

POLITICAL SCIENCES

GLOBALIZATION OF THE INFORMATION SPHERE OF SOCIETY

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Introduction. The globalization of the information sphere of society is one of the most important processes of modern world development. The spread of digital technologies, the rapid growth of network communications, and the formation of the global information services market influence various aspects of human life and society as a whole. This process is characterized by the unification of communication platforms, the expansion of access to data, as well as the transformation of information into a strategic resource that determines the economic, political, and cultural power of the state. This paper attempts to outline the key features and consequences of the globalization of the information sphere, based on actual scientific research and international documents.

The aim of the work – is to study the process of globalization of the information sphere of society and identify its main characteristics, factors, and consequences. In particular, it aims to analyze the impact of digital technologies on the economic, political, socio-cultural, and security aspects of the modern world.

Materials and Methods. The research process used scientific works, analytical reports, statistical data, and regulatory acts concerning the globalization of the information sphere. The main research methods were:

- Analysis and synthesis – to study the main characteristics and factors of

the globalization of the information space.

- Comparative method – to compare the features of information development in different countries and regions.
- Systemic approach – to comprehensively examine the impact of digital technologies on the economy, politics, and socio-cultural processes.

Results and Discussion. It is important to understand that the very idea of the «information society» has its roots in the concept of the post-industrial era when knowledge and information acquire priority significance in production and social organization. According to Manuel Castells, who was one of the first to systematically study this phenomenon, the new economy is formed under the influence of the rapid development of information and communication technologies, which enable the large-scale involvement of the population in network structures and thus transform all areas of life [1]. According to this concept, information and knowledge become the main resources, comparable in importance to raw materials in the era of the industrial economy.

The globalization of the information sphere is not limited to the technical aspect – the branching of data transmission networks or the construction of data centers. It also touches upon cultural, social, and political dimensions. Thus, according to the researcher Jan Aart Scholte, globalization is a process that leads to increasing interdependence between different regions of the world, resulting in faster circulation of information, and traditional national borders cease to be as defining [3]. This reinforces the trend of creating a single communication space that does not recognize geographical boundaries.

It is worth emphasizing that one of the fundamental factors driving the globalization of the information sphere is technical progress. The appearance of personal computers, smartphones, the development of the Internet, and later – cloud technologies, artificial intelligence, and the Internet of Things (IoT) create the prerequisites for truly global data exchange. People from different continents gained the ability to communicate in real time, exchange vast amounts of information, work on joint projects, and establish new forms of cooperation. In this context, the

globalization of the information sphere became not only a technological but also a socio-economic challenge. Companies that adapted to these changes on time gained competitive advantages, entering international markets without the need for significant physical presence.

At the same time, recognizing information as a strategic resource leads to the formation of new approaches to international politics and security. Information security, data protection, and regulation of the activities of global Internet giants such as Google or Meta (Facebook) have become subjects of discussion not only in professional circles but also among governments and civil society organizations. For example, in "The Handbook of Global Media and Communication Policy," edited by Robin Mansell and Mark Raboy, the importance of regulating global information flows and media content from the perspective of international law and human rights compliance is emphasized [2].

We emphasize that governments and parliaments of different countries, implementing electronic democracy, are increasingly facing a dilemma: on the one hand, there is a need to support the free flow of information as a driving force for economic growth, and on the other hand, to protect the information space from hostile actions, misinformation, cyberattacks, etc. A significant tool for this has been electronic democracy, as highlighted in the works of A. Shapovalov and Yu. Boyarintsev. Thus, electronic democracy in Ukraine contributes to transparency, public participation, and effective governance, providing access to information and digital tools for citizen-government interaction [4, p. 402].

It should be noted that the globalization of the information sphere also contributes to the spread of "digital inequality." This concept refers to unequal access to digital technologies, such as broadband Internet or modern devices, among different segments of the population. Digital inequality can be caused by economic, social, or geopolitical factors: not all countries have the same level of infrastructure development or financial capacity to purchase the latest technologies. In this sense, developed countries gain even more advantages, while developing countries often remain in a catching-up role. As a result, the world is forming an uneven distribution

of opportunities for the development of science, education, business, and social reforms. The United Nations Educational, Scientific and Cultural Organization (UNESCO) focuses on the need to develop digital competencies and create conditions for universal access to information, including initiatives to expand Internet access and digital literacy [5]. After all, in the modern world, the lack of access to a quality information environment can become a serious barrier to education, employment, and the realization of civil rights.

It is worth noting that one aspect of the globalization of the information sphere is the formation of new forms of social communication and cultural consumption. Social networks, streaming platforms, and electronic mass media contribute to the growth of cultural exchange, but at the same time, they pose the risk of global unification of tastes. National information markets are increasingly subjected to the logic of large transnational corporations offering unified content to millions of users worldwide. On the one hand, this promotes the popularization of various cultural achievements and expands the opportunities for intercultural communication. On the other hand, there is a danger of losing unique cultural traditions and pushing local media to the periphery of the global space. At the state level, the issue of protecting the national cultural space often arises through various mechanisms such as quotas on national products or restrictions on foreign media influences.

Furthermore, the significant impact of the globalization of the information sphere is also felt in political life. Traditional power institutions are forced to adapt to new models of interaction with citizens, who, thanks to social networks, gain means of direct communication and organizing public opinion. Increasingly, politicians use digital platforms as tools for campaigning and mobilizing support. At the same time, social movements and civil organizations, thanks to global information networks, can coordinate protest actions and spread their ideas beyond national borders. However, this is accompanied by the spread of misinformation and opportunities for manipulating public consciousness, which creates new challenges for democracy.

However, it is important to understand that the global market for information services is formed with regard to the demand for IT products, software, consulting,

and analytical services. Modern financial systems, trade, and logistics rely on large volumes of data and complex algorithms for processing them. Integrated databases allow tracking the movement of goods in global supply chains, analyzing consumer behavior, and optimizing marketing strategies, which in turn strengthens the competitive positions of companies capable of investing in innovative projects. Such global technology giants as Microsoft, Amazon, Alphabet, and Meta continue to expand their influence in various sectors, from media and healthcare to artificial intelligence and robotics.

However, it is important to note that the process of globalization of the information sphere is neither linear nor conflict-free. It is accompanied by a struggle to preserve information sovereignty, which is manifested in the introduction of legislative restrictions by states on the circulation of certain types of content or data. For example, some politicians talk about the need for a "sovereign internet" or national data centers that would protect the information infrastructure from external influence. The issue of cyberattacks, cyber espionage, as well as international legal regulation of the activities of hacker groups, remains acute. States and international organizations are negotiating to develop clear rules for functioning in the digital environment, where it is often difficult to establish jurisdiction or identify those responsible for violating security norms.

Finally, it is important to emphasize the ethical challenges of the globalization of the information sphere. Information today often becomes a commodity, and users are turned into sources of data for commercial and political purposes. Numerous questions arise regarding the protection of privacy and the observance of human rights. If large technology companies know everything about users – their preferences, location, social circles – how secure is the accumulation of personal data on a global scale? Could it be used for political manipulation or the restriction of civil freedoms? All of this prompts a search for a balance between the free flow of information and the preservation of personal rights and freedoms.

Conclusions. In conclusion, it should be emphasized that the globalization of the information sphere of society is a multifaceted and contradictory phenomenon. It

opens up great opportunities for the development of science, education, economy, and culture, but at the same time creates a series of challenges related to security, unequal access, privacy protection, and cultural identity. The future of this sphere largely depends on how governments, international organizations, business structures, and civil society will manage to establish dialogue, develop universally accepted rules, and unite efforts in building a more just, sustainable, and secure information space. Without understanding the importance of these issues, we risk losing the potential that the globalization of the information sphere can bring and instead face the intensification of global disparities and information conflicts.

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