Svetlana Vinogradova, Saint Petersburg, Russia

Information management and configuration of the world

Abstract

The effective functioning of any system depends on the nature of information flow processes. In particular, this refers to the system of international relations. Prospects for changes in the configuration of the world's space cause fierce debates. Some scientists and politicians link the future of our planet with the activities of "world government", the other – with the creation of a "global empire", the third – with the formation of "global governance". From the implementation of these models depends on what will be our world in the future: unipolar, multipolar, or it will get some different structure. Today, renewed relevance of the word "Who owns the information – owns the world". We can meet a remake of the phrase: "Whoever controls the information controls the world". In this context, the important is who will retain the dominance in the field of information. Undoubtedly, the digital divide is one of the challenges of the emerging world order. The development of social networks has shown that new technologies can be used in constructive and destructive purposes. Therefore, the problem of information governance in the modern global world requires a deep theoretical analysis, which is intended to become the basis for practical solutions in the field of information and communication.

Information is an integral part of management processes, including social and political governance. The effective functioning of any system depends on the nature of information flow processes. In particular, this refers to the system of international relations. “In the era of globalization, we can talk about the global
configuration of forces, which must comply with the global cultural code and a special management model” (8). Prospects for changes in the configuration of the world's space – unipolar or multipolar - cause fierce debates. Some scientists and politicians link the future of our planet with the activities of "world government", the other – with the creation of a "global empire", the third – with the formation of "global governance". From the implementation of these models depends on what will be our world in the future.

In our report, we want to pay particular attention to the global governance model. Global governance is seen as a process in which the actors of world politics and international relations reacting in order to solve problems that go beyond national or regional frameworks. Arisen in the course of the development of ideas of environmental protection and sustainable development, the concept of global governance retains continuity and simultaneously has undergone major changes. The researchers of this issue note that the model corresponding to the realities of the XX century, today is in need of revision.

As well-known Russian academician N.P. Shmelev said, “neither bipolar nor unipolar system of global governance are unable to adequately respond to global challenges of this time. To replace them came a new system – a multipolar, multilateral regulation of the world, preserving many elements of previous systems, including the Security Council of the United Nations, and the international Monetary Fund, and world trade organization, etc.”(10, p.8).

Non-governmental organizations can become an important component of global governance. In particular, this is due to their large information capacity and great potential of network interaction. The development of social networks has shown that new technologies can be used in constructive and destructive purposes. Therefore, the problem of information governance in the modern global world requires a deep theoretical analysis, which is intended to become the basis for practical solutions in the field of information and communication.
In the second half of the XX century was clearly manifested the international community's concern at the disbalance in the field of information and communication. Assumed particular importance in the problem of international legal regulation of information flows, which are considered as instruments of social control and are used by those who have power and those who seek this power to win (9). The confrontation between supporters of the New international information and communication order and the adherents of the free flow of information has demonstrated that there are serious contradictions between different regions of the world and between different actors of international relations. Later, not justified hopes that the onset of the electronic era would lead to the failure of concepts of order and control in the sphere of information and communication.

Today has not lost its relevance issue of who will dominate in the field of information and communication. There is a serious concern, that control of global telecommunications infrastructure (both technically and in terms of content) will continue to be the prerogative of private transnational commercial structures belonging to the world's financial elite, which will implement its power, using the possibilities of the modern information technologies (6).

Undoubtedly, one of the modern manifestation of an information imbalance is the digital divide. ICT Development Index (2015) demonstrated, that “The first 30 places in a rating are traditionally taken by the countries with a high income level that speaks about strong interrelation between the income and progress in the ICT area, authors of research specify. Nearly two thirds from 30 countries conducting in a rating — European where the joint standard and legal base and an accurate set of priority spheres of activity, the purposes and tasks have helped the countries to turn into the advanced information economies. 30 leading countries are among also economy with the high level of the income from the Asia and Pacific region and North America” (7). By the data of ICT Development Index (2015), the first place in the ranking of ICT belongs to South Korea (7).
In 2014 leading position among the largest media companies kept Google. Second place went to DirecTV, in third place – Walt Disney, the fourth - 21st Century Fox (5). In 2016 Alphabet Inc., which is owner of Google, has become the most expensive in the world.

However, we can observe some changes in the information map of the modern world. In 2014, according to the report “Top Thirty Global Media Owners” (unique ranking of the largest media companies in the world), “Chinese state broadcaster CCTV for the first time entered the rating and ranked it 23rd place, beating at the level of media income Facebook. Free CCTV controls 22 and 23 pay-TV channels, its share in the advertising market of China is around 25%. Another Chinese company Baidu finished in 28th place, beating Microsoft. Baidu is the largest search engine, the local equivalent of Google, which is not present on the Chinese market” (5). In developing countries, most prominent place occupies Brazilian media company Globo, which is also represented in the "Top Thirty" (5).

The ICT Development Index (2015) demonstrates, that two-thirds of people who have the ability to access the online environment, live in developing countries. Actively is increasing the rating of Costa Rica, Bahrain, Lebanon, Ghana, Thailand, United Arab Emirates, Saudi Arabia, Suriname, Kyrgyzstan, Belarus and Oman (7). Thus, the information picture of the world is becoming more diverse.

The future of information and communication processes is associated with Internet governance – “the development and application of shared principles, norms, rules, decision-making procedures, and programs that shape the evolution and use of the Internet” (4). In 2015, it took place the next Internet Governance Forum (IGF) – “multistakeholder, democratic and transparent forum which facilitates discussions on public policy issues related to key elements of Internet governance. IGF provides enabling platform for discussions among all stakeholders in the Internet governance ecosystem, including all entities accredited by the World Summit on the Information Society (WSIS), as well as other institutions and individuals with proven expertise and experience in all matters related to Internet governance” (1).
Forum was focused on matters such as the Internet and human rights, cybersecurity, Internet economy, inclusiveness, openness and diversity of information, multistakeholder cooperation etc. (1)

Formation of Internet governance concepts related to the idea of sustainable development, which “has been a focus of international public policy since the Earth Summit in 1992. It identifies three core objectives for human development – economic growth, social inclusion and environmental sustainability <…> In September 2015, a UN summit will place Sustainable Development Goals (SDGs) at the heart of its Post-2015 Development Agenda, which will guide development until 2030” (3). According to UN Secretary General Ban Ki-moon, “In 2015, we embarked on a journey – a journey of climate action, a journey of sustainability, a journey of prosperity for all the nations and communities sharing this one planet. ICTs and the Internet must help drive this journey” (2).

Thus, we see a clear link between the concepts of global governance, and Internet governance. Of course, the concept of Internet governance can be accused of utopianism. Nevertheless, it does not only develop the ideas of international legal regulation of information flows, set out in the second half of the last century, but also reflects the changes in the configuration of our world.

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