining technological development as a determinant of social development, there is a need to indicate, following Manuel Castells, the emergence of inequalities between social groups. According to the researcher, pauperization is associated with the phenomenon of information disability, as the flourishing of modern information technologies determines the conditions and lifestyle (Lubacz, 1999, p. 44). The effect of making societies dependent on information flows begins to be reflected in the sphere of social, economic, and cultural life. The consequences of the rapid pace of information creation and circulation, classified as less positive, were described by Margaret Mead, creating a characteristic typology of cultures, in which the intergenerational message plays an important role. The main pillar is relationships and dependencies between people from different generations. Margaret Mead clearly emphasizes the intergenerational distance that arises as a result of distinguishing post-figurative, configurative, and prefigurative culture
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(Mead, 1978). The first type of post-figurative culture can be combined with the traditionally conditioned message of culture, in which the youngest generation draws patterns of behavior by imitating the older ones, which constitute a specific authority and a base of experiences needed to recreate in the future. In the second type of informative culture, the so-called "rediscovered peers". In the presented model, both the younger and the older generation coexist, and the older generation - previously referred to as authority - are unable to introduce children to the changing conditions of reality. In the last indicated type of prefigurative culture, there is a complete reversal of the existing roles, and adults begin to draw on models of behavior learning from their children. Margaret Mead closely associated this inverse relationship as a characteristic feature of modern society.
Due to the progressive evolution of culture and technological changes, there is a need for the older generation to adopt models developed by the young generation, who are not so conservative and attached to the norms and values existing in society. An important concept relating to the threats of the modern world was created by the German sociologist Ulrich Beck. The main idea behind the debates was the conviction that modern society is transforming into a society that he defined as risk (Beck, 2002, p. 30). This understanding is based on the belief that we are dealing with a kind of crack in the area of modernity. People are deprived of certain predictability, certainties about an industrial society. In modern society, it is difficult to find stable values that would not be threatened by change and the need to create a new order. The basic problem is creating and spreading risk by constantly producing its new forms. According to Beck, the responsibility borne by society for the development of technology, technology or the circulation of uncontrolled knowledge seems to be smaller and smaller.

Conclusions

Based on the conducted analysis, it should be noted that the technological development, the product of which is the "global village of digitization", does not make it possible to stop and return to the state before the advent of the information and communication technologies revolution. The information society is a federation of groups that makes various use of available information sources. The fact becomes the conviction that the most important production factor is the resource of knowledge and information mentioned many times, and not capital or material product. As K. Novikova points out, the network society is characterized not only by new technologies or the new economy of global capitalism but also by new specific forms of social structure, independent of the political structure. For example, the space of a historically shaped nation-state does not necessarily coincide with the space of a network society. Thus, the network society does not have a single universal model, it may be characterized by a different degree of the so-called concentration, in Castells' thought, i.e. the degree of actual realization of its features, connectivity, linking its components, possibility of connecting, connecting and cooperating (Novikova K., 2016, p. 86). Umberto Eco, in his deliberations on contemporary societies, also signaled that in the era of the information society, the highest class will be people who skillfully use a computer, using a wide range of opportunities and facilities assigned to it. Computer users, but without apparent programming skills, were classified as middle class. On the other hand, he included in the lowest class the technologically passive, without the obvious ability to use a computer, for whom television is the basic source

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of knowledge about the problems of the modern world. As A. Andrzejewska notes (Andrzejewska A., 2015, pp. 43-44), "There have been huge changes in all aspects of life in the personal, social and cultural spheres, not only of adults but also of children and adolescents. Lifestyle from an early age very often meets the standards set by technology ". Other changes that we are currently observing in the era of the development of new technologies are the ways and places of performing paid work. Among the most important points of the current debates on changes in the labor market under the influence of the rapid development of information and communication technologies, there are a few related to the physicality of the workplace and its spatial roots. For example, with time, the workplace ceases to be a "distinguishing feature of the legal and employee employment relationship", and the tasks in the work process are individualized and it is no longer necessary for employees to be in the same workplace because tasks and results can be electronically coordinated and controlled (Novikova K., 2019, p. 280). Far-reaching flexibility to perform remote work undoubtedly results from the logic of technological development.

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