

Culture in the Context of the Development of Artificial Intelligence: Challenges to Social Identity

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ABSTRACT

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The rapid development of neural networks and their active integration into all spheres of society form new requirements for modern man. Resilience, media literacy, adaptability, and critical thinking have become essential prerequisites for effective interaction of the individual with digital reality. New challenges of modernity, including artificial intelligence, necessitate a rethinking of the significance of the virtual world for effective collaboration in the cultural environment. The purpose of the article is an extended analysis of the impact of digitalization on socio-cultural dynamics and changes in the cultural values of new generations. The methodological basis of the article was formed by taking into account the priority principles of implementing systemic research, based on an integrated approach. In order to fully disclose the issues, several theoretical research methods were used, in particular, historical-philosophical and philosophical-culturological methods, holistic and systemic analysis, synthesis, methods of comparison, generalization, and others. The article examines the key ethical dilemmas of using artificial intelligence and analyzes the philosophical principles of responsibility in the field of digital technologies. The relevant risks and potential benefits of the global digitalization of public space for the cultural development of society are highlighted. It is emphasized that modern algorithms and virtual reality affect the understanding of reality, freedom, individuality and social interaction, which can potentially lead to a destructive transformation of the personality, its excessive absorption by the digital environment, and loss of identity. The main scientific contribution of the study is to study the issues of changing human identity and the concept of freedom, rethinking reality, the dynamics of the social structure and epistemological problems of new digital generations, which is directly reflected in the cultural sphere.



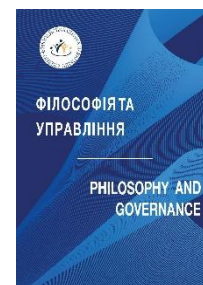
KEYWORDS

cultural values, social identity, artificial intelligence, digitalization, media space, transformation, social networks, content, cultural identity, cultural globalization.



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Культура в умовах розвитку штучного інтелекту: виклики соціальної ідентичності

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Стрімкий розвиток нейронних мереж та їх активна інтеграція в усі сфери життєдіяльності суспільства формують нові вимоги до сучасної людини. Резильєнтність, медіаграмотність, адаптивність, критичне мислення стали невід'ємними передумовами ефективної взаємодії особистості з цифровою реальністю. Нові виклики сучасності, серед яких і штучний інтелект, зумовлюють необхідність переосмислення значимості віртуального світу для ефективної колаборації в культурному середовищі. Метою статті є розширений аналіз впливу цифровізації на соціокультурну динаміку та зміну культурних цінностей нових поколінь. Методологічна основа статті формувалася з урахуванням пріоритетних принципів реалізації системних досліджень, на основі комплексного підходу. Із метою максимального повного розкриття проблематики було використано низку теоретичних методів дослідження, зокрема, історико-філософський та філософсько-культурологічний методи, цілісний та системний аналіз, синтез, методи порівняння, узагальнення та деякі інші. У статті розглянуто ключові етичні дилеми використання штучного інтелекту, проаналізовано філософські засади відповідальності у сфері цифрових технологій. Виокремлено дотичні ризики та потенційні переваги глобальної цифровізації суспільного простору для культурного розвитку суспільства. Акцентовано, що сучасні алгоритми та віртуальна реальність впливають на розуміння реальності, свободи, індивідуальності та суспільної взаємодії, що потенційно може призвести до деструктивної трансформації особистості, її надмірного поглинання цифровим середовищем, втрати ідентичності. Основний науковий внесок дослідження полягає у дослідженні питань зміни людської ідентичності та поняття свободи, переосмислення реальності, динаміки соціальної структури та епістемологічних проблем нових цифрових поколінь, що знаходить безпосереднє відображення у культурній сфері.



КЛЮЧОВІ СЛОВА

культурні цінності, соціальна ідентичність, штучний інтелект, цифровізація, медіапростір, трансформація, соціальні мережі, контент, культурна ідентичність, культурна глобалізація.

1. Introduction

In the current time of active geopolitical dynamics, the dominance of digital services increases the threat of influencing people's social perception of themselves and others, which can lead to the loss of national and cultural identity. Transformations of cultural values of digital generations require special attention, because now the possibilities of the media are positioned as the main tools for the formation of identities, and society itself lacks critical thinking and media literacy.

New challenges of our time, including artificial intelligence, necessitate a rethinking of the importance of the virtual world for effective collaboration in the cultural environment. In such a situation, the cultural sphere is not only a tool for artistic communication and strengthening social identity, but also an effective means of influencing public consciousness and countering disinformation attacks and manipulative influences.

2. Literature Review

Conceptual publications by R. Manara, M. Weber [13], A. Wijaya [20], were devoted to the studied issues. The authors note that cultural identity directly affects national sustainability, and the introduction of digital technologies into the cultural space changes the format of preserving cultural heritage.

As a result of studies on the multifactorial impact of digital media, social networks, and artificial intelligence on the dynamics of cultural values, M. Kulyniak [11] found that new media contribute to the consolidation of interlingual connections through the exchange of information and experience. M. Bourreau et al. [3] found that digital media include components and methods for implementing the emotional, evaluative, and expressive components of speech, and concluded that vocabulary aptly used in a comment or post on social networks is rapidly gaining popularity and spread by users. This allows, among other things, the spread of a manipulative context.

Scientific research by industry researchers is focused on modern best practices in the field of countering manipulative influence. In particular, I. Hurova, Y. Shkurov [9], E. Osipova et al. [14] note that the digital space allows rethinking and adapting traditional cultural norms to the conditions of combined communication, which is visual and fast.

The publications of K. Bryhider [4], M. Jamalova [10], J. Lozic, K. Cikovic [12], where an in-depth study of cultural and value dynamics in digital media is conducted, are seen as relevant. Scientists have analyzed several innovative media practices and found that cultural innovations spread most rapidly through social networks, and modern neural networks have a significant impact on the formation of personality, offering new forms of self-expression and, at the same time, risks to the stability of the human "I".

Without detracting from the achievements of scientists, it is necessary to note the low level of research on the evolution of markers of cultural values in the content of the modern digital media space, which requires additional efforts of theoretical and practical scientific direction.

3. Problem Statement

The main goal of the study is an extended analysis of the impact of artificial intelligence and digitalization on socio-cultural dynamics.

4. Methods and Materials

To solve the tasks set in the work, a set of general scientific and special research methods is used:

- retrospective analysis – to study the state of scientific development of the problem of the impact of digitalization on the development of cultural practices;
- analysis and synthesis – to study national and cultural identity, which could serve as a basis for determining positive and negative factors influencing the transformation of cultural values in digital generations;
- generalization and systematization – to systematize the conceptual and categorical apparatus and determine key categories and concepts;

- statistical and predictive research – to study the state of development of the media space, the level of trust in content, etc.;
- generalization and grouping – to highlight key narratives related to cultural identity and the digital environment, the author identifies positive and negative factors of influence in the context of the transformation of cultural values in digital generations;
- graphic method – for visual generalization of information.

5. Results and Discussion

Society is currently at the stage of radical transformation, which can change the trajectory of development in the context of greater interactivity and the impact of digital technologies. The key aspects of these processes are: changing human identity and the concept of freedom, rethinking reality, changes in the social structure, and epistemological problems. In a philosophical sense, the potential of artificial intelligence and digitalization in the context of influencing the development of society is endowed with a dualistic character. It forms both a space of opportunity and a space of threat at the same time. All this directly affects the formation of cultural values of new generations.

Social transformations lead to changes in the worldview, values, and way people interact, because information technologies affect the understanding of individuality, reality, freedom, and social interaction, shaping digital identity, blurring the boundaries between the virtual and real worlds [15]. The same technologies actualize issues of freedom and privacy, digital inequality, manipulation and ethics.

Given the global trend of digitalization of society, information messages are gaining signs of unhindered accessibility for a wide audience of consumers. Virtual communication provides more freedom. This freedom refers to:

- ethical and value characteristics, which imply the absence of barriers in cultural priorities;
- cognitive characteristics, which allow for wider use of information resources;
- emotional characteristics, which involve reducing stress tension through gamification, the use of “stream of consciousness” in writing, and the transfer of fears and complexes to the virtual plane [1].

The most important aspect of communication is the presentation of oneself to the Other, the presentation of one’s image, beliefs, interests, feelings, etc. Self-presentation becomes ontologically important because in the information world, life functions according to the principle: if you are not online, you do not exist.

At the same time, the inertia of language habits of part of society remains a challenge, which justifies the need for further measures to support independent media workers and the introduction of programs for the formation of critical thinking and media literacy in the educational system.

Cultural values transformed into a digital format open up new opportunities for the promotion of cultural heritage among young people and a wider audience. Such potential areas include digital copies of architectural monuments, virtual galleries of paintings and sculptures, digitized texts, databases, static and moving images, audio, video, graphics, software, etc.

At the same time, the active integration of digital technologies into all spheres of human life has led to the emergence of a new type of culture – digital culture, endowed with the ability to level spatio-temporal restrictions. Art often acts as an effective means of self-identification of the younger generation, a marker of their values; at the same time, there is a combination of fundamentally different styles that were previously considered incompatible, which indicates the level of acceptance and openness, the opposition of the local versus the global, the growth of the importance of art as a way to assert one’s own cultural and national identity [18].

It should be noted that the perception of reality and ethics by generations Z and Alpha has been influenced by “clip thinking” and the democratization of media content, with social networks being the most popular sources of content consumption (Fig. 1).

Media content is actively involved in the formation of a “new ethic”: promoting the values of inclusivity, mental health and environmental awareness. Influencers actively raise important social issues, which are more important for a young audience than official sources.

Oversaturation of information, as well as the continuous absorption of a large amount of multifaceted news in a short period of time, can cause considerable harm to the younger generation [21]. Media literacy is defined as the ability of citizens to critically evaluate information messages, distinguish reliable sources, and detect manipulations and fakes. Increasing media literacy is one of the

strategic directions of the state information policy, which ensures the formation of a conscious, propaganda-resistant society [17]. The urgency of the problem is growing due to the digital transformation of the media environment, the growing influence of social networks and the lack of proper institutional, legal and managerial support for these processes.

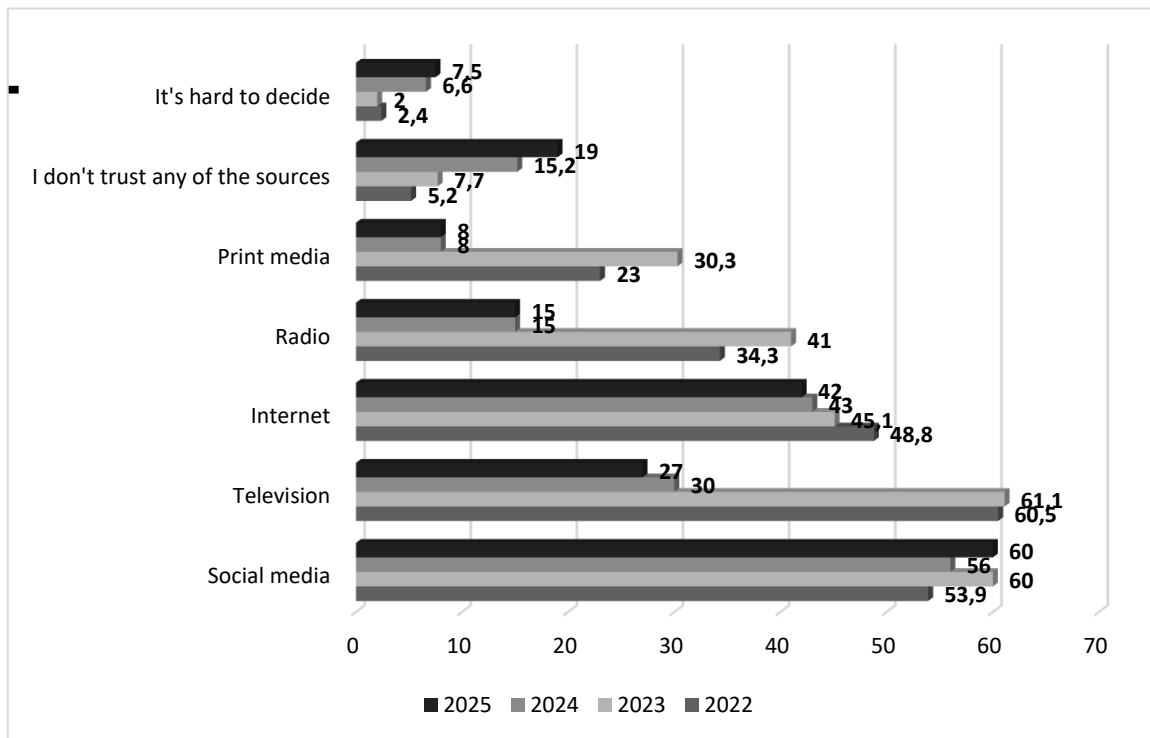


Figure 1. Dynamics of Ukrainian society's trust in media resources during the Ukrainian-Russian war, %

Source: [16].

Without leveling several positive factors of digitalization that affect the transformation of cultural values among digital generations (Table 1), the development of the cultural sphere to strengthen social identity should be carried out with the active participation of state institutions [2].

Countering disinformation is not only a technical task, but also a humanitarian mission that requires educational efforts, enlightenment, and media literacy of the population. An example of the effectiveness of involving innovative digital tools in fact-checking processes is the Ukrainian initiative – the Perevirka chatbot, which automatically recognizes the type of information, differentiates it, filters spam, compensating for the limited time resources of journalists. The bot operates within the framework of the successful Gwara Media platform [8], which specializes in countering disinformation.

The concept of Gwara Media is based on the potential consequences of fakes on people's behavior – wrong decisions, panic, etc. The company's activities have received numerous positive reviews at the international level (Free Media Award, Eurozine and others), and the fact-checking department is part of the IFCN International Fact-Checking Network.

In the context of rapid digitalization, it is important to ensure access to information and communication technologies for all states, regardless of their level of economic development. Otherwise, a new format of global inequality will be formed, where some countries will be able to form the rules of the game in cyberspace, while others will be forced to passively accept them [6].

That is why the international community must invest in the development of cyber capabilities of developing countries, provide them with technical assistance, staff training, and transfer of knowledge and technology. Such an approach will contribute to the formation of an inclusive, secure and resilient digital ecosystem that will meet the interests of all states [7; 19].

It can be argued that society is currently in a stage of radical transformations, which can change the trajectory of cultural development in the context of greater interactivity and the impact of digital technologies. The key aspects of these processes are changes in human identity and the concept of freedom, rethinking reality, changes in the social structure, and epistemological problems.

Table 1. Key factors of the impact of digitalization on the cultural values of the younger generation

Factor	Nature of the impact	Initiatives
Building communities in the digital space	Positive	The ability to easily learn about other cultures by sharing photos, videos and stories from your own lives and the lives of compatriots on social networks
Digitization of cultural heritage	Positive	Access to cultural heritage in virtual space (architectural monuments, works of art, films, up-to-date information, etc.)
No restrictions on global communication	Positive	Continuous expansion of the audience, resulting in extensive intercultural dialogue and cultural exchange
Leveling the space-time aspect	Positive	Quick access to a large number of compatriots with the ability to communicate with a whole group of people at the same time, even with those who are currently unavailable
Technical imperfection	Negative	Inability to use virtual space for technical reasons – prolonged power outages, natural disasters
Regulatory and institutional impact	Negative	The possibility of banning the use of digital space tools in totalitarian regimes
Cybersecurity	Negative	The vulnerability of the digital spatial system is a factor of manipulation

Source: Generated by the author.

Modern algorithms and virtual reality can potentially lead to destructive transformation of the personality, excessive absorption in the digital environment, and loss of identity. Based on the substantiation of the philosophical foundations of the responsible use of technologies, specific ethical principles of their integration into modern algorithms can be distinguished:

- respect, protection of human rights and fundamental freedoms and human dignity;
- prevention of threats of depersonalization, discrimination, oppression;
- providing variety and choice;
- safety and security;
- protection of personal data;
- sustainability of the development of society;
- promoting the strengthening of cultural and national identity.

There is also a need to strengthen control over the information space, including by controlling communication and promoting manipulative narratives on social networks.

6. Conclusions

In a philosophical sense, the potential of digital technologies in the context of influencing the cultural development of society is endowed with a dualistic character. It forms both a space of opportunities and a space of threat: it provides access to cultural heritage in a virtual space with the possibility of simultaneous communication with a large community of people, contributes to the strengthening of self-identity, at the same time it is accompanied by technical limitations, cyber threats, risks of cultural globalization, with the loss of national and cultural identity, the vulnerability of the digital space system as a factor of manipulation.

The new type of identity has a high level of dynamism with the predominance of visually-oriented content over textual content. With the increasing amount of information available from all sides, this new type of identity seeks an authentic experience in the “noise”.

The active integration of digital technologies into all spheres of human life has led to the emergence of a new type of culture – digital culture, endowed with the ability to level spatio-temporal restrictions. Art often acts as an effective means of self-identification of the younger generation, a marker of their values, which indicates the level of acceptance and openness, the opposition of the local versus the global, and the growth of the importance of art as a way to assert one’s own cultural and national identity.

The long-term improvement of cultural digital policy in Ukraine should be focused on the expanded integration of the Ukrainian language, the popularization of national culture and the support of high-quality Ukrainian-language content in the media space.

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