

Human creative potential in digital society: social technologies of development

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Abstract — Man is a being who has the ability to create. Creativity was an important component of activity throughout the existence of mankind. However, in the context of an emerging digital society, creativity is becoming one of the key factors in the functioning of the economy and social institutions. Accordingly, the analysis of the relationship between the development of the creative potential of an individual and the social conditions that promote or impede this development seem to be an urgent scientific problem. The purpose of this work is to analyze the specifics of the development of a person's creative potential in a digital society. The study is based on the theoretical developments of domestic and foreign scientists, which summarize the large empirical material of studying modern society. The modern form of dialectics acts as the methodological basis of the study, which allows us to identify and correlate the positive and negative aspects of the formation and functioning of a person's creative potential in a digital society. As a result of the study, two basic statements were put forward and substantiated. According to the first, the positive aspects of the formation and functioning of creative potential in a digital society are in recognizing the individual as the main value and the general expansion of human capabilities. Negative aspects are structured and presented in the form of five blocks of problems that impede the formation and functioning of creative skills, namely, environmental, social, managerial, existential, psychological blocks. The second conclusion of the work reveals possible social technologies that contribute to the removal of identified problem points. These include the need to develop the methodology of social and human sciences, the instrumentalization of social and humanitarian expertise, the technologization of managerial activities, a clear fixation of the goals and objectives of training at the appropriate educational level, the development of psychotherapeutic practices and psycho-training.

Keywords — *personality in a digital society, personality development, key personality skills, creativity as a skill, methodology of social sciences and humanities, social and humanitarian expertise, technologization of activities.*

I. INTRODUCTION

The vector of modern development lies in the formation of a digital society. It has a number of sides and aspects, includes positive and negative sides. The historical movement of society at any stage is impossible without a person. In modern conditions, this should be a person with a comprehensive development of their abilities, knowledge, skills. In other words, this should be a person whose creativity has the ability to form and unfold. Accordingly, the priority is the task of

studying human creativity and possible strategies of its intensification.

A person lives and acts in a society that can either create a field for a person to realize his creative abilities, or make it difficult or impede this kind of realization. Or more precisely: simultaneously create and interfere. Modern digital society is no exception. In it, as in any other social type, there are both "light" and "shadow" sides.

The purpose of this article is to analyze the specifics of the development of capacity of human creativity in conditions of a digital society. Achieving the goal involves solving the following tasks. Firstly, the identification of positive and negative aspects in the field of formation and realization of a person's creative potential. Secondly, the disclosure of possible social technologies those contribute to the removal of problematic issues in the field of formation and realization of a person's creative potential.

II. RESEARCH MATERIAL AND METHOD

The topic of person's creative potential and social technologies of its development in modern social knowledge has a number of areas of research. The essence and trends of the historical development of modern society, including the trend of digitalization and its impact on humans, are considered in the works of the following authors: G. Bechmann, A.V. Buzgalin, M. Castells, V.A. Emelin, E.I. Jaroslavtseva, S.V. Kuvshinov, D. Tapscott, A.Sh. Tkhostov [1; 2; 3; 4; 5; 6].

Creativity as a phenomenon, the creative potential of an individual, the sociocultural conditions for its development are analyzed by L.A. Bulavka-Buzgalina, A.V. Buzgalin, O.D. Masloboeva, A.V. Maslova, I.N. Sizemskaya, N.M. Tverdnyin, A.V. Vdovichenko [7; 8; 9; 10].

The problems of social technologies, including in relation to human education and upbringing, are presented by R.V. Ershova, I.T. Kasavin, G.L. Tulchinskii [11; 12; 13].

Accordingly, the theme of person's creative potential in a digital society has a certain degree of development. But not all aspects have found their sufficient expression. And, above all, this concerns the study of obstacles to the development of creative potential and the application of social technologies directly in the sphere of its development. In any case, as correctly noted by T.S. Akhromeeva, G.G. Malinetskiy, S.A.

Posashkov, the impact of the digital revolution requires a philosophical and methodological analysis [14].

The theoretical and methodological basis of this study is, firstly, the modern form of materialism and dialectics. Secondly, the scientific theory of the historical process, which allows one to comprehensively interpret both general and specific aspects of the development of society and man in a new round of movement related to digitalization.

III. RESULTS AND DISCUSSION

The digital revolution has greatly changed the fate of society and man. Its consequences are expressed both in the economic and social planes, from labor productivity to the way of life and the human inner world. Indeed, following Western and domestic authors, we ascertain the fact of the expansion of the physical and intellectual capabilities of man, in view of the entry of terrestrial civilization into the sixth technological order. The transformation of all forms of human activity in the conditions of informatization cannot be denied. We completely agree with the theses on the growing importance of intellectual work, recognition of the individual as the main value, the triumph of continuing education [15].

The digital revolution has changed and the requirements for organizing the economic life of society, including in the field of creativity, raising its importance to the level of an essential element of economic development. The reasons for this, as noted in the article by I.N. Dubina, are disclosed in a number of the following considerations.

Firstly, there is an acceleration of the pace of change in all production conditions, which leads to an increase in the number of non-standard tasks, which in turn entails the need to solve them. These decisions are possible only on the basis of continuous creativity. Secondly, the modern economic world is characterized by the presence of hyper competition, which makes it necessary for the creative discoveries of a particular company to become massive and continuous. In this regard, creativity becomes a condition of survival. Thirdly, the modern economy is transforming the motivation of labor activity in the direction of decreasing the utilitarian interest in work, replaced by a focus on self-realization, self-improvement, and creativity. Fourth, the constant updating of goods and services as a trend in the modern economy is also impossible without creativity. Fifth, in the modern world, the available capital is not only an economic category; it has acquired a serious social, cultural component, parts of which are the creative abilities and ideas of the staff [16]. This focus on the development of the creative component of the digital economy, in our deep conviction, acts as its very positive characteristic and indicator of the progressive movement of society.

However, any positive changes do not occur without new problems. We fundamentally consider the critical function of philosophy to be one of the main functions. Therefore, the greatest attention in this work will be given to problems in the sphere of the formation of a person's creative potential.

First of all, we will analyze the very concept of "person's creative potential". According to T. Lubart, F. Zenasni, B. Barbot, this concept has a not very clear nature [17]. But in their opinion, in general, potential is "a latent state that can be

considered part of human capital or a resource for a wider social group or society" [17]. At the same time, human creativity is a very valuable asset that promotes personal and social development, and therefore, among the key skills of the 21st century, it occupies a fundamental position, along with critical thinking, cooperation, communication [17].

Its value among human skills determines the importance of turning to an analysis of circumstances that impede the development of creativity. In our opinion, these circumstances can be grouped into five main blocks.

The first block is environmental, associated with a change in the relationship of man and nature in the digital era. This relationship, as is known from history, has gone through several stages, from the complete dependence of man on nature to the dominant position over it. This dominance is ensured by the development of technology, which leads to a comfortable life, but at the same time sometimes causes irreparable damage to the natural system. In terms of the development and implementation of creativity, this means a kind of break with nature, isolation from it, which impoverishes a person and leads to its devastation.

The second block is social, connected with automation and robotization of production, which causes unemployment. And this is a problem whose solution is very difficult. To substantiate this idea, we refer to A. Toffler, who considers unemployment in the digital information society as a serious social challenge. From the point of view of the internal structure of mass unemployment, it can be technological, informational and structural. Technological unemployment arises from the fact that with informatization and robotization less and less workers are required for the functioning of the industry. The main factor in the formation of information unemployment is that modern qualification requirements require more complex professional information. The occurrence of structural unemployment is due to the presence of structural transformations in the technological process. Massive unemployment without subsidies creates dangerous political instability [18]. Despite the numerous panegyrics of unemployment, as an instrument of the "invisible hand of the market", we note that a person without work is outside the normal life. The content of life is reduced to elementary survival, which does not allow development and creative realization of oneself.

The third block is managerial. Potentially there is the possibility of such a level of development of artificial intelligence and expert systems, when they can take on the basic functions of leadership and management to the extent of practical elimination of a person from this area. The consequence of this lies in the indispensable "emasculatation" of the creative content of human activity.

The fourth block is existential, connected with the emergence of new problems in the life-meaning field, when, using the appropriate information-digital technologies, the human personality is manipulated, which also, among other things, impedes the development of creative abilities.

The fifth block is psychological, associated with the emergence of a psychological dependence of a person on a

computer. It represents a kind of absolutization of the capabilities of new technics. But any absolutization as an extreme option is negativity in its purest form and also does not contribute to the formation and development of human potential.

Of course, not only factors generated by economic and technological factors can impede the development of creativity. Socio-cultural circumstances also act, namely the conditions for organizing economic life directly in Russia. These conditions are a counter movement of the requirements and representations of the business, on the one hand, and workers, on the other. Both those and others to some extent determine the appearance of specific restrictions on the development of a person's creative potential.

The Russian business community is slowly, in comparison with a number of other countries, comprehending the possibilities of applying creative activity in the economy. The reason for this is the belief that creativity does not fit well with accepted management schemes, that it is more a risk factor than a source of increasing profits, expanding sales markets, etc.

Workers also, for their part, prefer not risks associated with creativity, but stability, simple requirements, and guarantees. And according to a number of studies such workers among Russians is 98%. This situation seems to be understandable. Firstly, only 17% of Russian hired workers are engaged in highly skilled work, namely, it includes the highest creative component. Secondly, the modern labor market in Russia does not stimulate economically creative labor, because intellectual labor does not differ much from physical labor in terms of income [19].

However, it is not a matter of the existence of problems; there are no societies without any problems. The fact is that society should have tools to solve problems, including tools for the formation and development of a person's creative potential, allowing to overcome the circumstances noted.

Obviously, one of these tools is social technology.

According to I.T. Kasavin, social technology is still a little-studied object in science. However, in his article, he offers a working definition of a social technology. Social technology must be understood as a communication-activity form of manifestation of a social subject at the level of organizational, managerial and socio-project activities, in the aspect of the social construction of knowledge and reality based on social and human sciences [12].

The existing and even, to a certain extent, those social technologies that continue to be formed influence the society quite clearly, especially in a number of areas. Moreover, first of all, areas in which the state is most interested. An example is election campaigns in which electoral social technologies are an indispensable tool for process control [12].

It is clear that in a number of areas the application of social technologies is transparent and justified, even if sometimes they are not sufficiently developed. Другое дело сфера человеческого сознания и творчества. After all, "... the formation of consciousness ... occurs mainly spontaneously

and is poorly regulated in its basic parameters" [12]. However, in this case, we are not talking about the formalization of creativity, the totalitarianization of consciousness, etc. We are talking about social technologies that allow, to one degree or another, to influence the noted limitations of the development of a person's creative potential.

Based on the materials of R.V. Ershova, I.T. Kasavin, G.L. Tulchinskii, T.S. Akhromeeva, G.G. Malinetskiy, S.A. Posashkov [11; 12; 20; 14]), we believe that the following technologies can be considered as possible social technologies that can help remove environmental, social, managerial, existential, psychological limitations of a person's creative potential:

- development of the methodology of social sciences and humanities, which will clarify the actual "state of things" and, if possible, expand the positive impact on the individual, social group, society;
- further instrumentalization of the socio-humanitarian examination of proposed projects in areas affecting interests, including economic, social, existential and personal security;
- technologization of managerial activity on the basis of minimization of measures taken in the spatio-temporal, instrumental, structural plans;
- special attention to educational practices at all levels of education based on primary attention to the goals and objectives of this particular level of education;
- ensuring information and psychological security of a person, including through the development of psychotherapeutic practices and psycho-training.

In any case, the conditions for the technologization of activities, including in the field of formation and development of a person's creative potential, are generally understood. According to I.T. Kasavin, there are three conditions. The first condition is that the corresponding activity should be developed in the minimum necessary set of loci and for the minimum time. The second is the need for standardization of activities, consisting in reducing its structural diversity, minimizing tools and techniques for their use to achieve a minimum set of tasks. Third, bringing the activity into a form that allows a demarcation line to be drawn between those processes that can be technologized and those that cannot. Compliance with these conditions will allow you to translate activity in a regular form, which means to ensure the maximum coincidence of goals, means and results, with a minimum expenditure of forces and means. It's hard to disagree [12].

IV. CONCLUSION

We believe that on the basis of the study, it is legitimate to draw a number of conclusions. Firstly, positive and negative aspects in their dialectical unity were discovered in the sphere of formation and realization of a person's creative potential. On the one hand, a digital society is characterized by the expansion of human capabilities, the transformation of forms of activity, the recognition of the individual as the main value,

the growing importance of intellectual work and the value of lifelong education. On the other hand, in the same information society, the formation and development of the creative potential of the human person is hindered by a “break” with nature, the presence of such a social disease as unemployment. This occurs simultaneously with a decrease in the element of creativity in activities as a result of the development of information and computer technologies, the loss in the modern world of life-meaningful landmarks, the emergence of new types of psychological dependence. Secondly, possible social technologies are revealed that contribute to the removal of problematic issues in the field of formation and realization of a person’s creative potential. Social technologies aimed at removing the noted problem areas in the field of creativity development include: the development of the methodology of social and human sciences, the instrumentalization of social and humanitarian expertise, the technologization of managerial activities, the clear fixing of the goals and objectives of training at the appropriate educational level, the development of psychotherapeutic practices and psycho-training.

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