

## Conference Paper

# The Safety Culture As the Basis of the Digital Society

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## Abstract

This article discusses the contradictions that emerge in global digital communication in a democracy and cultural diversity. The purpose of the study is to determine the dependence of a person's goals on his \ her values in the dialogue of cultures and ways to solve the contradictions of intercultural communication. The social system does not only respond to the rapidly occurring social changes, but also respond to making political decisions. Russian scientist S.P. Kurdyumov expressed the idea that there are rules of the ban, the laws that limit the development. 'Safety Culture' can be considered as the preservation and development of the ideals, values, norms and traditions of the individual, the family and society, social institutions and network. This study considers 'Safety Culture' as value foundation for the digital society. This should be at the heart of every management decision referring to the digital future of our planet. A safety culture based on knowledge and observance of the 'prohibition rules', the rules of behavior of people in global network communications will ensure the integrity of the world.

**Keywords:** 'Safety Culture', digital society, values, dialogue of cultures.

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## 1. Introduction

Society is the most complex self-organizing system. It can develop only if there is a variety and richness of internal relations that unite the common world universals of culture [10: 527]. In the face of new challenges of the digitalization there is a society problem to adapt to the speed of social change.

Compliance with the safety culture will create conditions for self-awareness of responsibility and the importance of full objective control in the process of all participants' interaction, who are interested in solving the life problem. The attempt to tear away from participation in advancing discussions all competitors, all "uncomfortable" ones having a different point of view, reduces the confidence index and makes it impossible to attract additional resources. In the context of digitalization the global civil society should master a new type of culture — a geo-information security culture.

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## 2. Methodology and Methods

The article uses the ideas of the Russian scientist S.P. Kurdyumov expressed the idea that there are rules of the ban, the laws that limit the development, that are very important to the security of today's global digital society [4]. Authors understand the content of the "rules of barring" of S.P. Kurdyumov as the objective basis of sociological indicators: the hazards, risks, challenges, threats and fears. 'Safety Culture' can be considered as the preservation and development of the ideals, values, norms and traditions of the individual, the family and society, social institutions and networks [3]. This culture provides a stable and constructive interaction between people. It protects them from unacceptable risks, threats, dangers and challenges. We consider this culture as 'geo-information security culture'. The 'geo-information security culture' the following elements [8: 54]:

- people awareness of the "rules of barring";
- people respect the "rules of barring" in the name of ensuring the social system integrity;
- people knowledge of the global information space trends;
- periodic updating of the people rules behavior in the global information space;
- the need for timely correction of the "rules of barring" adequately the dynamics of social; change, taking into account the cultural diversity;
- people;
- people ability to consolidate in the global social space in order to defend the new "rules of barring" using legal methods.

The mechanisms of fractal management of the digital society safe development using the fractal-synergetic approach [9], that include self-similar behavior patterns of digital communities, algorithms for their recursive distribution in open network communications.

The authors conducted the following researches:

1. The study referring to the image of the future as presented by the expert community of the All-Russian Civil Forum was conducted by Levada Center, in: October 16 — October 30, 2017. Method is online survey method with self-completion of the questionnaire. Sample size is 1 896.
2. The study referring to civil participation was conducted by ANO Levada Center in September 26 — October 2, 2019. Method is mass survey. The sample is

representative of the urban and rural population of 1,601 people aged 18 years and older in 137 settlements, 50 constituent entities of the Russian Federation.

3. The study referring to Innovative models of the “power — society” dialogue in Internet communications. Methods are mass survey, focus groups; semi-structured interviews of experts (heads of government bodies and experts from among citizens participating in dialogues “power — society”) — 96 respondents; analysis of documents of mediation institutes (150 documents); 30 case studies [11].

### 3. Results and Discussion

Based on the conducted sociological researches, the authors have identified two groups of factors of globalization and digitalization that affect the security of the civil society institutions development -self-organizing and regulating ones...

Self-organizing factors are as follows:

- deep social stratification of the country’s population;
- poor development of civil society institutions [7];
- communication blurring of lines, and as a result, o the interaction of different peoples with different cultural codes and a variety of values and traditions [11];
- dissatisfaction with the ways of people civic activity manifesting, the intensification of the search for new tools to adapt to the conditions of a digital society [5].

Among the regulated factors of influence on the civil society institutions security development in Russia in the interests of the dynamic stability of the social system are as follows:

- the weakness of mechanisms for the formation of the qualities of responsible citizenship and statehood among citizens;
- insufficient ‘transparency’ of public administration processes, and a high probability of latency of errors made by officials of government bodies [11];
- insufficient ability to use social examination tools for a civil analysis of the effectiveness of public administration.

A mass survey of the population has shown approximately equal demand for “a high level of welfare of citizens (43%), high quality of public administration (42%), strong civil society and the rule of law (41% each)” [12].

These problems can only be solved with the active participation of all civil society institutions. Therefore, the institutionalization is the most important component of the system of interaction between civil society institutions and, most importantly, the country security system.

The system of interaction between authorities and other civil society institutions should be based on a set of the following principles:

- - social partnership,
- - openness and transparency of interaction between partners,
- - advanced development and activity,
- Legality
- coherence.

The basic condition for social partnership is the presence of social capital and sufficient confidence between partners.

We single out the main aspects that are important for understanding the formation of a safe world order.

Firstly, the public sphere must be protected from interference by authorities, that is, each of the actors has a certain degree of independence, and the state participates in public relations as one of the equal and significant actors of civil society.

Secondly, there should be a coherence of core values and targets for most citizens.

Thirdly, the developed network interaction of autonomous social actors (social groups) must have the ability to act together in order to achieve common goals based on shared values.

All three aspects are peculiar only to a mature civil society as some ultimate ideal form of its existence. In reality, each of these aspects is not always fully manifested. The 'growing up' of some actors capable of acting as full partners should be under the tireless attention of civil society.

We emphasize the importance of mechanisms for monitoring social responsibility, both on the part of society and the state [2]. It is dangerous the desire one of sides to dominate the country information space. But the lack of subjects of civil society mutual control and the state are equally dangerous.

The preservation of the democratization of social relations guarantees the objectivity of a comprehensive and proactive assessment of the security of the socio-cultural and information space from the point of view of legal, ethical, moral, political, creative,

organizational psychological aspects. The task of theoretical, ethical, legal, practical arrangement of a single digital world space should be based on integrative principle [1].

In addition, the global security strategy should include components of event management aimed at overcoming cases of violation of the geo-information security culture.

Summing up, when implementing the above approaches, a significant impact of civil society institutions on the security of the globally digital world is possible.

## 4. Conclusions

The development of digital technology and the Internet has made it possible to have instant feedback in interactive mode, significantly reducing costs and increasing communication efficiency. We consider the future digital society as safe and dynamic one. But it is necessary to coordinate the positions and interests of many conflicting social communities in the world [6].

All this poses a number of new science problems requiring complex solutions. In particular, they relate to the innovation strategy of structural and institutional change, and the development of new approaches to the management of these processes.

To do this we need to define acceptable relationships between individuals, the methods of accounting for the diversity of culture, traditions and customs in communications, which will contribute to the integrity of the global information system. Terms of interactions between individuals, between the individual and the social structure, between social communities and between nations should be the outcome of this global study.

The study has revealed that conditions should be created for the safe social cultural space establishment.. Each person will have the opportunity to exercise their right to free exchange of information.

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