

INFORMATION SOCIETY AS A PHENOMENON OF MODERN TIMES

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Abstract: The article, based on theoretical discourse, analyses the main approaches to the basic concepts of the information society. It has been proved that the main characteristic of the modern information society is the presence of people capable of critical thinking. Anthropocentrism is seen as an anthropological component of the information society.

It has been substantiated that with the development of information and communication technologies new opportunities for the rooting of democratic values in society appear. At the same time, priority should be given to compliance with the information rights of the individual.

Axiological, epistemological and ontological aspects reveal the philosophical meaning of this definition. The ontological aspect of information security captures the situation created to combat risk, the purpose of which is to ensure the integrity of the object and the stable state of the information environment. The anthropological aspect of the concept reveals the security of the subject of information interaction. The hypothesis that information security is a complex phenomenon of objective development of modern civilization, aimed at promoting the harmonious development of the information society, has been substantiated. Ensuring information security, above all, requires the study of the negative consequences of the process of information technology application, the study of the causes of their manifestation, which will ultimately help to identify the ways to overcome them, thereby forming a secure state of the information environment.

Keywords: information society, cyber security, phenomenon, human rights, cyberspace, electronic money

1. INTRODUCTION

One of the defining phenomena of modernity is the formation of the information society, caused by the rapid development of information technologies, and their implementation into all spheres of human life, what necessitates the proper regulation of new social relations, development of forms and means of influencing their participants, introduction of appropriate mechanisms, etc.

In the information or post-industrial society, the formation of which essentially means the transition of the world community to a new stage of its civilization development, information acquires special significance and paramount universal value. The formation of the information society and relevant social relations (in particular, their legal regulation) is associated with a change in value priorities - from material goods (production of material products, energy, raw materials, etc. in industrial society) to information: the leading trend of the new information society is development intellectual and information resources, scientific knowledge, their transformation into valuable and important product.

Since this phenomenon, and associated with its development transformational social shifts affect absolutely all areas of society, so different sciences, such as philosophy, sociology, political science, law, economics, management, cybernetics and many other study the wide range of issues related to the information society.

2. THE PURPOSE AND OBJECTIVES OF THE STUDY

The purpose of this article is a general theoretical analysis of the basic concepts of the information society. To achieve this goal, the solution of the following priority scientific tasks is envisaged:

- to determine the main theoretical approaches to the information society epistemology;
- to study the basic theories of the information society;
- to identify new challenges and threats to personal security in the modern information society;
- to characterize the legal factor in the development of a secure information society.

3. ANALYSIS OF THE MAIN THEORETICAL APPROACHES TO THE STUDY THEME.

In the scientific community, the concept of the information society has emerged by historical standards recently through the efforts of economists and programmers, philosophers and sociologists, political scientists and politicians. Somewhat later, this concept became part of the scientific and professional interests of lawyers, who introduced legal aspects into its interpretation. Today, this concept reflects the essence and objective trends of the next round of civilization development of mankind, associated with the emergence of information and telecommunications technologies, and thus new social needs, appropriate lifestyles and more.

The genesis of the concept of "information society" and the understanding of the essence of the phenomenon itself are connected primarily with the theories of industrial and post-industrial society. Theorists of post-industrial society in the 60's - 80's of the twentieth century argued that the centre of society attention is moving from industry (production sphere, which is based on land, labour and capital) to information, growth of its importance, its dissemination and access to it, the priority development of technological, infrastructural and economic aspects, information and communication technologies.

In his work "The Future Post-industrial Society", (1973), D. Bell gives the following main features of this society: 1) the primacy of the economy of service over the economy of production; 2) shifting of scientific and technical specialists to the main roles; 3) the main source of innovation is theoretical knowledge; 4) management of technical progress; 5) "intelligent technologies" (linear programming, decision theory, information theory, etc., related to computer technologies) [1].

At present, there is no single generally accepted concept of post-industrial society, but the analysis of the works of many researchers reveals certain common views. Thus, almost all

the researches agree with the following classification on human development periods: pre-industrial, industrial and post-industrial society [2-6]. So, the main distinguishing features of the last period from the previous ones are listed. Among them: the information becomes a leading production resource instead of raw materials and energy; the priority in production activity moves from extraction and production to processing; previous labour- and capital-intensive production methods and processes are being replaced by science-based technologies.

Besides, the leading role of knowledge and technology is emphasized in the development of post-industrial society. Finally, most researchers agree that the modern period of social development is transitional.

By the end of the 1970s, it was considered that knowledge and information became the direct and main productive force of the modern world economic system, as technological development was embodied in the independent existence of these phenomena.

The very concept of society, which is based on information technology, was initiated in the 1960s and 1970s by the works of D. Bell, E. Toffler, J. Masuda, R. Darendorf and A. Touren within the theory of post-industrial society in an attempt to combine technological and social aspects. At the same time, the corresponding term appeared - "information society", introduced to more accurately define the current stage of human evolution through the development of knowledge, especially in the field of computer and telecommunications technology.

The above-mentioned well-known Japanese sociologist J. Masuda identified the concept of post-industrial and information society [7]. And his American colleague E. Toffler, believing that knowledge is the basis for improving technology, wrote: "... new machines and equipment become not only products but also a source of new creative ideas" [8]. E. Toffler also has defined the principles of industrial society functioning, which post-industrial (information) society rejects: typification, concentration, centralization, synchronization, specialization, maximization [9, p. 230].

As J. Masuda noted in his work "Information Society as a Post-Industrial Society", in contrast to material production in an industrial society, in the information society the priority is the production of knowledge and information. The social ties needed for social development are formed in the process of mass production of information, and thus the role of communication and social management increases significantly. The primacy of things, their production, disappears, and instead there is a mass production of knowledge. Thus, each member of society realizes its abilities, producing new knowledge and information with the help of computer and information and telecommunication technologies [7, p. 25]. In addition, given that information is essentially cross-border, J. Masuda considers the general globalization processes to be an attributive component of the transition to the information society.

Famous American expert, one of the founders of information modelling J. Martin defined the information society as an integral concept that comprehensively covers the functioning of the social system, the main feature of which is the introduction of information technology in scientific, economic, industrial, social, educational and other spheres of life [10, p. 31]. In such a society, the researcher argues, the quality of life and prospects for economic and social progress are determined by information, and by the level of its application.

As we can see, the issues of the so-called post-industrial society were precisely studied by the world's leading researchers - philosophers, sociologists, specialists in the field of culture, etc., who argued that global social changes occur due to changes in priorities from production to services and consumption. In the context of these studies, objectively related to the development of information technology, the concept of the information society has been

formed, the adherents of which believe that information is a prerequisite for any social interaction. That is, according to these researchers, the dialectic of development has led to the transition of quantitative changes in the information sphere into the formation of the information society, or a new type of social world order. In other, simpler words: modern society is informational, because at present the volume of information circulating in it has dramatically increased.

It should be noted that the process of society informatization continues, influencing the way of people's life and the corresponding formation of new legal relations.

4. GENESIS OF FUNDAMENTAL THEORIES OF INFORMATION SOCIETY.

Analysis and generalization of the numerous concepts of information society development gives grounds to distinguish the leading among them: technological, economic, employment, spatial and cultural.

The basis of the *technological* concept is information and technological innovations, which from the late 1970s began to enter into mass scientific and technical and household use. Therefore, supporters of this concept consider new technologies as the main driver of the information society, and the most visible feature of modernity. This complex includes network and personal computerization, the development of cable and satellite television, online information services, text editors, compact storage media, and other new production and office computing technologies. The main meaning of the concept is that social transformation occurs as a result of the impact of huge amounts of technological innovations on society.

Instead, the *economic* concept of the information society development brings to the fore the economic aspects of information activities: the economy becomes information when the gross national product is dominated by the appropriate share. And if the information component becomes leading in economic activity, then the whole society can be considered informational.

Close to economic concept is the concept of *employment*, which is based on two main criteria - the number of able-bodied people employed in the field of information technology, as well as the impact of this area on the economy (gross domestic product) and the share of artificial intelligence in industry and services.

In turn, the geographical principle is a *spatial* concept, which is based on both economics and sociology. Its proponents believe that information networks have a significant impact on the spatial-temporal organization, as they connect different places and objects. It is worth mentioning that because of the current widespread popularity of social information networks, the spatial concept of the information society is gaining more and more supporters.

Thus, the practice of defining a base point, a centre of information networks that can connect native objects (points) - from a single office or enterprise to a country, region or even the world - has become widespread. In this sense, we can talk about a national, international and global "leading society", which creates a "circular information network" in every home, shop or school, and even for everyone in any city who has a laptop or electronic gadget with the appropriate settings.

Finally, the *cultural* concept of the development of the information society is based on the clearest criterion, since no one has any doubts about the extraordinary growth of the information factor in everyday life. At the same time, cultural indicators are much more difficult to measure.

Thus, at present, man exists in an information-laden society, and the impact of this factor is much more complex and deeper than it may seem. The point is that the information

environment penetrates a person, becomes a component of it, even when the person himself prefers not to react to the influences of the cyberspace surrounding him.

5. NEW CHALLENGES FOR HUMAN SECURITY IN THE MODERN INFORMATION SOCIETY.

The solution to the problem of global cyber-security lies in the creation of conditions for the protection of the individual as a subject of the global information society from internal and external threats. Therefore, it is considered appropriate to research in more detail the specifics of the information society in the context of creating appropriate conditions for the realization of all human rights and legitimate interests, comprehensive personal development.

The term "globalization", which today is inseparable from the term "information society", was introduced into scientific usage in 1985 by the American sociologist R. Robertson [11-12]. And objectively, the world globalization processes, which are characterized by the creation of a single information space with a high level of real information exchange, began to appear in the 1970-80s [13-14].

Nowadays, we can observe an increase in the discreteness of global development, general competition with the active use of political, economic, military and information levers, uneven distribution of benefits created by globalization processes, and some of their negative consequences.

The essence of the globalization phenomenon is the formation of global relations and connections, unification, covering all spheres of life. This process applies to all mankind without exception and is objectively determined by the mediation of the global space by the general world economy, environmental problems, global information communications, and so on. It is clear that in the context of the formation of the information society the development of global communications is decisive, which in turn causes new problems on a global scale.

As we can see, the leading social trend of today - globalization contributes to the overall information integration in all spheres of human life. Thus, the globalization of social dynamics is seen as an extremely important humanitarian and civilization phenomenon, which objectifies the information interdependence of modern and future human generations, regardless of race, religion, political or other beliefs. In turn, the globalization of the information society is a large-scale, diverse and at the same time contradictory phenomenon of the growth of unification processes in social, economic, political, legal and other global systems.

The above mentioned tendencies require an adequate legislative support. This is closely connected, in particular, with the fact that the globalization processes of the current stage of development of the information society are actively stimulated by the progress of information and communication technologies, which, in turn, means the emergence of growing cyber traffic. With the expansion of technologies and means of influence, information communication channels are constantly being improved, and producers of information products are actively using these opportunities to influence people, and not just to make information available to every member of society. At the same time, fierce competition in cyberspace determines not only the intensification of information flows, but also their aggressive nature in relation to the consumer. Apparently, such flows influence the consumer's personality, form public opinion and the image of various social objects and phenomena, inciting a person to respond.

Complex of personal information is becoming in the modern globalized information world almost the most important human property. Such information inevitably is accumulated and recorded in cyberspace. It can be distorted, supplemented with fake data, and crooked, which may harmfully influence a person in the sense of violating his reputation,

confidentiality, and so on. As a result, a person loses personal security in a global cyber environment, which has not only state, cultural, linguistic borders, but also often any moral and ethical restrictions. And only hardware and software are not enough to protect the above mentioned person's attributes.

As we can see, the transition to a virtual cyber environment of more and more interpersonal communications, as well as personal connections with society and the state, significantly increases human vulnerability in a globalized world. Since the dynamics of globalization of information and communication processes is characterized by a significant intensity, high speed of spread and the backlash, the legal aspects of cyber-security implementation in the information society need to be carefully researched. All this leads to the growing need of the world community to receive objective, reliable information on socio-economic, political and legal and other processes in a timely manner. This circumstance is seen as one of the attributive features of large-scale implementation of information and communication systems in the context of modern globalization. Therefore, the legal provision of cyber security is of great importance, which significantly affects the state of legal and political systems of all world states, including the process of development of the information society in the world.

The involvement of any state in globalization processes implies, first of all, a clear institutionalization of the relevant state information policy, its strategic goal, namely: the development of open information, cyberspace, in particular through integration into the relevant world space; the evolution of the information society; improvement of national legislation in the field of information and informative-communication technologies, cyber-security on the basis of world trends and international legal acts. Thus, modern globalization processes are extremely relevant to the problems of information and cyber security at both the international and domestic levels.

Based on the above in relation to the information society, we will try to identify its key features. This is, first of all, the presence of highly developed information technologies, their widespread use among the population, in business circles, in state and self-governing bodies. Secondly, it is the acquisition by ordinary citizens and other members of society of obvious benefits from the use of the latest information technologies, namely: free and equal access to information resources and cyber technologies; development of information and telecommunication systems, databases, networks, etc .; introduction of innovative technologies, in particular, increase due to this efficiency of work of public administration and local self-government bodies at inevitable maintenance of information, cyber security of the person, society and the state.

6. THE ROLE OF THE LEGAL FACTOR IN THE DEVELOPMENT OF A SECURE INFORMATION SOCIETY.

Today, the issues of legal regulation of a number of issues related to the use of cyberspace, and the Internet, are discussed not only by the scientific community and politicians, but also by the public.

These are, in particular: the "right to be forgotten", or the right to "digital oblivion"; the right to privacy, personal data preservation and much more.

We will try to find out the current state of matters with cyber (information) security, favourable cyberspace in the conditions of functioning of the global Internet environment and the corresponding communications.

In this context, it should be noted that there is still no clear answer to the key question of what the Internet is. However, we can identify the following main features due to the cyberspace specifics:

- cross-border;
- anonymity in cyberspace;
- the ability to avoid control and legal liability by, in particular, circumventing the regimes defined by national law and the jurisdiction of their country (for example, the use of .com, .net, .org, .ag, .sc and other free internet zones) ;
- hierarchy and zonal structuring. The Internet is a spatial entity with a hierarchy of different entities: domain name registration structures and asymmetrically distributed many intermediaries - information, trade, Internet providers and others that provide users (consumers of information) with access to information resources of the network;
- dynamism of development, constant growth and improvement of dialogue and interaction;
- availability of a huge number of electronic connections and communications, expansion of interactive information connections (for example, network agreement).

As for the regulators of the network participants' behaviour, or the relations arising in the Internet cyberspace, the lawyers distinguish the following types: direct legislative; social (corporate) norms; market and competition laws; technical and technological standards. And given that the legislator with its legal requirements chronically does not keep up with the rapid development of the Internet and inter-subject relations in the network, the regulation of most of these relations is based on the so-called "Internet customs" - established business traditions.

In some countries, there are ongoing discussions about the appropriateness of adopting national Internet laws, citing the specifics of online relationships. These features include, in particular, the following:

- specific subject composition - network relations can arise between special subjects, such as network developers, providers, telecom operators, international structures that take care of the development of Internet protocols, and others;
- the activities of the subjects of relations on the Internet may be regulated by different national norms, as these subjects themselves may be located in different countries;
- without the use of information and communication technologies and networks, it is impossible to have relationships on the Internet, which arise about the information that circulates in it, or have an informational essence. Therefore, the object of such a relationship is not any information, but only that which is processed, hosted or stored in cyberspace;
- at the present stage of social, state and technological development, Internet relations arise in the field of automation of management of various information systems, in particular such a complex cybernetic system, which is the World Wide Web.

Since the Internet in conjunction with a set of PCs creates a technological basis for the implementation of the international concept of the global information society, the formation of a system of legal regulation of relevant public relations should take into account a number of important circumstances, including:

- The Internet is a set of networks of different geographical location, and therefore does not have any single owner;
- as Internet routers do not have a single external control, the Internet cannot be turned off completely;
- The Internet has become a universal asset;
- The Internet provides users with ample opportunities that can be used by stakeholders both for good and for illegal purposes;
- the Internet is, first of all, a general means of open storage and dissemination of information, free and equal access to it, given the recent emergence of such concepts as "e-democracy", "Internet democracy" [15]);

- Similar to telephone communications, the Internet can connect any computer to any other connected to the network. Internet sites disseminate information individually, at the initiative of the user, like a telephone answering machine;

- Information in the cyberspace of the Internet is distributed according to the same principle as rumours in the human environment: if it is of great interest - it spreads quickly among a wide range of individuals, but when information is of little interest to anyone; its dissemination is minimal and slow.

Global Internet network is made up of millions of individual users' computers, corporate, government, scientific and private networks. The introduction of the so-called IP Protocol (Internet Protocol) and the principle of packet routing made it possible to combine networks of different structure and location. In this case, the protocol is a kind of single computer "language", algorithm, rules of data transfer between the computer network nodes, which when working in a network are used by computers to exchange data to "understand" each other. The most popular among the significant number of Internet protocols used in the network, such as Arcnet, ATM, BGP, DNS, EIGRP, Ethernet, Frame relay, FTP, HDLC, HTTP, HTTPS, ICMP, IGMP, IMAP, IP, IS- IS, L2TP, LDAP, OSPF, POP3, PPP, RIP, SLIP, SMTP, SNMP, SSH, SSL, TLS, TCP, Telnet, Token ring, UDP, XMPP and others [16]), is a hypertext transfer protocol used to transfer from one computer to another web pages - HTTP (Hyper Text Transfer Protocol). It is the basis for the so-called "web", or "www" ("World Wide Web" - "global network"). This term usually refers to a distribution system that provides network users with access to audiovisual content located on various computers connected to the Internet. Of course, this protocol is just one of many similar distribution systems.

Because of the globalization of cyberspace information use, numerous new complex problems appear in the field of human security, society and the state in the process of formation of the relevant interstate infrastructure. The vast majority of these problems can be solved only by improving the relevant international and national legislation, effective international cooperation for elimination the security challenges and threats in cyberspace, and establishing effective control over their sources.

We consider, that among the main current challenges and threats to the global information society the following ones can be listed: destructive influence on various individuals (propaganda); economic freedom; clash of cultures; law enforcement issues in the context of cyber cross-border; excessive social mobility, information alienation, suggestion, brainwashing.

Let's try to briefly describe some of these threats.

Clash of cultures. One of the obvious results of broad communication between representatives of different ethnic groups and cultures, the active dissemination of unified mass cultural standards is the convergence of people's world-views of different continents, races and nationalities, their recession from ancient traditions of their peoples, their loss of unique identity. Except for the obvious positive aspects of such a clash of cultures, it exacerbates ethnic, religious and other conflicts, the emergence of various radical groups, provokes aggression and creates opportunities to control them in the global information cyberspace. Contributing to the rapid integration, mutual penetration of different cultures, the information capabilities of cyberspace also cause exacerbation in such a mixed world of contradictions and conflicts. Nations in less developed countries feel the threat of their identity from the representatives of more "advanced" states, which creates the ground for the manifestations of fundamentalism and extremism, the growth of socio-political tensions.

In addition, the excess of information in cyberspace, much of which is of very dubious quality, and even outright spam and fakes, seriously affects the effectiveness of traditional mechanisms of communication between public authorities and citizens. These are,

first of all, the election process, the mass media, the system of public relations, and so on. In order for public administration not to lose its effectiveness, it is necessary to create and use new forms and methods of managing socio-economic, political and other processes, to create new or radically reform old management structures.

The creation of a new global identity, which leads to the disappearance of the uniqueness of individual nations, ethnic groups and peoples leads to the emergence of new, even more acute global contradictions and conflicts. After all, not all people can safely accept the new global values of civilization (which are objectively based on the prevalence of a nation), forgetting the traditional values of their own people. This is what leads to the emergence of large, branched aggressive terrorist groups. And regardless of the number, density and geography of residence of their supporters, these groups use cyberspace to promote their ideas and coordinate malicious actions.

Globalization processes have a special impact on young people, on the formation of their relevant values, life guidelines and principles that may contradict the cultural principles and traditions of their nations, and disrupt the connection of generations. Thus, the differences of individual cultures, their features and traditions cause a negative attitude, rejection of other cultures in general, intolerance of their representatives. The demand for overcoming all existing obstacles, abandoning traditional national values and foundations, general mixing and integration is becoming dominant.

Economic freedom. A striking example is the emergence of so-called digital currencies - electronic money, which is not issued by any bank and has no legal regulators. This creates the preconditions for the growth of the shadow economy, which is not controlled by public financial authorities. In any settlement between economic operators, such digital currency cannot be revoked, it is not controlled, and therefore cannot be withdrawn or blocked. Under such conditions, in the absence of regulatory mechanisms, it is impossible to account for suspicious financial transactions. Thus, there are conditions that are often already being implemented today, for "money laundering", the fight against government, and support for terrorism in different regions of the world through digital currencies.

As we can see, the main threat in the use of such currencies is the lack of legal regulation of this process, control over it, which attracts both individual criminals and organized criminality.

7. GENERAL CONCLUSIONS

Modern potentials of cross-border use of cyberspace eliminate the possibilities of national legislation, state control and economic influence. In such a situation, both powerful opportunities and serious destructive risks are concentrated, which can cause significant damage to the realization of human legitimate interests in the global information world. This is evidenced by a number of problems, such as: identification; distortion of electronic voting results; technological problems during the creation of e-government and e-democracy systems; unreliability of databases; insecurity of confidential information and personal data in the process of providing public administrative services; malicious use of these data during electronic litigation; distribution of harmful, illegal content that threatens and disorients human life and health; publication by electronic media of information that will tarnish the honour and dignity of man; theft of information used in financial and banking institutions (Internet banking); loss of information due to malicious cyber-attacks while using the Internet, etc.

The real threats to the global information society and to everyone are: the militarization of cyberspace, the outbreak of large-scale information wars, the spread of

extremist and manipulative materials, destructive information and psychological influences on individual, group and social consciousness, and so on.

It is seen that in such conditions, the successful solution of these global socio-economic, political, security and other problems is possible only with the joint fruitful efforts of the entire world community.

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