

**NETWORK COMMUNICATION: REFLECTION  
IN DIFFERENT TYPES OF INTERACTION**

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**Abstract.** This article is devoted to the analysis of reflection in different types of network communications. Its purpose is to identify interactions in the virtual world, their types and the role of reflection in each of them. As a research methodology the author uses the distinction between objectivist and subjectivist approaches in social theory, the model of reflexive communication of Anthony Giddens and the model of communicative management of the author of this article. The distinction between objectivist and subjectivist approaches became the basis for the analysis of the motives of the subjects of network communications seeking to overcome the objective limitations of their activities. The model of communicative management is adequate to the task of describing the structure of network interactions of Internet users. The model of reflexive interactions allows to distinguish different types of network interactions and to reveal the presence, vector, functions and role of reflection in them.

It is shown that in modern society there is a wide variety of network communications, the consequences of which are evaluated very ambiguously. On the one hand, the Internet is characterized as a social space of free communication, as a technology that improves the efficiency of many types of production activities, show the high importance of business communications. On the other hand, they fix problems related to personal alienation and loss of self-identification in network communication. For the analysis of such a motive communication network, as an attempt to overcome the limitations of the conditions of their life, as a methodological basis was used, the distinction between subjectivist and objectivist approaches, which focus on the relationship between freedom and necessity. It is shown that people in different historical periods have relied on different forms and activities in their quest for freedom: in antiquity believed that freedom is achievable in the field of leisure and in the implementation of cosmopolitan attitudes, in Modern times, hopes were placed on science, etc. Internet and network communications have become a real means of overcoming the limitations imposed by natural factors, social environment, individual trajectory of life. The communicative management model was used to deploy the characteristics of an active Internet user. This model

assumes that the individual in an effort to change the circumstances of their activities and get some freedom from them, trying to choose the determinants of their activities and enters for this purpose in various network groups or independently builds them.

In the total number of active users the types of network interactions were identified on the basis of different methods of identification. We are talking about "adequate" and "illusory" identification. Users of these groups differ in the ways and directions of implementation of reflexive monitoring of their social interactions and their conditions. The reflection of users with "adequate" identification is aimed at the real conditions of their activity and is used for their transformation or for building a new system of determinants. Individuals with "illusory" identification either do not reflect at all on the consequences and conditions of their real and virtual actions, or their reflection is directed at the components of illusory, duplicating the reality of activity.

**Keywords:** communicative management, identification, reflection

### **Introduction**

Postmodern society is characterized by the expansion of the virtual world into the living space of the individual (Vasilenko L, Kolesnikova L. 2015: 81-93). The system of interpersonal and business communications was influenced by the Internet and network communities. The consequences affect all aspects of human communication, from business and personal correspondence, to providing business, presenting their ideas and representing themselves.

Estimates of this expansion are very mixed. Spanish sociologist Manuel Castells notes a number of constructive consequences for the development of society and personality. First, we are talking about the Internet as a universal social space of free communication, poorly controlled by the state and allowing to realize the ideal of free behavior and communication. Secondly, the sociologist shows the importance of Internet communications for business, arguing that the spread of network forms of business organization leads to increased productivity and competitiveness. Castells believes that self-governing network communication based on personal choice is a developing form of social interaction (Castells M., 2004:8).

However, not all authors view the Internet communication in such a positive way. Some talk about the total lie of existence in virtual worlds, the loss of identity, narcissism of the participants of network interaction, "sitegalore" of the virtual world. It is known that a common way of existence in the virtual worlds is the use of masks, aliases, avatars, nicknames. It is emphasized that the lack of seriousness, the nature of their perception of the game, the

concealment of the real image-name, great opportunities "to self-satisfy themselves and fool others ... sharply raises the problem of identity." (Logiston, 2004) The researchers say that the decomposition of personality into several virtual individuals who may have different sex, age, totally opposed views on life generates schizoid virtual culture, and plays a destructive role in relation to the "person playing" (Zatulij A. I., Burnaeva N. M., 2011:209).

### **Purpose of the study**

The aim of the study is to determine the different types of network interaction, different forms of identification, and to reveal the role of reflection in each of them. It seems that we can talk about at least two types of identity and, accordingly, forms of identification on the Internet (a purely game character, the formation of an imaginary image based or character closely related to the reality with connections in the social world. We will try to understand the motives of the user's behavior that forms virtual identification (self-promotion, self-presentation, the desire for "publicity", the desire to designate their "presence", to be in public). It is impossible not to cite another significant factor - the desire to overcome the natural limitations of their activities, its real determinants, ultimately – the realization of freedom.

### **Methodology**

The problem of the relation between freedom and necessity is one of the eternal problems of philosophy and science that must be considered in the light of the methodology of the relation between the objectivist and subjectivist approaches in social theory. The first is associated with the concepts that focus on the moments of subordination, determination of human activity by external, independent factors, the second - with the theories that show the role of human activity, goal-setting, reflection and understanding. The contours of subjectivist and objectivist approaches had been outlined yet in antiquity. This is the antinomy of life by nature (the space of necessity) and life by reason (the space of freedom), and the opposition of a citizen of the state and a citizen of the world, and the duties of a citizen to the state and leisure. In modern social science, objectivist attitudes are implemented in structural and functional analysis, neo-evolutionism, world-system analysis, etc. the Same type of explanation is used in the cultural aspect of social theory (A. Toynbee, T. Parsons, E. Durkheim), whose adherents seek to discover a social pattern in the genetic code of culture: norms, values, political and religious ideas. These approaches are United the individuality and individual consciousness to some objective structures.

Theories related to the subjective approach show the role of human rationality and subjectivity, try to justify the ability of a person to build their activities and behavior in accordance with consciously set goals and chosen means (the theory of social action M. Weber, understands sociology A. Schutz, ethnomethodology H. Garfinkel, etc).

The modern social theory is focused on the synthesis of both approaches (P. Bourdieu, A. Giddens, J. Habermas, etc). To the determining the possibility of overcoming the objective determinants of human life in the world of Internet communications, the models of social action and interaction of A. Giddens are used, and the model of communicative management of the author of this article. Elements of the Giddens model are conscious and unconscious conditions of action, intentional and unintentional actions, foreseen and unforeseen consequences of action, motivation, rationalization and reflexive monitoring of action. The model of communicative action is based on understanding of social activity as a constantly reproducing, repeating practices. Continuity of practices implies reflexivity; reflexivity is possible through the continuity of practices. The model of human behavior as a reflexive-communicative system, built in the future, provides for the reflexive building of relations with the "Other" (Giddens A., 1984).

The concept of the communicative management model was given in the work "Rationality in social cognition and management" and involves understanding of management as the communication management (Fakhrutdinova A. Z., 2002). The behavior of recipients is controlled through their inclusion in specially built communication networks. This understanding can be transformed into a model of self-government, which is understood as the search and independent choice of the system of determinants. This freedom of choice is made possible by including the subject in various communicative groups or by building them up independently.

The behavior of an active Internet user fully corresponds to the model of communicative management. According to N. I. Kozlova, the formation of a virtual identity, as an integral attribute of an active position on the Internet, arises both through the choice and entry into existing communities available to the user, and through the self-creation of groups and even the social environment. According to empirical research, "users with a high virtual identity" are characterized by a wide range of activities in the Internet environment. "This is the search for people with similar views, like-minded people ( $r=0.40$ , at  $p \leq 0.01$ ), entry and activity in different groups and communities ( $r=0.35$ , at  $p \leq 0.05$ ), the passage of surveys on various topics ( $r=0.40$ , at  $p \leq 0.01$ ). As a result, there may be feelings of belonging,

community, unity with others, that is, the base on which the identity is formed." (Kozlova N. I., 2015: 119).

We are talking about two types of network communication. The first of them allows the individual to adjust or even change the real conditions of life and thus gain real freedom from the circumstances. It is, for example, about the entry of the user into a group of people who have solved a particular psychological, medical or social problem. The individual, in turn, solves the problems, using the techniques, technologies or personal experience received from them. Another example is the networking activities of people with disabilities who overcome these limitations not just through Internet, but to a greater extent, through the action of social solidarity and support of the relevant network community. This users dissatisfied with the circumstances of their lives – physical data, health, education, place of residence, the mores of the people around them, but they to ignore them, not change them.

A kind of duplicating scheme of social interaction and the whole system of life activity is created: imaginary conditions of activity, system of activity and subjects of interaction. These users also join various network communities, to some extent satisfy needs, but the results of these interactions are not used to change the circumstances of life. Freedom may be achieved by these individuals, but it is an illusory freedom, a freedom that will turn into its opposite when the real and virtual worlds collide. This type of network communication and the scale of its distribution generates, in our opinion, most of the negative assessments about the consequences of virtualization of human communication.

The factor determining the entry of an individual into a particular group is the installation on entering into the groups of interest to them, the ability to navigate in the virtual space and create new structures – unites, rather than differentiate users of both groups. Common is the desire for liberation from embarrassing circumstances. To see the difference will, in our opinion, look at this problem through the prism of the model of reflexive rationality Giddens presented above. It is reflection, the ability to carry out daily monitoring of their social life, both virtual and real, will specify the individuals of the first group – we call them conditionally users with adequate identity. Through reflection, the feedback of social action and interaction is formed, allowing the real and virtual world not to develop in parallel and independently of each other.

This does not mean that users with adequate self-identification have no problems or it has gained complete freedom from circumstances, how A. I. Demidov characterizes of active user in the sphere of politics. "...A "network" political man, not tied to large social groups and "large"

ideologies; coming from vital tactics willingness to everything; possesses expressed dynamism: professional, educational, career, psychological. He is inclined to form temporary coalitions for implementation of topical interests, is ready to frequent change of friends and partners: they are necessary for business and for leisure, and change of that and another changes them... His outlook is eclectic..." (Demidov A. I., 2012: 151). As can be seen from this characteristic, conditionally positive features coexist with negative ones: high social mobility is combined with a certain unscrupulousness and superficiality in personal and business relations, high professionalism and education – with an eclectic worldview. It is important that the results of network communications are used to solve real problems and allow to change the real conditions of activity.

The users of another group as individuals with illusory self-identification represent a complex and diverse contingent. Their inherent reflections, but its vector is directed to the constructed image and constructed living conditions. It seems that such a "transformed" reflection will not help the individual either in the educational process or in the process of socialization. An important characteristic of this group and this way of life is given by M. Heidegger, who notices that the person captured by "das Gestell" cannot hear the voice of being and eventually misses himself." (Heidegger M., 1962).

### **Results**

The analysis of the variety of virtual communications revealed different types. We are talking about communications of game and real nature, interactions associated with various forms of identification, combinations of real and virtual identity.

Speaking about the motives for the activity of network communications, it is important to note the desire to overcome the natural and social constraints of real activity. Using the model of reflexive interaction of A. Giddens and the model of communicative management as a methodological basis for further analysis, the types of network interaction differing in the presence and direction of reflection were identified. This factor differentiates network groups with adequate and illusory identification.

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