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The problem of the cultural crisis in today's information-digital society

El problema de la crisis cultural en la actual sociedad digital de la información

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Written by:

Liudmyla Obukh¹<https://orcid.org/0000-0003-3556-7587><https://www.webofscience.com/wos/author/record/2427369>**Kateryna Bannikova²**<https://orcid.org/0000-0002-5696-1033><https://www.webofscience.com/wos/author/record/33315638>**Ihor Tsurkan³**<https://orcid.org/0000-0002-8200-5299><https://www.webofscience.com/wos/author/record/IAQ-0384-2023>**Anastasiia Khudiakova⁴**<https://orcid.org/0000-0002-3648-4401><https://www.webofscience.com/wos/author/record/IAQ-0286-2023>**Stanislav Kotorobai⁵**<https://orcid.org/0000-0001-8205-4448><https://www.webofscience.com/wos/author/record/IAQ-1005-2023>

Abstract

The purpose of the paper is to highlight the crisis phenomena that are an integral part of the socio-cultural space and, together with elements of progress towards well-being, form civilizational progress. The crisis of culture has several manifestations, determining its existential and axiological dimensions. The purpose of scientific exploration is to characterize the crisis phenomena in modern culture in the information and digital section. The methodology that most fully reveals the content of the cultural crisis is scientific-philosophical dialectical and synergetic in nature. Consequently, man and society use informatization and digitalization of socio-cultural space as principles, revealing the problematic aspects of cultural development. The formation of innovative sociocultural development strategies, the main task of which is to promptly identify the crisis aspects of culture, should be considered as a novelty. It is the

Resumen

El propósito del documento es poner de relieve los fenómenos de crisis que forman parte integrante del espacio sociocultural y que, junto con los elementos de progreso hacia el bienestar, conforman el progreso civilizatorio. El propósito de la exploración científica es caracterizar los fenómenos de crisis de la cultura moderna en el apartado informativo y digital. La metodología que revela más plenamente el contenido de la crisis cultural es de naturaleza científico-filosófica dialéctica y sinérgica. La formación de estrategias innovadoras de desarrollo sociocultural, cuya principal tarea es identificar con prontitud los aspectos de crisis de la cultura, debe considerarse una novedad. El dinamismo es el principal criterio de orientación práctica en el análisis científico y filosófico moderno de la crisis cultural. Así, la sociedad de la información y digital ha desarrollado las constantes de valor reales de su desarrollo, que permiten reconocer con prontitud

¹ Ph.D (Theory and history art), Associate Professor, Head of Department of Artistic Education Educational and Research Institute of Pedagogics, Zhytomyr Ivan Franko State University, Ukraine.

² Director of Talent Acquisition and Human Resources, (PhD). Scientific degree: Candidate Specialty: Sociological sciences, Special and sectoral sociology, Kharkiv University of Humanities "People's Ukrainian Academy", Ukraine.

³ Doctor of Philological Sciences, Associate Professor, Professor Mykolaiv Branch of Kyiv National University of Culture and Arts Event Management and Social Communications, Ukraine.

⁴ Graduate student, Department of Theory and History of Art, Faculty of Fine Arts, Kharkiv State Academy of Design and Fine Arts, Ukraine.

⁵ Ph.D, Doctor of Philosophy, Docent, Department of Theater Organization, Faculty of Theater Arts, Kyiv National I. K. Karpenko-Karyi University of Theatre, Ukraine.



dynamism that is the main practically oriented criterion in the modern scientific and philosophical analysis of the cultural crisis. Conclusion. Thus, the information and digital society has developed the actual value constants of its development, which allow promptly recognizing the cultural processes that are potentially or presently in crisis.

Keywords: culture, cultural crisis, information society, digitalization, sociocultural space.

Introduction

The history of human civilization, from the ancient world to the present day, has been permeated by cultural crises. The last largest crisis was associated with the industrialization of social development. Currently, humanity is on the threshold of a new global crisis, which will develop and spread in the information and digital environment.

The nature of the cultural crisis is existential in nature. At the same time, all the socio-cultural components, which are accompanying elements

of the crisis, form its axiological dimensions. Informatization, digitalization, communication are all factors of the new technological era of the XXI century. All these aspects have axiological orientations, defining material and spiritual values, which are actualized in the conditions of cultural crisis.

Palabras clave: cultura, crisis cultural, sociedad de la información, digitalización, espacio sociocultural.

The crisis of culture has its own organizational and methodological features, among which there are two most common models (see Fig. 1).

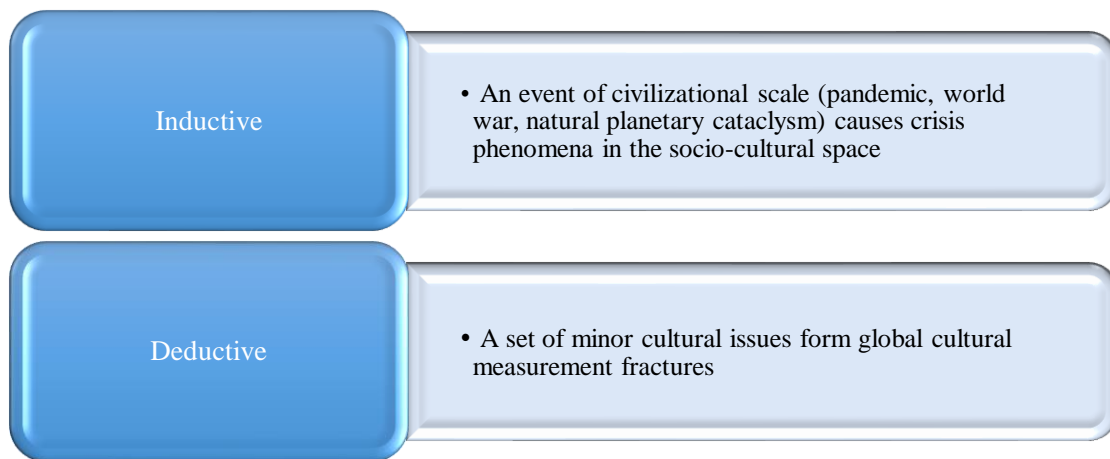


Fig. 1. Methodological Dimensions of the Cultural Crisis
Source: authors' own development

The second half of the 20th century was a period of rapid development of technological and information resources. Consequently, quite a few theories were formed, according to which information and communication technologies would be the civilizational factor that would lead to the decline of civilization. However, technological progress and the information space continued to advance without exposing society to planetary danger. Automation and digitalization successfully performed their functions, helping man in all areas of social activity. But neither machines, nor jobs, nor artificial intelligence create real existential threats to man or society.

Therefore, apocalyptic ideas associated with information and communication technologies (ICTs) have gradually receded into the background in the worldview paradigm.

At the same time, the information and digital society is characterized by many factors indicative of the problems that mature in the contemporary cultural environment. First of all, the problematic aspects of the functioning of ICTs in relation to the cultural component of social or individual existence are actualized. Material and especially spiritual culture are

significantly influenced by information and technology, which leads to crisis phenomena.

Informatization and digitalization of culture have dramatically changed the positioning of cultural values in the public consciousness. Thanks to the technologically improved functionality, digital culture is more likely to win the attention of users and connoisseurs. Digital communication provides new and improved opportunities for the target audience to reach the content and format of culture without the time and place limitations (Taşkıran, 2019). In this way, human access to the cultural commons, which is a fundamental constant of sociocultural progress, is being shaped. An individual, "armed" with the achievements of culture and having unimpeded access to culture, can independently form his beliefs and worldview. This becomes a reliable pledge for the formation of a protective anti-crisis model of worldview. Informatization and digitalization of the socio-cultural space under such conditions, in addition to its basic functions, also fulfills a protective mission.

The purpose of the paper is to characterize the development of the civilization space in the context of individual, local and global socio-cultural crises. The article analyzes the balance of tradition and innovation in modern society, which creates the preconditions for further social progress.

Methods

Among the general scientific methods, it is necessary to single out those that are relevant to the culturological methodology. The systemic method provides a general understanding of the crisis of culture and allows the grouping the information and digital elements into a general cluster of problematic issues. However, the structural-functional method allows analyzing the content of problems, which are actualized in the sphere of culture by informatization and digitalization. Thanks to the semiotic method, it is possible to interpret the format of the expression of information and digital threats to the socio-cultural space. The comparative-historical method illuminates the peculiarities of the cultural crisis through the prism of historical experience, modeling the integration of the information and digital component into the cultural and historical reality.

The general scientific cultural methodology is assisted by philosophical and synergetic methods, which provide an understanding of the ICT organization and its impact on cultural

processes in the modern world. The notion of self-organization as an effective protective response to the aggressive influence of information and the digital environment is actualized. Consequently, the methodology of synergetics is in demand in the modern scientific and cultural discourse.

Literature review

The source base on the problem of the cultural crisis in the modern information and digital society is divided into two fundamental clusters: scientific works on the cultural component of ICTs and scientific research on the relationship of information and communication technologies with the cultural development of society. It should be noted that in the modern world, the development of the information and digital cluster has acquired an extremely rapid pace.

The issues of the positioning of information and digital space in the socio-cultural environment are raised in the works of Dahlgren (2018), Fenwick, McCahery & Vermeulen (2021), Gidlund & Sundberg (2021), Sarnavska et al. (2021). Concretized theoretical-methodological and practically oriented aspects of using information and digital potential in cultural promotion Veil & Waymer (2021), Marsen (2020), Taşkıran (2019), Panico & Vidal (2019).

The axiological aspects of information and digital content in the cultural dimension have been explored by Boisnard, Tch  houali & Rioux (2019), Hoe (2019).

The direct impact of information, communication, and digital technology on the cultural development of society was highlighted by Tian et al., (2018), Yun et al., (2020).

Innovative information and technological components that are resources for cultural development (as generators of crisis, catalysts of crisis phenomenon, or fuse of crisis) are found in scientific studies by Kiefer, van Dinther & Spitzm  ller (2021), Moussa, McMurray & Muenjohn (2018), Ma, Zhang, Wang & Zhang (2021).

Results

If we put aside fantastic apocalyptic scenarios in which artificial intelligence destroys human civilization, we can argue that the information and digital space does not form existential risks for general cultural development. Of course, some moments have a negative impact of

information and the digital world on the development of culture. However, these aspects have rather value dimensions.

Information in the modern world has systemic significance for the value cultural-historical paradigm. Information resources are of different nature and affect the cultural-creative potential in different ways. The scale of volumes of information and the speed of information (both creation and transmission) determine the format of cultural achievements. If we add the innovation element, which provides the target component of the information-digital environment, we can assert the fundamentality of these processes for culture. Hence, we obtain a dichotomy associated with two trends, which are formed simultaneously, but characterized by opposite target dimensions:

Globalization of culture, which aims to bring the value (and in the long term - and existential) dimensions to a common denominator;

- Cultural identification, which consists in preserving the authenticity of the cultural component in the folk, national, regional, religious, and professional dimensions.
- One of the key questions in this dichotomy is the place and role of the information and digital factor in these trends. And this is where the main questions of our study arise:
- Do information and digital elements cause the crisis of culture?
- Which clusters of culture are negatively influenced by information and digital factors?

Let us try to answer these problematic questions. First of all, let us note that almost all moments characteristic of the crisis of culture are interconnected with the information or digital dimension. However, a fair clarification arises - does this interconnectedness mean causal moments?

The main problem is that any manifestation of crisis in contemporary culture will have an information and digital accompaniment. However, this does not indicate that ICT or digital space is a cause or a factor of crisis phenomena. Now we observe a stereotypical and distorted worldview belief that the moral crisis of modern society is a consequence of aggressive information influence. Such a statement is only partially true. The nature of information implies the formation of certain beliefs and perceptions in human beings. When we talk about the information society, we understand not just the

nature of information, but also its epistemological, axiological, and methodological dimensions. It is here that the contradiction in the relationship between ICTs and cultural issues is understood.

A separate issue is a regulatory and normative aspect aimed at streamlining the information and digital environment. As Dahlgren (2018) notes, we are witnessing a crisis in the public sphere of the cultural dimension that threatens to explode the political authority to control cultural development. Democratic principles are crumbling because of excessive populism and distrust of information resources. If we add to this process the emotional aspect, which comes to life in the information and digital space, we get a threat to the regulation of processes affecting cultural promotion.

“The social appropriation of digital technology can lead to an expansion of public and private freedoms, in particular freedom of expression. Digital control should be understood as a kind of control for the purpose of controlling behavior. Controlled digital use is linked to cultural practices in the context of the social appropriation of networked technologies ubiquitous in society. In concerted refusal, the structuring and semantization of data emphasize flows controlled by economic and cultural actors to enable access to resources” (Panico & Vidal, 2019).

The convergence between telecommunications networks and the content they broadcast determines the policy and regulatory framework for the operation of the digital space (Boisnard Tch houali & Rioux, 2019). Currently, there is a trend towards the neutrality of information and digital capacity. Thus, there is a process of delimiting the information-digital environment from assessments of cultural realities.

The information and digital cluster cannot be completely limited to crisis phenomena in culture. Theoretical-methodological and practically-oriented models are proposed, thanks to which information, communication, technology, and the digital world will not become a source and favorable environment for the development of crisis phenomena.

In particular, the relevance of systems thinking is quite actively discussed. This approach allows us to see not only the consequences of the cultural crisis on the example of individuals or communities but also to comprehend the overall picture of what is happening. Approaches of

personal mastery, mental models, and teamwork in the context of the megatrend of digitalization are proposed (Hoe, 2019). As an example, we can observe a separate negative manifestation of culture, which has spread in the media or in the digital information space. However, this does not mean that the essence and format of the crisis phenomenon has been shaped precisely by the information and digital environment. However, the broadcasting of content associated with the crisis leads to the formation of false stereotypes about ICTs as a factor of cultural contradictions.

Another methodological feature that points to the need to distinguish the information and digital space separately from the cultural content disseminated in it is the transition from dialectical to synergetic worldview approaches.

The only reality of personality in the virtual space of communication is the reality of self-presentation (Sarnavska et al., 2021). This fact conditions the potential danger of personal development in the information-digital environment. This, in turn, leads to the risk of failure to respond to cultural crises. Focusing on the crisis of the individual, vigilance about the crisis of socio-cultural nature is lost. Such individualization inherent in the information and digital environment has a negative impact on the strategic assessment of the state of cultural development.

Proceeding from the realities of human positioning in the modern information and digital society, there is an urgent need for new worldview attitudes, relevant for the information era of civilization development.

The synergetic model in this regard is characterized by both the self-organization of human potential and the systematic ordering of the functioning of ICT. Consequently, the discrepancy in the capabilities of the information-digital space and the human ability to use them in a positive dimension disappears.

Discussion

Usually, in the period of formation and development of a cultural-historical epoch, social crises precede crisis phenomena in culture. The return process, when culture already provokes negative shifts in society, is typical for the period of disintegration or transformation of the cultural-historical epoch. So far, it is possible to state that the information and digital society has just begun to establish itself in the worldview paradigm of modern civilization. Consequently,

we can state that society is now the dominant element in the mutual influence between social and cultural development.

The crises of the social structure determine the changes and transformations in the information and digital space. Coronavirus was the first global crisis of the digital era and created uncertainty in all dimensions of civilizational existence (Fenwick, McCahery & Vermeulen, 2021). Any moment of instability generates a large number of interpretations of different nature. Therefore, the information and digital space is quite actively reoriented to the interpretive model of its functioning. This forms a negative influence on the development of the information-digital environment itself.

New formats for positioning the information and digital potential in the cultural promotion are being developed in the modern world. In particular, the moderating role of innovation culture is being explored (Ma et al., 2021). Moderating in this case is a methodological principle, according to which information and the digital world are both mechanisms for the generation and translation of ideas, principles, and attitudes. Consequently, the flexibility of the worldview system is formed due to the immediacy achieved by the means of ICT.

One of the elements that have been actualized in the modern information and digital field is the principle of "culture of cancellation" (Veil & Waymer, 2021). This approach involves the use of information and digitalization to erase the negative manifestations of cultural activity in society. The crisis in society generates tensions and contradictions. ICTs are used as theoretical-methodological and practically oriented possibilities, through which a civilizational picture of the world is formed. When a certain irritant arises that predetermines a crisis phenomenon, the information and digital environment is activated to neutralize it in the worldview dimension.

It is obvious that the information and digital space cannot exist autonomously from the realities of social development. Under such conditions, ICTs become translators of crisis elements that are characteristic of society. However, this does not mean that technology or information is the cause of the crisis. In this context, one of the progressive variants of the relationship between ICTs and social processes is mediation (Þ Gunnþórsson, 2020).

In this context, information and technology play the role of translator rather than a generator of ideas and principles.

Science has made a successful attempt to methodologically justify the structure and functioning of the information and communication space according to the needs of society. At present, a theory of crisis communication has been formed, which has in its arsenal the following precepts:

- Image restoration;
- The theory of situational crisis communication;
- Rhetorical arena theory;
- Narrative and integrated crisis structuring (Marsen, 2020).

The practical significance lies in the organization of the principle of crisis management. The information and digital space is an effective tool, through which you can respond to crisis phenomena.

A promising direction of research in this regard is the development of settings for information and digital resources, which will prevent the occurrence of crisis phenomena in culture. Already now scientific and technological progress offers algorithms, thanks to which forecasting in economics, politics, and technological development is carried out. Consequently, risks are calculated, and preventive measures are taken to prevent crisis manifestations. Of course, when it comes to the material component of social life, such simulations have a higher reliability than in the matter of spiritual development. However, the information and digital space of recent decades is gradually replacing other elements of the spiritual formation of man. Consequently, all prerequisites are formed to regulate the worldview-spiritual development of society through information and communication resources.

It is clear that in this case, we face risks for society. History has already repeatedly proved that attempts to conquer the spiritual and ideological component of society lead not just to crises, but to real catastrophes (wars, totalitarian regimes).

The dichotomy of the role and place of ICTs in socio-cultural development is currently relevant. Innovation contributes to the progress of culture, providing new horizons and centers for the realization of cultural dimensions. On the one

hand, the information and digital field is the environment where culture develops and changes. On the other hand, ICTs, with all their popularization in recent years, are still unable to dictate the conditions for the dominant cultural trends of modern society. Therefore, an interpretative model of information and digital space in the context of the development of modern culture is noted. When the issue of cultural crisis is actualized, information becomes an important tool in the dissemination and justification of crisis narratives.

“The chosen analytical framework stretches from technological culture (i.e., how and where myths and symbolic narratives are constructed) and a focus on the process of interpretation (i.e., flexibility in how digitalization can be translated and tied to different political goals and values) to the dimension of primacy (looking to education, professional experience, and geographic location to explore aspects of dominance and power)” (Gidlund & Sundberg, 2021).

Currently, methodologically in relation to innovation models, there is a division between global, national, and organizational culture (Tian et al., 2018). Culture in its various variations has always been the most important driver of innovation (Yun et al., 2020). One characteristic aspect of cultural development is dynamism. This process is fundamental to progress and crisis in culture. Accordingly, the information and digital space is a factor that ensures the dynamics in culture. This process has both positive and negative meaning. If the information and digital potential is used to assert scientific and technological progress, it is an example of a positive influence on cultural dynamics. When the information and digital space becomes a platform for the dissemination of elements that cause crisis in culture, it is a negative manifestation of the dynamics of cultural development.

The development of new ideas and innovations is a primary and inevitable process. This is due to intense global competition and rapid technological development (Moussa et al., 2018).

Digitalization increases the pressure on culture, forcing innovation in all areas of public life. The following characteristics of organizational culture are currently relevant: corporate entrepreneurship, digital awareness, need for innovation, digital skills and resources, ecosystem orientation, participation and self-organization of actors, agility and organizational structures, the culture of error and risk-taking,

internal knowledge sharing and collaboration, results orientation (pragmatism), openness and desire for progress. Note that there is a term "digital innovation culture" in scholarly discourse that emphasizes the importance of an approach to digital transformation and innovation (Kiefer et al., 2021). Consequently,

information and digital innovation becomes a relevant mechanism in cultural crises.

A promising direction for further research is to differentiate the role of ICTs in the cultural crises of the modern world (see Fig. 2).



Fig. 2. Information and Digital Models in the Cultural Crisis.

Source: Own development by the authors

Consequently, informatization and digitalization can play an active as well as a passive role in the process of cultural development. In a cultural crisis, ICTs can be a deterrent and an element in overcoming it. At the same time, information and digital resources are a source of feeding the crisis processes.

Conclusion

Information and digital space has become substantially entrenched in the theoretical and attitudinal and practical commonplace paradigms of contemporary socio-cultural space. Consequently, all information and digital resources have become fundamental to human life or society. Under such conditions, ICTs are both carriers of positive achievements in the sphere of culture and elements causing crisis phenomena in culture.

The cultural crisis of modern civilization has two key dimensions, fully or indirectly related to the information and digital space:

- the global-existential dimension, characterizing the information-digital space as one of the components with destructive consequences for civilization as a whole (artificial intelligence, dependence of critical infrastructure on ICT);
- practically axiological dimension, reflecting the negative impact of the information and

digital component on material and spiritual culture (virtualization of social relations, devaluation of moral norms).

The global-existential dimension preserves the potential destructiveness of the socio-cultural development of civilization, but so far these manifestations have not been observed. Now we can state the actualization of the axiological dimension of the cultural crisis associated with information and digital technologies. Consequently, it is necessary to form value constants which will become reference points for the use and development of the information and digital space. Thus, the normative function will become practically effective and will form protective mechanisms against the negative influence of technologization, informatization, and digitalization of the modern socio-cultural space.

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