



Lesia Kovalska

*PhD, Department of Management Information Systems,
Vasyl' Stus Donetsk National University
(Vinnitsa, Ukraine)*

** Corresponding author: e-mail: l.kovalska@donnu.edu.ua
ORCID: <https://orcid.org/0000-0002-1579-7708>*

INFORMATION TECHNOLOGIES AS THE NEWEST SOCIAL PARADIGM OF THE LIFE OF YOUTH

TECHNOLOGIE INFORMACYJNE JAKO NAJNOWSZY SPOŁECZNY PARADYGMAT ŻYCIA MŁODZIEŻY

ИНФОРМАЦИОННЫЕ ТЕХНОЛОГИИ КАК НОВЕЙШАЯ СОЦИАЛЬНАЯ ПАРАДИГМА ЖИЗНИ МОЛОДЕЖИ

Abstract

The article analyzes social aspects of the Y generation life in the information technology system. There was chosen a methodological toolkit to examine the essence of the concepts “millennials”, “digitization” and “gaming”. They determine the distinctive features of millennials from previous and subsequent generations. It is concluded that the informatization of the society life leads to a change in the consciousness of a person, especially in the Y generation which was formed in the information-oriented society. Coverage of the indicated directions of the article is performed by analyzing the components of the research problem, in particular the generation of information technologies, digitization of the life of youth, gaming as a method of motivation and involvement in the social processes of society. It is determined that the representatives of the new generation are characterized by increased attention to the social problems. It is ascertained that digitization is a specific approach to the use of digital resources for improving the quality of life and personal characteristics of the Y generation in the process of self-realization. Gaming is a motivational element of social contacts of the generation of millennials in the field of health, sports, education, culture, and professional activity.

Keywords: *millennials, generation Y, Gen-Yer, digitization, gaming, information technologies of culture, information technologies of education*

Streszczenie

W artykule zostawała przedstawiona analiza społecznego wymiaru życia pokolenia Y w systemie technologii informacyjnych. Zostało dobrane instrumentarium metodologiczne dla przeanalizowania istoty takich pojęć jak milenialsi, digitalizacja, grywalizacja. Te pojęcia wyznaczają cechy charakterystyczne współczesnej młodzieży, milenialsów, w po-

ISSN 2450-2146 / E-ISSN 2451-1064

© 2018 /Published by: Międzynarodowy Instytut Innowacji Nauka-Edukacja-Rozwój w Warszawie, Polska

 This is an open access article under the CC BY-NC license (<http://creativecommons.org/licenses/by-nc/4.0/>)

Kovalska L. (2018) Information Technologies as The Newest Social Paradigm of the Life of Youth.

International Journal of New Economics and Social Sciences, 1(7)2018: 335-347

[DOI 10.5604/01.3001.0012.2706](https://doi.org/10.5604/01.3001.0012.2706)

równaniu do pokoleń poprzednich i następnych. Został wyciągnięty wniosek, że digitalizacja życia społeczeństwa prowadzi do zmian świadomości człowieka, w szczególności pokolenia Y, które ukształtowało się pod wpływem społeczeństwa informacyjnego. Wskazane tematy w artykule zostały opisane w ramach analizy poszczególnych problemów badania - pokolenie technologii informacyjnych, digitalizacja życia młodzieży, grywalizacja jako sposób motywacji oraz włączenia w procesy społeczne w społeczeństwie. Zgodnie z jednym z wniosków przedstawiciele nowego pokolenia charakteryzują się podwyższoną uwagą wobec problemów o charakterze społecznym. Ustalono, że digitalizacja to specyficzne podejście do wykorzystania zasobów cyfrowych dla udoskonalenia jakości życia oraz charakterystyk osobowych pokolenia Y w procesie samorealizacji. Grywalizacja występuje jako element motywacyjny kontaktów społecznych pokolenia milenialsów w sferze zdrowotnej, kulturowej i oświatowej, a także sportu oraz działalności zawodowej.

Słowa kluczowe: Milenialsi, pokolenie Y, Gen-Yer, digitalizacja, grywalizacja, informacyjne technologie kultury, informacyjne technologie oświaty

Аннотация

В статье проведен анализ социальных аспектов жизни поколения Y в системе информационных технологий. Подобран методологический инструментарий для рассмотрения сущности понятий «миллениалы», «цифровизация», «геймификация». Они определяют отличительные черты современной молодежи миллениалов от предыдущих и последующих поколений. Определено, что информатизация жизни социума приводит к изменению сознания человека, особенно поколения Y сформировавшегося в условиях информационного общества. Раскрытие указанных направлений статьи реализовано путем анализа составляющих проблемы исследования – поколение информационных технологий, цифровизация жизни молодежи, геймификация как способ мотивации и вовлечения в социальные процессы общества. Определено, что представителям нового поколения свойственно повышенное внимание к проблемам социального характера. Установлено, что цифровизация - это определенный подход к использованию цифровых ресурсов для усовершенствования качества жизни и личностных характеристик поколения Y в процессе самореализации. Геймификация выступает мотивационным элементом социальных контактов поколения миллениалов в сфере здоровья, спорта, образования, культуры и профессиональной деятельности.

Ключевые слова: миллениалы, поколение Y, Gen-Yer, цифровизация, геймификация, информационные технологии культуры, информационные технологии образования

Article history: Received: 13.06.2018 / Accepted: 18.06.2018 / Published: 30.06.2018

JEL Classification: A 14, D 71

ISSN 2450-2146 / E-ISSN 2451-1064

© 2018 / Published by: Międzynarodowy Instytut Innowacji Nauka-Edukacja-Rozwój w Warszawie, Polska

 This is an open access article under the CC BY-NC license (<http://creativecommons.org/licenses/by-nc/4.0/>)

Kovalska L. (2018) Information Technologies as The Newest Social Paradigm of the Life of Youth.

International Journal of New Economics and Social Sciences, 1(7)2018: 335-347

DOI 10.5604/01.3001.0012.2706

Introduction.

In the theory of post-industrialism, suggested by the philosopher Daniel Bell, the rapid spread of digital technology is called the Scientific Revolution. It is preceded by such discoveries as the invention of steam engine, achievements in the field of electricity, new ideas in the field of chemistry. Similar to conveyor production and, as a consequence, increased productivity, the emergence of the society of consumption and digitization of social life will generate streaming production of information. This process will ensure the development of all spheres of modern society. Digitization will cause a paradigmatic shift in the consciousness of a human, his thinking, external and internal social contacts; it will require to perceive the world and world processes in a different way. Young people most actively perceive all these processes. Digitization acts as an instrument for changing the information space of society. Absolute digitization of social space is based on the integration of complex infrastructure equipment with appropriate sensors and software that generates a large amount of data. The analysis of the information of organized databases makes it possible to investigate the needs of the younger generation, to build specialized solutions to ensure their interests.

The development of digital technology generates virtualization of communication in the society, which is formed in the social space and has an evolutionary distribution among people. Development depends on the readiness of society to these evolutionary processes. Self-realization of a person is measured not by the positions occupied, but by a set of corresponding competences. Virtual reality is being merchandised, online models are becoming more popular,

the integration of public and private information databases takes place; with the help of the Internet, any information becomes available here and now, online communication changes the value of human communication. The time will show how ready for these processes and transformations societies are. However, any state cannot stand aside from these processes. To achieve success, we need a synergy of technologies for working with information flows and databases, knowledge in the field of information communications, generation of new types of social and economic models. It is doubtless, young people have a real chance to become a generator in the development of their own state, region, and global cultural space.

Representatives of generation Y, known as millennials, born in the implementation of digital technologies, are not aware of other conditions without a digital lifestyle. First, all the means, forms and methods of social and cultural influence of information technologies are gaining importance in educational processes and help to achieve results not only in education but also in educative actions [Soichuk R. L., 2016, p. 220]. Informatization of educational and cultural spaces is accompanied by such a social phenomenon as gaming, the essence of which is the use of elements of game mechanics to attract or retain users in a certain thematic area. For millennials, gaming is a way of social realization with a new value set - to be competitive, to be effective, to be interesting to other members of society. The motivation for self-realization in the Y generation representatives is enthusiasm and reward, not the correctness or social responsibility. They may not understand the manager's orders, but they are well versed in game levels, tasks, achievements, and the

like. The evolution of game technologies has allowed expanding the audience of young people, capture the attention of older generations, and increasing the economic benefits of gaming for the social life of society.

The process of mastering the new information becomes much more interesting with the use of certain game algorithms in the form of performing the appropriate set of actions to obtain the main goal of the player – the result. In modern society, material motivation often yields to corporate self-organization and to the drive of the working process. Therefore, gaming favors to distraction from the routine effect and creates additional content for participants in social contacts. This process takes on special importance in the formation of loyalty

systems, when instead of buying the client gets emotional contact with the brand and further development of interesting and useful relationships. There are certain functional differences in the informatization of educational process, cultural and social spheres, but the goal for all is to excite the interest and make it emotionally comfortable for the user to learn and perceive new information. The specified spheres of society's life represent a large number of diverse social institutions that have corresponding functions, manifestations and forms of work. Therefore, the methods of information technology in adapting the process of gaming will be different that will restore the interest of young people to these areas of public life.

Scientific research on the theme.

The term was suggested by the American researchers, authors of the theory of generations William Strauss and Neil Howe, who devoted a book to this generation [Howe, Strauss, 2009]. Nowadays, the problems of millennials are being investigated by such research centers of scientific and journalistic directions as Bernstein company, Pew Research Center, Vision Critical research and also researchers T. Savchuk [Savchuk T., 2018], H. Miednikova [Miednikova H., 2015], K. Novikova [Novikova K., 2016]. Digitization is a topical issue of the development of the countries of Eastern Europe that is reflected in the research of A. Sleptsova [Sleptsova A., 2010], O. Sheremeta [Sheremeta O., 2014], T. Adeenko [Avdeenko T., 2017], A. Aletdi-

nova [Aletdinova A., 2017]. Gaming, embodying a game principle, promotes the formation of a meaningful approach to education. According to Kevin Verbach's definition, "gaming is the use of game elements and gaming techniques in non-gaming contexts". Gaming helps to identify the mechanisms, which ensure the involvement of the "player". The suggested concepts relate to a young sphere of scientific research. There is a lack of structured scientific works, but there is already a good few of studies and publications on this determined theme. Among them are up-to-date research by O. Borodiienko [Borodiienko O., 2015], R. Soichuk, [Soichuk R., 2016] O. Isaieva [Isaieva O., 2014], O. Tkachenko [Tkachenko O., 2015].

The aim of the work.

Is to highlight the social aspects of life of the Y generation in the information technology system. Informatization of all spheres of human life leads to the change in human consciousness. Especially it is clearly marked for the development of generation

Y. Achieving the aim involves the disclosure of problematic issues in such areas as generation of information technologies, digitization of the youth's life, gaming as a way of motivation and involvement in social processes of society.

Research methods.

The methodology of the suggested article is based on the methods of collecting, analyzing and systematizing information in order to establish the essence of such concepts as "millennials", "digitization", and "gaming". They reveal the structuring of the theoretical and categorical apparatus, the definition and analysis of trends in the develop-

ment of concepts suggested for consideration. The proposed methods allow tracing the emergence and evolution of informational component in the social life of young people, the spread of technologies and the introduction of the foundations of gaming in the educational and cultural space of society.

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

Millennials – generation of information technologies.

The irreversible process of informatization of world and national societies caused tectonic changes in the consciousness of the humankind generations, which are conditioned by the epoch, social norms and technologies. Today's most productive age group of a society is the generation known as millennials or generation Y. Since this layer of society is the driving force of economic development and the most productive labor force, it turned out to be at the center of the society's economic and informational research, its social and cultural processes. According to the experts of the Pew Research Center, to the generation of millennials should be referred people born during the period from 1981 to 1994. Here it is necessary to take into account that definition of chronological limits of the generation existence always gives an approximate guideline. The youngest generation of

nowadays, within the defined research object, is generation Z (postmillennials), born in 1995–2005.

Globalization processes, expansion of social networks boundaries, development of the media and spread of Western culture makes the millennials of the world similar. Despite their national peculiarities, they have much more in common comparing to previous generations. Among the characteristic features of the Y generation representatives, the experts of the mentioned center singled out love for travel – no other generation was so enthusiastic about traveling to other countries as millennials. As numerous studies have shown, millennials plan and postpone money precisely on travel and widening the boundaries of their worldview, in contrast to previous generations for which money has become a vital priority [Soichuk R. L., 2016, p. 222].

Peculiar are the food habits, in particular the priority of ready-made food and fast

food establishments. According to the analysis of the Bernstein Company, millennials eat in restaurants much more often than any other generations. As the habit of consuming the ready-made food is increasing, in most grocery stores cooking departments with a wide range of cooked foods are being opened, many food establishments open a food delivery service. In these conditions, the use of information technologies in the form of mobile applications and services is gaining weight, which makes the requests of millennials even more convenient [Isaieva O., 2014].

Taking into account such services and possibilities of distant servicing, this generation is considered the fattest generation in history. This detail of the modern-day generation is common to the millennials in the geographical areas from the United States and Great Britain to the Arab Emirates. Instead, the priority of biologically clean and nutritious food products is exposed to the price barrier and the actual supply of useful products. Therefore, the millennials are often forced to refuse from such a "healthy" diet, which eventually forms their appearance.

The next characteristic feature of generation Y is a pronounced self-awareness. Therefore, the absolute majority of millennials would choose the electric car Tesla out of all the cars [Isaieva O., 2014]. According to Business Insider, the reason for such a favor would not be the desire to demonstrate a brand, status or wealth, but that its creators take care of the environment, and that millennials prefer the overall strategy of the company.

What is peculiar of this generation are the ways of obtaining new information and a way of communication. Social media Facebook and Instagram are moved foreground, erasing national and informational boundaries and bringing communication to the international level with interests and common

affairs. According to Vision Critical 2015, television logically recedes into the background. The classical form of television keeps people within clear information limits and does not leave space for self-expression and formulation of their own opinion since "it has already been done for us" [Miednikova G. S., 2015].

Another peculiarity of this generation is that its representatives consider it important to maintain work-leisure balance that positively affects productivity and general health [Isaieva, A., 2014]. A study by the US Bureau of Labor Statistics concluded that millennials, on average, sleep half an hour longer than representatives of other generations, trying to "sleep" the recommended 7-9 hours, notes Forbes.

Numerous studies prove that for various reasons it is more difficult for millennials than other generations to save up. Some researchers see the reason of it in the lesser earnings of millennials, while others argue that they simply have other life priorities. It is noteworthy that the millennials of Western culture are much less focused on buying their own apartments, creating a family, and they usually give birth to children later than previous generations, says The Stanford Daily.

As the Metro edition informs, in an attempt to assess the best and comfortable cities for millennials, analysts draw attention to such indicators as employment rates, number of start-ups, tourism, affordability of housing and products, as well as speed of Internet communication, organization of nightlife. Thus according to their version, the best cities for millennials are Berlin, followed by Montreal, London, Amsterdam, Toronto, Vancouver, Barcelona, New York, Cologne and Manchester.

The Forbes edition notes that millennials can be characterized by the desire for idealism – their workplace should often be the "business" of life, which is the content of

life and the benefit to life. Representatives of this generation rather easily cooperate with others in the team, cope with multi-tasking, and perceive well team spirit and effective cooperation [Novikova K, 2016, p. 161].

Researchers have repeatedly drawn attention to the fact that in countries that are on the way to democracy and freedom, the youth is the initiator and the driver of changes. In this sense, millennials are considered more tolerant and active in defending their rights, protecting the environment and fighting for the rights of animals.

Digitization of the life of youth as a social paradigm.

Digitization or modern conversion of information into digital format gradually covers new corners of our planet. For residents of Eastern Europe digitization processes are complex due to the prolonged economic and political crisis that held back external involvement and development of digital technology. Leading trends in the modern information society (globalization, informatization and computerization of all spheres of life) witness of a pervasive process that merges computer with the physical world, and organic interweaving of technologies into the structure of everyday life without feeling their presence.

For the current moment, digitization covers the main spheres of the society life where young people are most represented. Nowadays it is more than a technology; it is a separate culture, a modified and updated model of interaction between people. The world continues to change, and the speed of the change is growing. To resist the concept of general digitization is useless, it is necessary to accept it and understand how to use individual elements of this process for one's personal development and public benefit. Established business models are completely changing. The most famous traditional companies worth billions of dollars did not

Nevertheless, there is a different opinion. When comparing millennials, it should be borne in mind that many people live poorly and have no opportunity to fully engage in self-development and expansion of their prospects [Savchuk T., 2018]. It is necessary to take into account signs of non-compliance with millennials. In particular, it can be a conscious choice, unwillingness to take responsibility for a particular generation or future development of the entire society [Sheremeta O. Yu., 2014, p. 357].

have a significant economic growth in the past 15 years they. However, this increase occurred in the new economic segment, which demonstrates absolute transparency and a higher rate of profit. Users are accustomed to the fact that information is distributed instantly, and expect similar instant changes from their corporations.

Such conditions of development completely turn over the idea about the structure of companies. Previously there were standards, procedures, and processes based on the principle of "offering the market a product that we can produce, and then trying to sell it". The business approaches of today differ fundamentally. First, the markets and possible customers with their potential needs and interests are being explored, and only then, the company offers what is needed in the market at the moment. In this situation, the simple approach – let's all digitize and automate does not mean switching to the digital stage. It is impossible to automate the old processes. They need to be replaced gradually and completely.

All of these economic innovations require from young people a set of completely different skills. Digitization is a paradigm shift of how we think of how we act, how we communicate with the outside world and with each other. The technological component acts only as an instrument, not as an

end in itself. It is possible to implement the cultural component of digitization, since it is created as an environment in space, but it can not be imposed by force. The main concept underlying the introduction of digitization is freedom, as the key value of a modern person. Here we are talking about freedom of creativity and creativity of decision-making. This autonomy generates new leaders in the youth environment. Such a culture is capable of reproducing and creating much more leadership potential than any other is, since it compels to think. In other words, when the ocean is approaching, it's obvious that everyone will learn to swim: someone will master this technique faster, and someone will be slower.

Nowadays it is possible for young people to use digital literary content through functioning of electronic reading rooms in libraries. However, the lack of mutual integration of curricula in educational institutions automatically reduces the number of readers who turn to libraries for electronic editions of educational, scientific and cultural character. Weak commercialization of digital content in the educational and cultural space brings this sphere into the category of non-competitiveness [Avdeenko T.V., Aletdinova AA, 2017]. A similar problem is observed in the museum sphere – the absence of market relations hinders the development of this content. The problem that makes it more difficult and expensive to create popular or scientific publications of museum collections is the absence in most museums of data banks of the museum items' images and high-quality photographic material of collections. Even more complex is the situation with the adaptation of opportunities and the use of the Internet with its enormous information capabilities in the field of culture and education. Cultural sphere is traditionally focused on youth and state's inertness in it leads to unregulated processes of its spontaneous

filling with poor-quality or pseudo-cultural values.

There are well-established connections between information technology and culture. The Internet is not only a way of disseminating cultural information, but also an effective tool for its creation. Therefore, it is a new actor in the arena of development and spread of culture in the world. There occurs democratization of informational network, which opens a broad approach to the Internet, represented by public interest. The electronic digital revolution has caused profound changes in all sectors of cultural industry, from direct creation of works of art to their spread. There appeared a new generation of artists working in the field of audiovisual art, graphic, music and other fields.

In addition to this, the radical change lies in that due to the Internet system, anyone – a person, an association, an enterprise - can become the creator and the distributor of information. At the same time, there are such issues as intellectual property, quality and truthfulness of information, disappearance of intermediaries between raw information and its user, identification of sources and other aspects that should be discussed. Psychologists, culture experts and philosophers analyzed the problems associated with the impact of global informatization on society and culture, and highlighted the most problematic areas in this sphere.

1. The issue of the Network's ecology. The Internet network can be both a storage of knowledge and a rubbish dump.
2. If the complexity of computer systems exceeds the complexity of human thinking, people will find themselves in the power of cars. The way out of this situation can be found in the form of expanding the capabilities of human memory. This issue is unresolved and relevant today.
3. Internet opportunities do not contribute to the development of memory, since with

ISSN 2450-2146 / E-ISSN 2451-1064

© 2018 / Published by: Międzynarodowy Instytut Innowacji Nauka-Edukacja-Rozwój w Warszawie, Polska

 This is an open access article under the CC BY-NC license (<http://creativecommons.org/licenses/by-nc/4.0/>)

Kovalska L. (2018) Information Technologies as The Newest Social Paradigm of the Life of Youth.

International Journal of New Economics and Social Sciences, 1(7)2018: 335-347

DOI 10.5604/01.3001.0012.2706

the emergence of instant free access to information the need to memorize has almost disappeared. This process is quite natural. Any achievement of humankind threatens it with some kind of loss. This was the case with the advent of writing, when oratory fell into decay.

4. Accusing the Internet community of the lack of spirituality, psychologists are extremely negative about the traditions of assigning network names to users, comparing them with street nicknames.

Undoubtedly, in the course of the research, there were discovered positive qualities of the network community. People working professionally on the Internet are much less aggressive than the out-of-network culture representatives are. Internet culture contributes to the development of so-called “*teen-ageness*” among people of a mature age. It positively affects the general emotional state of the society. For instance, according to the research on the Internet users’ worldview, most of the respondents perceive freedom of speech not as a public but as a personal achievement. According to the experts, the main plus of the “virtual reality” is that it creates structures for individual existence and a person with their help can identify himself in a particular way. The new generation, which has grown in the era of the Internet, is more adapted to life, it is interested not only in the internal affairs of their state, but also in events abroad. Thus, in the future, the governments of the countries will compete not only for their citizens, but also for the users all over the world.

This information is just a fragment of knowledge about the Internet’s impact on people, culture and society as a whole. Nowadays, very few specialists deal with the problems of psychology in cyberculture. The school curriculum includes the basics of the PC using, but it does not teach network culture and ethics on the Internet.

There are also significant deficiencies in the field of medicine with regard to psychological assistance to Internet dependent people who have suffered from work in the virtual space. The development of communication technologies during the history of humankind has caused contradictory opinions among contemporaries. In each era, there were the “enthusiasts” and the “skeptics”. Today the global computer network became the object of discussion. Among the main controversial points there should be mentioned the following unexplored and underestimated aspects of universal development.

The first point is vulnerability of the digital network. Cybercriminals or network trespassers are not interested in the content of textbooks and electronic texts of classical literature. Instead, electronic databases of citizens are much more complicated – this is where appears the task of preserving the privacy of a person, as well as protecting the “further actions algorithms” from external influences. A particular problem is the use of information technology to influence other countries or governments. This issue was further aggravated by the problem of conducting “hybrid” wars, the creation of necessary for the aggressor value and semantic landmarks both for individual social groups and for whole regions of Europe. The second point is presented in the theoretical aspect. Digital technologies allow a person to get constant, convenient and quick access to the huge amount of knowledge and information. This makes it unnecessary to learn and memorize this knowledge. What for if one can always get them either from the global Internet or special services.

With complex vision of modern information processes, the statement that digitization of the youth social group should not be an end in itself remains unchanged. In the digital world, the most important task

remains the same – not to learn the ways how to access information, but to be able to work with it. However, to teach learning is much more difficult than to provide access

Gaming as a way to motivate and engage.

The high speed of changes in the informational environment and the development of technologies have become the catalyst and driver for the evolution of this trend. Continuing education has become a new norm. Hundreds of changes occur in the world every day. To survive and prosper new generations should be able to adjust and improve their knowledge and skills to face variable needs. The most important thing is to know how to learn and to learn in a versatile way.

The potential of gaming techniques have been known since the antiquity. In later eras, psychologists, culture experts, and teachers noted the important role of game in upbringing, learning or developing any skills. Among the first who saw the great potential of game was Aristotle. Instead, Plato admits that game is not serious, but, on the other hand, he sees in the game a movement of laws that brings the educational seed. Among the classics of the twentieth century, the names of Elkonin and Makarenko should be mentioned in the first place. The latter noted "the game plays an important role in the life of a child. It has the same meaning as adult's important activities, work, or serving. How the child manifests itself in the game, so it will reveal itself in work in adult life. Therefore, the upbringing of the future individual first of all lies in the game".

In one of the most monumental works of "Homo Ludens", the outstanding philosopher *Yogan Geizing* speaks of the universality of game in human life since ancient civilizations [Geizing Y., 1994]. He emphasizes, "For an archaic person, an action and courage are strength-power, and knowledge

to a conditional array of data, because for this, one should learn to think [Sleptsova A. O., 2010].

is a magical strength-power. For him, any specific knowledge is sacred, esoteric and miraculous wisdom, since all the knowledge directly relates to the cosmic system. In esoteric knowledge, competition is deeply rooted in a ritual, and it constitutes an essential part of it". Game as such goes beyond purely physical or purely biological activity. It is an expressive activity with a certain importance and meaning. Culture occurs in the form of a game, it is performed from the very origin. Even those activities that are directly aimed at satisfying the vital needs of archaic society tend to a playing form. Competitions and ostentatious entertainments do not take place in culture – they precede culture. The sacred ritual and festive competition are the two forms that are constantly and everywhere being renovated and inside which culture playfully grows like a game. The riddle or the next level of the game acts as an important part in the formation of a person, full of mysterious and at the same time dangerous power. In the early stages of humankind, such a task served as a sacred game, the act of becoming a person, which allowed ignoring any permitted limits of distinction between the game and the serious. Further, in the process of the civilization development, the riddle unfolds in two directions: towards mystical philosophy and entertaining values [Geizing Y., 1994].

Modern tendencies of the social reality creation reflect the approach known as "gaming" – the application of approaches in computer games creations to other types of activities, in particular educational [Kim A. Jo. 2000]. Researchers have pointed out that, on the one hand, users spend a considerable amount of time playing computer

games but on the other hand, there is a significant involvement and inclusion of users in the game process. Assuming that the use of similar principles (the presence of a plot, levels of play, rewards for achievements, etc.) can be used to create the appropriate reality, researchers are offering techniques and scenarios that greatly enhance the motivation to master the desired content or engage in appropriate action. The techniques can be awards for the completion of tasks (criteria for rewards are the completion time, basic or advanced level of completion); availability of a public resource that reflects the achievements of the gaming process and the number of rewards received. All this in general enhances the level of motivation and involvement in the process of gaming [Borodiienko O., 2015, p.11-19].

The main methods of gaming tend to attract natural human instincts at the most. These are competition, achievement, status, self-expression, altruism, and problem solving. A thorough analysis of the content of gaming as a modern innovation process makes it possible to assert that gaming in the general sense is the use of elements of game and gaming techniques in the non-gaming context for attracting the end-users to problem solving in different fields. While gaming of education involves the use of games, gaming techniques and gaming practices with an educational purpose for better learning of necessary information and skills [Tkachenko O., 2015, p. 306].

Most scholars, educators and philosophers point out that game in any manifestation and any age is a way of world perception, education of some skills, which touch all the spheres of human life. The rapid development of personal gadgets reveals new opportunities for the emergence of comprehensive gaming models based on the program component. In the field of education, the gaming form of knowledge and skills

transference, allows turning the lessons into quests with upgrading the corresponding "characters". Such a degree of individual's engagement eventually has a high level of discipline and success. The teamwork of students, interaction with parents and interactive home assignments give great opportunities, but also require a new creative approach from teachers in teaching methods in the school of the 21st century.

Except for the sphere of education, gaming techniques are also used in other areas of the society life. The use of plot games helps in learning the educational material in a distant form. Competitive techniques help to attract the person to the appropriate action, which necessarily shows the success of the game, motivates one's "real" virtual trials and rewards. The methods of personal "task lists" help to distinguish and divide one's actions into useful and harmful ones [Tkachenko O., 2015, p. 305].

Gaming appears to be an important element in the field of health and sports. Nowadays, cuff passometers, pulsometers, tonometers, etc. become widespread. Game in sports computer programs or smartphone applications is known for gaming simulators that allow repeating the sporting actions after the virtual character. Methods of competitiveness, control, and stimulation push the young man to action, impart healthy lifestyle habits, help to get rid of negative habits that worsen his physical state. For instance, for an ordinary washing-up the score will be awarded, and for an extra cigarette they will be removed. For greater effect, it is possible to organize various collective quests that will connect people with friends [Tkachenko O., 2015].

Therefore, those who know and love game, live easier and manage to achieve more. The game and its motives give pleasure, help to surpass oneself and reveal one's creative possibilities. This is the realization of creative opportunities, which rather often

remain unclaimed in life. People achieve the goals that were absent from their plans, but which were in their potential. The game

gives the possibility for an unlimited fantasy and creativity.

Conclusions.

Summing up the article, it is necessary to determine the main directions of the life activity of generation Y in the conditions of the information society. The traditional subject approach in the educational training of youth for adult life does not always help in solving social problems of today. The established norms and rules limit the creative possibilities of a person in the new informational and technological conditions of development. Personal creative approach to the task solution and personality manifestation in making an effective and justified decision become topical. Digitization here defines a comprehensive informational paradigm of development, formation and self-realization. Through gaming, by means of creation and immersion into the virtual world, young people learn digital supranational citizenship, morality of digital relationships, empathy and other social skills, enriches information literacy, and receives real-time feedback on their social requests. Gaming changes the human's behavior in a team, and due to the entertaining form, increases the efficiency of obtaining skills

necessary for further life. Creativity in the latest digital space, the creation of ideas, IT products and services is a reflection of the use of the generation Y intelligence. The result of digital production is a high value added product, an illustration of knowledge capitalization that is fundamentally different from the natural resource economy. A distinctive feature of the millennials' generation is a way of adjusting to the conditions of modern life. In particular, the Y generation can easily handle a large amount of information from a variety of sources, which is very difficult to make for older people. It is important to preserve, develop and apply such abilities correctly in adult life. A perspective direction for further research is the adaptation of training techniques to game scenarios, focusing on motivation and collaboration, self-learning and effective communication. Gaming of life is an essential approach that combines interesting experiments, research, and challenges to abilities.

References:

1. Avdeenko T. V., Aletdinova A. A. (2017). *Digitalization of the economy based on improving expert knowledge management systems*. Scientific and technical lists of the St. Petersburg State Polytechnic University. Economic sciences 10.
2. Borodiienko O. (2015). *Principles of corporate training in modern conditions*. Scientific Bulletin of the Institute of Vocational Education of the National Academy of Sciences of Ukraine. Professional Pedagogy 10. Kyiv: "SPA Poligraphservice". PP. 11-19.
3. Geyzing Y. *Homo Ludens. Experience in determining the game element of culture*. Kyiv: "Osnovy" 1994. P. 250.
4. *Gamification as a method of motivation: a selection of devices and software that make life change for the better*. (2015). Geektimes. URL: <http://geektimes.ru/company/medgadgets/blog/264282/>

ISSN 2450-2146 / E-ISSN 2451-1064

© 2018 / Published by: Międzynarodowy Instytut Innowacji Nauka-Edukacja-Rozwój w Warszawie, Polska

 This is an open access article under the CC BY-NC license (<http://creativecommons.org/licenses/by-nc/4.0/>)

Kovalska L. (2018) Information Technologies as The Newest Social Paradigm of the Life of Youth.

International Journal of New Economics and Social Sciences, 1(7)2018: 335-347

DOI 10.5604/01.3001.0012.2706

5. Ivanov D. (2004). *Society as a virtual reality*. Information society. Moscow.
6. Isaieva O. (2014). *Criolized text as a factor in activation of reading skills at the lessons of world literature*. URL: media.ippo.kubg.edu.ua/wp-content/uploads/2014/.../isaeva_kreolizovanyj_tekst.doc
7. Mar'ina O. (2012). *Libraries and social media: technology of interaction*. Bulletin of the Book Chamber 8. PP. 19-21.
8. Mar'ina O. (2015). *Library in the era of technological development Web 3.0*. Bulletin of the Book Chamber 7. PP. 18-20.
9. Miednikova H. S. (2015). "Serial boom" in the context of value changes of modern youth.
10. Moiseev N. (2004). *Information society: opportunity and reality*. Information society. Moscow.
11. Pulya V., Korneev M. (2016). *Ten new media trends in 2016*. The Modern Library 2. PP. 20-23.
12. Savchuk T. (2018). *Ten facts about millennials - "the most conscious" generation*. Radio Svoboda. URL: <https://www.radiosvoboda.org/a/29080062.html>
13. *The most famous Ukrainian informational channels (2015)*. Marketing research in Ukraine 6. PP. 56-57.
14. Sleptsova A. O. (2010). *New technologies New technologies in the field of culture management*. *Culturology Analytics* 2 (17). URL: http://analculturolog.ru/journal/archive/item/237-article_49.html
15. Soichuk R. L. (2016). *Information and communication technologies in the educational process and modern growing generation: a view of the problem*. *Innovation in upbringing* 4. PP. 220-230.
16. Tkachenko O. (2015). *Gaming of education: formal and informal space*. *Topical Issues in the Humanities* 11. PP. 303-309.
17. Todorov V. (2015). *By 2020, 70% of the world's population will use smartphones*. *Marketing and advertising* 5-6. PP. 58-62.
18. Sheremeta O. Yu. (2014). *Personality ambivalence in the context of existential-humanistic psychology*. *Humanitarian corps* 3.P. 357.
19. Howe N., Strauss W. (2009). *Millennials rising: The next great generation*. Vintage.
20. Kim A. Jo. (2000). *Community Building on the Web: Secret Strategies for Successful Online Communities*. Peachpit Press. 234 p.
21. Lankard B. A. (2013). *New Ways of Learning in the Workplace*. ERIC Digest 3.
22. Novikova K. (2016). *Zarządzanie sukcesem w rozwoju osobistym*. *Journal of Modern Science* 4 (31). S. 157-176