



Content and structure of the concept “culture of modern cyberspace usage”

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Abstract. The relevance of this topic is driven by the rapid development of digital technologies, which have become an integral part of contemporary daily life. The increasing volume of information available in cyberspace and the challenges associated with its efficient use necessitate new approaches to fostering a culture of interaction with digital resources. Developing a culture of cyberspace usage is a key factor in ensuring security, ethics, and productivity within the digital environment. This article aimed to highlight and analyse the issue of the culture of individual interaction in modern cyberspace, which lies at the intersection of multiple disciplines, including pedagogy, psychology, philosophy, and cultural studies. The study also sought to explore the content and structure of the central concept of “cyberculture” through the lens of related notions, such as general personal culture, digital culture, information culture, and media culture. The article emphasised that cyberculture, as a set of communication and behavioural norms within the information society in virtual spaces, is fundamentally grounded in communicative practices governed by specific requirements and frameworks. This regulation arises from the boundless and borderless nature of communication in virtual environments. The development of society is characterised by the widespread, rapid, and

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often uncontrolled involvement of individuals in virtual social spaces, the characteristics of which do not always align with real-world conditions. Consequently, the concept of cyber socialisation gains particular relevance as an indicator of cyberculture. The article highlighted the significant impact of cyberculture on societal content and individual consciousness, shaping stereotypes and behavioural patterns in real social environments. It introduces and reflects new demands and needs, influencing personality construction and factors affecting individual expression and social interaction. Additionally, the authors aligned with contemporary researchers' assertions regarding the limitless potential of digital spaces in interpersonal communication, particularly in scenarios where real-world conditions restrict self expression

Keywords: information culture; media culture; digital culture; cyberculture

Introduction

In a modern information-driven society, the challenges of navigating individual and societal existence within the digital realm are paramount. The culture of modern cyberspace usage has emerged as an indispensable component of overall personal culture, shaping how individuals function within an information-saturated society. This phenomenon should be understood as a comprehensive preparedness for individuals to adapt to new rules of usage and communication within the digital sphere. It involves, among other things, the construction of personal information landscapes, the development of worldviews, and the understanding of the global information space, including its potential for exploration, transformation, and adaptation to meet individual social, professional, and cognitive needs. The relevance of cultivating a culture of cyberspace usage as an integral part of personal culture is underscored by the fact that the ability to process vast amounts of information and, more importantly, to navigate it effectively, has become an essential skill for professionals across all sectors, regardless of their specific field or the demands of the contemporary labour market.

A significant portion of human activities across various domains is transforming, increasingly migrating into cyberspace. Cyberspace, as a unique system of interactions and communications, possesses a distinct structure, well-defined functionalities, and specific rules of usage. While

offering boundless possibilities for users, cyberspace also introduces previously unknown challenges and threats such as cyberattacks, cyberbullying, cybercrime, and hacking. Consequently, potential users must possess a well-developed set of knowledge and skills, collectively known as the culture of cyberspace usage. Analysing the content and structure of the concept of "culture of modern cyberspace usage" is crucial for understanding how to seamlessly integrate technology into society and create a safe and beneficial digital environment for all users.

Analyses of studies addressing the culture of cyberspace usage focus on several key aspects that reflect the interaction between individuals and the digital environment. It is widely accepted that the primary goal of developing Ukraine's information space aligns with European standards and developmental trajectories, as evidenced by the 2014 EU-Ukraine Association Agreement. The phenomenon of culture of cyberspace usage has also captured the attention of researchers from various disciplines, including education, cultural studies, political science, philosophy, and sociology. This issue, explored in various interpretations (e.g., information literacy, internet culture, cyberculture, digital culture), has sparked interest among scholars worldwide. Terms such as "internet", "virtual environment", and "cyberspace" have become social symbols, readily recognisable as characteristics of contemporary individuals who

are free from outdated stereotypes and lack of information access. For instance, the work of Ukrainian scholars E. Shabala & E. Klyueva (2023) outlines significant aspects of individual interactions with digital environments, examining cyberculture as a phenomenon of modern information society. Among other things, the authors analyse the concept's content and structure, the key challenges associated with it, and the role of education in shaping the culture of cyberspace usage. Researchers K. Sardaryan & D. Sardaryan (2021), investigating the personal aspects of cyberculture as a problem of identity, examine both the positive and negative sides of this phenomenon, touching on moral qualities such as anonymity, accountability, loss of authenticity, the influence of group dynamics, and multiple identities.

Yu. Palekha *et al.* (2020), in their research on information culture, clearly differentiate between “societal information culture”, “individual information culture”, and “organisational information culture”, thus emphasising the recognition of the pervasive influence of the digital environment on all aspects of human life. In their study, V. Bogush *et al.* (2020) explore the foundations of online communication, the characteristics of social network construction and functioning, and the social, psychological, and cultural aspects of cyberspace as a communication medium. They have also analysed and systematised information on the organisation of cybersecurity.

Examining the content of cyberspace usage culture, O. Shaykina (2011) highlights the role of information education for social media and virtual space users, identifying a range of general methodological principles for organising information education. Researcher V. Trofymenko (2022), investigating the characteristics and rules governing human and societal existence in cyberspace, emphasises the interest of foreign scholars in this field while also noting the absence of a unified research strategy for cyberspace. International experts study the culture of cyberspace usage as a global phenomenon. For instance, renowned sociologist M. Castells (2001), who has conducted

extensive research on the information society, also addresses cybersecurity issues in his research. He highlights the role of cyberspace in creating new forms of community, communication, and knowledge sharing, while also pointing out the risks of the digital information landscape. Castells notes that the development of digital technologies creates new risks for governments, corporations, and individuals. He views cyberspace as an open but vulnerable infrastructure that requires effective protection mechanisms. While placing the responsibility for cybersecurity on governments, the author also emphasises that internet regulation often conflicts with the principle of freedom of information, which is a cornerstone of the digital age.

Virtual environments enable people to communicate without the constraints of face-to-face interactions, which can foster greater openness. However, anonymity also poses risks such as cyberbullying and manipulation. This is highlighted by T. Zhosan *et al.* (2014) who, while analysing the benefits and drawbacks of social media and exploring solutions to associated problems, consider virtual communication to be an ambiguous phenomenon, leading to divergent interpretations among researchers. In parallel, I. Levin & D. Mamlock (2021) note that cyberspace influences the transformation of human relationships, cultural norms, and values, creating a unique “digital culture”. This environment demands new models of interaction and adaptation to virtual communication. Contemporary researchers analyse this concept at various levels: individual, group, and societal (global), and identify functions of cyberculture analogous to those of general culture: worldview, regulatory, cognitive, and others (Hoque & Bhuiyan, 2022).

The socio-philosophical concept of information culture and cyberculture as innovative factors shaping the existence of the modern individual and determining the trajectory of societal development is presented in the research of F. Vlasenko & E. Levchenyuk (2019). The researchers highlight the significant problem of the

dominance of mass consciousness in contemporary society, which, in turn, gives rise to standardised desires and beliefs, suppressing critical thinking and a critical attitude towards the vast amount of information in the virtual space. In the informatisation of society, the researchers identify both constructive consequences (accessibility and speed of obtaining diverse information, the possibility of using it in professional, domestic, social, and other spheres, the formation of online groups, associations, and societies, etc.) and destructive ones (cybercrime, cyberfraud, hacking, etc.). Thus, by studying the concept of behaviour in cyberspace, scholars interpret cyberculture as a new sociocultural phenomenon that exists in the context of global digitalisation. The goal of this research was to clarify the content and structure of the concept of “the culture of modern cyberspace usage” based on an analysis of existing scholarly research.

Materials and Methods

The research into the content and structure of the concept of “the culture of modern cyberspace usage” was grounded in an interdisciplinary approach that combined methods from the humanities, social sciences, and technical fields. To investigate the problem at hand, a complex set of methods was employed, including theoretical and sociological approaches. Theoretical methods involved analysis and synthesis (to analyse the research field of concepts and categories such as “cyberculture” and to synthesise the obtained information in order to develop a holistic understanding of the phenomenon under study), comparison, and generalisation for reviewing scientific literature and legislative and regulatory acts, as well as for a comparative analysis of researchers’ viewpoints to clarify the meanings of concepts such as “culture”, “information culture”, “media culture”, “digital culture”, “cyberculture”, and “the culture of modern cyberspace usage”. Sociological methods included content analysis of social media and blogs. Content analysis was used to study the information content, ethical,

and security aspects of the digital space. Particular attention was paid to identifying typical user behaviour patterns.

The research was based on a comprehensive information foundation, including legislative and regulatory documents, recommendations from international organisations on cyberculture, scholarly studies, publications in periodicals addressing the culture of using modern cyberspace, and websites featuring journalistic reflections on the issue. The analysis incorporated academic research examining the concepts of culture, digital literacy, information security, as well as psychological aspects of online behaviour. To investigate empirical aspects, data from surveys and analytical reports on cyberspace usage in various sociocultural contexts was employed. A systematic literature review was conducted to identify key approaches to fostering cyberspace usage culture. The analysis encompassed articles in academic journals, monographs, and conference proceedings from the past 20 years.

The use of various scientific methods of inquiry allowed for an exploration of the problem of cyberspace usage culture from different perspectives – ranging from conceptual understanding to practical implementation. This approach ensured the completeness and reliability of the results. The integration of these methods provided a comprehensive understanding of the phenomenon of the culture of modern cyberspace usage.

Results and Discussion

The concept of “culture of modern cyberspace usage” and its synonymous terms

The latter half of the 20th century is marked by a widely recognised shift into a new era of civilisational advancement, characterised by intensive technological and informational development across all spheres of society. Contemporary individuals cannot conceive of life without technology, the internet, social networks, search engines, and information and communication technologies. Researchers argue that a leading trend in human civilisational development at the turn of

the 21st century is the so-called massification of public and individual consciousness. The technological advancements of this period have created new conditions for societal and individual development, imposing new demands on personal development in a new society, simultaneously simplifying and complicating social connections and relationships. Both researchers and average internet users confidently and with relative understanding refer to concepts such as “e-learning”, “digital literacy”, “electronic government systems”, “virtual tourism”, and others. Concurrently, the culture of both the individual and society as a whole have acquired a new dimension, entering a new phase of development: it has migrated to the realm of the internet, social networks, interest groups, and chats, and is characterised by concepts such as “information culture”, “media culture”, “cyberculture”, and “culture of cyberspace usage”, which, in turn, shape a qualitatively new worldview with corresponding values, norms, social roles, and behavioural models of contemporary individuals. To comprehensively explore the content of the key concept, the authors of this study examine the terms in the synonymous series: culture, information culture, media culture, digital culture, cyberculture, and culture of cyberspace usage.

Given the research topic, it is appropriate to consider the concept of “21st-century culture” as defined in the terminological dictionary *Culturology*: “The culture of the 21st century refers to new forms and means of realising human achievements, including the implementation of fundamental scientific discoveries, the development of communication, space communication, and computerisation, breakthroughs in biotechnology, the application of new materials, and the emergence of new forms of internationalisation of social life and mass culture” (Grechanivska, 2015). Researchers consider the concept of “information culture” to be the broadest, interpreting it as the informational component of human culture in general, an objective characteristic of the level of all information processes in society and existing information relations (Darmoriz, 2012). However, according to

scholars, the concept of “information culture” is not unique to the modern world, as humanity has always operated with information at all stages of its development; only the methods of information transmission have changed.

F. Vlasenko & E. Levchenyuk (2019) define personal information culture as a comprehensive characteristic of “personal and professional qualities that meet the modern requirements of professional activity, where comprehensive information and knowledge serve as a determining factor, in turn shaping a corresponding system of thinking and worldview”. Sharing the viewpoint of these researchers, the authors of this study believe that the acquisition of information culture is a necessary condition for the development of any thinking individual, and its significance has grown significantly in the era of the widespread use of computer technologies.

A more contemporary concept that reflects the connections and behavioural culture of individuals within the information field of the present day, considering the characteristics of public mass communication in both real and virtual spaces, is what researchers L. Naidyonova & O. Baryshpolets (2009) term “media culture”. They identify two meanings of this concept: 1) the ensemble of information and communication tools and values that influence the formation of public consciousness and the socialisation of individuals, becoming part of humanity’s cultural and historical heritage, contributing to the formation of public consciousness and the socialisation of individuals; and 2) an individual’s ability to function effectively in an information environment, that is, the ability to identify, recognise, and interpret various types of information disseminated by the mass media, and to form an adequate response.

N. Zrazhevskaya (2022) interprets media culture as a “communicative phenomenon associated with the transmission of cultural artefacts and content in a social environment, the formation of images and signs through which ideological, political, and cultural influence is exerted on the audience”, thus highlighting the priority role of

media information in the development of individual culture. H. Onkovych (2008) interprets the concept of media culture as the ability of society to effectively and beneficially use media resources and apply advanced information technologies.

Regarding the concept of “digital culture”, researchers L. Gavrilova & Ya. Topolnyk (2017) tend to interpret its meaning as a “technological phenomenon”, partially equating it with the definition of “electronic culture” and defining it as certain rules for organising a unified information space, as frameworks for presenting the results of communication and certain human activities in the context of the constant use of IT technologies. The most appropriate interpretation in the context of this research is the understanding of “digital culture” presented by K. Litvinova (2016) in her DigitleBlog: it is “a system of rules for human behaviour when using information and communication technologies”.

The term “cyberculture” emerged due to the intensive development of communication technologies in the late 20th century, and it was introduced into scientific discourse at that time. Characterising cyberculture as a modern and unique type of culture for both individuals and society as a whole, researchers define it as 1) a new cultural model based on internet technologies; 2) a spontaneous internet culture, determined by the transience of online connections; 3) a product of internet development; and 4) a media form (Ardevol, 2005). Essentially, cyberculture is a kind of subculture based on computer technologies. Thus, cybersecurity culture is a certain system of interconnected norms, behavioural frameworks, knowledge, skills, and requirements for the professional and psychological qualities of users of virtual space. This system is based on ethical norms and aims to ensure not only a culture of communication in cyberspace but also effective interpersonal interaction and secure information activities in cyberspace (Tarasyuk, 2021). Therefore, cyberculture is a term used to describe the culture generated by the use of information and communication technologies in modern society.

Cyberculture has significantly influenced societal values, priorities, and lifestyles: the lines between the real and virtual worlds have blurred, with the virtual often complementing, extending, or even substituting for reality. Thanks to innovative technologies, geographical location, time zones, language barriers, and physical characteristics have become less significant for interpersonal or professional communication (Sardaryan & Sardaryan, 2021). The term “cyberculture” itself reflects a radical shift in the mentality of contemporary individuals.

The concept of “culture of cyberspace usage” is narrower but more specific compared to the previous terms. The virtual space offers vast opportunities for interpersonal communication, facilitating access to diverse information and fostering the development of intellectual abilities. However, as society has increasingly embraced the digital realm, it has also encountered a range of associated problems that often accompany technological advancements. Computer addiction, particularly among children and adolescents, is one of the most pressing global issues requiring urgent attention. Psychologists, medical professionals, and educators are sounding the alarm, drawing parallels between computer addiction and substance abuse. This problem is becoming more acute as society and technology advance. Therefore, individuals interacting in the virtual space face a variety of challenges, needs, and problems: the need to enhance their digital skills while also grappling with potential psychological and mental changes brought about by their new virtual environment.

V. Demchyk (2016) emphasises that, due to the accelerating pace of information and computerisation in society, an urgent need has arisen to study the impact of global informatisation on both individual users and society as a whole. Given that students are the most active users of cyberspace, targeted efforts to cultivate a culture of cyberspace usage among this demographic can help address the challenges of human-computer interaction.

Therefore, after analysing related terms, the authors of this study defined the concept of “culture of cyberspace usage” as a comprehensive personal characteristic reflecting an individual’s information worldview, values regarding information and online activities, and a set of competencies that enable the use of information technology while adhering to cybersecurity principles.

The component structure of the concept of “culture of modern cyberspace usage”

The necessity of fostering a culture of cyberspace use and developing personal qualities that will help prevent computer addiction is driven, among other reasons, by the fact that computer addiction lies within the individual itself. In the UN General Assembly Resolution (2003), nine interrelated principles of global cybersecurity culture are outlined, including 1) awareness (cyberspace users should be informed about the necessity of adhering to rules and behavioural frameworks in cyberspace); 2) responsibility (participants are responsible for the security of networks according to their

role); 3) adequate response (participants should take timely and collaborative actions to prevent incidents related to security, etc.); 4) democracy (relationships and security in virtual space should be based on the principles of equality and democracy, ensuring “freedom of exchange of thoughts and ideas, free flow of information, its confidentiality, openness, and transparency”); 5) risk assessment (participants should conduct periodic risk assessments to identify threats and vulnerability factors); 6) design and implementation of secure information exchange tools, and so on.

Guided by the methodology of scientific research, the phenomena and phenomena under investigation are broken down into components relating to 1) the informational field (cognitive or knowledge component); 2) the moral-ethical field (emotional, motivational, or moral-ethical component, etc.); 3) the activity-analytical field (activity component, behavioural, or reflective, etc.) (Sayenko *et al*, 2021). A constructive viewpoint is offered by K. Litvinova (2016), who identifies the following components of digital culture (Fig. 1).

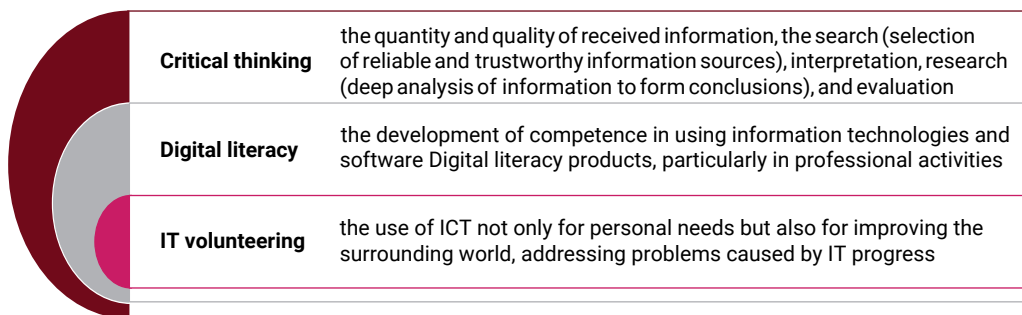


Figure 1. Components of digital culture

Source: K. Litvinova (2016)

In her book, K. Ala-Mutka (2011) identifies the following components of cyberculture and digital literacy based on a review of scientific research: 1) instrumental skills and knowledge, including the ability to safely use media environments; 2) advanced skills and knowledge of effective interaction, communication, and information management; and 3) understanding and

applying general principles of intercultural interaction, critical thinking, awareness of the capabilities of electronic tools, recognition and analysis of cybersecurity issues, and adherence to ethical communication in cyberspace. Building on the research of E. Shabala & E. Klyueva (2023), the concept of “culture of modern cyberspace usage” can be further broken down into the following as-

pects: 1) technical (access to the internet, various platforms, and software that enable user interaction in cyberspace); 2) social (methods of communication, interaction, and community building online); 3) psychological (examining the impact of cyberspace on mental health and user behaviour, preventing internet addiction, cyberbullying, and the effects of social media on self-esteem); and 4) ethical (issues of data privacy, cybersecurity, and digital privacy). Based on this analysis of scholarly studies, the following components of the culture of cyberspace usage can be identified (Table 1).

Table 1. Components of the culture of modern cyberspace usage

Component	Indicators of the manifestation of the researched quality
Informational	Awareness of information about virtual processes, information arrays, and modern communication tools; "understanding the essence of information and information processes, their role in understanding the surrounding reality and human creative activity (Antonchenko, 2004); understanding the terminology defining cyberculture: information resources, information behaviour, informational worldview, information environment, etc." (Ivanshina, 2012).
Moral-legal	Formation of a system of conscious rules and behavioural frameworks, ethical principles regarding interaction in virtual space, development of cybersecurity and cyber hygiene skills.
Behavioural	Formation of the ability to analyse information resources, and identify their possibilities; the ability to isolate, analyse, systematise, use, transform, adapt, store, integrate, and transmit information; the ability to use various software products; skills in applying modern information and communication technologies in professional activities.

Source: authors' development

Considering that the culture of using modern cyberspace has a complex structure of interconnected components, dictated by the challenges of the present, their content is constantly changing following technological, social, and cultural trends.

Conclusions

The issue of using modern cyberspace is particularly relevant in the context of globalisation, cyber threats, the digital divide between generations, and the growing influence of misinformation. The culture of modern cyberspace usage is a complex and multifaceted phenomenon encompassing technological, ethical, social, and legal dimensions, necessitating a comprehensive and integrated approach. Contemporary information and communication technologies offer individuals unprecedented access to information and knowledge, facilitating personal growth, enhancing quality of life, and enabling new levels of achievement. A digitally literate society, and its individual members, value information and information activities, possessing the knowledge and skills to independently utilise information

technologies while adhering to cybersecurity and cyber hygiene practices.

Based on the analysis of scientific research on the subject, it was determined that the culture of cyberspace usage is a comprehensive characteristic of an individual, which includes a system of knowledge, skills, values, and behavioural norms that ensure the appropriate, safe, and ethical use of digital technologies and resources in the modern informational environment. Like any other concept studied as a complex qualitative characteristic of an individual, the culture of using modern cyberspace has a component structure (informational, moral-legal, and behavioural components) and indicators of their manifestation. Considering that the issue of forming a culture of cyberspace usage is multifaceted and interdisciplinary, the prospects for further research lie in identifying effective ways to develop a culture of modern cyberspace usage. Specific attention should be given to issues such as personal data protection, cybersecurity, the development of critical thinking, and the ethical use of products in the information environment.

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Conflict of Interest

None.

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Зміст і структура поняття «культура користування сучасним кіберпростором»

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Анотація. Актуальність теми обумовлена стрімким розвитком цифрових технологій, які стають невід’ємною частиною повсякденного життя сучасної людини. Зростання обсягів інформації, доступної в кіберпросторі, та складність її ефективного використання вимагають нових підходів до формування культури взаємодії з цифровими ресурсами. Формування культури користування кіберпростором є ключовим чинником для забезпечення безпеки, етичності та продуктивності в цифровому середовищі. Метою статті було визначено актуалізацію та аналіз проблеми культури взаємодії особистості в сучасному кіберпросторі, яка стоїть у центрі перетину багатьох наук – педагогіки, психології, філософії, культурології та ін., а також розкриття змісту та структури ключового поняття дослідження – «кіберкультура» – через призму дотичних до нього понять (загальна культура особистості, цифрова культура, інформаційна культура, медіакультура). У статті акцентовано увагу на тому факті, що в основі кіберкультури як певного зведення правил спілкування та існування інформаційного суспільства у віртуальному просторі лежить комунікативна практика, що регулюється певними вимогами і рамками з огляду на те, що комунікація у віртуальному просторі не має кордонів і меж. Розвиток суспільства характеризується масовим, стрімким і часто безконтрольним залученням особистості у віртуальний соціум, характеристики якого не завжди відповідають навколишнім реаліям, а тому особливого звучання набуває поняття кіберсоціалізації як один із показників кіберкультури. У статті особливу увагу акцентовано на тому факті, що культура користування сучасним кіберпростором не може не впливати на суспільний контент та свідомість конкретної особистості, на її стереотипи і модель поведінки в реальному соціумі, створюючи і репрезентуючи нові вимоги і потреби, привносячи корективи у конструювання особистості та фактори її вияву і впливу на оточуючих. Поряд з цим автори статті погодились з твердженнями сучасних дослідників щодо безмежних можливостей цифрового простору в міжособистісній комунікації, особливо в ситуації обмеження спроможності реалізувати власне «я» в умовах реального соціуму

Ключові слова: інформаційна культура; медіакультура; цифрова культура; кіберкультура