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The technologies of the network prosperity in Russia

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Abstract

The article investigates the impact of the information technology revolution on shifts in the social structure of the contemporary Russian society. The revolutionary changes in the social life of the elderly are examined. The specific features of the information technology revolution in Russia, along with general, inherent features of all developed countries, have a significant impact on all aspects of the modernization of contemporary Russian society. The elderly are the most socially vulnerable group in need of a decent quality of life and health.

It is emphasized that the rapid ageing of the population as a whole and the high rate of labor activity among the elderly is leading to a more intensively ageing of the workforce in Russia when compared with developing countries. At the same time, there is an increasingly significant need for the development of social services such as education, health care, medical services, vocational training and the retraining of the elderly. Annual government spending on social programs is insufficient, not only in providing a system of social services that meet the needs of the era of the information technology revolution, but also in solving the acute problems such as poverty among the elderly.

The authors justify the necessity to integrate the elderly into the World Wide Web (Internet) in order to expand their opportunities for social self-identification and to carry out multifaceted human potential. The Internet is seen by users as a means of dialogue - a two-way communication between people. It acts as an intermediary between the public and local authorities. In this regard, wide access to information currently gives senior citizens many more opportunities, and utility maximization occurs at higher levels of need gratification.

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1. Introduction

Forced socialization and convergence of information technologies in Russia makes a transformational impact on all the aspects of contemporary Russian society. Metamorphosis, revealed in social indicators during informational and

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technological revolution represent a complex set of changes, including changes in the social structure, significant changes in the age structure, in a professional and educational level, and changes in the public mind of the senior citizens. The objective laws of the growing influence of the technological modernization on social processes are realized in the fact that in the modern era the society undergoes through intensive significant changes: the role of science in social life is changing, the forms and methods by which it interprets nature and society are changing, and the relationship between science and other forms of social consciousness are changing too. Permanent technological changes in the social life of the senior citizens caused some certain adaptation risks and set the task of the traditional issues rethinking: about the role and place of the senior citizens in society and about the possibility, limits and criteria for their prosperity.

2. Review of related research

In the context of the dominant information and communication technologies development unprecedented demographic changes connected with the life expectancy increasing all around the world are deployed, and the aging of the population occupies a central place in them. In Russia the described trends are determined by the rising cost of searching and acquisition of information and the introduction of information technologies to all spheres of social and economic organism are beyond the relatively modest limits. Russia is one of the top among the developed countries in the share of the senior citizens remaining employed. Social and economic changes that happened in the post-transformative period contributed to the formation of a new needs structure of the elderly people. A substantial increase of the share of people engaged in wage labor happened under the direct influence of the information technology revolution, including the members of the various senior citizens groups, entails a change in the system of values and ultimately social and economic preferences (Korneychuk, 2006).

3. Models introduction

In Russia the information and technological revolution led to the definite improvement of the senior citizens' living conditions. These improvements are primarily connected with the most basic aspects of life (food, clothing, durables, services, medical treatment and so on). They also affect other important aspects that have a direct impact on the level of the senior citizens' life (housing facilities, transport service, social security insurance and medical care, environment and so on). The prosperity of the senior citizens is an integrated assessment of all aspects of life, which shows how much "better" they have lived during some life period..

The revenue growth and the consequent improvement of senior citizens' life in developed countries naturally contributed to a significant strengthening of consumer sentiment and the development of individualization and self-actualization. Moreover the level of benefits determines the level of happiness of a man. The desire of individualization is, of course, increasing the senior citizens' aspiration to private life in its all manifestations. In recent decades, the priority of private life before social is one of the main trends in the transformation of the senior citizens' consciousness. The objective conditions defining the limits of freedom of individual choice and influencing the nature of the choice are the most important aspect of the problem of the senior citizens sovereignty (Voytov, 2000).

The actualization of the social and economic problems connected with the information and technological revolution has led to a new approach to the problems of government social and economic policy. Nowadays it includes the following main aspects related to the field of social prosperity: 1) "prosperity program" in the narrow sense - a system of social security and insurance; 2) the system of social services and public housing construction; 3) countercyclical policy and state regulation of economic growth; 4) measures to protect the environment.

In our opinion, humanization of social and economic system, nomination of a man as its purpose, freedom of choice and greater uphold of human rights, including the rights of the senior citizens are the global trend and one of the quality principles of information stage of social and economic development (Heckman, 1985).

In modern economic situation there is a significant increase of the senior citizens' demand for better quality and vitamin-rich food. High availability of food becomes a positive aspect of its quality estimation. Among nonfood goods, the priority is given to a wide range of consumer electronics devices, clothing made of natural fabrics. New

technologies widely penetrate into the personal consumption sphere, causing a genuine technological revolution in this field. The demand for quality housing, which becomes a top priority benefit, is significantly increasing and the role of personal consumption in the structure of different services (information, tourism and others) that meet the senior citizens' needs is sharply increasing too. The senior citizens' requirements for quality and conditions of life, the reaction to the ecological environment and pollution are enhancing.

All this provides a new model, the changed structure of the senior citizens' personal consumption. With the appearance of electronic devices in their life the technological structure of the personal property dramatically changes. The senior citizens' needs growth is constantly observed and becomes the impetus for the range expanding, the quality improving and the quantity increasing of the produced goods (Pindayk, 2001). Network prosperity acts both a starting point and a consequence of utility maximization, thus contributing to the formation of the consumer equilibrium.

Analyzing the behavior of a contemporary human being in the deployment of technological convergence foreign scientists in their works prove that an individual's actions under the given circumstances are the result of more complex than is commonly believed and multialternative choice (Etzioni, 1991). There is a change of individuals' preferences, sources and mechanisms of quality formation and structure of the senior citizens' prosperity.

With the establishment of the market system in Russia and the increasing role of information technology growing information needs related to the new possibilities appear. According to the ideas of the representatives of the social and cultural school these trends lead to the formation of a new human being model inherent to the information society in greater extent. Technological network intensifies the processes of socialization and humanization of work and lifestyle, the environment of modern cognitive person. On the surface of information phenomena the forming network space which naturally reflects the most advanced areas of social virtualization can clearly be seen.

In the transition to the information society "the problem of production of goods indispensable for life becomes trivially easy due to the technological progress and economic development". "The information needs start to dominate and their satisfaction is possible as a result of activity in such areas which can provide information encouraging the enlargement of knowledge, the growth of human creativity and the enrichment of his internal culture".

Diverse information flows have become trend phenomenon and an indispensable part of everyday life of the senior citizens. The world experiences in the field of information technologies' implementation, the Internet global usage, the information transmission technology over long distances indicate the informatization of the modern society. A dynamic, interactive communication between the screen text and a partner appears.

Social and economic changes in Russia have led to open societies and information abundance. The senior citizens have a choice of information for the first time for many years. Nowadays in Russia more than half of households is connected to the Internet and more comfortable information conditions are created for them. Besides being able to embrace digital TV programs of high quality they have been provided with a lot of different information services (news and announcements, schedules of all means of transport, medical advice, commercial advertisement and other pragmatic information). Internet has not only many functions of the market, it also integrates these functions with the others: 1) identification, ordering and procurement of goods and services; 2) maintaining of all financial calculations; 3) support of business and personal relationships; 4) work and study on the basis of the idea of permanent education; 5) art and hobby; 6) virtual traveling in the cyberspace; 7) entertainments. The consumption pattern is changing and a new zone of comfort which is not so easy to leave is being created.

Qualitative changes in the development of a continuous prosperity network in the Russian society become more and more palpable. It happens mostly due to the fact that the Internet, mobile phones and digital technologies bring new opportunities to the senior citizens (Laychuk, 2009). Here their enlarging possibilities become an unlimited resource.

The significant structural and logistical shift in the formation of a prosperous network caused Internet which helped the senior citizens in a variety of everyday situations. Today the information technology influences greatly on the fate of the senior citizens, their ability to adapt quickly to the new which becomes a significant factor of the prosperity in a rapidly changing reality.

4. Conclusion

A whole range of information services is provided with the help of modern information and communication technologies. Internet greatly enriches the information base for a large number of everyday activities in various spheres of life, rest, enriches family and interpersonal relations typical for the senior citizens. Easy access and address to information make converging technologies a very effective and promising supporting system of the senior citizens. Information technologies are able to change significantly the basic elements of the formation of a continuous network prosperity of a society.

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