

CASE REPORT

The Evolution of the Public Sphere: Interactivity, the Influence of Digital Media, and the Sociocultural Aspect

La Evolución de la Esfera Pública: Interactividad, Influencia de los Medios Digitales y Aspecto Sociocultural

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ABSTRACT

Introduction: the current priorities in the development of civil society is the active transformation of communication strategies and cultural foundations under the influence of digitalization processes. Today, the public must realize how to respond to new social phenomena - the removal of information from human memory, artificial intelligence, “designed children,” etc.

Objective: the aim of this study is to provide an in-depth analysis of the evolution of the public sphere in terms of interactivity, the influence of digital media, and sociocultural dynamics.

Method: the study uses analytical and synthetic methods, comparison, generalization, and abstraction.

Results: the article examines the potential of the global network and media resources in the context of their influence on social development, the promotion of social trends, and the actualization of trends. The potential advantages and associated risks of large-scale digitalization of the communicative public space are highlighted. It is found that the modern algorithmic nature of sociocultural processes could potentially lead to the risk of personality transformation and absorption by the digital environment, which would have a destructive impact on social development processes. The article examines the characteristics of contemporary social impact projects. The public is undergoing radical transformations, which may become a prerequisite for a fundamental change in the trajectory of promising sociocultural development. The author substantiates how the integration of digital technologies affects cultural development and democratic processes. The author analyzes models of modern management mechanisms against the backdrop of active European integration processes.

Conclusions: it is proven that the current stage of social development is accompanied by a number of problems in the field of communication, which requires high-quality interaction in the social environment based on the synergy of the sociocultural foundation, sustainable national identity, and information and communication technologies.

Keywords: Democracy; European Integration; Civil Society; Public Administration Mechanisms; Digitalization; Media Technologies; Sociocultural Development.

RESUMEN

Introducción: la prioridades actuales en el desarrollo de la sociedad civil es la transformación activa de las

estrategias de comunicación y los fundamentos culturales bajo la influencia de los procesos de digitalización. Hoy en día, el público debe darse cuenta de cómo responder a los nuevos fenómenos sociales: la eliminación de la información de la memoria humana, la inteligencia artificial, los «niños diseñados», etc.

Objetivo: el objetivo de este estudio es analizar en profundidad la evolución de la esfera pública en términos de interactividad, influencia de los medios digitales y dinámica sociocultural.

Método: el estudio utiliza métodos analítico-sintéticos, comparación, generalización y abstracción.

Resultados: el artículo examina el potencial de la red global y los recursos mediáticos en el contexto de su influencia en el desarrollo social, la promoción de tendencias sociales y la actualización de tendencias. Se destacan las ventajas potenciales y los riesgos asociados de la digitalización a gran escala del espacio público comunicativo. Se constata que la moderna naturaleza algorítmica de los procesos socioculturales podría conducir potencialmente al riesgo de transformación de la personalidad y a su absorción por el entorno digital, lo que tendría un impacto destructivo en los procesos de desarrollo social. El artículo examina las características de los proyectos contemporáneos de impacto social. El público está experimentando transformaciones radicales, que pueden convertirse en un requisito previo para un cambio fundamental en la trayectoria del prometedor desarrollo sociocultural. El autor corrobora cómo la integración de las tecnologías digitales afecta al desarrollo cultural y a los procesos democráticos. El autor analiza las modelos en el desarrollo de mecanismos modernos de management en el contexto de los activos procesos de integración europea.

Conclusiones: se demuestra que la actual etapa de desarrollo social va acompañada de una serie de problemas en el ámbito de la comunicación, lo que requiere una interacción de alta calidad en el entorno social basada en la sinergia de la base sociocultural, la identidad nacional sostenible y las tecnologías de la información y la comunicación.

Palabras clave: Democracia; Integración Europea; Sociedad Civil; Mecanismos de Administración Pública; Digitalización; Tecnologías de los Medios de Comunicación; Desarrollo Sociocultural.

INTRODUCTION

The evolution of social development is most fully understood in the context of human activity in the information, communication, and sociocultural fields. The communicative space is seen as a reflection of trends in the development of spiritual and material culture and the sphere of human relations.

The active search activity and nonlinear thinking of modern humans determine the benchmarks of social dynamics. Digitalization endows the communication sphere with unprecedented interactivity, speed, and accessibility. This significantly shifts the focus of social development, as the public gains the opportunity to influence the direction of the process. At the same time, a number of new challenges are emerging, including the spread of disinformation in the media, increased social polarization, and manipulation of public opinion.

The issues under study are actively developing in the contemporary scientific space. They have been addressed in publications by numerous researchers, including Kit et al.⁽¹⁾, Reianu,⁽²⁾ Bakhtina,⁽³⁾ Ortina et al.⁽⁴⁾, and others.

The dynamics of modern society's development are creating new demands on contemporary people: responsiveness, critical thinking, adaptability, creativity, and media literacy have become essential prerequisites for high-quality sociocultural progress. The issue of balanced progress of the digital communication space, democratic principles, and the cultural and philosophical foundations within the framework of social development are becoming particularly important today.

Today, advances in information and communication are becoming a leading factor in shaping society. The impact of digitalization of communication on the promotion of socially significant trends and strategies is examined by Rochefort,⁽⁵⁾ Couture et al.⁽⁶⁾, and Peck.⁽⁷⁾ Certain aspects of the problem are highlighted by Donelli,⁽⁸⁾ Shchokin et al.⁽⁹⁾ Researchers emphasize the need to increase public trust in media resources and ensure their informational hygiene. The authors also stress the importance of developing media literacy and critical thinking within educational programs.

A philosophical understanding of the contemporary cultural foundation is provided in the works of Dunleavy and Margetts⁽¹⁰⁾ and Pappas et al.⁽¹¹⁾ The cultural context of social dynamics is examined in the publications of Causadias⁽¹²⁾ and Inglehart.⁽¹³⁾ The nonlinear connections between trends in society and the sociocultural foundation are defined by Saner et al.⁽¹⁴⁾ and Biancardi et al.⁽¹⁵⁾ who analyze the potential of the system of values, identity, and civic position. At the same time, Hadiati et al.⁽¹⁶⁾ explore the socio-philosophical essence of the information culture of the future.

de Oliveira et al.⁽¹⁷⁾ highlight the importance of developing the national and cultural identity of society, which combines motivational and value aspects, cognitive and reflective activity. Ethnic identity, according to the authors, is positioned as an indicator of the successful synthesis of sociocultural position and individuality,

and is seen as the awareness of oneself and others as bearers of national specificity.

Given the complexity of the phenomenon under study, the problems of the harmonious development of civil society on a cultural and philosophical basis are of particular importance.

METHOD

A set of scientific methods was used in the work:

- the analytical method was used to systematize scientific approaches and classification; data analysis was carried out using mixed methods: quantitative methods of statistical analysis and qualitative methods;
- the modeling method was used to assess the dynamics of society's development in the context of globalization and digitalization;
- comparative analysis was used to identify the potential advantages and associated risks of large-scale digitalization of the communicative public space, to systematize conceptual approaches to the definition of basic concepts and criteria, and to characterize contemporary projects of social influence;
- synthesis and generalization methods made it possible to formulate proposals for improving management mechanisms, conduct research on current theoretical concepts and scientific developments on the impact of digital technology integration on cultural development and democratic processes, and clarify the terminology;
- logical analysis method - to justify management mechanisms against the backdrop of active European integration processes;
- abstraction - mental distraction from the standard properties of management technologies, with simultaneous identification of the desired significant properties.

This approach ensured a comprehensive study of the problem and the integration of theoretical and practical aspects of the potential of global network and media resources in the context of their impact on social development, the promotion of social trends, and the actualization of trends.

Ethical standards include avoiding plagiarism and citing all sources, objectively presenting the ideas of other authors, critically analyzing information, and avoiding bias when writing reviews.

RESULTS

Social development is seen mainly as a combination of processes of progress in spiritual, material culture, and the culture of human relations. The socio-cultural context of civil society development is positioned as a product and result of its creative activity and forms the prerequisites for the dynamics of the latter.

In the course of historical epochs, the general cultural situation in society undergoes a significant transformation. The current time is characterized by the eclipse of empathetic attitudes toward others, manifestations of indifference and arrogance as a secular behavioral model. The peculiarities of the formation of the modern cultural basis of civil society are manifested in the cultivation of the role of innovative technologies, including artificial intelligence, which has various consequences (figure 1).

The global network is currently viewed from the perspective of an integrated communication field that allows promoting various strategies through media, public administration mechanisms, and digital communication technologies. The global population is currently 30 % covered by social networks. Blogs, discussion forums, and media available for disseminating information and influencing public opinion are popular.

The potential of cyberspace is transforming society's basic ideas about development strategies. Among the popular means of digital influence are virtual and augmented reality technologies, simulations, campaigns, and challenges that have a vector of public involvement in the practical implementation of a particular development concept. Digital upgrades, along with risks, create potential opportunities to increase transparency and openness of management processes, improve cybersecurity, and stimulate public participation in important management decisions.

The level of digital competencies of average Ukrainians has a steady upward trend over the period of 2019-2023 (figure 2).

The network as an integrated communication environment has a significant impact on the behavioral reactions of society and the formation of trends in its thought development. The media often act as a manipulative entity that systematically integrates the necessary information into society. At the same time, it can be successfully involved in the formation of social and civic competence, which involves the fundamentalization of basic patriotic beliefs, respect for the historical and cultural past, the formation of cross-cultural tolerance, the establishment of the concept of humanistic morality and human-centeredness, and the cultivation of the main indicators of the national mentality - hard work, freedom, justice, kindness, and honesty. It is worth noting the role of national identity in the formation of modern civil society. This phenomenon reflects the mentality and cultural background of the entire nation, not excluding intermediate formations of regional identity, and is expressed in the comprehension of national and ethnic feelings, the formation of a collective social identity.

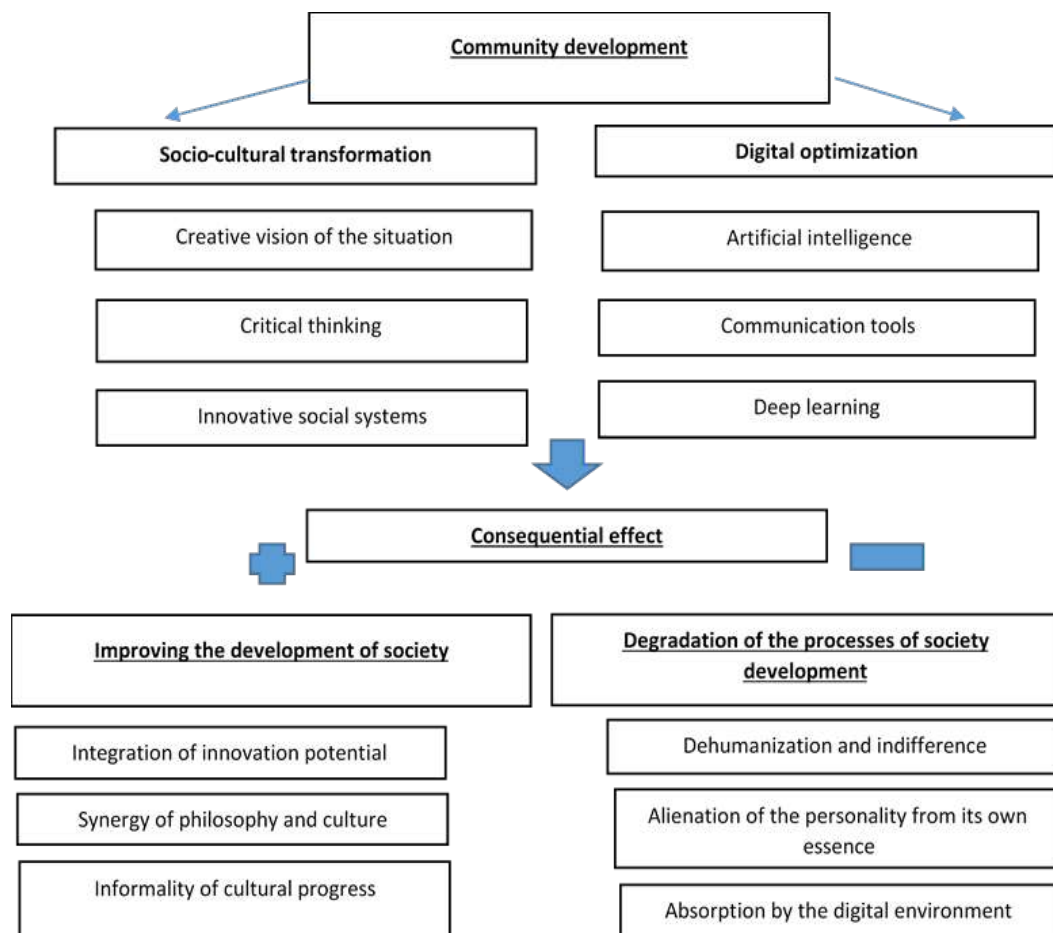


Figure 1. Dynamics of society development in the context of globalization and digitalization

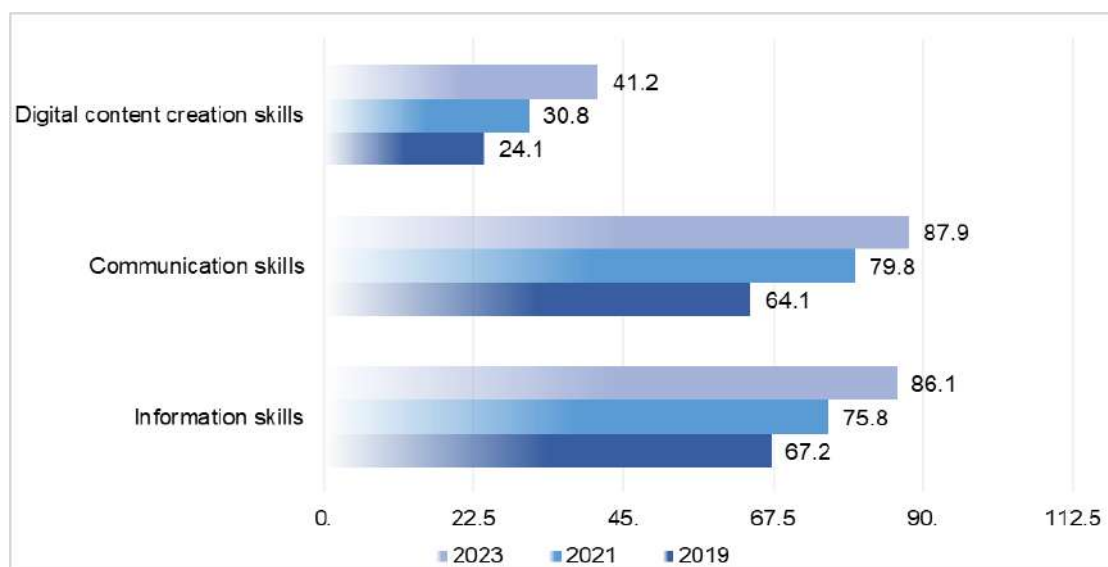


Figure 2. Level of digital competencies among the working population of Ukraine, 2019-2023, %
Source: Ministry of Digital Transformation⁽¹⁸⁾

Ethno-cultural aspects of civil society development are most effectively developed in the educational space. The expected result of this concept is non-standard solutions in management activities and the development of an adaptive response to the dynamics of the social environment.

The evolution of the public in terms of interactivity and the impact of digital media is expressed in the support of cultural and national identity, the development of society in terms of accumulation and evaluation of social experience, and the formation of ideals. The main factors of the process' effectiveness are the

rational use of opportunities and resources, and the formation of a feedback system.

The study of the possibilities of maintaining and promoting cultural and national identity is seen as increasingly promising. Prospects for further research are seen in the development of a comprehensive concept of support and development of the cultural, ethnic and national identity of the public.

DISCUSSION

The results of scientific research by modern researchers confirm that the most active transformation of communication strategies and the cultural basis of social development occurs under the influence of digitalization processes. The study proves that the current stage of social development is accompanied by a number of problems in the field of communication, which requires high-quality interaction in the social environment based on the synergy of the sociocultural foundation, stable national identity, and information and communication technologies.

The article highlights the potential benefits and associated risks of large-scale digitalization of the communicative public space. It has been established that the modern algorithmic nature of sociocultural processes could potentially lead to the risk of personality transformation and absorption by the digital environment, which would have a devastating impact on the processes of social development. A number of researchers have come to similar conclusions.

In particular, Kussainov *et al.*⁽¹⁹⁾, Lynn *et al.*⁽²⁰⁾ offer their own vision of the democratic processes on the integration of innovative capabilities of public administration mechanisms. The authors emphasize the need to develop a new format of communication interaction between the public and the authorities to form a conscious, active society.

The article examines the characteristics of contemporary social impact projects and establishes that society is undergoing radical transformations that may become a prerequisite for a fundamental change in the trajectory of promising sociocultural development. Some researchers, in particular, Vergnolle,⁽²¹⁾ Fuchs,⁽²²⁾ studying globalization as a trade-off between innovative efficiency and traditional social capital, focus on preventive policies to address the challenges posed by the active implementation of the digitalization strategy and the development of integrated cross-cultural systems.

Justification of the areas of influence of digital technology integration on cultural development and democratic processes has made it possible to identify key models of modern management mechanisms against the backdrop of active European integration processes. The conclusions of a number of authors are complementary to these results. In particular, Pappas *et al.*⁽¹¹⁾ identified the prerequisites of a productive and sustainable civil society based on an optimal management paradigm. These include promoting the development of the state and society to stimulate innovation, implementing the principles of sustainable development, and a human-centered conceptual framework.

Kovalchuk and Ovsyankina,⁽²³⁾ Modood⁽²⁴⁾ analyze aspects of the impact of geopolitical instability on social processes, identify the defining concepts of the development of a global integrated society. Their results show that the current period of European society's progress requires a rethinking of the functionality of digital technologies and their place within the strategies of public development.

The peculiarities of the cultural development of society proposed by Yermachenko *et al.*⁽²⁵⁾ include the diversification of the philosophical basis for the formation of the phenomenon of the public. According to Olefirenko *et al.*⁽²⁶⁾, cultural evolution occurs on the basis of the dynamics of aspects of human motivation.

Gil⁽²⁷⁾ pays special attention to the relevance of the philosophy of artificial intelligence. The author emphasizes the risks of negative transformation of cultural aspects of social development. Regarding the value of the socio-cultural basis of civic education, Zapata-Barrero and Mansouri⁽²⁸⁾ believe that the cultural development of society is closely interconnected with the effectiveness of the educational system. At the same time, the researchers do not deny the prospects of combining social, historical and philosophical aspects of social development into a single conceptual solution.

Summarizing the results of previous studies and the conclusions of the current research, it is worth highlighting the key factors of public evolution: democratic development, socio-economic level, legislative and regulatory support, cultural characteristics and mentality, media, globalization and digital transformation. Modeling of modern concepts of social development should contribute to economic sustainability and higher public involvement in social processes.

The limitations of the study are related to the difficulties of experimentally verifying theoretical conclusions, as well as unsystematic research, reliance on secondary surveys, and potential regional bias.

CONCLUSIONS

The modern algorithmic nature of socio-cultural processes can potentially lead to the risk of personality transformation, absorption by the digital environment, which has a destructive effect on social development processes. Effective strategies for social development require increasing the openness, democracy,

and responsibility of the public environment. At the same time, media literacy, critical thinking, and the strengthening of universal humanistic values play an important role.

Digital upgrades, along with risks, create potential opportunities to increase transparency and openness of governance processes, improve cybersecurity, and stimulate public participation in important management decisions. The public is at the stage of radical transformations, which may become a prerequisite for a fundamental change in the trajectory of future socio-cultural development. The evolution of the public in terms of interactivity and the influence of digital media is expressed in the support of cultural and national identity, the development of society in terms of accumulation and evaluation of social experience, and the formation of ideals. In fact, preserving the value of the achievements of cultural progress can be positioned as one of the priority problems of our time.

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CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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