

TRANSFORMATION OF INFORMATION REVOLUTION

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Changes brought by the information revolution connect not only with production sphere. They lead to transformation of features of whole social life as a whole including politics, culture, education, way of life and other sides of a human being's activity. The author makes bold to formulate hypothetically the main directions of the transformational reorganizations on the basis of the material examined before. Short characteristics of the expected socio-economic transformations are given in the table 1.

Humanitarian transformations. The most considerable determining transformation is to take place in a human being himself. In the triad of his components "bio-labour-socio" the personal (information) matter of a human being, i.e. a "socio" human being should take the first (leading) place (see details in the chapter 2). It means that just the personal characteristics of a human being will determine the development of the productive sphere and formation of the outlines of the whole society.

Table 1. The content of all possible socio-economic transformations to change into the information society (names of the transformation types are symbolical).

Type of transformation	Short content
1	2
1. Humanitarian	From the priority a "labour" person to the priority a "socio" person
2. Technological	From technologies based on the material means of production to the technologies based on information
3. Space-time concentration of the productive factors	From concentration of the productive factors (p.f.) in space to their concentration in time and space simultaneously
4. Productive sphere	From the centralized collective environment to the decentralized working places
5. Labour	From the predominance of the economically necessary labour to the predominance of the creative activity
6. Forms of labour motivation	From motivation priority based on the economic compulsions to the motivation priority based on the socio-psychological influence
7. Economic relations	From relations based on the economic agreements to relations based of the information control
8. Communicative	From transformation of mainly material substances to the transformation of mainly information factors

9. Consumption	From priority to consume material welfares to priority to consume the information ones
10. Health Protection	From correction of the human being's organism state by means of the influence on the material substances to correction by means of the influence on the information organism system
11. Place of Residence	From the urban residence to the formation of the suitable for living complexes
12. Economic paradigms	From "cowboy economics" (non limited resources and space) to the "spacemen' economic" (limited resources and space)
13. Political	From power of the private means of production to the power of the intellectual elite (being able to control the information)
14. Social	From subregional social organizations to the monosocial (global) ones
15. Cultural	From subethnic cultural development to acumenic development of cultures
16. Educational	From knowledge given to getting skills of selfeducation
17. Mental	From linear mental to the priority of the nonlinear way of thinking
18. Competitional strategy	From direct competition on the goods markets to the competition to win the means of consumption
19. Types of predominant motivations in the society	From priority of the negative motivation to priority of the positive ones
20. Social memory	From local memory systems to the formation of the common system of the social memory
21. Management	From specialized functions of management to individual self-management
22. Administrative	From centralized command administration to decentralized "ecosystem" one

Information needs of a "socio" human being are called to transform the whole system of the valuable orientators (points) forming a specific social demand. Its main purpose is to satisfy demands necessary for the development of a human being's personal features. The demands of a "socio" human being such as: physical human being's perfection, his mental development, realization of his creative abilities, getting knowledge, etc, replace the physiological needs of a "bio" human being (demand for food, water, place of residence, etc.) and technocratic needs of a "labour" human being (lust profit, carrier, prestige, etc).

Principle difference of a human being-consumer of the previous epochs is the fact that all these mentioned components of the personal human being's development becomes a consumption aim, but not a means to get material welfares in future (e.g. a car becomes a transport means to go to the forest to have a rest and reproduction of the spiritual forces but not to go to the garden only to grow and to gather in a good harvest).

A human being-producer influences more and more on information than the material welfares. Even in case he produces the material goods his aim to from information programs of combinations and interaction of the material blocks in space and time but not the transformation of the material substances (this function will be performed by machines).

A human being-constructor designs outlines of the environment he will live and work in and the products to be consumed. In all probability one can foresee two key transformations in a human being-constructor's activity:

- sphere of consumption: change from designing concrete goods and serviced to the formation of the welfare complexes that create condition for the comfortable life of a "bio" human being, maximum development of a "socio" human being and create realization of a "labour" human being;
- field of production: change from creation of the not typical for nature matters of labour and "unlinked" productive processes to the formation of the allied to nature matter of nature, production of which is organized at the circled cycles.

A group of the supposed changes given in the table 8.1 is symbolical and can characterize only some features of a complicated many sided phenomenon called an information revolution. A part of the changes given in the table 8.1 has been described in detail in the previous chapters and it lets us be more laconic explaining the certain phenomena and pay more attention to examine the other moments.

INFORMATION BASIS OF ECOLOGICAL MANAGEMENT

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The information is the items of information on the environmental world and processes, proceeding in him perceived by the man or the special device. For ecology it is the items of information on a condition of an environment, factors of influence on it and demographic data, which allow to spend monitoring and to accept the decisions on the basis of the received information.

As a result of accumulation of the large files of the information there is a necessity for its ordering and simplified access to her. With this purpose the databases and cartographical systems are created.