

Virtualization as Factor of Socialization: Expansion of Mechanisms for Mastering the World

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Abstract—The article explores the phenomenon of virtualization as a special form of socialization. The authors believe that virtual communications contribute to the formation of a new social phenomenon - the “intergenerational ring of socialization”, a phenomenon that is based on the bi-directional nature of communication that interacts with all actors involved in the communication process. According to the authors, virtualization erodes the traditional principles of social contacts, can cause reformatting of traditional values and their evaluation. The principles of intergenerational contacts change, and, therefore, the probability of differentiation in sociocultural norms under the influence of virtual socialization changes too. The work explores modern views on socialization in the context of virtualization. Changing the usual mechanisms of socialization in a world where new communication technologies are gaining importance is an important topic of multidisciplinary research. Under the impact of virtual technologies, not only does the process of socialization change, but the basic principles and the specifics of this process are changing too. Socialization becomes bidirectional, virtuality enables the emergence of a "socialization ring" that implies a new kind of intergenerational interaction, as well as a reassessment of existing values and new forms of learning about the world.

Keywords—socialization; virtual technologies; socialization ring; intergenerational interaction; resentment

I. INTRODUCTION

In modern Russia, young people are keen on active participation in all spheres of public life. They are a great electoral force. The youth take part in the political life of the country, using all available arsenal of communication channels with society, paying particular attention to Internet technologies. The study of the role and importance of virtuality in socialization, understanding of virtuality as a new channel of socialization is an important and urgent task of modern scientific knowledge.

II. METHODOLOGY AND TECHNIQUES

Methodology and techniques. The article summarizes the results of theoretical studies of domestic and foreign scientists. Observation is also an important way of understanding the problem of socialization in the context of virtuality. This is an ideographic method, the purpose of which is to understand the meaning of social phenomena.

History of the subject. Economists, managers, psychologists, teachers, historians, philosophers were engaged in the study of the role of youth in social movements. The study

of socialization mechanisms has a long history classical world science. Suffice it to recall the works of such major thinkers as G. Spencer, M. Mead, M. Weber, C. Kuli, E. Durkheim, T. Parsons, E. Fromm, J. Habermas, Z. Freud, N. Berdyaev, V. Soloviev to get an idea of the versatility and depth of research of this phenomenon. In the Russian scientific tradition, the questions of studying the essence and stages of the phenomenon of socialization are based on the conceptual studies of B.G. Ananyev, G.M. Andreeva, V.P. Andrushchenko, E.A. Anufriev, N.F. Golovanov, A.L. Zhuravlev, I.S. Kon, A.N. Leontiev, B.F. Lomov, E.I. Moskalets, V.V. Novikov, D.V. Olshansky, B.D. Parygin, A.A. Rean, A.L. Svetsitsky, H.F. Sabirov, V.D. Shadrikova, R.M. Shamionova, V.A. Yadov, and many others. At the same time, it becomes obvious that the field of consideration of the problems of socialization is an interdisciplinary space that integrates the discourse of polyparadigmatic spheres. The inclusion of the category of virtuality in this research palette, which is a condition and a factor in the implementation of modern socialization processes, is a new aspect of research devoted to this problem. There are a number of scientific papers that highlight the special place and role of virtuality in the context of the problems of socialization. It should be noted that the authors exploring the processes of socialization of the individual in the virtual factor context distinguish two perspectives: the first concerns the degree of development of the cyberspace by the subject, the second highlights virtual socialization as a condition of real actual socially significant socialization.

Chistyakov A.V. considers virtual reality and the entire communicative field of its interaction as an agent of socialization of a personality of a new type, which is a fundamentally different element of the mechanism of socialization [25].

Pomogaeva N.V. [18], Semenov N.B. [18], Smyshlyaeva E.V. [20] see in virtual reality, first of all, a special social environment for obtaining transcendental symbolic experience required for the formation of a modern mature personality, with the main mechanism of socialization being such methods as game, specific language and special norms of communicative interaction.

It seems necessary to highlight Pleshkovs theory of cyber socialization, which is formed in the framework of the psychological and pedagogical scientific tradition. The author of the scientific work “Human cyber-socialization from Homo Sapiens to Homo Cyberus” introduces the term “cyber-socialization”, presenting it as a process of qualitative personal

and need-motivational changes of an individual. These changes are influenced by using of virtual mediums and modern communication technologies of the existing culture, its assimilation and play. According to the author, the result of cyber-socialization is the creation of a “cyber-alter-ego”, which is the creation of a virtual self-image that is relevant for modern life activity, not only in virtual, but also in real space [16, 17]. A.V. Avdeeva and V.V. Zhilkin consider it possible to talk about a new type of socialization - info-socialization [1].

Internet socialization has become the subject of consideration in the works of M. Danilova [9], Danilova S.A. [10], Frolova V.A. [22], Gryaznova E.V. [8], Ivanenkov S.P. [12], Nikolaev M.S. [15] and others.

TABLE I. MODERN SCIENTIFIC VIEWS REGARDING THE INFLUENCE OF THE VIRTUALITY ON THE SOCIALIZATION

Understanding the essence of virtuality	Socialization mechanism	Result of virtualized socialization	Author
Communicative interaction field	Socialization agent - virtuality	Personality adapted to modern reality	Chistyakov A.V.
Special social environment of transcendental symbolic experience	Game, specific language, special norms of communicative interaction	Virtual inculturation of personality in the modern world	Pomogaeva N.V., Semenov N.B., Smyshlyaeva E.V.
Virtual tools and modern communication technologies of the existing culture, its assimilation and reproduction	Process of qualitative personal and need-motivational changes of an individual	“Cyber-alter-ego” is the creation of a virtual self-image that is relevant for modern life activities in its virtual-real way	V.A. Pleshkov

Table I presents the result of a comparative analysis that demonstrates the main groups of the position of modern scientific views regarding the influence of the virtual on the process and the result of the socialization of the individual in the modern world.

A common place was the statement that the process of Internet socialization is not only a modern mechanism and translator of institutional norms, rules and practices of modern society and culture, but also expands the boundaries, bringing together subjects with opposing patterns and patterns of thinking, expanding the boundaries of the usual socio-cultural situation and deepening communicative competences.

III. RESULTS OF THE STUDY

As a result of the transition to a different communicative interaction environment, the facts of resocialization are inevitable. Decades of socialization are currently causing a mirror trend - a person seeks to autonomy and protection of private property- there is a tendency to domestication of cultural activities, which changes the nature of communication between the producer and consumer of cultural values and makes actual again the importance of virtual technologies and socialization through communication information networks. The main types of Internet resources where communication takes place are social networks, forums, blogs (video blogs), chat rooms.

Service social networks allow users to unite in groups around their common interests, hobbies or on various occasions, to schedule meetings of the participants in their social circle in reality

Fandom is another relatively new kind of virtual leisure - not just network games, visiting websites, reading and discussing news, but genuine creativity, amateur art, possibility of expressing oneself and searching for like-minded people based on a certain stimulus material (book, movie, storyline and etc.). In accordance with Maslow's pyramid, self-expression is the highest human need, ahead of recognition and communication. Social networks have become a way to create a virtual "I" with the help of a technical and social base.

Technology, personally cultural activities are updated faster public and less in need of intermediaries. This gives rise to additional functions of not only recreation, but also self-education, creativity, and the acquisition of new skills within the home. The network of various forms of Internet education, webinars, online seminars, open lectures is expanding, a person has the opportunity to gain new knowledge, improve their skills online

There are two areas of communicative motivation - communication with friends and expansion of the circle of communication.

One of the attractive aspects of networking can be called the possibility of realizing personal qualities, playing roles, experiencing emotions, which are frustrated for any reason in real life. This possibility is due to the peculiarities of the virtual - anonymity, non-rigid standards, the peculiarity of mutual perception of each other.

An important element of socialization through virtual technologies is becoming the phenomenon of “alternative socialization”, which can be represented by substitutive identity. The result of such an alternative can be both a positive constructive form of socialization, and a negative one, expressed in the formation of virtual addiction, suggesting the possible substitution of the real world for the virtual one. Another significant danger is the possible erosion of cultural identity [5]; the principles of consumption of cultural values are changing [13].

The forms of mastering the world that young people use are different as are the mechanisms for mastering the world. Structural and functional paradigm allows you to select a number of functions:

- socializing, which involves the development of the space of social relations, the inclusion in the social stratification layers of society;
- reproducing, involving the reproduction of the population, the resumption of socio-economic processes;
- broadcasting function, meaning the learning of the social experience of previous generations and the transfer of experience to the next generation;
- innovative function implies innovations in all spheres of public life. The tasks of young people at the stage of their socialization traditionally included the development of the

social and cultural experience of generations, its rethinking, selection and transformation into a renewed structure of society and culture [21].

- presentation function - self-presentation, presentation of oneself, one's hobbies, drawing attention to one's personality;

- entertaining-hedonistic function - search for entertainment and enjoyment and satisfaction;

- The function of cohesion and retention of social connections - virtual communication allows you to maintain interrupted in real life social connections and to recognize other people. Due to the peculiarities of deferred multi-user communication, there is the possibility of organizing the interaction of the working group, discussion of working issues.

- The function of self-development, or reflection, is connected with the fact that virtual technologies provide an opportunity for participants to create an image of another "I", possibly, one that the author seeks.

- The function of the memoirs, like a traditional paper diary, a virtual blog, can be recognized as a place to write about the details of the events of your life. Internet users create a form of deferred communication with themselves

- The psychotherapeutic function is a way to complain about the life to many people and get compassion.

With the advent of highly developed computer technologies, the way of life of the population is changing, functional roles in world adoption and appropriation of experience are subject to change. Along with such mechanisms for mastering the world as receiving and filtering (the selection is useful for modern and future society), the translating mechanism takes on special significance, however, it is distinguished by bi-directional transmission. Translating mechanisms doesn't only ensure the transfer of learned information / knowledge to the next generation. At the present stage, this mechanism acquires an additional purpose in connection with the differentiation of the spectrum of action of the translation mechanism [2]. The vector of the translating function is directed not only to the next generation (which is traditional), but also simultaneously addressed to the previous generation.

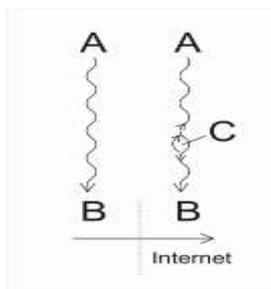


Fig. 1. The mechanism of formation of an intergenerational ring of socialization.

TABLE II. MECHANISM FOR RECEIVING AND TRANSMITTING SOCIAL AND CULTURAL INFORMATION IN THE INTERGENERATIONAL SOCIALIZATION RING

Generation A (older)		↔	Generation B (younger)	
Transmits		↔		Receives
Social and cultural life experience		↔		Socio-virtual experience of life
Forms of lifestyle and image of social life		↔		Forms of lifestyle and the image of virtual social life
Social and cultural norms.		↔		Virtual social interaction norms in online content
Language and cultural codes		↔		Oral-written language and symbolic form of virtual interaction

The broadcasting function of young people in relation to the adult generation is expressed in the mass request to meet the needs of the adult generation to master the new informational reality, which the new generation is fluent in. The intergenerational ring of socialization is the communicative interaction of generations, during which the sociocultural experience of life activity is transmitted not only traditionally (from the older generation to the younger one), but also in the opposite direction (from the younger generation to the older one).

The youth becomes an agent of secondary socialization for the previous generation, helps to master new technologies. Thus, passing through the stage of primary socialization, involving the development of models of thinking, behavior, and interaction in society, young people simultaneously transmit their experience to the previous generation. Thus, the phenomenon of intergenerational "ring" is formed. The term of the intergenerational ring proposed by T.V. Kuzmina, implies that the "intergenerational ring" creates the possibility of generations coming together, providing conditions for a direct intensive exchange of values, attitudes, social and cultural landmarks [10]. The conditions for such rapprochement are realized thanks to the essence of the phenomenon of learning. The training has a bilateral bidirectional character, which develops all the subjects actively participating in the learning process.

It should be noted that the learning process cannot occur separately from parenting, therefore, within the intergenerational ring, a new type of connection is established.

The older generation as carriers of traditional culture, focused on the transfer of socio-cultural experience to the next generation, continues to fulfill its mission to the extent possible. AT the same time, at the stage of secondary socialization they borrow from the new generation information and knowledge about the "new virtual reality", and adapt their cultural and social experience and modify it in accordance with the changed conditions and lifestyle.

The status of the new generation is increasing due to the relevance of new socio-cultural and virtual knowledge. This fact is confirmed by the results of the content analysis of vacancies in the labor market, the condition for obtaining a workplace of 67% is computer literacy and the ability to navigate the modern information media space. However, the

new generation is experiencing frustration due to the changed social channel of information transfer, expects to receive the entire amount of sociocultural information from the previous generation and not receiving it, begins to deny the importance of age, sex, professional and other socially important statuses for society, which leads to anemia in society and the need to rebuild the value system.

The phenomenon of the "ring of socialization" arises in the period of a radical change in the lifestyle, changes in the foundations of life. Thus, the principles of economic activity, the life of the indigenous peoples of the north - Khanty, Mansi, Nenets. Children from remote areas were taken to study in boarding schools, taught not only literacy, but also basic hygienic skills - the children did not want to wash, walk in shoes, could not eat new food, they got used to sleep in bed for a long time. Knowledge and skills acquired at school, the student carried to the tent (the traditional northern house of reindeer skins) - taught the family to wash clothes, wash dishes, prepare food from unusual products, work with tools - plane, saw, etc. This was the secondary socialization of adults through communication with children, attached to new forms of culture.

The role of such interactionist interaction seems particularly significant in the absence of paternalistic and ideological guardianship on the part of the state [22, p. 4]. Batkaeva notes that by virtualizing, society is redefined, changing its social order. [3, p. 37]. Tradition arises as a result of habitual actions, but over time, the usual changes under the influence of new technologies, changing conditions, new requirements [6, p. 76].

IV. CONCLUSION

Thus, in the modern world, intergenerational relations are regulated through social exchange: the values of the older generation, their experience and knowledge of life, on the one hand, and the "youth knowledge" of modern technologies, the ability to respond quickly to innovations - on the other. There is another side to social sharing. Attention should be paid to the lack of extraversion values, cultural ideals, models and ideological guiding lines among young people, probably formed on the basis of the general principle of distrust of information. This principle manifests itself massively and becomes natural for a modern person who is forced to face daily a variety of forms of information carriers, the aggressiveness of manifestations of mass culture (such as, for example, advertising, often disguised as "reliable" information), as well as excessive saturation and heterogeneity information environment of society. Moreover, for the previous generation, the educational components of the society were the centers of education, the QMS. The picture of the information structure of society has changed. Back in 1989, J. Vattimo called reality "the society of the victorious communications." [6]. Education centers have already moved or are moving from the mode of information broadcasting in the direction of its comprehension, evaluation. The Internet and television have taught to question the information received and to verify information through other channels. It should be noted that not only new information, but also historical facts, as well as events and phenomena that require understanding or interpretation, are subject to such verification (or remains in the stage of doubt).

The lack of external extraversionary social ideals among young people may be a reaction to the changing information environment of society. The problem is that this reaction is also spreading to the distrust of the opinion of the adult generation, which seeks to pass on social and cultural experience to the next generation, and therefore acting as information subjects. Internet communication, often anonymous, erases the usual framework of interpersonal communication. "In the world of human interaction, changes can occur quite quickly. It can be replaced by a policeman. It's not a problem." [13]. We should say about the danger of the emergence of the phenomenon of resentment in relation to the older generation, because the Internet erases the traditional forms of intergenerational interaction. The principles of virtual communication are changing the way they interact with the world. And the absence of restraining ethical norms provokes resentment- a hidden (latent) social protest expressed in various forms of alienation (social remoteness, hostility, social isolation, etc.), which can be expressed in aggressive, destructive actions and actions in the changed social conditions. Yu. M. Bespalova and V. A. Kondakov included the theory of resentment in the context of theoretical and applied research in the field of youth and intergenerational relations [4].

Any social environment where people have the opportunity to interact is morally unsafe.

The transformation of the Internet into a means of mass communication contributed to a decrease in the educational, age, professional, material and cultural level of its audience.

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