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## **DIGITAL SELF-DETERMINATION IN THE CONTEXT OF ECONOMY DIGITALIZATION**

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### **Abstract**

This article discusses the problem of digital self-determination of personality under conditions of economy digitalization. The main attention is focused on the fact that a modern person is a changing person in changing world, who should rapidly and continuously adapt to a new reality, impregnated with digital communications and relations. Under such conditions, it is possible to raise the issue about transformation of human capital into digital capital. This article analyzes the concept of digital capital used for substantiation of necessity of new consideration of personality, which assumes market-related and intellectual approach, where personality and profession become both a brand, a product and an instrument, which allows talking about close connection between personal and professional self-determination. Given the various aspects of the process of personal self-determination, the authors substantiate possibility to introduce the concept of digital self-determination into scientific usage. It should be mentioned that a modern human, being simultaneously a subject and an object of digital economy, is not always ready to reach the full depth of his personal and professional self-determination due to the level of his personal growth, either due to those social economic and political legal conditions provided by the social reality, where the human executes self-determination.

### **Keywords**

Modernity – Self-determination – Digitalization – Digital economy – Digital capital

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## Introduction

The importance of the selected topic is that comprehension of modernity as a combination of specific requirements of culture to human is an obligatory condition to understand the pattern of the present social reality. It is known that modernity in culture is implemented most completely during formation of cross-cultural processes, for instance, in all kinds of R&D innovations, mass socio-cultural trends, active transformations of society, and spiritual changes.

Modern person is a continuously changing and becoming person. In order to maintain "modern" status, a person should be as active as possible, should create and master tools of personal social adaptation, should be flexible regarding charges of time. He tries to keep up, to feel the rhythm of modernity, he is forced to make decisions quickly, since it is required to be adapted and be transformed in the "market" of routine life. In modern world, impregnated with economic relations, humanistic is expressed in ability to adapt to any reactive changes in social reality. Necessity of rapid adaptability to new social conditions and requirements of culture raises the concept of self-determination in modernity to a new level of comprehension. Commitment to have high level of competitiveness in job market depends directly on financial state, financial activity, and financial awareness of modern human, which means priority of economically oriented worldview in collective consciousness. It could be assumed that the market is the global model and symbol of modernity, which includes all modern world.

In this regard the concept of personality self-determination of a modern young person is actualized in the context of economy digitalization, which becomes the most rapidly developing area of modernity, making it possible to suggest transformation of human capital into digital capital. Digital economy is not a metaphor to denote economy of the future, this is the reality of the present, which became obvious in connection with the well-known circumstances caused by the COVID-19 pandemic. The spheres of economy, which were ready or could rapidly readjust for new requirements of modern social reality, are operative, they develop and have the most optimistic forecasts for the future.

Under modern conditions of culture development, it is possible to discuss a new type of self-determination: digital self-determination as a method of reflection regarding digital reality and deliberate choice of own way of living.

This work is aimed at philosophical analysis of digital self-determination of personality of a young person under conditions of economy digitalization.

## Methods

In the course of analysis of the mentioned problems we are based on the following understanding of digital economy and self-determination. In the terms of formal definition, the digital economy is the activity devoted to development, distribution, and usage of digital techniques together with related products and services, where the digital techniques are data acquisition, storage, processing, search, transfer, and presentation in electronic form<sup>1</sup>.

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<sup>1</sup> G. I. Abdrakhmanova; K. O. Vishnevskii y L. M. Gokhberg, Chto takoe tsifrovaya ekonomika? Trendy, kompetentsii, izmerenie: Proceedings, 20th April International Conference Devoted to Development of Economy and Society (Moscow: Higher School of Economics, 2019).

In publications, the definition of digital economy depends on the methods of its analysis, for instance: economic production method; paradigm theoretical method; factor production method; social method; network method. In this study, we apply the social method of analysis and definition of digital economy, according to which digital economy is considered as the system of economic, social, and cultural relations based on digital information and communication techniques<sup>2</sup>. In order to disclose the concept of digital self-determination as transformation of human capital into digital capital, we applied the approach by Dyatlov with regard to the concept of network human capital<sup>3</sup>. Analysis of personality self-determination is based on the main paradigms of person development, freedom of choice, determinism, and activity approach, it can be generalized and presented as correlation between structural components of personality (interests, demands, aptitudes, and abilities) and external conditions of living<sup>4</sup>.

## Results and Discussion

Taking into account that modern market relations go beyond conventional economy into the digitalization of economic sphere, it is possible to consider the issue of transformation of human capital into digital capital. At present, without unique definition of digital capital, we will try to understand the specificity of this phenomenon using the close concept of network human capital. Dyatlov defines the network human capital as a set of capitalized interactive distributed network abilities, skills and competences of qualified employees used for efficient online interaction with network governmental structures, network business structures, network scientific and educational communities, and with social networks, which are used to acquire various public benefits, market profits, and network effects<sup>5</sup>. In order to get closer to understanding the phenomenon of digital capital, it is required to list in more details the peculiar features of digitalization of modern economy: decetralization; labor automation; network effects; network and remote employment, artificial intelligence; digital platforms, platform-related solutions as either-way markets, analysis of big data and machine learning, transparency in connection with network publicity and application of blockchain techniques, interaction in the spheres of Internet of humans and Internet of things<sup>6,7</sup>. Nowadays we observe two trends. On the one hand, financial sector of economy influences real sector of economy, which is expressed in domination of symbolic values over real ones being applied to offline existence. On the other hand, the principles of development of online environment are applied to offline existence<sup>8</sup>.

<sup>2</sup> A. V. Kudakov y E. S. Nedorezova, K voprosu o sodержanii kategorii «tsifrovaya ekonomika». Proceedings, 2nd International Conference: Management of economy, systems, processes (Penza: RIO PGAU, 2019).

<sup>3</sup> S. A. Dyatlov, "Setevoi chelovecheskii kapital millenialov kak draiver razvitiya tsifrovoi ekonomiki", *Izvestiya Sankt-Peterburgskogo gosudarstvennogo ekonomicheskogo universiteta* Vol: 4 num 118 (2019): 26–31.

<sup>4</sup> N. D. Skosyreva, Professional self-determination of youngsters under conditions of formation of market relations (comparative analysis, state, trends) (Moscow: Synopsis, 1993).

<sup>5</sup> S. A. Dyatlov, "Setevoi chelovecheskii kapital millenialov..."

<sup>6</sup> A. V. Plotnikov, "Osnovnye printsipy kontseptsii tsifrovoi ekonomiki", *Moskovskii ekonomicheskii zhurnal*, 5 (2018): 330–335.

<sup>7</sup> A. V. Plotnikov, "Kontseptsiya dvustoronnego rynka i mnogostoronnikh platform kak elementa tsifrovoi ekonomiki", *Moskovskii ekonomicheskii zhurnal* num 7 (2019): 256–263.

<sup>8</sup> M. V. Kolesnik. Samotsennost' simulyakra v kontekste sovremennosti [Intrinsic value of simulacrum in the context of modernity]. Visual images of modern culture. Ideals and ideologies (25th anniversary of ontological education in Omsk). (Omsk: Proceedings, 7th All-Russian

Taking into account these features, it is possible to state that in digital economy, digital capital is implemented by means of the combination of cultural, social, and symbolic capital<sup>9</sup>, each of the mentioned types of capital is considered as follows:

*Cultural capital* in the context of digital capital is implemented as a combination of knowledge, skills and habits increasing opportunity of mobility under new conditions of culture digitalization, as well as active ability to continuously learn new (modern) things, to adapt flexibly and to share values of new cultural relations and new cultural products appearing upon development of smart techniques of digital economy.

*Social capital* with regard to digital capital can be characterized as the level of human involvement into new social structures, stipulated by dynamics of network effects and ability to develop social relations and to implement own resources of social confidence under conditions of digitalization of modern market.

Taking into account that *symbolic capital* can be considered as "expert influence, that is, power based on knowledge and recognition of authority of this knowledge by other people"<sup>10</sup>, modern people, being participants in digital economy, actively existing online, interacting between each other and being oriented at information streamed in Internet by other people, create new fractals of symbolic capital by means of creation and reproduction of their digital reputation, personal brand, level of influence of own digital status. Obviously, a person with low level of competitiveness in struggle for symbolic capital in digitalization is automatically eliminated from the scope of modernity and relocated to network periphery.

While discussing transformation of a modern person personally and professionally under conditions of digital economy, it is necessary to consider the aspect of self-determination in whole, since "the logics of human self-determination is the logics of worldview formation"<sup>11</sup>. Self-determination in the philosophical context is closely related with existential ethics, as mentioned in the works by Kierkegaard, Jaspers, Heidegger, Sartre. In this case self-determination is presented as ability to understand and to select some way of living, which highlights personal responsibility and understanding of a human of his actions serving as guarantor of his real existence. In the psychological context self-determination is considered as "relatively independent stage of socialization, the essence of which is in formation of individual comprehension of purpose and meaning of life, readiness for independent living activity based on correlation of desires, available qualities, possibilities and demands from surrounding persons and society"<sup>12</sup>. In studies, the issues of self-determination are substantially highlighted, its relatively independent types are described: social, professional, social political, educational, self-determination in the sphere of communication. Herewith, each type of self-determination in terms of its subject is related with certain area of life mastered by the personality.

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Conference (Omsk, September 27–October 9, 2019), 2019).

<sup>9</sup> T. Nestik. Cultural, social, and symbolic capital (Review). Available at: <http://creativeconomy.ru/library/prd1023.php>.

<sup>10</sup> S. Fuller, "Why Science Studies Has Never Been Critical of Science: Some Recent Lesson on How to be a Helpful Nuisance and a Harmless Radical", *Philosophy of the Social Sciences* Vol: 30 num 1 (2000): 5–32.

<sup>11</sup> V. N. Usov, "Filosofskaya refleksiya kak printsip samostoyatel'nykh upravlencheskikh reshenii", *Vestnik ChelGU. Filosofiya. Sotsiologiya. Kul'turologiya* num 11 (2008): 48 – 54.

<sup>12</sup> V. F. Safin y G. P. Nikov, "Psikhologicheskii aspekt samoopredeleniya", *Psikhologicheskii zhurnal* num 4 (1984): 65 – 73.

Potential of the studies is in the fact that self-determination is a part of self-development, and self-development is an obligatory condition in management of innovative processes determined by digitalization of modern economy in the context of Industry 4.0. Personal transformation according to the vector of actual values of modernity is an obligatory condition of vocational growth, since the requirements to qualification of modern expert actualize the necessity of development of such qualities as innovation, mobility, tolerance to uncertainty, flexibility, responsibility, constructability, activity in professional and life position<sup>13</sup>. Therefore, concerning the aforementioned and considering at topical level general philosophical aspects of self-determination of a modern person, we determine certain repackaging of personality in the context of our interpretation of digital capital, assuming conversion from routine knowledge to specific knowledge which is at the same time market-related and intellectual, where personality and profession under conditions of digitalization are simultaneously brand, goods, and tools, thus suggesting a close link between personal and vocational self-determination.

We attempt to comprehend the issue of digital self-determination of a modern person using the well-known scheme of self-determination developed by Zaretskii and Kamenskii, which is significant in terms of both practical and theoretical point of view aiming at disclosure of the subject of our studies. According to these authors, self-determination is the process of personal progress in four meaningful spaces of self-determination: *situational* (behavior directed by circumstances), *social* (actions determined by local purposes), *cultural* (reflection of own activity determined as business with regard to cultural tradition), and *existential* (reflection of being in the context of eternal values and issues), which are certain types of living activity in the form of schemes being the methods of self-determination. The depth of disclosure of creative potential of personality depends on the depth of self-determination, which is expressed in the ability and readiness of a person to transformation of surrounding reality. The extent of self-determination adequate to difficulties of life either affects the ability of personal development and overcoming any difficulties, or creates possibilities of internal conflicts, which activate protective mechanisms<sup>14</sup>.

Zaretskii and Kamenskii believe that "nearly any problematic situation contains possibility during reflection of analysis of its occurrence to deepen at full depth in self-determination"<sup>15</sup>. While considering the issue of digital self-determination as progress in bases of its reactions, actions and deeds, it should be mentioned that a modern person, being simultaneously the object and the subject of digital economy, is not always ready to reach the full depth of his personal and professional self-determination due to the level of his personal growth, either due to those social economic and political legal conditions provided by the social reality, where the human executes self-determination. The situation is such that most people under conditions of economy digitalization do not go beyond situational and social levels of self-determination, being mostly consumers, which are certainly necessary for creators of digital capital, though, the consumers are able only to evaluate situation and their actions in terms of preference and availability of these or those situational or local purposes, which puts them in potential situation of digital inequality with regard to creators and owners of digital capital in literal sense.

<sup>13</sup> E. V. Lebedeva, "Soprovozhdenie professional'nogo samoopredeleniya obuchayushchikhsya v usloviyakh tsifrovizatsii", Professional'noe obrazovanie i ryok truda num 2 (2019): 49–54.

<sup>14</sup> V. Zaretskii y R. Kamenskii, "Kontseptual'naya skhema samoopredeleniya", Kentavr num 2 (1995): 10–12.

<sup>15</sup> V. Zaretskii y R. Kamenskii, Kontseptual'naya skhema samoopredeleniya...

Only minor portion of modern persons reach cultural and existential level, where reflection of activity and existence takes place, where the principal of digital self-determination is comprehension of long-term effects of their actions, where it is necessary to consciously set or remove restrictions for their actions, to determine values as final point of self-determination, not subjected to reflection<sup>16</sup>. This thesis can be supported by comprehension of the essence of self-determination, already known in the traditions of Russian psychology, for instance, as the concept of Rubinshtein, where self-determination is considered as self-commitment, or as the concept of Abulkhanova-Slavskaya, where self-determination is also interpreted in the context of self-commitment, however, is considered as deliberate positional activity, implemented in formation of qualities, system of activity and relations.

## Conclusion

Therefore, self-determination, being a basic element of adoption of vital decisions, again requires for modern philosophical comprehension. The process of self-determination is a part of the process of self-development, and self-development is an obligatory condition of management of innovative processes determined by digitalization of modern economy in the context of Industry 4.0. During formation of digital capital, the discourse of digital self-determination is possible and necessary as a method of reflection related with existential issues of status and freedom of personality in hyper-reality of digital economy, presetting value vector for overall modern culture.

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