

The leader of a modern society: the digital world of the team and order

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Abstract Leadership is one of the most ancient phenomena which essence people would like to learn. Also, to operate system many have a desire to be leaders, becoming the leader, opens much more opportunities and prospects, access to bigger number of resources and bonuses is possible. Becoming the leader, we create certain investments in development of modern society/world, but at first there is a work on image of the leader, and then the image of the leader works for that society/world which created it.

The modern reality significantly transforms to an era of total virtualization and a digitalization of the world, first of all, in social sense, the person and his consciousness, turning it into the hybrid living being - a cyborg which in any acts, actions, thoughts and desires will be coordinated with the media intermediary - the virtual world of the Internet. Respectively, the person develops new or transforms old models of interaction in the social environment, deconstructing classical hierarchical schemes of communication and forming horizontal network ways of interaction and leadership. Of course, the modern person has opportunity to use traditional schemes and scenarios of interaction and reaction, but all of them are more and more suppressed or deconstructed.

The virtual reality is for a long time not additional, additional reality of communication, but becomes the "first reality" which is not copying former reality anymore but dictating it the logic. The "archaic", "classical" reality, respectively, is in a situation of constant suppression, splitting and deficiency.

New ways of interaction are infected with semantics and logic which are the immanent characteristics of digital virtual space created by its "rules of the game". It is possible to select three main characteristics of this logic. The statement the first, is a binary code (a stream "1" and "2") to which format any has to be transferred, to any audio-or a video phenomenon, any desire, any communicative act. The second, "a command line" which orders an order of a binary code. The third - dynamics of the movement, which is built as smart, hyper - the movement in the virtual network environment.

1 Introduction

Universal introduction on an extent of the last half a century - from industrial production to daily occurrence - the information technologies creating the new virtual world transforms not only the environment, but also the person. Of course, the person and his vital world changed throughout the history constantly as a result of changes in climate, the biosphere, social cataclysms and peripeties. Not only its social dominants, ways of production and impact on

surrounding reality changed, "physiology" of the person changed: constant migrations, wars, changes of a food allowance, etc. caused physiological mutations. At last the person was a source of changes: the person will always transform the vital world, not only changing, for example, the objects surrounding it, ways of interaction with them or their symbolic and semantic perception, but, first of all, "formatting" itself Mumford (2001) is in this regard absolutely right, declaring that the person and his corporality was the first object of changes historically: "... I found, the initial sphere of a human ingenuity not in production of external tools, but, first of all, in renewal of bodies of his own body ..." (Mumford 2001).

Thus, throughout long history of change homo sapiens mentioned as the person and surrounding objects, but also that symbolism with which he infects the vital world and the status in this vital world. Respectively, also "logic" of interaction and embedding of the person in the physical and social reality surrounding it, and also his "physiology" and those meanings and values by means of which it built the vital world and social space which part it is changed. In this regard the person a being "unstable", and the fact that this continuous process of changes as the person nowadays continues as "species" and that vital world which it constitutes is not something unusual and extraordinary: about any historical piece of existence of people we can speak as about the period of changes. However modern processes which are connected by total infection of any sphere of our reality with new information technologies qualitatively differ from what occurred before.

The modern person is not just under total and uncontested influence of what can be designated as "the electronic and digital Universe" but process gradual transformation into the semi-artificial living being - the person of a cyborg lives. The person cyborg or the post-person in terminology Ratti (2016) and Claudel (2016) is a result of influence not only natural - biological or social - influence and mutations, but a product of embedding of the person in the new technological environment formed by information digital technologies. "The post-person", as Ratti (2016) and Claudel (2016) absolutely fairly note, is the creation which is given rise in the conditions of such binarity, in the world digital and material, merged together where mental and social existence of each individual is carried out, supported and improved by means of technologies" (Ratti and Claudel 2016). Naturally, by means of the technologies based continuous infection of vital space of the person with virtual reality and total digitization of reality. In other words, if earlier we could fix natural change of the person and his habitat, then now it is about cardinal excellent process which did not happen before in the history in general. Namely, transformations of the person and his vital world into hybrid "synthetic" space, the person - in the semi-machine living being and the vital world to the semi-physical, semi-virtual world. The happening transformation affects all parties of existence of the person, recoding as "physical", so social and symbolic aspect of existence of the post-person cyborg. Thus, it is possible to note that the new gene-modified or created and grown-up by means of biological technologies food change the post-person at the cellular level. Both working conditions, and comfortable, by the standards of even recent past, life of the average resident of the megalopolis, turn the post-person into quite fragile and physically weak living being, and the new social and cultural environment infected with virtual reality takes the leading positions: creates new meanings, values, at last, new symbolical reality which is still insufficiently studied and described. The new medial space which arose last decade which, in fact, is the new habitat of the person created as the digital Universe of information society, sets parameters of the new post-person, what he is, first of all, as a zone of generation of new symbols and meanings.

2 Methodological tools of a research

For clearing of social and symbolically significant changes in the status of the post-person and his vital world, use of hermeneutical and structural methodology, capable to clear cultural contamination of the proceeding social processes, and also the method of phenomenological description allowing to reveal symbolism and valuable meanings of the happening transformations and reformatting which are carried out by the post-person in the new hybrid reality is quite justified.

The new environment of the modern post-man as a hybrid living being, combining in himself and in his life world the "fragments" of the old "non-digital" and new digitalized virtual reality, is quite tough and uncontested: the use of virtual reality is now prescribed both by social, economic regulations, and regulations of everyday life and personal interaction. The posthuman (cyborg) and post-reality (virtual reality) being in resonance enhances the effectiveness of that binary that forms both posthuman and postreality. At the same time, a new world of life, a new post-reality, constituted by the posthuman, i.e. The world of the modern information society, having its own internal logic of formation, is increasingly affecting the consciousness, logic of actions and thinking of the cyborg man himself. In other words, the logic of building the life world (Lebenswelt) of the modern posthuman - and this is the logic of forming a new reality - and, accordingly, the logic of his thinking and any of his actions or his aspirations is imposed, and therefore infected, by the logic of forming the medial space of virtual reality, gradually replacing the previous "pre-informational" reality.

The virtual space (most often it is the Internet zone, but also in any segment of our post-reality - from kitchen utensils before scientific research - we deal with it) is not built as the additional, auxiliary and office medial environment for a long time or as the zone of imaginations, desires (the Internet as a zone of realization of desire), aspirations, but is formed proceeding from opportunities, limits and "grammar" of the program environment. Moreover, everything that applies for the post in this new virtual world to find "soil" for realization in virtual space of the Internet, has to be recoded and is written down being conformed to "logic" of the program environment. I.e. any phenomenon, an event, the individual, social instance, etc., etc. to become a part of new hybrid reality, it has to be "digitized" and transferred to the look corresponding for transfer and placement in general world Network. Otherwise a phenomenon, an event, an institution, etc. will not "be allowed" to the virtual digital world and, respectively, not to become a part of new hybrid reality. In other words, the place and the rights of a residence in the new hybrid and virtual world are acquired only what can be recoded and "transformed" by logic of the "program" environment and through similar code conversion to find the status and effectiveness (eventually, life) in the information digital world.

Information space which stopped being only "addition", "copy" of reality for a long time i.e. ceased "to play" a role of "servant" - the assistant, possesses the status of reality and that space which sets a format, parameters, and also and former reality and the living her post-people. As one of examples of influence of models, regulations and valuable installations, it is possible to bring admirers of an anime, reformative (not without plastic surgeries) the appearance and a body in style of heroes of animated films: in this situation the model of forming of a body is set by parameters of virtual space. Such examples can be cited quite a lot, since in the modern hybrid life world of the posthuman, it is virtual space that plays a huge role, and therefore the posthuman borrows from the virtual space norms, models of action, and archetypes of constitution. Accordingly, it is the virtual world that acts as the ontics of the modern post-human cyborg, i.e. that basic sphere of reality in which we can identify the basic algorithms, styles and logic of being and constituting any creature with which the modern posthuman deals. It is this space - in fact, the virtual digital world - that in its basic scenarios and construction logic prescribes any existential model, any asana, any gesture, any statement, and any desire to the postman. In other words, the new ways of being of the modern post-man cyborg, his model of behavior, goal setting, the logic of building his environment and interaction with the world are infected with the "internal" semantics and logic of digital virtual space. That is why it is necessary to more carefully consider the basis of the logic of this virtual space, because it is it that "formats" both the consciousness and appearance of the post-man cyborg, and his life world. It is this space - in fact, the virtual digital world - that in its basic scenarios and construction logic prescribes any existential model, any asana, any gesture, any statement, and any desire to the postman. In other words, the new ways of being of the modern post-man cyborg, his model of behavior, goal setting, the logic of building his environment and interaction with the world are infected with the "internal" semantics and logic of digital virtual space. That is why it is necessary to more carefully consider the basis of the logic of this virtual space, because it is it that "formats" both the consciousness and appearance of the post-man cyborg, and his life world.

As the virtual world is conquered more and more by modern society, it just also is the leader of modern space - Cyberspaces. It is possible to select three main characteristics of this cyberspace, and also its internal logic which is based on the structure and internal regulations of creation of this Wednesday: network structure, binary code, dynamics of "logistics" and logician of the order. Let's stop on each characteristic of this space which order and impose certain "asanas" and "logic" of existence to the modern person cyborg.

Let us first dwell on the virtual network structure (respectively, the basic reality for the posthuman). The network structure - namely, such is the structure of the Internet - forms a model for the interaction of a posthuman in any area of his existence from building everyday life to patterns for creating modern production. The previous dominant model for building reality (from building state institutions to religious cosmogony and encouraged models of family ties) was non-hierarchical model. The modern world network non-hierarchical with domination of "horizontal" hitches, and therefore more at first sight more democratic model of forming of reality and society. It generates illusion that the modern information world - educations, hierarchical and democratic on the structure. Really, the network organization of the Internet represents the structure to a large extent focused as in the functioning, and routes of passing of a signal, on destruction of any hierarchical, total and power instances and institutions, i.e. on the genesis and a structure of the closest to the democratic organization. It, of course, strong exaggeration as are even present at virtual space of the Internet (having accepted, of course, a cyber - virtual shape, but from it not stopping being hierarchically focused in the functioning of instance) social institutes which are quite effective as they not only have centuries-old traditions of "suppression" of horizontal educations (using in the program environment, for example, various "boats" - programs) and their control. These instances, having received the top wasps in virtual space, undoubtedly, "impose" the logic to this space as they possess economic and technological resources, incommensurable in comparison with ordinary users. But the same resources are capable to unite only depending on a situation and in a weight format that actually allows to control quite effectively them and "to direct", using the tools of ideologies which are already acquired for the last two centuries, "psychology of masses" and economic marketing. In this regard the

network structure of the virtual world capable to undermine "horizontal" logic of interaction "vertical" communications is strongly limited in the effectiveness to instances, hierarchical and total on the historical past, the status and effectiveness. But the most important is not so much "inertia" of historically hierarchical instances which perfectly mastered Internet spaces, and from the very beginning constantly infecting with hierarchical logic of construction and interaction network structure of the Internet it is rather internal logic of the program environment, "grammar" of programs which imposes logic of "order" and on the basis of this order forms an order in Wednesday, spontaneous, situational and unpredictable on the dynamics. Following this logic, routes not only the movements of a signal in networks of the Internet, but also in real situations are built. Movement of freight or goods follows not logic of the smallest length of a way, but logic of the minimum time and financial expenditure. And therefore, can be contrary to the shortest route of movement, and, of course, when using modern models of optimization of delivery. This logic extremely situational: the route is laid every time in a new way and proceeding from promptly changing environment and the environment. Thus, dynamics of the movement which is built in the virtual world is smart, hyper - the movement, logic of "logistics" of the network environment. This hyper - smart logic - an a-hierarchical on the dynamics and characteristics, however, neither the network structure of the virtual world, nor the loudspeaker of "logic of logistics" can abolish that potential of hierarchy which is concluded in the most program environment which, eventually, is capable to build the virtual world, so and the vital world of the modern person, on curves of quite totalitarian society.

First of all, it is, of course, a universal language of the program environment, i.e. a binary code (a stream "1" and "2"). Everything in digital space is written down by means of language at which there are only two "words": "yes" and "no", "there is a signal" and "there is no signal". It is quite "tough" scenario of forming of reality and, besides, imperatively compulsory: any statement, any audio-or a video phenomenon, any desire, any communicative act has to be transferred to this format. For example, everything that represents the "analog" image (the analog photo, sound recording on a gramophone record or "live" execution, the real document or a construction, etc.) is exposed in this space to "code conversion", translation in the corresponding type of a stream of "zero and units" which only by means of additional programs can take a form, "digestible" for the person. However, what is not capable to undergo procedures of primary "splitting" on "atomic statements" "yes" and "no" cannot be presented as also "1" is consecutive "0". And that is everything that existed before the digital reality and what can be designated "human, too human" - it "is not allowed" to this digital world and, respectively, it appears in marginal for the vital world of the post-person cyborg" to a zone which gradually loses the importance. Thus, the non-hierarchical network structure of modern reality in itself contains rather "powerful" potential of universality which is set by the unifying and compulsory influence of uniform language of digital reality at which there are only two "words": "0" and "1", "there is a signal" and "there is no signal", "yes" and "no", and the rest, "human, too human" - "from the evil".

But, main, that in the program environment order a certain sequence which consists of an infinite "various" joint of "zero" and "units" of the digital Universe If to address any video-, audio- to the file, the text document, the program, the appendix, etc. we will see that what they are - it is not only a stream of a binary code, but, the main thing, a set of "teams". In other words, in the digital Universe we can find only two intrinsic structural elements is a binary code and a so-called "command line", i.e. actually "Order" which forces will take place to any virtual a top wasp, any virtual communication that supports operation of any server or domain that, actually is that main "gravity" which forms the digital Universe of the virtual world of the post-person.

3 The virtual world of man

Each person has a certain set of models and standards for perceiving the phenomena of the world. The framework and prescriptions of these models and standards leave their mark on sensory sensations, and, therefore, on how we perceive the reality around us. We can say that a person perceives the world around him not as he is objectively, but changed, adjusted and modified according to his experience, ideas, expectations, attitudes and stereo types. It is likely that the human psyche virtualizes reality, it can be said that the world we see is not what it is, but as we expect to see, that is, reality is not real, but expected, constructed. As Kline (1987) observed, although this refers more to the "most objective" exact sciences, that "the physical world is not given to us objectively." "According to the Kantian concept, it is only our interpretation of sensations, the construction of them, and mathematics is the main instrument that allows us to streamline sensations" (Kline 1987).

Of course, a lot depends on the social context in which the informatization of human life proceeds, how it relates to the democratization of sociality, the humanization of the spiritual atmosphere. Nevertheless, it can be assumed that the formation of knowledge banks accessible to all, the formation of information epistemology has an impact on the nature of intellectual activity. As Kuznetsov (1999) put it, a researcher of the virtual world through cinema - "for a person who comes to the Internet, one of its main features is a different way of structuring than that adopted in the

“real world The information space surrounding us is structured, if not too strictly, then at least on the basis of obvious premises” (Kuznetsov 1999). If you pay attention to the development of information technology, it is easy to see that in the late 90's. A specifically new form of data transmission and perception associated with the use of virtual reality technologies comes to the fore. The information space of today's society is significantly different from what surrounded a person at the end of the 20th century, and mainly because virtual reality enters into people's lives, which begins to take a leading position.

It is worth noting that the idea of virtual reality is present and was developed in various historical periods of the formation of philosophical thought. In ancient, eastern, and Byzantine philosophy, perhaps the idea of virtual reality is not directly considered, but sometimes explicitly, in scholasticism. This idea has been actively used in the last decade in modern philosophy and science, as well as in other areas of human activity.

In the second half of the 20th century ideas of virtual reality arose independently of each other and almost simultaneously in several fields of science and technology: in quantum physics, the so-called virtual particles were discovered, characterized by a special status of existence in contrast to other elementary particles; the concept of a virtual object appeared in computer technology, for example, a virtual machine, virtual memory, similar developments were made by Pecker and Moroznoy (1989); in psychology, virtual states of man have been discovered, and finally, in scientific studies that belong to Yanovsky (1998), the term “virtual reality” was coined to refer to special computers that give the user an interactive stereoscopic image (Yanovsky 1998).

As a result of an aggressive advertising campaign to promote computers on the market, the term “virtual reality” has become popularly associated with computers, giving rise to the idea of CYBER CULTURE and the real youth movement “cyberpunk”. In accordance with one of the myths of cyberculture, the term “virtual reality” was coined in the early 1980s. Lanier (2011) - the founder of the first company that produced home computers that create computer virtual reality (Lanier 2011). Cyberspace provides unlimited space for realizing opportunities; the limitation remains only for the development of technology that will simplify the process of interaction. Using computer technology allows you to create three-dimensional graphic worlds with the ability to transmit audio data in real time According to researcher Orekhov (2002), “Virtual worlds are three-dimensional models of a real or fictional world, designed using a special language and displayed on a computer screen” (Orekhov 2002).

Virtual worlds - the main working method of postmodernism as a very broad and claiming in recent years to the leading role in the art of modernity. fiction, and especially the visual arts - painting, graphics, sculpting tour, drama theater, opera, ballet, cinema - all of them have recently become an arena for interesting experiments with the introduction of very unusual, and often deliberately shocking the general public "virtual" worlds of artistic reincarnation.

However, the most general - universal and accessible to everyone ideal / virtual - the world creates a philosophy. “Any thinking person,” writes Nosov (1998), - solving any problem that is of any importance to him, - consciously or completely not even thinking about it - always comprehends in some such, maybe very specific (and sometimes even quite pathological) ideal world” (Nosov 1998). This applies not only to people of intellectual labor - to specialists in the field of cybernetics or cosmology. Virtual worlds are created by each of the people - carriers of ordinary consciousness. Any person in his life has repeatedly passed into a completely different, very different from every day, parallel world, for example, in a state of sleep, under the influence of deep dreams and fantasies.

It should be noted that the process of virtualization of the world through the perception of its consciousness is controlled not only and not so much by the individual himself. Modern civilization is often characterized as “informational”. The flow of information organizes the political, economic and cultural life of individual states and the entire rapidly globalizing world. From birth, a modern person is in a very dense information field, which has many sources and is formed regardless of it. Therefore, for most people on Earth, the process of individual virtualization is highly mediated by external information flows. At one time, Marcuse (1994) introduced the concept of “one-dimensional person” - a person who looks at the world through the prism of “one-dimensional consciousness”, formed for him by the media and subject to existing social norms. “One-dimensional consciousness” is the result of the domination of forces by a person alien to him, and his social determinism prevents genuine freedom in understanding the world. In modern society, as Marcuse believes (Marcuse 1994), this human type has become widespread.

So, in the opinion of Kelly (2000), a person acting in the world is a captive of his interpretations of this world: a person is often important not so much the objective fact itself as the value attached to it. It is in this sense that we can say that a person constructs, creates the world. In the process of life, an individual develops for himself a whole system of “constructs”. With the help of constructs, man compares the phenomena and processes of the objective world. Since each person has his own system of constructs, this comparison is carried out for various reasons, that is, there is a certain hierarchy of significant features. The construct, in this way, directs the analysis of the perceived. Following modern research on cognitive psychology in the West, the authors Andreeva et al. (1978) - wrote that “people differ among themselves in the number of constructs developed. Some with a large number of constructs are

“cognitively complex”; they see the world multidimensionally, in all its manifestations and shades. Others with few constructs are “cognitively simple.” They perceive the world in a “black and white” light and do not know how to adapt to real events and phenomena (Andreeva et al. 1978).

The development of virtual forms of communication in society leads to the formation of an information culture and sets the framework for its development. On the one hand, it inherits the principles and characteristics of the dynamics of life, and on the other, it is filled with significant substantial innovations, the basis of which is the emergence of computers and the information and communication environment. Some researchers suggest that virtual communication allows us to show not only relevant, but also potential features of human existence, not only relevant, but also possible being. Man manifests himself as an active subject of the real world and cyberspace at the same time, introducing changes in both the first and second.

4 Conclusions

Virtual worlds are attractive because of their realism, but not only by the picture, but also by the ability to interact in the virtual world, and is a space for human life and activity, alternative to everyday reality, where the player can realize his motives and values. Interactivity makes it possible to interact with the world, change it, influence the course of events, develop - all these forms a cumulative image of events together with a realistic graphic image, which creates a virtual world that becomes almost real. Penetrating into various spheres of human activity, communicative interactions acquire mass character. Gradually, virtual communications become a necessary aspect of life. Thanks to the actualization of the Internet as a space of information and its exchange, it primarily becomes a space of virtual communications. Computer communication differs significantly from other types of communication by its virtual attractiveness, especially when the process of communication is accompanied by activity.

Nevertheless, the improvement of the technical means through which virtual communication takes place, new forms of interaction between people are created, and forms a new type of culture - digital. The consequence of which was the digitization of the real world.

It is digital culture that is becoming the leader of modern society. This is the logic of interaction in the software environment and, accordingly, the environment built as a result of this interaction. The person (and the programs themselves) speak the language of the order, which is either accepted, executed, or not executed, i.e. when the order is not allowed to “reality”. Accordingly, in the virtual space formatting the modern world, there is only a universe of order (a command line that prescribes the order of the stream of “zeros and ones” of the binary code). An order-command is infected inside any message, any site, any interaction of a new person - a cyborg who is “tuned” from within not to the logic of interaction, but to the logic of order.

Accordingly, the modern world and our consciousness, formatting this world, are built in complete harmony with the disposition of the team, and not in the logic of interaction and equality. The modern post-man cyborg necessarily matches his existence and his consciousness with similar dispositions of a digital medial virtual environment. It is with the Order-team that he ultimately agrees his reality, his actions, communication, activity, desires. Accordingly, a person develops new or transforms old models of interaction in a social environment, deconstructing classical hierarchical schemes of communication and building horizontal network methods of interaction and leadership. And this environment - we tried to only clarify this briefly, contains not only a hierarchical network structure, but at the same time a rather rigid and totalitarian model inspired by a uniform and unifying reality binary language, as well as the logic of the Command-Order. According to Lanier, “The conclusion to these musings is that - though we all get carried away talking about a future full of wondrous tech-fueled experiences - we must not forget to keep the human at the center” (Lanier 2019).

We can conclude that the leader of modern society, virtualization of reality is not only a natural and necessary mechanism of normal knowledge aimed at acquiring knowledge, understanding and explanation, as well as predicting the phenomenon.

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