

Theoretical approaches to the study of virtualization of society

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Annotation: *In this article the theoretical approaches to the study of the theoretical foundations of socialization of society are dissolved. In particular, a series of scientific views on philosophy, psychology, and sociology have been analyzed as a social phenomenon of virtualization.*

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In XXI century named «Information society», the assumption of quantity and information flow in global branch which has possibility to turn modern people Homo Sapiens into communication people Homo Virtius has been discussed by researches recently¹. There are «homo virtius», «homo virtualis», «digital natives», «net generation», «the millenials» in some researches relating to scientific lexicon and they are called social subjects living virtual place and main consumers of ciberplace information². On the one hand, virtualization is recognized as a phenomenon of innovative development, and on the other, it is manifested as an alternative to the socializing environment of the individual.

According to this point, when the concepts of virtual world and virtualization are analyzed, it will appear that it should be analyzed with the comparisons of concepts of socialisation and social place.

In particular, sociolog researchers suggest that the social real condition is an axiom that knowledge and ideas, motivations, values, human behavior and personality are the components of society.

For example, According to the mind of P. Sorokin, human intellect and a set of moral principles are considered the most important criteria to make society

¹ Pleshakov V. Cyber socialization: social development and social education of modern man.-Moscow .: 2010. - C.15.

² Koroleva N. Semiosphere of personality. - St. Petersburg .: 2005. - S. 159.

move and ensure its existence. They are one of the main indicators that determine the status, functions and development of social processes³. When French scientist E. Dyurkgeym gives his opinion about social relations and development approaches of social world, he pays attention to the connection of social structures and institutions. Accordingly, human thinking changes during the life, actions take place in the context of the individual's aspiration to survival and the socialization of society.⁴

The American scientist M. Kryuger, who did experiment initially on virtualization sphere in 1960, invented the concept of "artificial world". Nowadays, the "artificial world" is being called by researches as "virtual society" and "cybersociety"⁵.

In 1965, A. Sayzerland, who is specialist in computer graphics, invented initially computer display that was help for people to imagine themselves another place without leaving the real world and people could feel to live somewhere, then they began to use the concept of "virtual world" which has opportunity to communicate people's own feelings. ⁶. That is why, A. Sayzerland had position, who put this concept into scientific practice, as a researcher. In 1985, D. Lane used the term of "virtual existence" that was invented ciberplace by people with the help of computer and special technique programs.

In addition, the Russian scientist L.Silayeva's scientific research has described what can be expected as a result of an imaginary false phenomenon in

³Alieva N., Lantratov O. Formation of the information society and the philosophy of education.-Moscow .: "Academy of Natural Sciences", 2008. -P.55-61

Kharcheva V. Fundamentals of Sociology: a textbook for students of secondary specialized educational institutions. - Moscow: "Logos", 2000. -P.22.

Shakhmartova O., Boltaga E. Psychological aspects of communication in social networks of virtual reality // News 2011. No. 24. -P.102-103.

Petrov D. Modern interpretations of the concept of virtual reality. // Youth and science: a collection of materials of the IX All-Russian scientific and technical conference of students, graduate students and young scientists with international participation dedicated to the 385th anniversary of the founding of the city of Krasnoyarsk Krasnoyarsk: 2013. A source.

relation to virtualization.⁷. Also, there are ideas: researcher J. Deleuze described virtualization as an opposition to reality⁸, D. Ivanov is a continuation of the virtualization reality⁹, I. Shapiro is a product of information technology¹⁰.

According to the mind of one of the founder of cybernetics Norbert Wiener, virtualization came from in 50-60 years of XX century because of cultural-moral changes of transformation and it reflects an alternative to the real social environment as a concept embedded in fiction¹¹.

In addition, in many modern studies, virtualization is recognized as a new form of social relations.

That is, virtualization as the simplest primitive form of socialization, existed in fantasy works, legends and fairy tales, before the advent of information and communication technologies. It is through them that the person also performs imaginative activities in the noreal space.

There are several ideas about the stages of virtualization, its stages and features

For example, professor M. Karpiskiy mentioned three stages of the establishment of virtualization:

- firstly, virtualization has been existed from ancient times, its simple appearance is seen when people drink alcohol and consume drugs, they have artificial world in their mind and it is emerged by artificial communication;
- Secondly, virtualization is the production of postindustrial society and it is considered the world of imaginations appearing in front of cinemas, photos, communication devices (mobile phones) that are invented by people;

⁷ Silaeva L. On the use of the concept of virtual.-Moscow.: 2012. -P.19-19.

⁸ Deleuze J. Virtual Space. Source. <http://visiology.fatal.ru/texts/deleuze.htm>

⁹ Ivanov D. Virtualization of society. http://lib.ru/politolog/ivanov_d_v.txt_with-big-pictures.html

¹⁰ Shapiro I. Virtual Reality and Problems of Neurocomputing-Moscow.: 2008. S.141-143.

¹¹ Wiener N., Human Use of the People; cybernetics and community, Houghton Mifflin, Boston, 1950/1954; The second edition Da Capo-New York.: 1988, -p.16.

– Thirdly, emerged in an information society, virtualization is the establishment of a two-way communication between strangers in cyberspace, the sharing of pain or joy on each other's side.¹².

Among the concepts and definitions given to the phenomenon of virtualization, the approach of the Russian author D.Lopatinskaya is distinguished by its comprehensiveness and classification.

According to his approach, appearance of virtualization has such systems and they have a good result in practice:

–Virtualization is the consequence of subjective reality, that is, the product of human consciousness, its logical approach, the intellectual potential of man. He acknowledges that any virtual environment and virtualization are the result of a person's creative abilities that determine his or her creativity;

– computers and means of communication according to technological virtualization are technologies that create virtual reality. With the help of computer technology, a parallel view of the current reality emerges. Communication between computer characters and human beings is seen as the driving force behind virtualization. Partial withdrawal of people from the cybersecurity on the basis of computer systems, and the fact that they do not interact with the real environment creates a phenomenon of virtualization;

– simulation (assuming false reality) and illusory virtualization, replacing the real environment with false existence, that is, changing traditional relations between members of society to artificial communication¹³.

According to this approach, imaginations and fantasies that are difficult to differentiate between real and artificial beings are highlighted as separate entities. Humans, on the other hand, take on social roles as they perceive them as real society.

¹² Karpitsky N. Ontology of virtual reality. <http://www.tvfi.narod.ru>.

¹³ Lopatinskaya D. Virtualization of modern culture and its phenomena. // Pedagogy, 2009, No. 2, -P.34-

The above approaches are confirmed by D. Ivanov's research. The author notes virtualization as a process by which people interact in social institutions through technical means.

In his view, man is ranked first as a subject of action of engineering and social institutions.

That is why, D. Ivanov mentioned the virtualization as a peculiarity of social reality.

It highlights the following aspects of virtualization:

- The non-material impact among subjects (especially, diversity effects emphasized this process);
- Fast and artificial changeability of subjects and objects;
- Transient of actuality(independent entrance and exit to the world, the activity of these entities is associated with entry and exit at any time)¹⁴.

According to V. Pleshakov, communication technologies, which are dominated by the introduction of a system of human consciousness and behavior, create virtualization processes, which are a kind of socialization. The author describes the virtual reality as a new galaxy of human activities, an unconventional social training ground for modern man.

The virtual space in the global network is also known as a social entity that creates its own virtual “I” image and creates a cyber-alter-ego to help people cope with their problems.¹⁵. According to V. Pleshakov, the unlimited audience on the global network gives users the opportunity not only to create, but also to join a new society. This process is described as cyber socialization or virtualization. Also, the process of virtualization is shaped by the following goals:

¹⁴ Ivanov D. Virtualization of society.-Moscow .: 2004. -P.209-212.

Pleshakov V. Cyberontology and the psychology of information security: the aspect of human cyber socialization in social networks of the Internet environment. // Bulletin, 2010. No. 4. -C.131-141.

–virtual communication, that is, the exchange of information between users in the Internet metropolitan area through information-communication techniques, psychological or social interactions;

–entertainment and rest (for playing networking games with friends, as well as for sharing videos on video or other topics);

–to learn (to access data from e-libraries and databases in the global network);

–for other purposes, such as supplement of various social or physiological needs¹⁶.

In turn, the specifics of social relations in the virtual environment are defined by:

–there is not entire time and place;

–there is much quantity and quality of information flow;

–there is not social differences;

–similarity of social relations to each other.

As the process of virtualization does not have the exact time and space, the purpose, values and social motivation of the virtual reality participants also change according to the rules inherent in the virtual community.

One of the features related to virtualization is the structure of hypertext, images, music and other information that integrates virtual reality subjects.¹⁷

The fact that traditional life is presented in the form of simulations shows that the virtual world is an alternative to the already existing existence and has already been demonstrated. As an example, it is possible to provide interactive services such as virtual education, online shopping, e-library, virtual store, e-

¹⁶ Pleshakov V.A. Human cyber socialization: from NomoSapiens'a to Nomo Cyberus'a. -Moscow: 2012.-S. 163.

¹⁷ Mishcherikov A.A. Virtual social action as a form of social communication of the information society.-St. Pererburg .: 2012. -P.9-11.

government, Internet-account, which are now the subject of discussion of scientific circles.

In summary, although virtualization is intangible, it is perceived by people as a substitute for real social relationships. Electronic communication tools, which are the primary factors driving the process of virtualization, have a significant impact on the disruption of traditional users' values.