

STATE ADMINISTRATION

INFORMATION WARS IN THE CONTEXT OF THE HI-HUME TECHNOLOGIES DEVELOPMENT

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The rapid development of the latest computer and information technologies of humankind has caused rapid transformations in all spheres within a modern society. The economic, managerial, cultural, social, and other fields of society have been deeply influenced. Changes accrue and affect not only the sphere of production but also people. High technologies affect the lifestyle and values of the modern human, significantly alter the ways of one's existence. Accordingly, new social and humanitarian technologies are being integrated into Hi-Hume, designed to influence an individual or mass consciousness to optimize or change them. These technologies emerged with the advent and widespread use of Hi-Tech – primarily, high technology. The products of new technologies also require a revision of society's values. High technology has also changed the existing system of social relations, these changes have been so significant that effective managerial technologies, initially used exclusively for Hi-Tech, have quickly gone beyond its borders and become applicable in other socio-cultural fields [3, p. 38].

Hi-Hume technologies are high socio-humanitarian technologies, the primary purpose of which is to act on the minds of individuals or groups to change their behavior and relationships. Moreover, the predominant type of action is manipulative, which is aimed at changing the direction of activity of another person or group of society as well as is performed remarkably skillfully that it goes unnoticed [1, p. 152].

Hi-Hume technologies are related to information: to a particular way of its submission, processing, and programmable assimilation by the individual. If Hi-Tech changes the existing reality, then Hi-Hume changes the perception of that reality. A great feature of Hi-Hume is its significant impact on the socio-cultural sphere. Hi-Hume technologies include PR-technologies, high political technologies, information war technologies. These technologies make it possible to anticipate and manage socio-political change effectively.

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Information wars, which have become a new phenomenon of the 21st century, are most closely connected with the use and interpretation of information, its contextual usage, the necessary dosage according to a particular situation, the policy, ideology, etc. In terms of the theoretical discourse, information war refers to the set of organizational mechanisms and operations for managing and using information aimed at gaining operational superiority over the enemy. The handling of information war involves the use of two types of weapons: software-technical and socio-psychological. Mass manipulation technologies are social technologies of information-psychological, explicit and hidden management of the psyche, actions, behavior of a person and a group of people of different numbers, and the formation of their ideas, tastes, needs, and values that have a repressive effect on the object. The most crucial structural element of technologies of mass manipulation is the human, values, intelligence, psyche, behavior of the one.

Thus, in an information war, one of the effective technologies is, for example, the destruction of the mechanisms of traditional self-identification (ethnonational, cultural, confessional, etc.) by designing artificial variants of identification, in particular, «multicultural identity» in the information space. The most versatile technology that is actively used in processes related to mass communication and influences on the collective consciousness of society is the generation and distribution of certain images because modern societies think predominantly in imaginative forms [2, p. 88].

Therefore, specially generated images or mythologems can encourage people to act, change behavioral stereotypes. In the same way, general public opinion can be fully or partially subject to the influence not only of legitimate, transparent methods, PR tools but also of methods of manipulative control, «black» PR, fake or semi-official information. The use of technologies in the processing of public consciousness is defined as Hi-Hume tech by their level of influence and aims at diverting people from real problems, shifting their attention to minor issues, encouraging decisions, and actions that are beneficial to specific political and ruling forces to achieve destructive goals.

Human consciousness processing technologies tend to rely on cultural bases to influence human behavior effectively. In the context of the information war caused by the development of information and communication technologies, the potential for manipulative action with the help of Hi-Hume technologies has grown due to the reason that many countries can potentially target them. The most critical role of Hi-Hume technologies is the management of information flows: the publication of information, its pre-selection, and processing, certain ways of its presentation (for example, representation of the only positive or only negative information), the concealment of alternative information. The techniques such

as creating artificial time deficit, information overload, replacing logical links with associative ones, are widespread. Hi-Hume technologies are predominantly focused on irrational, emotional, and subconscious levels of human behavior and perception of the surrounding reality.

The use of Hi-Hume technologies, on the one hand, enables effective management of social processes, significant and relatively arbitrary restructuring of mass and individual consciousness, which allows obtaining substantial material profit within the economic sphere and provides effective control of large masses of people in the field of politics. Hi-Hume technologies, on the other hand, can destructively affect humans and society by destroying the self-regulation mechanisms.

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