Особенности информационной политики современной России: вызовы и угрозы

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*Аннотация. Введение. Современный мир переживает мощную волну цифровизацию, свидетельствующую о том, что информационное общество уже становится нереальностью, переставая быть научным мифом. **Материалы и методы.** Реалии информационного общества требуют от властей и общественности особого подхода в реализации стратегических планов развития государства. Именно развитие цифровых технологий заставляет власти пересматривать существующие протоколы безопасности и выстраивать новые тактики борьбы с новейшими угрозами и вызовами, постоянно возникающими в ходе развития и распространения этих технологий. **Результаты и обсуждение.** Чаще всего общественность обращает внимание на позитив, оставляя негатив за скобками своего внимания и оценки. Этим пользуются те, кто включен в конкурентную борьбу с использованием высоких технологий. И не всегда эта конкуренция носит открытый и честный характер. Однако единого (уже точно определенного) протокола борьбы с вызовами и угрозами цифровизации в настоящий момент не существует. В принципе, именно на устранения этих недостатков и должна быть направлена проводимая государством информационная политика. **Заключение.** Настоящая работа посвящена анализу существующих вызовов и угроз, связанных с процессом цифровизации современного общества и политической системы в целом.*

Ключевые слова: информационная политика; цифровизация; глобализм; Россия; власть; государство; конфликт интересов; эффективность; трансформация; «цифровой человек».

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Research article

Features of the information policy of modern Russia: challenges and threats

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*Abstract. Introduction. The modern world is experiencing a powerful wave of digitalization, indicating that the information society is already becoming an unreality, ceasing to be a scientific myth. **Materials and methods.** The realities of the information society require a special approach from the authorities and the public in the implementation of strategic plans for the development of the state.*

It is the development of digital technologies that forces the authorities to review existing security protocols and build new tactics to combat the latest threats and challenges that constantly arise during the development and dissemination of these technologies. **Results and discussion.** *Most often, the public pays attention to the positive, leaving the negative out of the brackets of their attention and evaluation. This is used by those who are involved in the competition using high technologies. And this competition is not always open and honest. However, there is currently no single (already well-defined) protocol for combating the challenges and threats of digitalization. In principle, the information policy pursued by the state should be aimed at eliminating these shortcomings.* **Conclusion.** *This paper is devoted to the analysis of existing challenges and threats related to the process of digitalization of modern society and the political system as a whole.*

Introduction. Current political science literature cites research findings on how information data impacts specific aspects of political and social life. Particularly notable is the fact that, in today's reality, the entire world awaits a fundamental transformation of political relationships, principles, and systems [12].

Research methodology. Under such conditions, previously non-existent political phenomena arise within power structures [15]. This circumstance primarily concerns representatives of the "ruling" elite, who are forced to adapt to a new environment under external influence [18].

Serious changes in human nature are expected. People will have to constantly change to keep up with the times. [2] Global initiatives promoted by figures such as Attali J. and Schwab K. conceal real dangers for the bulk of the planet's population. [1] From time to time, the way in which certain corporate players skillfully juggle digital tools, tailoring them exclusively to their needs, becomes obvious. This runs counter to the good of society, leaving behind those outside a small circle of influential people.

Of course, such transnational projects are often disguised as progressive reforms. But behind these loud slogans, schemes can sometimes hide that can undermine citizens' basic rights. It's especially alarming when technologies designed to make life easier are transformed into levers of control. Even if this seems like an abstract threat now, ignoring such scenarios is fraught with danger—they are gradually changing the rules of the game on a global scale.

Results and discussions. Information policy of the current Russian Federation. Currently, Russian political scientists are providing evidence-based evidence that global trends are intensifying, leading to the emergence and development of complex, synergistic power structures. Key aspects include digital transformation, symbolic representations, networked realities, and the speed of information exchange [10].

These aspects determine the specifics, essence, and content of the current stage of infopolicy's evolution. The most important of these are the development and formation of human capital and the intensification of network communication in political processes, which are occurring amid the crisis manifestations of the Western scientific and political model with a liberal bias.

Domestic analysts express the view that currently existing ICT (information and communication technologies) offer unimpeded access to a colossal range of information channels/sources, expanding the potential for broadcasting and presenting opinions that have emotional coloring of images and experiences of an evaluative nature.

At the same time, the state side has the opportunity to control and manage the content of these information flows and the entities using them [21, p. 180].

A large number of theoretical experts point out that the essence of the current power lies specifically in its ability to effectively and sustainably maintain control/supervision over the

information space, focusing on those strategically important information data that are valuable from the state's perspective.

As a rule, state policy in the infosphere is considered as a policy in which the role of subjects is played by state-government institutions responsible for resolving the tasks set before the state [8].

This type of policy is necessarily oriented toward maintaining and strengthening order in the information space. It organizes the latter according to the needs and goals of society and the state. Many academics perceive state information policy as the opportunity/ability of political actors to influence the activities, actions, behavior, mental status, and consciousness of individuals in the interests of civil society and the state using information data [19, p. 36].

The primary focus is on the managerial aspect integrated into the structure of infopolicy. Currently, information data has acquired the status of an important attributive component of social governance. Therefore, infopolicy is clearly a system that ensures the coordination of information processes [9, p. 28].

Traditionally, the concept of "infopolitics" is perceived as a specific instrumental tool for achieving political goals and resolving related issues. This refers to a range of technological solutions through which actors involved in infopolitics deliberately influence public consciousness, managing, coordinating, controlling, and monitoring the behavior of state residents to their advantage.

In this context, particular attention must be paid to the fact that the state is obligated to maintain an adequate level of information security, preserving the protection of its citizens from the influence of destructive information. This refers to the specific conditions under which society and the state counteract manifestations of psychological information warfare.

On May 9, 2017, the head of state (the President of the Russian Federation) issued Decree No. 203, which approved the Strategy for the Development of the Info Society in Russia, covering the period from 2017 to 2030. This document outlines six key principles of this development process:

- providing citizens with rights to unimpeded access to information data, as regulated by current legislation;

- maintaining freedom in the selection of "tools" for the formation of applied and theoretical competencies necessary for working with information data;

- maintaining the intact state of the population's habitual and traditional formats for receiving services/products;

- maintaining the priority nature of moral, ethical and spiritual value orientations and behavioral norms recognized in the Russian Federation when using ICT;

- maintaining rational sufficiency, appropriateness and legality in the process of dissemination, systematization and collection of information data on legal entities and individuals;

- maintaining state protection of the interests of the state's population in the information space [22].

Existing online platforms like social networks store and organize materials created by network participants, allowing access to information across geographic and time boundaries. "The exchange of opinions here occurs more rapidly than in traditional media, which enhances the influence of public discourse."

It reflects collective sentiment and sets the vector for social development. Its impact extends beyond politics to encompass the cultural sphere, creative industries, and economic processes. It is a factor that requires attention when addressing issues affecting various social groups." [24, p. 3154]

Academics note that opinions formed on digital platforms are becoming an indicator of public approval of government initiatives to address pressing issues. [3, p. 99] This trend has affected all developed countries.

Work with historical memory is becoming especially important. Digital tools and government information strategies play a key role in this area. Dominant interpretations of the past are becoming decisive arguments in debates about memory, becoming the standard of "correct understanding" when identifying unreliable data. [11]

Political ideas in this area are often superficial and driven by short-term interests. The crux of the problem is closely linked to another important aspect: the development of digital tools.

Manuel Castells once pointed out that the network principle underlies online interaction. In such circumstances, data acquires particular significance. New information capabilities are changing people's daily lives across all spheres. It's no surprise that the emerging digital society is structured in such a way that "the creation, analysis, and dissemination of data" are becoming "key factors of influence and effectiveness." [7, pp. 42-43]

Experts emphasize: "With the transition to the digital age, government agencies are forced to collect, systematize, and store vast amounts of information. This data becomes the basis for management decisions. Interaction between government and society is increasingly moving online." [9, p. 200] Countries striving for modernization must constantly take these changes into account.

Within individual countries, these processes are developing at different speeds and have their own unique characteristics. The common principle remains openness and resource conservation. In practice, e-government reduces bureaucratic approaches—officials spend less time on routine tasks.

Under such a system, citizens virtually eliminate the need for personal contact with government officials. Most interactions occur through online platforms. [17] Naturally, new digital challenges are forcing authorities to adjust their information policies to avoid potential risks.

The problem of digitalization of the political system. The need to expand information technology confronts society and the state with certain challenges and threats. Challenges include keeping up with the information technology race, while threats include avoiding information manipulation. The issue of information security is becoming a priority, forcing politicians to rethink the previous principles of their information policy. Challenges include both the tasks facing digitalization and the problems that must be addressed in connection with its development and implementation in public life. Threats are the negative consequences that arise from the implementation of imperfect digital technologies, particularly increased bureaucratic dependence and unforeseen disruptions in a system that has not yet been streamlined.

Entities that are tasked with implementing information policy in real-world conditions must continually consider new factors and conditions related to politics, technology, economics, and social processes. In particular, digital transformation stands out among these factors in the current context.

According to the United Nations, the digital state development index increased from 35th to 32nd in 2018. Moreover, for the first time in its history, it was able to join the community of states with high scores on this indicator [20].

Russia has its own commercial entities involved in information technology. These include Grabr (an online delivery service), Cognitibe Tech. (creation and development of AI systems for UAVs), Mail.ru Group, etc. [6].

Industry experts point out that a real battle for influence in the digital sphere is underway in Russia. International IT giants and state-owned corporations are competing for control over the formation of new rules of the game. Moreover, the country's digital elite will likely be drawn primarily from circles close to the current government. [9, p. 209]

Meanwhile, digital tools are increasingly being transformed into instruments of political pressure. Take the example of Anglo-Saxon countries: under the guise of digitalization assistance, they are promoting projects in the post-Soviet space aimed against Russia. This same

framework gives rise to so-called "color revolutions," where technology becomes a weapon of influence. [13]

Today, a disturbing trend is being observed: rational thinking is being replaced by irrational patterns, the boundaries of responsibility are being erased, and complex concepts are being simplified. These processes resemble a snowball—the further they progress, the more dangerous the consequences for the value system. [16]

Experts see the root of the problem in "global digital risks." These threats arise without specific geographic or temporal boundaries, forcing people to mindlessly consume information. As a result, the ability to separate fact from fiction is lost, and critical thinking gives way to passive consumption.

What defines the digital age? Four key aspects are typically identified:
1. Complex technological solutions are becoming the basis of society
2. Most communications are moving into virtual space.
3. Digital communication channels are fundamentally influencing the economy and worldview
4. Technologies penetrate culture and education, changing them from within [9, p.201]

These kinds of changes act like a chain reaction, transforming politics, social relations, and cultural norms. [4, pp. 80-81] Sometimes it seems as if we are in the midst of a quiet revolution, in which every click becomes a building block for a new reality.

As Ulrich Beck notes, modernity is giving rise to a special type of personality—the "digital human," whose characteristics call into question conventional notions of social status, self-identification, and collective and individual values. [23, p. 145-146] This phenomenon resembles a kind of transformation, in which the side effects of technology create altered subjects, which directly impacts the relationship between those who govern and those who are governed. Interestingly, the risks that arise here are not simply the negative consequences of progress, but the paradoxical results of problematic processes. [23, p. 4]

The digital environment is continually becoming more complex, absorbing vast amounts of data, smart devices, traces of online activity, neural networks, and other elements. All of this together forms a complex mechanism of influence, in which individual components reinforce each other. [10, p. 70] The very nature of their impact on society depends on how effectively authorities master new technologies. Russian analysts emphasize that today, a decisive role is played by a combination of factors that determine both the formation and the constant updating of governance tools.

Digitalization is inextricably linked to globalization. Tech giants are increasingly shaping user demands and motivations, seeking to control information resources and use them for political purposes. Authorities in various countries, including Russia, are faced with the need to integrate artificial intelligence into public administration, economic, and social systems. However, this presents both opportunities and hidden pitfalls. For now, the country's leadership remains cautious, as evidenced by the general language used in speeches by senior officials.

At a meeting of the Valdai Discussion Club (November 7, 2024), Vladimir Putin identified artificial intelligence as a key development tool, especially in the context of labor shortages and minimal unemployment (2.4%). He stated that the implementation of advanced technologies, including big data processing, should be the primary response to the economic challenges of the coming years. [5]

The Russian government sees the prospects for the development of artificial intelligence as a logical step in the evolution of digital technologies. The main challenge now is finding a balance in the management of these tools. As Vladimir Putin noted, bans will not solve the problem: "I think bans are pointless. Technologies will still make their way, especially when competition intensifies. This isn't about military conflicts—in the economy, the struggle for leadership is intensifying. It is under such conditions that the development of AI becomes

inevitable. Here, we have a chance to be among the first, leveraging our existing advantages..." [5]. It is important for the authorities to listen to experts and avoid hasty decisions.

The President clearly outlined the priorities: "Technically, this is difficult, but we must strive for it. Society must protect itself from harmful influences while maintaining the free exchange of data. This is important for the development of both the country and the entire world." [5] Thus, the key goal is to minimize the risks of digitalization without limiting progress.

Conclusions. State policy in the infosphere implies a range of measures, from legal to cultural. They are aimed at guaranteeing citizens' access to data, as required by the Constitution.

Modern society is rapidly transforming into a digital space. This requires new skills from people—the ability to work with information that serves the interests of both the state and society. The main task is to create a dialogue between the government and citizens, avoiding confrontation. At times, this resembles fine-tuning a mechanism where every link is crucial.

As industry experts point out, success in this area depends on a flexible approach. It's essential not only to control but also to adapt to the rapid changes brought about by the technological revolution.

We are currently seeing digitalization steadily becoming a real weapon of political pressure for some countries to exert on others. Those who fail to withstand this competition risk disappearing from the global stage and finding themselves sidelined in world history. Such marginalization would be tantamount to military, political, and economic defeat. Naturally, Russia cannot afford such a scenario. Clearly, digitalization brings not only benefits but also certain threats. The authorities must clearly define these threats and develop a protocol for combating them. In this paper, we have only outlined the general problems, but have not yet identified all of them.

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