Information and communication technologies as an active principle of social change

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Abstract. In the life of modern society information and communication technology occupy a significant place, being an active principle of social changes. Practically all processes, one way or another, go along with technologies. The total penetration of information and communication technologies into all spheres of life initiates the transformation of established social relations and norms. Particular attention we pay to the study of social norms in virtual reality. We observe the main forms of deviant behavior in the network, and the mechanism of social control, aimed at their regulation. At the same time, we prove that the areas of regulation are quite mobile and do not have a clear framework. Although we try to define three main areas of this type: area of law regulation, area of moral regulation, unregulated field. All the presented areas describe the visible phenomena. The essence of the virtualization process, however, turns out to be undetected. But after all, society itself can set a socially acceptable framework for the functioning of information and communication technologies, which can vary depending on religion, national circumstances or level of economic development. As a result, it can be noted that in the modern world the social landscape is changing dramatically.

1. Introduction
Information and communication technologies change the life of a modern person. Technical means become an integral part that accompanies a person almost constantly. Lack of access to the Internet is becoming a problem that makes it impossible to fully exist. Changes in people's lives due to information and communication technologies (ICT) are so global that they cause serious concern among researchers, who note that the digital technological environment programs new forms of interaction, communication and expression, new roles and forms of social institutions [1].

Moreover, the perfect essence of man exist in the the network mediated by the technical means. The man and his or her digital twin are not identical. It is doubtless that several people can stand behind a virtual person, and on the contrary one person can act for an unlimited number of network entities. Even one network identity shows the world a complex combination of desired perceptions and manifested personality traits. C. Diamant asserts that virtual person ‘is a representation that is neither fact nor fiction, interacting with humans yet on different evolutionary and ontological levels, thus virtually disembodied’ [2].

The significance of human life in the network, in which more and more areas from education to health care take part, requires comprehension of behavioral norms on the Internet. B. Peter shows the interdependence of the development of society and technology network [3]. Shipunova, J., & Kuznetsov, D. note that traditional ‘social order associated with the administrative and legal framework of the
government is being replaced by the most open communication in form of free associations of individuals’ [4].

2. Methodology

The activity-communication approach is used in the study, which defines the essence and role of ICT in modern society. At the same time, a general scientific group of formal and logical methods is used at both the empirical and theoretical levels. These methods are analysis, synthesis, induction, deduction, abstraction and the systems approach. The systems approach allowed to reveal the integrity of the ICT phenomenon, to identify the relationships between technologies and social changes occurring under their influence. In addition, the principles of the systems approach were used in the analysis of forums, multiplayer games, cyber crimes and legislation in this area. We also used such methods of scientific research as dynamic and structural analysis, the construction of logic schemes, a graphical interpretation of theoretical information and empirical data. In this study we also use the interdisciplinary approach, which allowed to consider ICT as a complex social phenomenon from the perspective of social and philosophical problems based on the achievements of economics, sociology, and law.

3. Results and Discussion

Some researchers believe that virtual reality is free from social aspects [5]. However, the existence and interaction in the network of an increasing number of individuals naturally forms the norms of behavior. Social norms on the Internet appear, disappear and transform, and have varying degrees of rigidity. In figure 1 we show the main forms of deviant behavior in the network, and the mechanism of social control, aimed at their regulation. The most rigid are the norms where the virtual world is most closely associated with the physical. There are legal rules regulating primarily the process of computer equipment, software, confidential information and money protection, which largely moved into the virtual sphere. A huge number of ways of electronic money thievery have been developed from phishing to carding [6]. Virtual reality does not allow to cause any physical harm. Nevertheless, the harm done to various individuals, organizations and social institutions can be very significant. It is easier to influence digital objects in the virtual world, as well as destroy traces and remain anonymous. Researchers point to a high degree of latency of Internet crimes, which is from several tens to several thousand percent [7].

However, in addition to the economic gain obtained by one means or another, ideology, passion, and even revenge can be the motive for destructive activity on the web [8]. And if, in the case of vested interests, deviance of behavior is recognized by the perpetrator, in the case of ideological, religious or political motives, people can act within their own subcultural norms. Western researchers point out that by separating themselves from violators of norms, they call themselves white hat versus black hat hackers which acknowledges the use of malicious or ethical applications of hacking [9].

Illegal assignment of objects in the virtual world looks completely different than in the physical world. Transfer from one owner to another in one case, and free copying of what one would like to restrict in access. Property as possession is significantly different from property as the desire to limit the range of users. In this area, falling under the regulation of copyright, the rules are more fluid and unclear. The ban on the dissemination of digital goods can sometimes be an infringement of the Internet freedom, and free use of articles, films, books, programs without the consent of the copyright holder for many people is a norm. Barbrook noted that the design of the Internet involves the easy creation and distribution of copies throughout the network, which allows us to talk about a real-life form of anarcho-communism [10]. Romele, A., Severo M. consider a specific type of network relationships associated with non-economic and the social distribution of goods, through the prism of digital gifts [11].
The question of restrictions on the dissemination of a particular information is debatable. Many people recognize the value of the Internet as a space of freedom that is best suited for the open exchange of information by stakeholders. On the other hand, there is information that can cause harm. For example, an online crime is creating, distributing, and in some countries viewing information related to child pornography. Also, information that calls for suicide, related to drug trafficking and other socially dangerous topics, may be prohibited by law. At the same time, officially banned sites with similar topics can live in the “illegal” part of the network.

The area of social and communicative interaction in the network is governed by local rules of communication, prescribed by a communicative platform (general type: forums, dating sites, etc., and private type, for example, on pages of popular bloggers). Standards on the network communication sites are formed as a response of administrators to undesirable behavior. Therefore, these rules vary at different sites depending on the views of administrators, although they usually have much in common with the avoidance of conflict situations. It should be noted that in the absence of the possibility to impose penalties on a person behind one subject or another in the network, the range of sanctions for violating the norms in the network is quite limited: from deleting a disagreeable comment to blocking an account, that is, completely prohibiting the activity of a given virtual person in this "place". However, the maximum possible punishment is the eternal “ban” as the destruction of a virtual person in a certain “point” of the Internet space. Nonetheless it is not irreparable for a person, since he can create a new virtual person, an account and continue his activities.

Opposite to the legally regulated part of the Internet it is the pole of diverse virtual worlds, where the concept of norms has nothing to do with the world of off-line. The ability to create illusions of different nature, to accept any personage significantly expands the perception of what is permissible compared to what is accepted in the physical world. In the most illusory part of the network (in the game universes),
the norms of behavior are determined only by the technical and gaming capabilities provided by the developer. Virtual theft, murder, kidnapping, destruction, vandalism in games most often do not appear to be a violation of moral standards, since such actions are possible, on the contrary, they can be the goal of the game. In the "least dense" area of virtual reality, the violation will be precisely the use of undocumented features, the desire to play the game not in the way its demiurge planned. Šisler proposes to determine the game code as a social norm that governs the behavior of players [12]. For example, using programs and macros (in particular, cheat codes, trainers, etc.) to overcome difficult or unpleasant episodes (using, for example, passing through walls, invulnerability, restoring "health", unlimited arsenal of weapons, etc.) will be the violation of the norms. In single-player games, such programs and macros appeared to be an area of personal characteristics and moral preferences. Sanctions could be made only by the mockery of developers (for example, in subsequent episodes of the game, the use of code caused sarcastic messages on the screen or a decrease in the useful game characteristics of the character to a minimum). Chen & Ong, exploring deception (cheating) in online games reveal a different understanding of what is cheat. For example, some players consider a violation of the rules only of the external program, which serve to change the game itself, but not intentionally designed by the creators of the game. Even more interesting phenomenon is when a cheat usually becomes a norm if it has been used in a game for a long time [13].

In modern multiplayer games, where players interact with each other, cheat codes are already a serious violation. To prevent them, special protective programs are developed for finding and applying sanctions. In professional e-sports there is a whole system of penalties for using of unauthorized codes: disqualification, penalty, prohibition of participation in professional leagues. In a number of Eastern countries (for example, South Korea) there is a penalty for developers of cheat software in the form of fines and imprisonment, but for users, the punishment remains usual - an eternal ban.

4. Conclusion
The question of the reality of the virtual goes beyond the philosophical consideration, the legalization of virtuality becomes a legal problem. In most countries (including Russia), the current regulation of game actions remains within the framework of user agreements that each player must accept when entering the virtual world. However, in eastern countries, there has already been a tendency to recognize virtual gaming money and things as the equivalents to objects in the physical world. Fearing responsibility, today the creators of multiplayer games indicate in the user agreement that all game objects remain their property, and the player gets only the opportunity to use a certain account and objects.

The behavior of a virtual person on the network is not limited by physical laws, and social norms can vary greatly depending on the "location" of the network. Areas of the Internet, tightly connected with the world outside the network, are regulated most strictly and are bound by legal norms. However, in this area hackers who do not pursue economic benefits do not consider their behavior deviant, but act according with the norms of their group. Features of virtual reality change attitudes towards norms, for example, attitudes toward property. Digital objects are recognized as common and copyright is rejected. It is difficult to link the ideal being of a person in a network with a physical figure. It makes difficult to apply sanctions for violating the norms. In the virtual environment, the maximum punishment is the complete cessation of the existence of this identity (ban), which does not prevent the creation of new incarnations and come back again. In the most non-physical reality of the virtual worlds, social norms are created by their demiurge and are not similar to those adopted outside. A violation will be the intervention in the "world order", a variety of "cheat codes" help to achieve goals by easier ways. Today the norms of behavior in the network continue to be built thanks to lawmaking, the sanctions of administrators, moderators of games, communication platforms and interaction of subjects in the network.

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