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TRANSFORMATION OF INFORMATION CULTURE UNDER THE INFLUENCE OF TECHNOLOGICAL INNOVATIONS

Yurii HORBAN – PhD in Cultural Studies, Professor, Kyiv National University of Culture and Arts, Kyiv, Ukraine
https://orcid.org/0000-0001-5837-4409
http://doi.org/10.35619/ucpmk.50.995
y.i.gorban@gmail.com
Oksana OLIINYK – PhD in Cultural Studies, Associate Professor, Kyiv National University of Culture and Arts Kyiv, Ukraine
https://orcid.org/ 0000-0002-4687-2408

The acceleration of technological innovations and digitalization necessitates a profound theoretical understanding of the transformation of information culture within the knowledge society. *Purpose:* This article analyzes the interplay between the knowledge society, information culture, and technological innovations. *Methods:* The research is based on conceptual analysis and the synthesis of scholarly literature from related humanities and social science disciplines. *Results:* The analysis reveals that technology not only provides tools but fundamentally changes the practices of knowledge creation, dissemination, and interpretation, strengthening the role of visual culture and algorithmic systems. Globalization of the information space creates conditions for both unprecedented access to information and the spread of manipulation and reinforcement of the digital divide. It was established that effective navigation in this environment requires developed competencies – not only basic information literacy but also critical media and visual literacy to counter disinformation and understand media effects. Key threats to information security at individual and societal levels arising in the digital environment, including data privacy and cybersecurity issues, were investigated. The dynamics of the modern information market were outlined, particularly issues of platform monopolization and their influence on shaping public opinion. It is argued that the resilience of information culture depends on society's ability to critically comprehend technological impacts and adapt social institutions by developing mechanisms for ethical reflection and responsible technology use. *Practical Value:* The results will contribute to the development of educational strategies and cultural policies for fostering an adaptive and critical information culture.

Key words: visual culture; information culture; media literacy; information literacy; globalization of information space; information security; digitalization; knowledge society.

Introduction. The contemporary world is unequivocally shaped by the pervasive influence of digital technologies and the accelerating transition towards a global knowledge society. This era is characterized by unprecedented flows of information, rapid technological innovations encompassing artificial intelligence, big data, and ubiquitous connectivity, and a fundamental shift in how knowledge is produced, disseminated, and valued [15]. While these advancements offer immense potential for societal progress, economic growth, and individual empowerment, they concurrently introduce complex challenges that demand profound theoretical understanding and critical assessment. Navigating this landscape requires a deep comprehension of the evolving dynamics between technological infrastructure and the socio-cultural practices that constitute modern information culture.

Within this context, the concept of 'information culture' – encompassing the shared values, norms, attitudes, and behaviours related to information and communication within a society – becomes critically important. The very fabric of social interaction, political discourse, economic activity, and cultural expression is being rewoven by digitalization and the globalization of the information space [27]. This transformation, however, is fraught with significant challenges. Societies grapple with information overload, the pervasive spread of misinformation and disinformation that erodes trust and challenges democratic processes, escalating threats to information security and data privacy, and the persistence of digital divides that exacerbate existing inequalities [3]. The information market itself is subject to new dynamics, including the influence of algorithmic systems and platform monopolies, raising questions about equitable access and the formation of public opinion [23].

Effectively navigating this complex information environment necessitates the cultivation of advanced competencies among citizens. Traditional notions of literacy are expanding to include critical media literacy and information literacy as essential skills for discerning credible information, identifying manipulation, and participating meaningfully in digital society [21]. Moreover, the increasing dominance of visual communication in the digital sphere underscores the vital importance of visual culture and visual literacy in interpreting meaning and constructing knowledge [17]. Understanding how these literacies function and how they can be fostered is paramount for developing resilient individuals and informed communities capable of leveraging technological advancements responsibly.

Therefore, a comprehensive theoretical analysis of the interplay between the evolving knowledge society, the transforming information culture, and continuous technological innovation is highly relevant and urgently needed. It provides a necessary framework for understanding contemporary societal shifts and for developing informed strategies in education, cultural policy, and technological governance. The *purpose* of this article is to theoretically

analyze the multifaceted interplay between the knowledge society, information culture, and technological innovations, identifying key contemporary trends, challenges, and implications. To achieve this aim, the following *tasks* were set: 1) To conceptualize information culture within the modern knowledge society framework, considering the impact of digitalization and globalization. 2) To analyze the influence of key technological innovations on information culture practices and the rise of visual culture. 3) To examine the crucial role of media and information literacy in navigating the contemporary information space. 4) To explore the challenges to information security and cultural identity posed by technological advancements. 5) To synthesize these findings into a coherent theoretical perspective on fostering a resilient and critical information culture. The *scientific novelty* of this work lies in its integrated theoretical synthesis, connecting the concepts of information culture, visual culture, diverse literacies (media, information), and information security as interdependent components dynamically shaped by technological innovation within the specific context of the globalized knowledge society [29].

This study employs a *theoretical synthesis and conceptual analysis* methodology. It is based on a critical review and integration of existing scholarly literature from fields including cultural studies, information science, media studies, sociology of knowledge, and technology studies. Key concepts such as information culture, knowledge society, digitalization, globalization of information space, media literacy, visual culture, and information security are analyzed and interconnected through theoretical reasoning and comparative analysis of existing research findings and conceptual models. The aim is to construct a coherent theoretical framework explaining the dynamics between these phenomena, rather than presenting new empirical data.

Defining the modern knowledge society. The contemporary world is undergoing an unprecedented transformation driven by the twin forces of rapid digitalization across all spheres of life and the deepening globalization of information flows. These processes are fundamentally altering not only economic and social structures but also the very fabric of our interaction with information, shaping a new reality – the knowledge society. In this context, it is critically important to understand how information culture evolves – the aggregate of values, norms, practices, and artifacts related to the creation, dissemination, access, evaluation, and use of information. We will examine the theoretical foundations of the concepts of knowledge society and information culture, and then delve into a detailed analysis of the impact of digital technologies and global information flows on key aspects of human interaction with information.

The concept of the knowledge society describes a stage of social development where knowledge becomes the primary productive resource, the key driver of economic growth, social stratification, and individual well-being, effectively displacing traditional factors of production such as land, labor, and capital. Although the roots of this idea can be traced back to P. Drucker's (1999) seminal work on the «knowledge worker» and D. Bell's (2004) conceptualization of the «post-industrial society», the contemporary understanding has significantly expanded and been refined, particularly under the influence of network society and informationalism theorists like M. Castells (2004), and through the lens of critical analysts such as F. Webster (2014). Understanding this societal phase requires recognizing several defining shifts from the preceding industrial era [13].

These fundamental shifts across key societal domains, highlighting the transition from an industrial model to a knowledge-based one, are summarized in the table below. This comparison helps to clarify the distinct nature of the knowledge society's core components and operational logic.

Table 1. Comparing Key Characteristics of Industrial Society and Knowledge Society

Characteristic	**Industrial Society Feature**	**Knowledge Society Feature**	**Examples/Indicators in Knowledge Society**
Primary economic driver	Manufacturing of tangible goods; Capital investment in machinery and physical infrastructure	Generation, processing, and application of knowledge and information; Intangible assets (IP, data, software)	Growth of IT, biotech, finance, consulting sectors; Value derived from patents, algorithms, brands; R&D investment as % of GDP.
Basis of knowledge	Empirical, practical know-how; Tacit skills learned through apprenticeship/experience	Theoretical, codified knowledge; Scientific research and systematic data analysis; Abstract models	Reliance on scientific research for innovation; Importance of formal qualifications; Data-driven decision making; Peer-reviewed publications.
Core value orientation	Material wealth; Mass production efficiency; Standardization	Intellectual capital; Innovation capacity; Education and skills; Customization and creativity	High valuation of tech companies; Emphasis on STEM and creative education; Demand for highly skilled workforce; Rise of personalization.
Dominant social structure	Hierarchical bureaucracies; Centralized organizations; Clear divisions of labor	Flexible, decentralized networks; Project-based teams; Collaboration across boundaries	Rise of remote work & virtual teams; Platform economies; Open-source collaborations; Importance of social capital and network position.
Nature of work & skills	Manual labor; Specialized, often repetitive tasks; Job security	Knowledge work; Problem-solving, critical thinking,	Demand for "knowledge workers"; Gig economy; Importance of soft

	through seniority/union	communication skills; Continuous adaptation and skill updating	skills; Need for digital literacy.
Education system focus	Standardized curriculum for mass schooling; Finite period of formal education	Lifelong learning; Continuous skill development; Personalized learning pathways; Emphasis on learning how to learn	Corporate training programs; Online courses (MOOCs); Micro-credentialing; Emphasis on adaptability and self-directed learning.
Engine of progress	Technological improvements focused on production efficiency; Incremental changes	Continuous innovation (technological, social, organizational); Disruptive technologies; Rapid change cycles	Fast pace of technological change (AI, biotech); Startup culture; Importance of entrepreneurship; Shorter product life cycles.
Information flow	Controlled, top-down dissemination; Limited channels (print, broadcast)	Multi-directional, rapid flow; Abundant digital channels; User-generated content	Internet ubiquity; Social media dynamics; Real-time data availability; Challenges of information overload and verification.

Source: Compiled by the authors based on foundational theories of post-industrialism, the network society, and the knowledge economy [1], [9], [5], [28] and the established literature contrasting industrial and knowledge-based societal characteristics.

While these characteristics, as outlined in Table 1, define the ideal-type knowledge society and highlight its transformative potential, it is crucial to acknowledge that this concept is not without criticism. Webster (2014), for instance, questions the notion of a radical qualitative break between contemporary society and its predecessors, pointing instead to the continuity of underlying capitalist relations and the potential for technology to exacerbate, rather than alleviate, social inequality, particularly through unequal access to knowledge and technology – the persistent «digital divide». Critics such as Clarke (2019) and Zuboff (2022), raise significant concerns about the potential downsides accompanying these shifts, including heightened levels of surveillance enabled by digital technologies, the increasing commodification of knowledge transforming it into a private good rather than a public resource, and the emergence of new, subtle forms of control facilitated by algorithms and information architectures. Despite these valid critiques and inherent complexities, the knowledge society paradigm remains a crucial and indispensable analytical framework for understanding the fundamental dynamics and ongoing transformations shaping contemporary social, economic, and cultural life.

Conceptualizing information culture. Information culture is an integral component of the knowledge society. It can be defined as a system of shared values, beliefs, norms, attitudes, and behavioral practices that shape the relationship of members of a society (or organization, community) towards information: how it is created, sought, evaluated, organized, communicated, and utilized [7], [22]. It represents the «information consciousness» and «information behavior» of a social group.

Information culture is multidimensional and encompasses several interconnected aspects:

1. *Cognitive Aspect:* This covers people's knowledge, beliefs, and perceptions about information – its value, reliability, sources, methods of organization, and retrieval. It also includes the level of information literacy – the ability to effectively find, evaluate, and use information. This dimension shapes how individuals approach information tasks and judge the credibility of sources.
2. *Social (or Normative) Aspect:* This includes shared norms and rules of conduct regarding information: what is considered acceptable in terms of information sharing, privacy, copyright, plagiarism, and the ethics of data use. It defines expectations about how people should interact with each other concerning information, fostering trust or suspicion, collaboration or hoarding.
3. *Technical (or Material) Aspect:* This relates to the tools, technologies, and infrastructure used for working with information (computers, networks, software, databases), as well as the skills to master these tools. Technologies not only reflect but actively shape information culture by enabling or constraining certain practices. The usability and design of information systems influence user behavior and attitudes.
4. *Value Aspect:* This determines the importance attached to information within a given culture. *Is openness and knowledge sharing valued, or does a tendency towards control and secrecy prevail? How crucial are information accuracy and reliability considered?* These underlying values significantly influence information-related behaviors and policies.

In modern society, information culture manifests ubiquitously: from how we search for news and verify facts, to how organizations manage their knowledge assets, how scientists share research findings, and how

communication norms are established in online communities. It is dynamic and constantly evolving under the influence of technological innovations, economic shifts, and cultural changes [19]. Understanding the prevailing information culture is essential for designing effective information systems, promoting knowledge sharing, and fostering informed citizenship.

Impact of digitalization on information culture. Digital technologies – the internet, mobile platforms, social media, big data, artificial intelligence (AI) – have catalyzed profound changes in information culture. Their influence permeates every aspect of our interaction with information.

Information Creation and Dissemination. The traditional model, where information was created and distributed by a limited number of professional actors (media outlets, publishing houses, scientific institutions) through centralized channels, has been radically altered. Digital platforms have democratized the content creation process. The emergence of User-Generated Content (UGC) – blogs, social media posts, YouTube videos, Wikipedia articles – has led to an exponential increase in the volume of available information [11], [22]. Anyone with internet access can potentially become a publisher, broadcaster, or commentator. The phenomenon of «citizen journalism», where ordinary people capture and disseminate news from events using mobile devices, has challenged the monopoly of traditional media, offering alternative perspectives and real-time reporting. The speed of information dissemination has increased manifold due to the viral mechanisms of social networks and messaging apps. Information can spread globally within minutes. However, this ease and speed have a downside: reduced quality control, erosion of credibility standards, and the rapid propagation of misinformation, disinformation, and rumors. The lines between information producers and consumers are increasingly blurred, leading to the concept of the «prosumer». Algorithmic curation further complicates dissemination, prioritizing engagement often over accuracy or relevance.

Information Access. At first glance, digitalization has provided unprecedented access to vast amounts of information from around the world. Search engines, online archives, and digital libraries create an illusion of comprehensiveness and ease in finding necessary data. However, this access is mediated by complex algorithms that shape our information environment, often imperceptibly. Algorithms used by search engines, news aggregators, and social media platforms personalize content, aiming to show users what they deem interesting or relevant based on past behavior and inferred preferences. This can lead to the formation of «filter bubbles», where individuals primarily encounter information confirming their existing views, and «echo chambers», where similar opinions are amplified, limiting exposure to alternative perspectives [8]. This algorithmic curation can inadvertently or deliberately narrow horizons and reinforce biases. Furthermore, algorithms can exhibit bias (algorithmic bias), unconsciously or consciously reproducing and amplifying existing societal stereotypes and inequalities (e.g., in job search results, credit scoring, facial recognition) [20]; [21]. Thus, the apparent ease of access coexists with new forms of control, potential fragmentation of the information space, and the reinforcement of societal inequities. The persistent «digital divide» – inequality in access to technology and the skills to use it effectively – also remains a significant barrier, meaning that the benefits of enhanced access are not universally shared.

Information Consumption Patterns. The digital environment has also changed *how* we consume information. The constant stream of notifications, hyperlinks, and multimedia content fosters multitasking but often leads to reduced depth of concentration and fragmented attention. Research indicates a decline in average attention spans in the digital age [4]. We are conditioned to switch tasks rapidly, often at the expense of sustained engagement with complex information. A noticeable shift towards visual content (images, videos, infographics) is occurring, as it is perceived more quickly and easily than text. Textual information is often consumed superficially – through scanning and skimming rather than immersive, deep reading. This can hinder comprehension and critical analysis. The concept of the «attention economy» highlights that in an environment of information abundance, the user's attention becomes the primary scarce resource, fiercely competed for by content creators and platforms [18]. This incentivizes the creation of more eye-catching, clickable, but not necessarily high-quality or reliable content (clickbait). Information overload becomes a common problem, causing stress, anxiety, and difficulty in making well-informed decisions.

Impact of globalization of the information space

Parallel to digitalization, the globalization of the information space is unfolding. Thanks to the internet and satellite technologies, information easily transcends national borders, creating a global information sphere that presents both new opportunities and significant challenges. On the positive side, this globalization provides access to diverse sources of information and perspectives from around the world, contributing to broadened horizons and potentially greater cross-cultural understanding [12], [10]. It significantly facilitates international scientific collaboration by allowing researchers to share data and findings seamlessly across borders. Furthermore, it empowers global civic initiatives and activism, enables more efficient cross-border business operations, and fosters rich cultural exchange. Individuals can learn about events in distant parts of the planet almost in real-time, participate in global discussions on shared concerns, and form transnational communities based on shared

interests. This enhanced access to global knowledge resources can also act as a catalyst, spurring innovation and learning at the local level.

However, this same interconnectedness simultaneously generates several serious problems. One major concern is the threat of cultural homogenization, stemming from the dominance of content produced in a few global centers, primarily Western ones. This dominance can lead to the displacement of local languages, cultural traditions, and unique viewpoints, a phenomenon often described as «cultural imperialism». Yet, the process is not monolithic; the opposite trend of cultural hybridization or «glocalization» is also frequently observed, wherein global formats and ideas are adapted and integrated into local contexts, creating new, hybrid cultural forms [19], [24].

The actual outcome of these cultural flows is often complex, dynamic, and highly context-dependent. Another significant challenge intensified by globalization is the rapid, worldwide spread of misinformation and disinformation. False news, conspiracy theories, and deliberately manipulative content can propagate rapidly across national borders, exerting considerable influence on public opinion, political processes such as elections and international relations, and critical areas like public health, as starkly witnessed during global pandemics [2], [14]. Effectively combating this phenomenon is complicated by differing national legislations, language barriers, the sheer speed and scale of dissemination via global social platforms, and the inherent difficulty of verifying information in a complex global context. State-sponsored disinformation campaigns add a further layer of complexity to this challenging landscape. Finally, globalization can inadvertently lead to the erosion of vital local information ecosystems. Global platforms and news aggregators often draw audiences and advertising revenue away from local media outlets. This can weaken the ability of these local outlets to cover community issues thoroughly and provide quality, context-specific local information, potentially undermining local democracy and community cohesion. Consequently, critical questions arise regarding power dynamics and control over these global information flows, which are increasingly dominated by a handful of large technology corporations and certain state actors, thereby creating new forms of digital dependency and significant power imbalances on the global stage.

Synthesis

The information culture of contemporary knowledge society is shaped by the complex and often contradictory interplay of digital technologies and globalization. Digitalization democratizes content creation and provides seemingly effortless access, yet simultaneously generates problems of filter bubbles, algorithmic bias, and information overload, altering our cognitive habits. Globalization opens unprecedented opportunities for knowledge exchange and cross-cultural dialogue but carries risks of cultural homogenization, the global spread of disinformation, and the weakening of local information spaces.

Contemporary information culture is characterized by a series of paradoxes: we have access to more information than ever before, yet we may become more vulnerable to manipulation and fragmentation; we can instantly connect with people worldwide, yet risk isolation within our own information cocoons; technologies empower us to create and share knowledge, yet simultaneously create new forms of inequality and control. We witness both unprecedented individual empowerment through access and creation tools, and unprecedented potential for mass surveillance and manipulation.

Understanding this dynamic and multifaceted evolution of information culture is key to navigating the complex landscape of the modern knowledge society and to formulating strategies aimed at harnessing the benefits of new technologies while mitigating their risks. This requires fostering critical thinking, enhancing information and digital literacy across the population, and developing new ethical norms, governance structures, and regulations for interaction within the digital and globalized information environment. Adapting education, media policies, and individual practices to this new reality is an ongoing and crucial challenge for societies worldwide.

Conclusions. This theoretical analysis has explored the complex and dynamic interplay between the contemporary knowledge society, the evolving nature of information culture, and the pervasive impact of technological innovations. We have argued that digitalization and globalization are not merely external forces but are actively reshaping the core practices, values, and challenges associated with creating, accessing, evaluating, and utilizing information within modern societies. The study confirms that while technology offers unprecedented opportunities for knowledge access, collaboration, and communication, it simultaneously generates significant challenges, including information overload, the proliferation of sophisticated disinformation, persistent digital divides that mirror and amplify existing inequalities, novel threats to information security and privacy, and the complex, often opaque dynamics of algorithmically-driven information markets.

In addressing the aims set out in the introduction, this paper first conceptualized information culture within the knowledge society framework, demonstrating its multidimensional nature and sensitivity to digital and global forces. Second, it analyzed the profound influence of specific technological innovations on information creation, access, and consumption patterns, highlighting the growing prominence of visual culture. Third, the analysis underscored the crucial, evolving role of advanced literacies – encompassing critical information, media, and visual literacy – as essential competencies for individual empowerment and effective societal navigation in this complex

environment. Fourth, key challenges related to information security, data privacy, and the pressures on cultural identity within the globalized digital sphere were examined. Finally, these findings were synthesized to present a coherent theoretical perspective on the characteristics and paradoxes of contemporary information culture.

The scientific novelty of this work lies in its integrated theoretical synthesis, connecting concepts often treated separately – information culture, visual culture, diverse literacies (media, information, visual), and information security – as interdependent components dynamically shaped by technological innovation within the specific context of the globalized knowledge society.

Limitations of this purely theoretical approach include the lack of new empirical validation for the synthesized arguments. Future research should prioritize empirical investigations into the specific impacts of emerging technologies, particularly generative AI, on information culture practices and cognitive habits. Further essential work includes evaluating the effectiveness of different pedagogical approaches for developing advanced digital literacies across diverse populations, conducting cross-cultural comparative studies of information cultures in varying technological contexts, and examining the long-term societal consequences of algorithmic information curation and platform governance. Developing adaptive policy frameworks, ethical guidelines, and robust educational strategies informed by such research remains a critical task for fostering an inclusive, secure, and critically engaged knowledge society capable of harnessing technology responsibly.

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ТРАНСФОРМАЦІЯ ІНФОРМАЦІЙНОЇ КУЛЬТУРИ ПІД ВПЛИВОМ ТЕХНОЛОГІЧНИХ ІННОВАЦІЙ

Юрій ГОРБАНЬ – кандидат культурології, професор,
Київський національний університет культури і мистецтв, м. Київ, Україна
Оксана ОЛІЙНИК – кандидат культурології, доцент,
Київський національний університет культури і мистецтв, м. Київ, Україна

Актуальність статті полягає в теоретичному осмисленні трансформації інформаційної культури в суспільстві знань, що зумовлена прискоренням технологічних інновацій і цифровізації. *Мета дослідження* – виявити взаємовплив суспільства знань, інформаційної культури та технологічних інновацій. *Методологія дослідження* передбачає застосування концептуального аналізу та систематизації наукових джерел з дотичних гуманітарних і соціальних дисциплін, а також міждисциплінарного підходу, що поєднує ідеї соціології, філософії, культурології. Визначено, що технології не лише надають інструменти, але й фундаментально змінюють практики створення, поширення та інтерпретації знань, посилюючи роль візуальної культури та алгоритмічних систем. Глобалізація інформаційного простору створює умови як для безпрецедентного доступу до інформації, так і поширення маніпуляцій, посилення цифрового розриву. Встановлено, що ефективна навігація в цьому середовищі потребує розвинених компетенцій – не лише базової інформаційної, але й критичної медіа- та візуальної грамотності для протидії дезінформації та розуміння медіаефектів. Досліджено ключові загрози інформаційній безпеці на індивідуальному та суспільному рівнях, що виникають у цифровому середовищі, включаючи питання приватності даних і кібербезпеки. Окреслено динаміку сучасного інформаційного ринку, зокрема проблеми монополізації платформ та їхнього впливу на формування суспільної думки. Доведено, що стійкість інформаційної культури залежить від здатності суспільства критично осмислювати технологічні впливи та адаптувати соціальні інститути, розвиваючи механізми етичної рефлексії та відповідального використання технологій. Результати дослідження сприятимуть розробці освітніх стратегій і культурних політик для формування адаптивної та критичної інформаційної культури.

Ключові слова: візуальна культура; інформаційна культура; медіаграмотність; інформаційна грамотність; глобалізація інформаційного простору; інформаційна безпека; цифровізація; суспільство знань.

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