

THE INFORMATION ERA AND THE NEW TEHNOLOGIES. A MORAL ECONOMIC OUTLOOK

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Abstract

The present article proposes a personalized approach of a new dimension for the contemporary society, namely the comprehension of the human behavior in manifestation, in the present conditions of the unprecedented development of technology, the unavoidable advent of both interdependency and of the human's dependency of the created technical environment. The content of the article has in view the technologized society, governed by the globalization process that implies a meticulous analysis of the economic, social and moral impact of the emergence and evolution of the new technologies in the present context. This article allots a higher degree of attention, aiming at both the emergence, extending and use on a large scale of the new technologies and also the economic implication that are inferred.

Key words: *internet, new technologies, globalization process, time, space*

JEL Classification: *F10, H11, I10*

ARGUMENT

The internet, as well as the globalization process unified the societies, transforming the mass of the citizens in direct and active participants in creating a common future shared equally and with the same intensity by each of us. It can be considered the agreement necessary to evolution and the so much desired technological progress. The informational age is marked by the convergence among technology, telecommunications and internet, seen as a vector of this particular period.

Thus, the internet and the globalization process viewed as being the optimal frame for disseminating information that is omnipresent through the access to the online environment, the presence of computers, large scale use of mobile phones are aspects that encourage the technological evolution and aim to the economic progress and obviously the maximization of profits, as a consequence of the technical background development and also of the employment on a large scale of the technological products.

I. THE SOCIAL-ECONOMIC DIMENSION OF THE NEW TEHNOLOGIES

We can state with certitude that we are on the border of a new renaissance in science and technology, based on an overall understanding of the structure and behaviour on a nanometric scale. The scientific union under the denomination of convergent technologies based on unity will lead to a different understanding of the human, being built and rediscovered in the context of a technologized society, aspiring to a new way of organization, as a result of the apparition of the virtual environment.

In the first decades of the 21 st century, the technologies known at the level of the common language as new technologies have been reunited as technologies of the future. We are talking here about nanotechnology, biotechnology, the technology of information that give the proper attention to the ethical issues, present social needs sighting in the same time the outcome that can be an extraordinary improvement of the human abilities and performances, the enhance of the work and learning efficiency , the augment of the cognitive and sensuous capacities , the apparition of new industries and products, notable social results that will be found in the quality of life, breakthrough changes in the field of the medical assistance, efficient models of interaction in the online environment(holograms), the amelioration of the physical and cognitive decline, slowing down the terrifying process of aging. In brief, the technologies evolve and point the accomplishment of great benefits for the humankind. At present, a step towards the future is represented by the

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convergent technologies or NBIC-nanotechnology (the manipulation of the matter at atomic level, producing consequently medicines, fuels, materials and machines), biotechnology (the release from the structure of DNA, biology and the impact of genome on the health care, medicine and the prolonging of the lifespan), infotechnology (the impact of computers, microchips, internet on the professions, communications, work, creativity, entertainment) and cognotechnology (or neurotechnology implying the use of devices, drugs and materials in order to heal, to manage and improve the performance and the functioning of the brain). (Calton, 2010, p.83-85) These technologies sight the improvement of the human capacities, issue that became a new global outlook on reconsidering science. The common impact implies a new economic transformation, having in view utility, efficiency and the financial prosperity. The main markets of innovations involve: the personal safety, the production of nanotechnology, the improvement of the human abilities, non polluting technologies, the medicine of assuring the longevity, the renewable energy. We can already consider nanotechnology, biotechnology, the technologies of information and neurotechnology as pertaining entirely to innovations and technological field which are the foundations of novelty. In a word these technologies are known and recognized as future or new technologies.

The ideas concerning the nanotechnology assume in the first stage the implications for science. But, there is also present the idea that the nanotechnology will become a turbulent economic threat, by means of creating new sources of energy, fact that is a potential cease of using petrol with a serious impact on economy, global security and the safety of employment.

However, if we don't invest in workplaces, education, study and scientific research to prepare for the future, we will not be able to avoid this risk. After the emergence of the personal computer, the internet was the next logical step in the evolution of the changes that marked innovations in all the fields of the social. The internet, as innovation was considered the engine of change, economic development, productivity and prosperity, accelerating the individual options.

II. THE INTERNET. A NEW VIEW IN THE CONTEXT OF THE

The main feature of the 20th century is the advent of the globalization process, as a result of the internet emergence, result that at its turn creates genuine common reactions in all the societies. The internet, alongside with inventions as the telephone, television, radio, the electric calculator, the transistor, the microprocessor, fill up the map of evolution in the technological and informational environment, emphasizing consequently a new step in the field of The Science and Technology information. These technological events become today social steps by means of their conveyance and use by the majority of population, an aspect owed to the new output of numerous social interactions, called internet and of the present reality placed wholly under the imprint of the globalization phenomenon, respectively process that became a reality in itself. Gradually, through the increased attention allotted to the extended access to the internet and also to the macro social scale of using it, a national and posterior informatics system was shaped and perfected, fact that led to the concept of informatics society, a step that constituted the precursory of the concept of information society, at present a vector of the contemporary society with genuine future projections concerning the comprehension of the interdependence with the society of knowledge. Once with the dependence created by the emergence and use of the internet, starting with the last decades of the 20th century, the global society or the society in its entirety, receives the denomination of information society where the key factor, information, plays an essential role along with the knowledge, that can be easily named as new production factors that chart and demarcate new social borders. However, the human being remains the key factor of both reality and virtual world that appeared as a consequence of the internet use which created social online nets. So, philosophy has its duty to be present in the analysis of the virtual and real environment being and remaining that subject that will analyze further the human kind under multiple aspects: anthropological, social, historical, psychological, judicial, technological or informational, irrespective of the society evolution.

One explanation of the informatics society is offered in the first stage by Alvin Toffler, in his work "The Third Wave" where he offers an elucidative model of the society evolution through the existence of three stages or waves that characterize the trajectory of each society. Hence, the first wave is given by the agricultural revolution which drew after it the appearance of the towns, the writing development and most important it allowed structural and mental changes on the level of collectivities. The second wave is characterized by the industrial revolution that entailed the development of the services, the apparition of the trade schools specialized in different trades, but in the same time the augmenting of the interest towards technology, the idea of continuous innovation and knowledge as a unit.

The third wave refers to the informational society, that is today a palpable reality experienced by each of us, reality that attracted the different stress on the concept of cognition, under new forms that prefigures new steps towards a society of conscience. (Toffler, 1983, p.234)

The term of informational society is unanimous accepted by the contemporary thinkers who created themselves similar concepts. Fritz Machlup speaks about a knowledge industry with five correspondent fields: education, research and development, informatics technologies, informational services and media. Daniel Bell uses the concept of post-

industrialized concept based on services. It was also used the concept of knowledge spread at global level. (Fuchs, 2008, p. 98-100) All these concepts try to outline a definition for the present idea of society progress, trying to anticipate the future of the informational society and also of the human kind. It was created an interdependency among the internet, information and globalization, interdependency that can be viewed as the fundament both for informational society and informational era, considered under the aspect of evolution in three steps: the first one represented by the apparition of the internet, that constituted the advent of the informational society, the second step represented by the amplitude of the role information-knowledge, whose use will lead to the creation of the society of knowledge, and finally the third era of information will be the society of conscience that will be understood and explained as information with structural-phenomenological character. (Drăgănescu, 2002, p. 43)

Between the informational society and the knowledge one there is a stated interdependence, a direct connection- the knowledge society represents hence the penetration and dissemination of the scientific cognition in the social system, reflecting at all the levels of social organization so much the more in all the fields of activity under the aspect of idea of progress, implicitly social and economic evolution at a global scale.

The society of knowledge develops having as fundament the technological revolution. This kind of society involves the use of computer, the large scale access to the internet, being necessary a clear distinction between the technological paradigm and the technological devices. The former refers to the frame and the theoretical design of a technology, namely the methods, theories, concepts that characterize a technology, the technological device being a product with impact on the society level. (Bostrom, 2007, p. 136)

The electronic nets and the internet administer and produce an ampler and ampler information flow separated by the physical things and background. Under existing conditions, those of using the virtual environment, the connection between the material object and the information is destroyed and almost disappears. It remains only the immediate connection, but without being governed by a constraint and thus the information becomes a product. (Drăgănescu, 2003, p. 70)

III. THE INFORMATIONAL ERA, A CERTAINTY

In other words, the internet facilitates the access to information, it is known to be a new technology, but cannot put away the inter comprehension difficulties that history and the spoken languages are always separating, in spite of the fact that the globalization process promotes the partial renouncement to certain cultural and linguistic features, or more precisely promotes the acceptance of union idea, a common feature through the use and usability of the new technologies.

The informational revolution, the internet coerce us to bring into discussion the experienced consequences at the level of the human communities, consequences that are directly associated with the communication process that is drastically altered. The paradox of communication lies in the unanimous acceptance of the communication technologies. However, if the history of communication, respective that of humanity is very lengthy in comparison with the history of communication technologies that is extremely recent and no sooner people got used with new communication systems that change their view of world, influence and alter the manner of living, working, understanding the distances, than technology has evolved, based on progress and they have to prepare for the next step where everything happens faster and faster. People have to adjust to a tremendous rhythm without a break. (Wolton, 2012, p.32) But everything is aggregated to the tendency of the present society, a society of the technological progress, accepting and adapting for the human kind to the present pace.

The internet became a global network for the exchange of ideas, trade, healthcare and education. It is characterized through mobility, universal communication, no matter of the geographical distances, practically the internet connection is made almost any place and time.

We bring into discussion the characteristic informative function of the internet, more precisely its development that tends to respond to the diversity of human needs. How does the internet help the scientific research? Or what is its role when we discuss about research? Inevitably, we can state that the existence of the internet makes possible the development of new technologies. The starting point is the transformation of a need of information through the identification of the informational resources, just as a bibliographical list using the quote standards, the bibliographical needs conforming to the ethics of using information.

Knowledge in the internet era assume: the identification of information sources, the strategies of searching, the use of the descriptors for the documents, the information assessment and the use of quotation standards and the specification of the references. (Repanovici, 2008)

Even if the process of cybernation and the internet have revolutionized the access to the scientific and cultural information, the academic libraries, profoundly reformed, remain due to the collection of the books detained and to the services they provide, the info documentary sources that cannot be replaced for all the categories of researchers, creators and consumers of culture. If the scientific research or “the quality of new knowledge”, as it was named by Beveridge,

generates new fields of knowledge and launches new challenges in the sphere of mentalities. The libraries represent, in this particular context, not only the fundamental and indispensable support of the whole system of scientific research, but also they are, by means of the scientific needs and the preoccupations of the professionals, genuine establishments of investigation and scientific and cultural creation.

IV. CONCLUSIONS

All in all, nowadays information and knowledge acquired a new dimension, that of a real factor of production, all the more so as for their promoting and implementing as economic factors intercedes the technical environment. The internet is characterized by an informational explosion that requires organization and classification, an assessment of the informational contents, followed by the access, correct, ethical and legal use of information.

It is imperative to recognize the internet like a new technology, with a real potential for education, enjoyment, information and also to see it like a necessary support for the development of the present economic activities. The internet has to take into account of the free access to information, the private character of the personal data, the necessity of compelling the legal norms, the freedom of speech and finally the free expression of the conceptions and convictions in the context of using the facilities offered by the internet.

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