

Research article

Vector Psychology in Socialization Management of the Digital Generation

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Abstract. The purpose of the article was to formulate the possibilities of integrating sociological and psychological science in terms of new approaches to socialization using the example of the digital generation in the context of large-scale digitalization of all spheres of human activity. This generation is significantly different from the previous ones, and has a number of advantages and problem areas, which require a revision of sociological and interdisciplinary approaches to socialization. The authors show the necessity of building scientific knowledge based on the principles of Bohr's mutual complementarity. They consider the possibilities of socio-psychological approaches to the complex of network technologies of secondary socialization in the system of social management, supplementing it with the theoretical basis of vector psychology and methods of digital sociology. The authors consider a person as a whole, relying on the postulate of the simultaneous coexistence of two mutually exclusive principles in the personality (as in quantum physics) — social and biological. The authors' approach is based on a combination of natural biological foundations, the vital needs of individuals with the value foundations, and the coordination of social connections of the network environment and patterns of behavior. This implies a differentiated approach to the adaptation of social communities of each of the eight sociopsychotypes through positive feedbacks included in the additionally developed tools in socialization institutions. These include educational and upbringing tools, network tools for choosing a profession and building a career with the participation of employment services and professional communities, and family building networking tools.

Keywords: digital generation, secondary socialization, vector psychology, digital sociology


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1. Introduction

According to Dridze [1], the origins of sociality and social dynamics lie in the vital need of people to reproduce the relationship, which allows developing norms of community life, building adaptive social institutions that coordinate their interactions. The latter become the basis of the human environment, in which patterns of behavior act as a fractal basis [2], defining the “horizontal” of highly developed forms of interpersonal communication and normative, including moral and legal socio-cultural regulations that determine the organization of the system of management, coordinating and other managerial power functions. This environment should include components that make it possible to call it “smart”, then it will contain a powerful regulatory framework associated with spontaneous self-regulation processes, including natural biological mechanisms inherent in humans.

Humans are the main element and meaning of society. How can one understand something in society without knowing the nature of this element? System-vector psychology, which emerged in the 1980s in Russia, provides a key to understanding the nature of the human psyche. System-vector psychology (based on the conclusions and assumptions from the last work of Freud in 1908 [3]) reveals the content of the subconscious in the aspect designated by Jung as the collective unconscious [4, pp. 158-16]. Sociology nature, as a result of socialization, transformed the human biological nature into a social channel and thereby gave humans the ability to be happy, moreover, on the path of creation for the good of society. It can be argued that it is on this path that the enormous energies of biological survival are concentrated in situations of ruthless antimoral evolution.

Can humanity change the approaches to the creative socialization of this extraordinary generation, which is significantly different from previous generations? The situation can be figuratively expressed as follows: an atomic biological reactor of energy lies in the human biological origin, but the button for its launch lies in society and is in the hands of the person him/herself and is waiting for his/her command ... a command, fortunately!

2. Methodology and Methods

Methodology. Socialization is the process of embedding an individual into a social system, into a social environment through the development of social norms, rules and values, knowledge, skills that allow him/her to function successfully in society. In the

context of increasing digitalization, the emergence of a digital society, approaches to the socialization of the digital generation are largely outdated, they require improvement. So the communicative aspects of socialization in terms of creating a family and participation in joint coordinated creative activities require revision. The term “generation Z”, introduced by the American playwright and historian Strauss [5], has other names – “buzzer”, “button generation”, etc. These are people born and raised in the digital world, the digital generation.

Vector psychology defines in the nature of the psyche eight individual vector psychotypes (acting in society as psychosociotypes), which make up the eight-dimensional matrix of the psyche of each person. Of decisive importance is one, leading vector, given from birth and unchanged throughout life, strictly forming the type of character, abilities, and main talent, not always conscious and often determining the fate of a person [6]. The “insidiousness of the psyche”, its subconscious nature, lies in the fact that while remaining unconscious, it largely sets the balance of social and asocial personality traits, depending on the degree of its socialization. As a result, one deals with understandable qualities and predictability of some forms of human behavior.

Smart management of socialization processes requires not so much a technocratic approach to management using digitalization mechanisms with elements of artificial intelligence [7], as a humanitarian sociological approach to network management, i.e. building in the digital environment “effective feedback mechanisms” [8].

Methods. The analysis of the characteristics of *Homo Digitalis* representatives is considered by the example of basic professional skills of modern journalists working in conditions of media convergence and need to adapt to new circumstances for them. The conclusions were based on the materials:

1. in-depth semi-formalized interviews “The impact of media convergence on management activities” (2016–2018). The respondents were experienced employees working in media converged editions for more than three years, who have expert knowledge in managing the organization of the following media editions: Road Power, Peter-Online, Hair Cult, Osporte.online, Customs News St. Petersburg and Moscow. N = 57 [9];
2. *Homo Digitalis* in media convergence processes: sociological portrait [10].

The article uses research materials by Yadov [11].

3. Results and Discussion

Formulation of the problem

The most important feature of the digital generation is its belonging to the era of globalization and postmodernism, to the period of the formation of a digital society. Since childhood, they have been working with gadgets, smartphones, and using digital services in their daily activities. They are constantly present in the network space, communicate using video formats, are technology-dependent, have memory problems, have clip thinking, hedonism, and lack of complexes. The most important qualitative characteristics of *Homo Digitalis* are discussed in the article “Homo Digital in media convergence processes” [10]. In the situation of the modern, based on the material, evolution of society, it is the digital generation (generation Z) that will have to set a new direction of development, namely the spiritual one, which does not contradict the vector set by biological evolution, but considers Man as an integral entity, with a socialized psyche, ready and “requiring” happiness as the true meaning of life.

The need for a new, modern approach to personality can be quite figuratively presented by the example of the well-known research of Yadov at the stage of development of the theory of disposition. Dispositions, according to Yadov, represent various states of a person’s predisposition or readiness to perceive the conditions of activity (situations), his/her behavioral readiness, directing his/her activity. The hierarchical system of dispositional formations proceeds from the readiness of the individual to act in certain conditions, taking into account the chosen social role and to meet certain needs. In one of the studies of the behavior of design bureau employees, depending on their performance and professional competence, the respondents were divided into three groups [11]:

1. creative innovators — unimportant performers, undisciplined and bad as family men;
2. competent, but not prone to innovation — disciplined, executive, and exemplary in the family;
3. managers — competent, executive, but not showing interest in work.

The fact that the leaders were not interested in the work was illogical and caused difficulties in interpretation. However, at that time in science, there was still no complete understanding of the role of the subconscious and its structure. Today, with the emergence of new knowledge about the true nature of man, the assessment of business

behavioral qualities can be interpreted more accurately. Assessing the results of the study from the point of view of vector psychosociotypes, it can be noted that the first two groups of respondents to Yadov's study fully correspond to their typical inclinations as representatives of their sociopsychotypes. The leader belongs to the third psychosocial type — he is a good organizer, but his interest lies in the field of material incentives and career. This is in full accordance with vector psychology and the logic of their behavior is fully explainable. All the inclinations of the psychosocial type lie in the subconscious, unconscious of a person, but firmly determine his or her type of behavior.

There are several areas that could act as a basis for innovative mechanisms of network socialization.

Online tools for choosing a profession and building a career

The embedding of an individual into the professional life of a society with a congruent psyche orientation towards the corresponding profession can be considered the most effective socialization. One of the tools can be considered the formation of socialization of young people through the construction of content in the field of vocational guidance and professional communities. Another tool could be vocational education courses. Since the digital generation has an entrepreneurial mindset, a desire for knowledge, self-education, is predisposed to remote work and frequent change of professions. It is possible to provide network assistance to them in choosing a profession in accordance with the psychosocial type of a particular person.

An effective move would be the formation and identification of true, innate talents by means of specially organized services of social psychologists who, based on the mental and communication characteristics of the individual, using questionnaires and clarification in personal online communication, will determine the psychosocial type and will propose the appropriate areas of professional activity. Differentiation of social groups by psychosocial types can be carried out through the format of quizzes with a "vectorial background" and linking to this list the possible jobs prepared by the regional employment service, including the coordination of vacancies on the part of employers.

The use of these tools is possible if the existing professions are revised and classified according to parameters congruent to the individual psyche.

Educational and educational tools

The directions of topics of family life in network socialization would also be promising. It is here that an elementary educational program should be organized on the orientation of the upbringing of children, taking into account the vectorial nature of the child's psyche. Determination of the main psychosocial type of the child can be provided through the online consultation of a social psychologist. The organization of such

services is extremely important. Reading fiction and discussing it is considered the most effective and irreplaceable process of socializing a child. Therefore, another tool is the provision of an approximate list of children's literature on the Internet, containing motives that form morality and that correspond to artistic taste. Moreover, the subsequent network communication with the children of a specialist who owns technologies in the field of vector psychology is especially important, in the form of a discussion of the meanings of the works read and the topics raised there. It is also important to provide works of art in the format of audiobooks, themes, and meanings with a separate attachment to each work.

Family-building networking tools

The family-building processes can also involve networking and changing traditions. Taking into account the characteristics of the behavior of representatives of various psychosocial types will allow harmonizing relations between future spouses. The organization of social service in consultation with social psychologists will strengthen families and reduce the number of divorces. According to the observations of psychologists, one of the biggest mental traumas is considered to be swear words. Work in this area must also find its place in the networked environment. One can confirm the importance of this by describing a case when a daughter who adores her father, who considers him a model of a man, accidentally witnessed his conversation on the phone with the use of obscenities [12]. This was the most powerful shock in her life. She ran away from home and did not want to return for a long time. Upon returning, she could not see and be near him, not that to communicate. It broke her psyche very deeply, disfigured her family life, which began unforgivably late and painfully. It is understandable. Mat has the ability to devalue everything he is involved in. What is scary, not only at the cultural level but also at the subconscious level. As known, the family is based on a deep sense of love, as the basic unconditional value. Evolution has formed the ability to sacrifice one's own life for the sake of the child, as the carrier of the next step of evolution in comparison with the parents. In the spiritual dimension, this ability is expressed through love, as the main need and the basis of the mother's role. Therefore, love and maternity are inseparable. It is social and personal holiness. When swearing becomes a common explanatory vocabulary, the subconscious mind inevitably reacts, distorting the normal human worldview and values. In short, a swearing woman on an unconscious uncontrollable level excludes the very possibility of her motherhood. Moreover, such a position affects the strategy and paradigm of her entire future life. There is no doubt that consciousness will find a lot of rational justifications for such a choice. Of course, her further relationship with a man will not remain unaffected.

4. Conclusions

Smart management of the above-mentioned interdisciplinary methodological approaches to socialization requires concretization in the digital environment of effective mechanisms of positive feedback, emanating from the needs of the individual and the value foundations of the socializing environment. It seems that they can be built into the socio-psychological institution of secondary socialization of the digital generation. Within the framework of this institution, the processes and forms of socialization in the network environment can be analyzed, a differentiated method of managerial influence on certain components of the network environment or on certain social groups. The integrated and personal services of a social psychologist can be provided.

Attention should be paid to the ideological foundations of many of the processes people are accustomed to. For example, in the process of choosing a profession, modern youth is guided by a conjunctural approach in choosing a profession based on the results of remuneration or the speed of career growth. At the same time, taking into account the vector component of the psychosociotype will make it possible to choose a profession that takes into account the presence of natural talent that is in demand by society. It should be borne in mind that a profession chosen without taking into account the psychosocial type, as a rule, forms a person who does not receive psychological satisfaction from the process of work and life, a mediocre specialist and, as a result, a bad family man, which will certainly affect his health.

One of the fashionable directions of modern management — talent management, using the approaches of vector psychology, can provide the disclosure of the true innate abilities of personnel, often remarkable, but not developed due to ignorance.

Since the digital environment is becoming the most widespread horizontal communication platform, the presence of power here is the most relevant and significant step.

This will create a positive image of the authorities, which contributes to the harmonization of relations in society and the contribution of the authorities to the formation of the creative potential of the future. It would be possible to attract popular bloggers to the educational and educational network platform of the authorities, providing them with a number of benefits. Such participation of the authorities in the digital environment could be considered an effective and modern form of dialogue that creates an appropriate positive image and reduces the level of protest street activity. Success can be ensured by responding to current demands in cultural and professional.

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