Philosophic-sociological Analysis of Human Behaviour in Cyber Space

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Abstract: Information century, the century of high technologies-these are the names of XXI century in which mankind faced inexperienced world of telecommunication technologies. This world was quite unexpected for mankind. Earlier it was associated with birth of new, post-industrial society-society in which a man will have freedom and maximum potential for creation and self-realization, comfort and quiet life. All hard work would be done by high-tech machines, liberating a man for more interesting and decent tasks. Problems and threats which appear together with "reign" of global computerization and informatization were out of focus in those times. Even genius minds were not able to anticipate and prevent the dangers which have become up-to-date in XXI century.

Key words: Internet · Telecommunications · World view · Cyber space

INTRODUCTION

The whole system of human life support is controlled by computers. Computer is money, information. Control over money and information flows is Power. Computer, internet, virtual space, telecommunications, information flows-all this is controlled by specific group of people who produce these things, distribute and direct into necessary for them direction. This is the way to rule the man in information society [1-5].

Some countries of the world realizing the dangers which are brought with new telecommunication systems are ready to refuse from them completely. They are ready to be technically "retardant" but provide national information security [6-10]. Research made in February of 2011 showed that 53 states imposed strict state censorship of Internet, 20 of them even prohibit use of the Web by their citizens. This "anti-Internet" coalition includes Azerbaijan, Belarus, Vietnam, China, North Korea, Cuba, Iran, Iraq, Kazakhstan, Kirgizstan, Libya, Saudi Arabia, Sierra-Leone, Sudan, Syria, Tajikistan, Turkmenistan, Tunis, Uzbekistan (data provided by *Reporters without limits*).

States included into world system of modern telecommunications get not only all advantages of Great Technical Civilization but in the same time become very unprotected and sensitive. For example-11 September of

2000 in New York. It is no need to be a specialist in military sphere to say how much Americans overestimated their system of national security based on newest technologies. Moreover, it is more logical to think that such impudent terrorist act was performed not without telecommunication diversion in the American defense system.

Newest military machinery equipped with high-tech computer technologies was inefficient during war in Afghanistan against poor and practically unarmed people, put together by strong ideology, brains of whom were not "washed up" by western propaganda systems.

Military campaign in Iraq is associated with a bit different situation. Technical means of Iraq, apart from Afghanistan, were rather advanced. National telecommunication means allowed Iraq to perform TV broadcasting not only on their own territory but on the territories of neighboring states. Moreover, Iraq actively propagandized its position in Internet. And it was this telecommunication component which in some moment betrayed Iraq, became his Achill's heel. The breakthrough happened when the States used their secret weapon-so called electronic bomb. This bomb produces powerful electro-magnetic radiation at explosion which damages not people but telecommunication and other electronic systems. Bagdad not only lost link not with outer world but the divisions inside the city were broken as well.

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The troops lost control, population found itself in informational vacuum. And real military events in Iraq were substituted for the picture shown for world community-virtual simulation-which was produced by Pentagon and CIA.

Information now becomes leading factor influencing perception of surrounding world. Not able to assure by ourselves the truthfulness of some events we rely on computer networks. And very often we forget that information conveyed to us has been carefully prepared, filtered and even corrected by some stakeholder. We see world through the prism of information telecommunication and get global illusion, *World simulacrum.*

The force and significance of information flows were known by people in all times. Even in ancient times knowledge, information was the main value and a kind of synonym of power. Just recall how information was treated in Soviet period of our history. The leaders of the state understood significance of propaganda and agitation very well.

The first steps in the sphere of information technologies were initiated by the Defense Ministry of the USA. It was a military project from the very beginning and first of all the project directed against the USSR as most real and powerful enemy. With the purpose of realization of this project special organization-Defense Advanced Research Projects Agency (DARPA)-was formed under jurisdiction of the Defense Ministry of the USA. The aim of DARPA was to provide dominance of the country in advanced military technologies. First the Agency engaged specialists from nuclear physics sphere, space military technologies and military ballistic rockets specialists. In 1962 DARPA decided to combine military technologies with computers. And such combination had to integrate interacting autonomous computers within single de-centralized network. In conditions of nuclear war such network must provide control over nuclear weapons, even if most part of control system will be damaged. Famous politologist Manuel Castells commented the idea of this project in the following way: such network will be equivalent to Maoist tactics of wide-spread partisan forces on big territory to resist enemy's force using their mobility and knowledge of territory. The result was network architecture which by its creators' design could not be controlled from single center, built of thousands independent computer networks which had numerous ways of connection bypassing electronic barriers [11]. The result was Arpanet-a prototype of modern Internet.

Then (because of established production of low-cost personal computers) already established Arpanet broadened the scope of its interests and passed through different modifications. On its base in 70s open for everybody commercial version of military Net was formed-Telenet, later-Usenet-a prototype of modern electronic mail. In early 80s all these systems have been integrated and turned into open for everybody modern Internet.

But total access to Internet does not mean that control of military and government departments will be finished. Broad use of global network promised a lot of dividends.

Firstly, the Net provided endless opportunities for capital circulation. Internet and computer telecommunications could integrate world money flows, become the foundation of world finance system, the most powerful instrument of economic policy. To control means to gain power over the world. And this temptation was too strong for the USA.

Secondly, in 80s the perspectives of Internet as a tool of control and regulation of huge money flows were quite obvious. It was perfect in terms of ideological pressure, opportunity to wash brains, establishing "appropriate" and profitable social ideals.

All this could provide total power over the world for the financial and political top of the USA. Originated as defense project Internet became a tool of control over world economy and policy, system of control over public consciousness, mass manipulation tool.

Today there are strong doubts that the rules of the game in information community are set honestly, that information flows are used for the benefit of the whole world, that modern information field is indifferent to political, economic and military aims of separate persons and social groups.

Manipulation by information flows can lead to serious catastrophic effects for mankind and even ruin the whole communities and cultures. Weapon information can bring irreversible damage to those against whom it acts. It is not necessary to destroy the state physically. This can be done more "nicely"-and in more sophisticated way -influencing directly on psychology of people, their consciousness, national culture and moral foundations.

Information flows are able not just deform human psychology, but to change it radically. Taking very attractive, fascinating and temptation forms information diversions can destroy personality, shake the foundations of the society.

Russia in 90s made its choice. Being stick to the course of economic and social-political reforms the country chose its way-information way of development. It opened borders to powerful flows of information, allowed electronic communication systems, oriented an

ordinary man to new telecommunication technologies. And that information vacuum which formed for long years of "iron curtain" was filled up with very high speed. The only problem: information which rapidly appeared in Russian information space was not always unbiased and objective. More often it is a tool of political and economic manipulation.

All these moments allow to emphasize urgency of philosophic analysis of the role and significance of information flows in modern world. Modern telecommunication systems become the most important (and probably, more influential) factor of education of young generation, the factor which determines the attitude of a man to surrounding world and to himself.

"Social practice proves that massive information explosion of individual consciousness can result in such processes as atomization of society, gigantic socio-class segregation, de-integration of the institutes of comprehensive spiritual development of personality, national and religious hostility, formation of mass pessimism and apathy, elimination of self-protection instinct of the nation. Frankly speaking, all these process have already progressed greatly in modern Russia" [13].

Increasing efficiency of use of information flows for human brains processing can produce mass epidemic of asocial and deviant behaviour.

When we talk about control over a man in the space of new information technologies we mean both *direct control* in the form of deliberate and address emission, in the form of planning, preparation and realization of information attacks, diversions, aggression and *indirect control*, through monopolization of software, mass propaganda means.

But it will be better if we just give the facts. In the middle of 80s NATO had 250 radio-stations and 40 TV centers located in all continents. The Department of public relations produced 8 000 000 booklets and magazines intended to propagandize against Soviet Union, issued 5000 radio programs, cinema and telefilms. CIA acted in the same way. The scale of ideological operations of CIA can be understood through the following fact: 1/3 of its huge budget CIA was spent on distribution of information abroad, i.e. for ideological diversions, first of all, out of USA territory. 3000 specialist worked in CIA branches all over the world to do psychological war. [14]. Cold war cost billions of dollars.

As we know this war was won by the USA. America and its NATO allies wanted de-stabilization of Soviet society, to explode its ideological platform, to commence the process of de-integration of the Soviet space. This aim was achieved by perfectly done information

psychological pressure. But with de-integration of the USSR this war did not stop. In opinion of such political figures as M. Thatcher, Z. Brzezinski., G. Bush etc.) Russia is still the threat to western democracies that is why its further de-integration is very desirable for our west "partners".

"Culture" imported from the West through numerous information channels undermines national traditions, de-moralizes society, propagandizes sex and violence, individualism, consumers' society values. And all this is directed to Russian youth-because young people are not formed completely, future consumers, potential genetic stock of the country. This is main information challenge to Russia. Its name is globalization or Americanization of Russians' consciousness.

Well-known tools of propaganda are so called "screen kinds" of art. If in 1995 national cinema industry produced 74% of total number of films and foreign films were only 25%, in 2004 there were only 14% home films and 86% of total films were produced abroad, among which American films amounted to 71%. Every second spectator at the age of 11-18 is passionate fan of American films, at age 11-25-2/3 of spectators [15]. Home cinema was pushed out by West-European cinematograph. Production of feature films in Russia reduced from 375 in 1981 to 178 in 1995 and 56 films in 1997 [15]. Also it is necessary to pay attention to changing thematic of Russian films-it corresponds now to the needs of American society. The heroes of Russian serials are killers and prostitutes, bandits and criminals. In 1994 30% of home made films were "erotic"; 25%-criminal block-busters; 15% -films about love; moral films-6%, family-4%, historical films-2% [13].

In I. Poluekhtova's opinion "Americanized" are the youngest cohorts of spectators, tastes and requests of which were formed in conditions of total Americanization of cinema programs, video, TV (especially because of spread of cable and satellite TV. Among 11-25-aged spectators those with "Americanized" mindsets are 73-75% and every second aged 11-18 is passionate fan of American cinema, every second aged 18-25 is "moderate".

E. Mitrokhina believes that transformations in home cinema-industry resulted in the following: 1) modern TV became main propagandist of western pop-culture. The mile-stone is western society and its advanced post-the USA. Using western technologies TV eliminates the boundary between reality and belletrisized facts. Modern TV-audience can hardly tell real information from fictional, invented, which is conveyed as if it is real [13].

It is not by chance that openness of Russia to information flows from the west was quickly used by numerous evangelic sects which want to introduce into Russian consciousness of the worst samples of West Christian values. Struggling against Orthodox church these sects not only eliminate traditional for Russia values but provoke further de-integration of Russian population, collide the believers of different confessions against each other, demand complete subordination of believers to Western center. For example, information impact of Jehovah's Witnesses is directed against state, society and traditional (including Christian) mindsets, this sect prohibits participation of individuals in life of the state and society [16].

Among problems connected with globalization of culture in information space the problem of degradation of Russian language culture is especially up-to-date. On TV screens, in mass media and displays of PCs the flow of Americanisms takes place: "killer, dealer, manager, speaker, creator, provider, outsider" etc. Modern colloquial Russian language becomes a some kind of Esperanto. Degradation of Russian language is also determined by orientation of modern youth to audio and video bearers. Book culture and the culture of face-to-face communication which was so characteristic of Russia becomes out-of-date, gives up to invasion of audio-and-video information.

A. Voronov is quite right when he notices: "Russia having perceived spirituality and bookishness of Byzantium developed in other way than the West. The principle of life was not rational-practical but spiritual-practical. A man of Russian culture constantly compared his own experience of soul with those samples which were presented both in his ancestors' lessons and in bookish antiquity. It was some kind of discipline, deep, serious, responsible.." [17].

The threat which outgoes from electronic technologies of communications is especially dangerous because it undermines the idea of Russian spiritual culture.

This idea is proved by the fact of Russian language reform in early 1900s which damaged Russian culture greatly. Slight change of the rules of orthography, extraction only several letters from circulation the Soviet power significantly complicated reading of books by future generations written with the use of the letter "ú"

The same logics was used by some CIS-countries-Ukraine, Baltic countries, Middle-Asia Republics. Elimination of Russian culture there is performed through total prohibition of Russian language.

Side by side with mass intrusion of English words into Russian language which had no precedent in Russian history, computer telecommunication means in fact use quite new language based on English technical language. It will not be exaggeration to say that modern language of computer users is so different from traditional Russian language that inexperienced computer user can master it only with a dictionary. Such dictionaries are already being compiled. And in these dictionaries apart from abbreviations and slang words (just for any situation) special symbols are given (so called smileys (emoticons)) denoting emotional state of people [18].

Virtual world is self-sufficient because there always be an illusory and more attractive alternative to any real phenomenon of surrounding world.

This attractiveness of Internet is called "mythological" by psychologist A. Minakov-it satisfies subconscious level of human psychology. Virtual reality is aimed for "atavisms" of psychology of modern man, in form of archetypes of collective unconscious and It manifestations, by Freud's terminology.

As a result modern language of computer telecommunications, by its primitiveness and simplicity, starts to resemble rock writings of ancient people. The culture, associated with this language, corresponds to it.

This idea, in psychologists' opinion, demonstrates very well the "effect of gambling thrill"-involvement into search for information at the expense of its study, analysis and processing. In other words, instead of analysis-search activity.

In the end the author of the article "Some psychological characteristics and particularities of Internet as new layer of reality" using some figurativeness says: "In our opinion Internet is myth of XX century brought to life. Myth which apart from those existing earlier was implemented into reality. And in nearest future its likeness to classical myth will increase constantly, because of the spread of VRML-protocol this world will acquire traditional for us 3D forms; but actual number of virtual dimensions, like in real myths, will be much higher because of hyper-references. It will be populated by millions of alive creatures-avatars. They will represent the whole range of mythical, legendary and archetypical characters. Unfortunately, it is rather difficult to imagine which changes in psychology and behaviour of users will follow… [19].

As a result modern language of computer telecommunications, by its primitiveness and simplicity, starts to look like rock writings of ancient people. The culture, associated with this language, is oncoming.

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