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ЧЕЛОВЕК ИНФОРМАЦИОННЫЙ: ЭВОЛЮЦИЯ ЛИЧНОСТИ В СОВРЕМЕННОМ ОБЩЕСТВЕ

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Аннотация. Актуальность исследования обусловлена необходимостью комплексного анализа трансформации личности под влиянием ключевых факторов информационной эпохи.

Цель исследования – выявить основные направления эволюции личности в современном информационном обществе, что включает трансформацию когнитивных процессов, ценностных ориентаций, коммуникативных практик и языковой личности.

Теоретическую базу исследования составили труды М. Кастельса, Г. Ловинка, Н.В. Гришиной, М.В. Фаликман, Л.В. Басовой и других авторов. Эмпирическая часть основана на включенном наблюдении (2020–2025 гг., $n = 120$) за онлайн-коммуникацией в университетской среде. Применялись методы теоретического анализа и синтеза, сравнительный анализ, системный подход, контент-анализ и тематический анализ протоколов наблюдения.

В результате исследования выявлены как негативные, так и позитивные векторы эволюции личности. Среди негативных факторов выделяются рассеянность внимания, эмоциональное истощение от избытка информации, утрата способности к глубокому самоанализу и критическому осмыслению, склонность к поверхностному восприятию медиаконтента. Положительные изменения включают повышение интеллектуальной пластичности, способность эффективно решать одновременно несколько задач, формирование продуктивных механизмов адаптации в ситуации информационной перегрузки.

Описан феномен «информационного коллапса» как ситуации одновременного воздействия многозадачности, многоканальности и информационного шума. Определены новые тенденции трансформации языковой личности: переход от максимальной самопрезентации к защите личного пространства, ускорение смены возрастных сленгов, использование AI-инструментов как стратегии выживания.

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В обсуждении результатов интерпретированы противоречия между теоретическим принципом комплементарности и эмпирически наблюдаемой пассивностью потребителей. Доказана двойственная природа многозадачности и роль AI-инструментов в когнитивной эволюции.

В заключении обоснован тезис о переходе от «интернализированной» к «конфигуративной» личности. Определены перспективы дальнейших исследований и практические рекомендации для образования и управления.

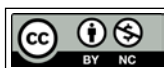
Ключевые слова: homo informaticus, информационное общество, эволюция личности, языковая личность, информационный коллапс, когнитивная гибкость, цифровая идентичность.

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Original article



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HOMO INFORMATICUS: EVOLUTION OF PERSONALITY IN THE MODERN INFORMATION SOCIETY

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Abstract. The relevance of this research is determined by the need for a comprehensive analysis of personality transformation under the influence of key factors of the information age.

The aim of the study is to identify the main directions of personality evolution in the modern information society, including the transformation of cognitive processes, value orientations, communicative practices, and linguistic personality.

The theoretical framework of the study includes works by M. Castells, G. Lovink, N.V. Grishina, M.V. Falikman, L.V. Baeva, and others. The empirical part is based on participant observation (2020–2025, $n=120$) of online communication in a university setting. Methods of theoretical analysis and synthesis, comparative analysis, systems approach, content analysis, and thematic analysis of observation protocols were applied.

The study identified both negative and positive vectors of personality evolution. Negative vectors include attention fragmentation, information burnout, erosion of reflective practices, and passive content consumption. Positive vectors include development of cognitive flexibility, the

ability to effectively multitask, and forming productive coping strategies under conditions of information overload.

The phenomenon of “information collapse” is described as a situation of simultaneous exposure to multitasking, multi-channel information, and information noise. New trends in linguistic personality transformation are identified: the shift from maximal self-presentation to privacy protection, acceleration of age-specific slang transitions, and the use of AI tools as survival strategies.

In the discussion of the results, the contradictions between the theoretical principle of complementarity and empirically observed consumer passivity are interpreted. The dual nature of multitasking and the role of AI tools in cognitive evolution are proved.

In conclusion the thesis of the transition from an “internalized” to a “configurative” personality is substantiated. Prospects for further research and practical recommendations for education and management are outlined.

Keywords: homo informaticus, information society, personality evolution, linguistic personality, information collapse, cognitive flexibility, digital identity.

Conflicts of interest. The authors declare no conflicts of interest.

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Introduction. In modern society, the norms of online and virtual culture are changing. Previously, we focused our research attention on the transformation of professional culture in modern Russian society, on communication and risk aspects of the moral actions of modern man, and analyzed the configurations that determine the relationship between conflicts, risks, uncertainty, and sociocultural factors [1]. In this scientific study, we continue the investigation of personality development taking into account modern anthropological changes.

In the process of personal communication, we face many contradictions concerning values, reflective practices, social interactions, attitudes, and specific individual ways of thinking. Under certain circumstances, the significance of time and space is diminished while uncertainty and risks in personal, communicative, and social interactions are increasing [2, p. 105]. Thus, it is important to examine the socio-psychological characteristics of modern personalities and determine different improvement ways in the information society, because any personality is a controversial phenomenon with heated discussions concerning its thinking and attitudes, values and actions, communications and reflective practices.

While considering the structure of the information society, one cannot help turning to the papers by M. Castells, who described the structural components, features, and functions of the information society. According to Castells, the information space and the patterns of its functioning and development are the foundation of the information society [3].

The purpose of this study is to identify the main directions of personality evolution in the modern information society, including the transformation of cognitive processes, value orientations, communicative practices, and linguistic personality.

Research objectives:

1. To analyze the socio-psychological characteristics of modern personality in the information society.
2. To examine the transformation of value systems, temporal characteristics, and communicative practices.
3. To investigate the evolution of the virtual linguistic personality and its adaptive strategies.
4. To identify both risks and opportunities associated with the development of “homo informaticus.”

Scientific novelty of the research consists in:

1. Conceptualization of “homo informaticus” as an integrative construct combining socio-psychological, communicative, and linguistic dimensions.
2. Identification and description of the “information collapse” phenomenon as a systemic characteristic of modern information environment.
3. Empirical documentation of current trends in linguistic personality transformation based on long-term observations (2020–2025).

Methods and Materials. Theoretical framework. The research draws upon classical and contemporary works, including Castells’ theory of the information society [3], studies on value exchange and integrative processes [2; 4–6], research on cognitive flexibility and multitasking [7; 8], and works on virtual linguistic personality [8–10]. Special attention is paid to Baeva’s concept of virtualization of communication [11] and Grishina’s research on personality self-change [7].

Empirical base. The study is based on long-term participant observation of online educational and professional communication conducted at Herzen State Pedagogical University from 2020 to 2025. The observation covered 120 participants, including students and young professionals aged 18 to 28, across 15 online educational courses and professional development programs. The communication environment included university online platforms such as LMS, Telegram channels, and video conferencing systems.

The observation parameters included communication style and linguistic features, multitasking patterns, information consumption strate-

gies, reactions to information overload, and the use of digital tools and artificial intelligence. These parameters were selected to capture both the behavioral and cognitive dimensions of personality transformation in the digital environment.

Methods of analysis. The study employed a combination of theoretical and empirical methods. Theoretical analysis and synthesis were applied to integrate findings from interdisciplinary literature on personality psychology, information society theory, and digital linguistics. The comparative method was used to contrast different approaches to understanding personality transformation and to compare online and offline communicative practices. Systemic analysis allowed the authors to consider the information society as a complex system and personality as an element within it.

For the analysis of empirical data, content analysis was applied to examine online communication, focusing on message structure, vocabulary, and communication patterns. Additionally, thematic analysis of observation protocols was conducted to identify recurring themes and patterns in participants' behavior and communication strategies. This multi-method approach ensured the triangulation of findings and enhanced the validity of the research conclusions.

Limitations of the study: The observation was conducted in a single university setting, which may not fully represent broader population trends. The findings are primarily qualitative and exploratory in nature.

Results

1. *Theoretical Foundations: The Modern Personality as a Subject of the Information Space*

To build more effective social interactions, people have to realize their functional and role affiliations. This depends upon the resources they can accumulate to have more opportunities for development. Interaction networks function on the basis of realizing the potential of diverse effects and structures of social roles, functions, positions, and manipulative strategies.

The modern personality is teleological. We define a goal as a vision of a desired outcome which serves as an important structural element of any individual activity motivating it in the information society. Any individual is also value-oriented while setting goals and using proactive approaches to satisfy needs. People are eager to organize, recognize, and communicate their own values. Values are not only elements of any personality structure but they are also essential conditions for human activities.

The exchange of values in the information space is based on the principle of complementarity. This principle means that "what you have" (a product, service, solution, information) is valuable and important to

me, and vice versa — “what I have” is valuable and important to you. An equal exchange then occurs between individuals free in their choices and decisions [2, p. 106]. Such integrative processes are associated with numerous value exchanges between individuals. They shape and develop the complexity of the information space. The integration of individuals based on values represents a system in dynamic equilibrium [4].

The theoretical analysis shows that the information society creates conditions for value exchange based on complementarity, but this potential is often not realized due to passive consumption patterns.

2. Negative Vectors of Personality Evolution: Passive Consumption and Information Overload

On the other hand, any individual represents an average subject of the information space whose main strategies are non-selective perception of information content, rapid information consumption, leveling of the target vector of perception, blurred value attitudes, a time lag between received information and actions, and mediated communications. Modern individuals are often unable to perceive incoming information critically. While browsing numerous locations, individuals are often unable to assess its reliability, clarity, and precision.

People are frequently caught in marketing and advertising traps because a large amount of informational content is mainly aimed at promoting a particular product or service and implementing marketing strategies. By rejecting expertise based on critical thinking, they create and maintain false expertise. This raises the question of the individual's active or passive role in the formation and development of false expertise. This type of expertise is often imposed on individuals by situational factors and circumstances, largely due to a low level of self-determination and a poorly defined goal vector.

The objectives of advertisers and marketers become dominant as they successfully build and promote their activities in the systems of the information society. Individuals passively consume informational content created by others. Such structural components of any activity as goals, needs, interests, and values are not independently reflected upon. They become the result of marketing and advertising communication interactions.

For the process of entering the information space, we can offer preventative measures which include clearly arranged and articulated goals and objectives arising from the individual's everyday life. Goal modification occurs under the dual influence of internal psychological factors (needs, motives, interests) and external problematic situations that serve as catalysts. This process is complicated by the infrastructure of the information space, characterized by accelerated data transmission. The associated

practice of perpetual scrolling and rapid information intake crowds out the cognitive space necessary for reflective goal assessment. As a result, individuals forgo proactive planning and resort to reactive interaction strategies [5].

Such types of communication interactions erode value systems. When we consider the content characteristics of information, simple, clear, and structured information becomes valuable. Today's individual is inundated with vast amounts of diverse yet superficial information. The lack of time for deeper engagement fosters a mode of skimming, where content is scanned quickly rather than understood. Focused attention is scarce, as information is often merely viewed rather than processed.

Reflective processes associated with awareness, rethinking, and improving the results of activities are losing their value. Entertainment content, which is largely viral in nature, is gaining particular importance. Virality allows for the rapid creation and dissemination of mental images [6]. The viral nature of entertainment content gives the opportunity to spread quickly across the information space and become ingrained in human psychology, occupying large memory spaces.

The negative vectors include passive consumption, erosion of critical thinking, loss of reflective practices, and the dominance of entertainment content over meaningful information.

3. Positive Vectors: Cognitive Flexibility and Adaptive Strategies

Let us focus on the ability to switch from one perceptual object to another. Attention-switching processes are discussed within the context of multitasking. Multitasking can be defined as the modern individual's ability to switch between multiple tasks. The phenomenon of cognitive flexibility underlies multitasking. Cognitive flexibility includes the ability to quickly select words from the mental lexicon that correspond to roles and situations, quickly adapt to constantly changing conditions and rules, and effectively switch from task to task.

Cognitive flexibility must be developed by constantly changing the learning environment for students. The composition and size of the student groups in which learning takes place, the configuration of the space, and its design can be changed. This approach allows for the development of adaptive personality strategies in the early stages of personality development, during learning, and maturation [7]. Multitasking is largely associated with polychromatic and monochrome modes of functioning. Polychromatic functioning can be defined as an individual's ability to perform multiple actions simultaneously, shifting attention from one to another. Monochromatic functioning, on the other hand, manifests itself through a sequence of actions. The ability to perform polychromatic and

monochrome modes must be developed. In today's world, the modern individual is a multitasker, and the dominant mode of functioning is polychromatic.

Our long-term observations of online educational and professional communication at university show that modern people find themselves in the situation of information collapse. It is characterized by unstructured and chaotic communication, which includes the following aspects:

- multitasking: multiple messages from different recipients received simultaneously or in a short period of time;
- multi-channel information: the information perceived comes in various formats through various channels and is often a polycode creolized text [9];
- information noise: we have to process a large amount of unnecessary information that is not important for solving problems or development;
- a large amount of information that is poorly structured, redundant, false, or emotionally overloaded but which must be processed to solve educational or professional tasks.

Information collapse of a modern person can result in two consequences: burnout, exhaustion, depression, health problems, etc., and avoidance or optimization of processes. The latter are of particular interest because they represent innovative technologies and tactics that "homo informaticus" resorts to in order to survive mentally and physically and preserve his/her integrity and personal identity.

Positive adaptive strategies include the development of cognitive flexibility, polychromatic functioning, and optimization techniques for coping with information collapse.

4. Transformation of the Virtual Linguistic Personality

The processes listed above result in changes in the virtual (digital) linguistic personality. The concept of a virtual linguistic personality is defined as a set of personality-associated characteristics manifested in online communication, including special values, changed attitudes towards time and space, a high degree of absorption in virtual activities, specific goals, and communication strategies [10; 11].

According to L.V. Baeva's concept, virtualization of communication is characterized by such features as:

- increased attention of a person to himself, his needs and interests, and their promotion on the Internet;
- striving for a mass audience to broadcast his/her values;
- limited "feedback": communication often becomes a monologue;
- the chaotic content of communication (the flow of messages is poorly structured, and the information itself often does not carry new content);

- the “radio effect” – the information instantly disseminates to the entire network;

- freedom from censorship control [13].

Focusing on human linguistic behavior in the online environment, researchers have been most interested in such aspects as:

- person’s identity in situations of uncertainty, including Internet communication [13];

- Internet communication etiquette [14–16];

- innovative models of word formation [17];

- structural, semantic, and pragmatic text characteristics and virtual discourse [18];

- graphic, semantic, syntactic, and textual features of computer communication [19].

5. Temporal Characteristics and Information Entropy

The temporal characteristics of the individual in the information society include the leveling of biological time significance, the transformation of the concept of social time, and altering temporal modes. Increasing data speed and a relentless stream of events lead to a dominant perception of time as scarce. Under this “deficit model,” a person’s important goals are pushed aside by the need to handle everyday duties. As the process of defining real priorities requires thoughtful analysis – which takes time and pauses action – it becomes impossible within this rushed framework [7]. Choices are instead made based on immediate context. The effect is a compressed experience of the present, where less time is given to tasks than they truly need.

It is clear that the growing entropy of the information space is in the process of significant development because a great volume of information is being generated. Modern information is often organized in a fragmented, collage-like manner and is constantly being structured and restructured. Therefore, we notice a notable lack of coherence between the narratives and practices of online users. This growing entropy in the information space shows and amplifies the internal entropy experienced by individuals, which is also on the rise.

M. Falikman analyzes the results of experiments by W. Neisser and R. Beckmann [8], paying attention to the phenomenon of inattentional blindness or so-called perceptual blindness. The framework of this phenomenon is that if a schema is actualized and a perceptual cycle is initiated in relation to one narrative, then other narratives are simply not perceived.

The information society fundamentally alters temporal perception, creating a constant sense of time scarcity and compressing the experi-

ence of the present. Information entropy amplifies internal psychological entropy, while perceptual mechanisms like inattention blindness shape selective attention to narratives.

Discussion

1. *The Dialectical Nature of Personality Transformation*

The evolution of personality in the information society is not a linear process of either degradation or progress. Rather, it is a dialectical transformation characterized by simultaneous losses and gains. On one hand, we observe erosion of reflective practices, fragmentation of attention, and the dominance of reactive interaction strategies. On the other hand, new forms of cognitive flexibility, multitasking abilities, and adaptive linguistic strategies emerge. This duality confirms the thesis that the linguistic personality does not simply degrade or progress — it transforms, developing new strategies for existence in a changed *environment*.

2. *The Principle of Complementarity vs. Passive Consumption*

The theoretical principle of value complementarity [2, p. 106] stands in sharp contrast to the empirical reality of passive information consumption revealed in this study. While the principle suggests equal exchange between autonomous individuals, the observed practice shows asymmetrical relationships where individuals become objects of marketing influence rather than equal partners in value exchange. This discrepancy indicates that the realization of complementarity requires a level of reflexivity and goal awareness that is currently underdeveloped in many users.

3. *The Paradox of Multitasking*

The development of multitasking abilities and cognitive flexibility, often celebrated as adaptive advantages, reveals a paradoxical nature. While these skills allow individuals to navigate the complex information environment, they simultaneously undermine the capacity for deep, focused reflection necessary for genuine understanding and original intellectual production. This paradox challenges the optimistic narrative of cognitive enhancement through technology and raises questions about the optimal balance between polychromatic and monochromatic modes of functioning.

4. *The Retreat from Digital Self-Expression*

One of the most significant findings is the reversal of the early 2000s trend toward maximal self-expression online. The current movement toward closed profiles, privacy settings, and reduced information disclosure represents a mature adaptive strategy in response to information overload and the risks of digital exposure. This shift from “broadcasting values” to “protecting boundaries” indicates that users are developing a more sophisticated understanding of the information space and its potential threats.

5. *AI as a Survival Tool vs. Cognitive Atrophy*

The increasing reliance on AI tools for text creation, translation, and summarization presents a double-edged phenomenon. While these tools undoubtedly help individuals survive information overload, they also risk contributing to the atrophy of cognitive skills they replace. The development of “new information ergonomics” raises fundamental questions about the future of human cognition: will the use of AI tools free up cognitive resources for higher-level thinking, or will it lead to the gradual erosion of basic cognitive competencies? The answer likely depends on how these tools are integrated into educational and professional practices.

6. *The Unchanged Essence of Cognition*

Despite dramatic changes in tools and environment, the fundamental essence of human cognition remains unchanged. The ability to identify phenomena and their essence, distinguish essential from nonessential, analyze information for truth value, classify, establish causal relationships, and create original intellectual products remains the core of human intelligence. Technologies are tools that facilitate these processes, not substitutes for them. This continuity provides a foundation for optimism: while the forms of intellectual activity may change, the core cognitive competencies that define humanity persist.

With the avalanche-like development and acceleration of Internet communication, the way people function in real life and the tools and technologies they use are changing. It is nothing frightening or new from the point of view of history: similar processes of everyday life reorganization took place with the advent of machines, which replaced manual labor, and with the development of transport and telecommunications. The ultimate goal of “homo sapiens” (including “homo informaticus”) has remained unchanged in all these transformations — it is investigating and further developing the world [18].

This research has several limitations that should be acknowledged. First, the long-term observations were conducted primarily in a single university setting (Herzen State Pedagogical University), which may not fully represent broader population trends. Second, the analysis of linguistic trends, while based on systematic observation, lacks quantitative validation. Third, the rapidly evolving nature of digital technologies means that some observations may have a limited shelf life. Fourth, the study did not include comparative analysis across different age groups, professional categories, or cultural contexts. Future research should employ larger samples, longitudinal designs, and mixed methods to validate and extend these findings.

Conclusion. The authors conclude that in the modern information society, there is a shift from a relatively stable, “internalized” personality to a more dynamic, networked, and context-dependent “configurative” personality. Successful adaptation to these changes requires the deliberate development of critical thinking, digital and emotional hygiene, as well as rethinking of traditional educational and upbringing practices.

The main findings can be summarized as follows:

1. The information society produces a new type of personality — “homo informaticus” — characterized by transformed value systems, altered temporal perception, and adaptive linguistic strategies.
2. The evolution of personality is dialectical: alongside negative phenomena (information collapse, burnout, erosion of reflection), positive adaptations emerge (cognitive flexibility, new forms of creativity, innovative linguistic tools).
3. Information collapse is a systemic phenomenon characterized by multitasking, multi-channel information, information noise, and information overload, leading either to burnout or to the development of optimization strategies.
4. The virtual linguistic personality is undergoing significant transformation, moving from maximal self-expression to selective disclosure, from playful experimentation to pragmatic efficiency, and from traditional to AI-mediated communication.
5. Artificial intelligence is becoming an essential survival mechanism in conditions of information overload, but its use requires conscious integration with core cognitive competencies.
6. The fundamental essence of human cognition — the ability to analyze, synthesize, and create original meaning — remains unchanged and must be preserved through reformed educational practices that balance technological fluency with critical thinking.

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