

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ**

**ДЕРЖАВНИЙ ЗАКЛАД**

**“Південноукраїнський національний  
педагогічний університет імені К. Д. Ушинського”**

**кафедра філософії, соціології та менеджменту соціокультурної діяльності**

**МАТЕРІАЛИ**

**V Міжнародної конференції здобувачів вищої освіти і молодих учених  
“КОНЦЕПТИ СОЦІОКУЛЬТУРНОЇ ТРАНСФОРМАЦІЇ СУЧАСНОГО  
СУСПІЛЬСТВА”**



**(Одеса, 25-26 травня 2023 року)**

**Одеса -2023**

**УДК: 1:403:316.6(08)**

**К 65 Концепти соціокультурної трансформації сучасного суспільства //**  
Матеріали V Міжнародної конференції здобувачів вищої освіти і молодих учених «Концепти соціокультурної трансформації сучасного суспільства» (Одеса, 25-26 травня 2023 р.) 175 с.

**Рецензенти:**

*Єременко Олександр Михайлович – доктор філософських наук, професор кафедри філософії Національного університету «Одеська юридична академія»*

*Пальчинська Мар'яна Вікторівна – доктор філософських наук, професор, завідувач кафедри психології, педагогіки та лінгводидактики Державного університету інтелектуальних технологій і зв'язку*

Збірник матеріалів V Міжнародної конференції здобувачів вищої освіти і молодих учених «Концепти соціокультурної трансформації сучасного суспільства» вміщує матеріали, які досліджують соціокультурні засади трансформацій ціннісної сфери життєдіяльності суспільства, аналізують соціокультурні трансформації молодіжного соціуму, показують соціокультурні трансформації освітнього середовища та розкривають проблемні моменти культури бізнесу в умовах соціокультурної трансформації сучасного українського суспільства, а також розглядають синергетику як самоорганізаційну систему у суспільстві, що трансформується. Рекомендовано для науковців, педагогів, докторантів, аспірантів, студентів.

Ухвалено до друку та розповсюдження мережею інтернет вченою радою Державного закладу «Південноукраїнський державний педагогічний університет імені К. Д. Ушинського»

**Ivanov Oleksii** – candidate of Philosophical Sciences, Ambassador of the Bohdan Hawrylyshyn Family Foundation in Germany.

### **MODERN SOCIETY IN THE SYNERGY OF SOCIAL BEING AND OF THE PROBLEM OF ARTIFICIAL INTELLIGENCE: VALUE-MEANING ASPECT**

The systemic transformation of modern society is the result of a multi-vector synergetic interaction of factors of social being. Among the most significant is the penetration of electronics, automation, and artificial intelligence (AI) technologies into the most diverse layers of social being, starting from the combination of IT applications with high-tech sensors for social leisure, like smart watches, and up to complex analytical systems based on machine learning in business, financial sector, national security, health, military industry, public administration. Modern Ukrainian society, experiencing the conditions of full-scale armed aggression of Russian Federation, has become the vanguard of the development of global socio-cultural meanings, such as idea of freedom; of global transformations, such as idea of reforming the UN Security Council; and of the design of a renewed humanistic value-meaning paradigm in the post-war world.

It is believed that the effective use of artificial intelligence (AI) technologies requires restructuring of decision-making chains in social structures. For example, if AI tools can improve the quality of individual decision-making, then at the same time, they can also have a system-wide disruptive effect on more complex parent organizations. If we consider a decision as a system that includes a prediction and a judgment, then the extraordinary accuracy of predictions due to the analytical nature of AI is undeniable. At the same time, it is obvious that making a decision must be preceded by a judgment based on analytical AI insights - predictions. The special quality of such predictions implies the need for judgments, and therefore the potential change of subjects for decision-making and of the circumstances for the latter. In other words, usage of AI technologies requires restructuring of the very logic and hierarchy in the construction of value chains if viewed in the scale of an individual business organization, or redistribution of decision-making rights more generally in the discourse of human social being. Therefore, more rational use of AI technologies requires building of new structures based on the principle of modularity and coordination.

The principles of modularity and coordination can be traced in the trends of the system of modern Ukrainian society, which is being transformed under the war conditions. The emergence of global organizations of Ukrainians, Ukrainian associations abroad, the coordination of citizens into horizontal social structures within the country based on values can be interpreted as modularity of society, which has replaced the post-Soviet axiological anomie and post-colonial vertical hierarchy. Ukrainian society as a system consisting of multiple substructures mentioned above is

also characterized by a network of synergetic communication channels and is coordinated by values of free Ukraine and humanism. Among the humanistic values that determine the movement in the system of social being of modern Ukrainian society, the values of freedom and human life stand out. It is noteworthy that one of the manifestations of such systemic transformation is the shift of system-forming factors from geographical to axiologically determined.

Despite the achievements of modern technocratic society, the significant reducing of human labor still remains far from reality. AI as an extremely advanced calculator will allow humanity to "horizontally" improve its already highly developed condition of industry and of its management. However, exclusively technocratic thinking in approaches to the design of future of humanity has already discredited itself by causing global climate change, depletion of ecosystems and man-made disasters. The technocratic approach to understanding of the nature of civilization by default includes the contradiction of increasing industrial potential on the one hand, and of destroying the planet on the other hand. Obviously it leads to zero-sum results. Only human spirit can be a cause of the "vertical" evolution of civilization, facilitating the movement from 0 to 1. The future of civilization without human is impossible and must be considered on three levels: planet, human, technology. Only the coordination and not the opposition of the first and last components will allow to release additional resources for innovative thinking and healthy evolution of social being.

### **References**

A. Agrawal, J. Gans, A. Goldfarb, From Prediction to Transformation, Harward Business Review, November-December 2022

**Kisse Anton Ivanovich** – doctor of Political Sciences, Associate Professor of the Department of Philosophy, Sociology and management of socio-cultural activities of the state institution "South Ukrainian national Pedagogical University named after K.D.Ushinsky"

### **MANAGEMENT OF SOCIOCULTURAL ACTIVITIES: THE PROBLEM OF PERSONALITY TRANSFORMATION**

The large-scale sociocultural transformation observed in the world today has a different estimated impact on the state of society. The nature of property relations is changing, and the Society of developed countries is more open to accepting moral values and technological innovations of other cultures. However, the axiological transition to an open society and its maximum complication is accompanied by disintegrating phenomena, such as inconsistency and inconsistency of the goals of