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PRIORITIES AND FEATURES OF GUARANTEEING PSYCHOLOGICAL SECURITY IN CONDITIONS OF SUSTAINABLE SOCIETY DEVELOPMENT

ABSTRACT

The authors have analyzed the essence and manifestations of globalization, and its impact on society through the spread of artificial intelligence usage. The peculiarities of the global information environment and the impact on the psychological state of the individual, group of individuals, territories, and society have been determined. The importance of the information environment in society has been proven, including through the process of internetization, new developments that are used not only for professional needs but also in human life, "smart things", and "smart home". The components that form the consciousness of the individual and can encourage the growth of psychological load, including vulnerable groups of the population in conditions of sustainable society development (children, elderly people with certain mental illnesses, vulnerable to changes) have been determined.

The main trends in the development of artificial intelligence and the spread of the information field, its coverage of the living space, and the life of the modern person have been analyzed. The main directions of the modern global world development with the growing role and scale of artificial intelligence have been generalized. The reaction and perception of the main innovations in human life have been determined. The influence of artificial intelligence on society has been determined, and intellectual capabilities, psychological threats, and consequences for an individual, a group of individuals, and society have been determined. A survey to identify attitudes towards the spread of artificial intelligence in all spheres and sectors of the world economy and everyday life has been conducted. The main directions of leveling information and psychological risks and threats have been substantiated. It has been proven that the information load on a person or a group of persons can lead to significant (unpredictable) social challenges and pose a threat to public safety (social security). The directions of neutralization of social load have been determined. The attitude of young people to the spread of artificial intelligence has been generalized, and the need for information protection has been determined. The vast majority of respondents believe that the spread of artificial intelligence is threatening. The need to implement a strategy for the development of artificial intelligence, taking into account the needs of society, individual spheres, and sectors of the economy has been determined. The relevance of implementing measures to protect the information field and confidentiality of information, control over information, as well as approaches to guarantee the psychological security of the individual, group of individuals, and society. An important component of the strategy's effectiveness is the implementation of appropriate educational activities in order to disseminate relevant knowledge and skills, prejudices, and protection of personal information space. Educational activities can be implemented in the context of adult education with the acquisition of appropriate soft skills.

Keywords: globalization, intelligence, psychological safety, "smart home", sustainable development, artificial intelligence, digital services, education

JEL Classification: M21, M11, Q12, O13, D20

INTRODUCTION

The globalization environment is filled with information that can have a significant impact on people's behavior in professional activity and everyday life. Information risks for society can be associated not only with the volume and intensity of information, but also with the readiness of various segments of the population to perceive it, analyze, generalize and determine possible consequences, and prevent dangers. The level of information load is constantly growing. The Internet environment has an increasing impact on society, moving from ordinary computer technology to goods used in everyday life, namely: TVs, cars, cameras, drones, telephone gadgets, information tabs for refrigerators, washing machines, irons, ovens, as well as information boards of various information content around. The internetization of social processes has led to an almost constant human environment, which not only brings information to everyone, but also controls certain actions. A person who wants to be in the circle of events, will constantly refer to the source of information even without feedback, which is a consequence of information dependence. The globalization information environment has a significant impact on the psychological and, consequently, on the physiological state of a person almost constantly. This effect can be most dangerous on adolescents and the elderly. Such manifestations are confirmed by the spread of various types of social programs offered on the Internet (join a game that ends in suicide). The beginning of 2021 in Ukraine began with a new wave of teenagers' participation in such dangerous games. Most of these manifestations are carried out by artificial intelligence, which is programmed to increase the level of fear and danger to parents for their children, such social dangers can lead to a significant increase in public distrust of law enforcement and established cyber police departments. Any social disturbance is dangerous for society. Society should consciously react to such dangerous manifestations and timely prevent risks, protect the confidentiality of its personal information space, and not be indifferent.

That is why the assessment of the environment and prevention of social threats (information load, psychological load) should be carried out at the state and interstate level, have a systemic nature and be based on the coherence of interests of different participant groups. The experience of the last 20 years proves that the global information environment is becoming more threatening and large-scale. The dissemination of dangerous information, especially for adolescents, is becoming a significant threat to life, physical and mental health. The study of the main directions of neutralizing information threats and creating opportunities to protect the individual, society and global peace is a significant prerequisite for the global security of the world, its individual regions, states, people, groups of individuals, families, and individuals. Protection against information manipulation is possible provided that threats are prevented at all levels and approaches to the permanent protection of personal information are introduced.

LITERATURE REVIEW

Collecting, processing and summarizing information requires certain knowledge, skills and competencies. Professional information processing is primarily focused on the choice of alternative management decisions. Information management in everyday life is complicated by the constant strengthening of the information environment on the emotional state of an individual or a group of people. The process of internetization and the expansion of the sphere of artificial intelligence influence in various fields of activity increases the need for information management and the relevance of its perception and processing.

Thus, the information load has a significant impact on each individual and requires an appropriate protective response to neutralize psychological threats. Consciousness control through information is a significant threat to any society and requires the provision of the necessary knowledge and skills that will protect or prevent the appropriate manipulation of consciousness. The information environment can have a significant impact on the ethical, moral and socio-cultural qualities of the individual, population and society as a whole. A sufficient level of knowledge, skills and competencies will provide protection from information that can be dangerous and change the perception of social events. Understanding potential threats can protect against manipulation and guarantee the preconditions for information and psychological security at all levels (from local or personal, to social and global). The relevance of the issue lies in the significant growth of artificial intelligence's influence on the consciousness of the individual. Artificial intelligence can be used to increase the level of social tension in society, conflict situations, military conflicts, manifestations of terrorism, etc.

Thus, the company Samsung [1] provides great opportunities for consumers to use "smart things". The company's development strategy is focused on modern trends in the creation of "smart things" that can not only provide information but also conduct an appropriate assessment of situations and summarize information in order to justify certain alternative solutions. The use of such "smart things" in everyday life shows that the need to develop and create them justifies the company's investment. But the influence of "smart things" and their constant environment has not been studied, nor such

studies have not been published. The "smart things" offered by the company are designed to increase the level of usability, but what is the impact of artificial intelligence on human consciousness, a question that remains unanswered.

The relevance of personal protection and guaranteeing information and psychological security has been studied at various levels, from the local to the global level. Significant research is being carried out by international organizations, including the World Economic Forum and the World Bank Group [2, 3]. The information is summarized and made public for a wide range of users, including taking into account the level of political, economic, and social globalization, adaptation to the changes that are taking place. The essence of globalization processes and their manifestations have been studied by a large number of authors, including Bauman Z. [4], Bebyk V. M., Bek U., Belorus O. G. [5], Bochan I. O., Vilan Ch. [11], Vlasov V. I. [6], Watts M., Galchinsky A. S. [7], Geld D., Gerst P. [8], Dolgov S. I., Zamyatin D. N., Zelenov L. O., Kochetov E. G., Lindsey B., Moiseev M. M., North D. [10], Skaze R., Sokolov V. V., Thompson G. [8], Robertson R. [9], Shishkov Yu. V., Yakovets Yu. V. The authors have studied the features of globalization processes manifestations in various spheres and sectors of the world economy, opportunities and threats of transnationalization, and the expansion of the sphere of corporation's influence, including information and telecommunications. The aspect of psychology has not been defined as the main direction of the authors' research. Some conclusions of psychologists and doctors are due only to the personal observations of the authors.

Pantserev, K. A., Golubev, K. A suggest that the need for the development of advanced technologies is considered by states as essential to ensure their global leadership and technological sovereignty, and the problem of technology abuse is based on artificial intelligence (AI) [14]. Bazarkina & Pashentsev [15] and Zelinska [16] identify the main risks and threats associated with national and international psychological security in the BRICS countries (including China, India and Russia), and the abuse of artificial intelligence (AI). Averkin [17] consider the main goal to develop effective tools to counteract the destructive psychological impact on man, society and the state. Zelinska [18] argues that it is a person, his intellectual potential and his knowledge that are the locomotive of ideas and the guarantee of sustainable society development. The authors consider the use of hybrid intelligent systems to support decision-making based on fuzzy cognitive maps, methods of hierarchies and artificial neural networks as a tool of such psychological warfare [17]. Raval [19] gathered up-to-date information on AI for COVID-19 and then evaluated it to determine its potential application to highlight significant opportunities, challenges, and directions of research resulting from the rapid introduction of AI in a number of areas: health care, psychiatry, education, the packaging industry, data and network security, and the business-to-business (B2B) marketing industry during COVID-19. Jayachandran [20] explore future research trends for smart grids, such as the Internet-based communication infrastructure, distributed demand-response through artificial intelligence and machine learning solutions, and also broadband protection and monitoring based on synchrophasors (WAMPC) [20].

Much attention has been paid to this research topic by Ukrainian scientists, in particular: Andrusiv [21], where the authors proposed to use the ideas of the smart specialization concept as a new model of Ukraine's region's economic development in order to equalize interregional disparities. Zelinska [22] and Simkiv [23] have analyzed the global trends of human development and sustainable development and have determined that Ukraine has an extremely urgent need to move to a model of sustainable development, due to: a large share of raw materials and energy-intensive industries in the overall economy, leading to depletion natural resources with a high level of environmental pollution, which negatively affects the population health. In most methods, the assessment of the internetization process, including according to the criteria of the World Economic Forum, is considered only in terms of the positive dynamics of society, individual state, region, and territory. Most threats and challenges remain in the "zone of uncertainty".

Ensuring the development of any society, neutralization of social unrest should be associated with the creation of an appropriate information and psychological atmosphere, which should have a controlled format. "Smart home", "smart things", and various accessories of wide functionality are relevant at the time. At the same time, information overload or its dangerous format can lead to significant threats to the psychological safety of the individual, and social threats to certain groups of the population, and territories. Therefore, the issue of guaranteeing psychological security should be considered in the context of current trends in the world and the spread of the information circle, which can be a requirement of time and a dangerous "weapon". International organizations should have a significant impact on the implementation of approaches to neutralize such threats; through regulatory levers, they can determine the "rules of the game" and punishments for relevant violations, misuse of information, its concealment, or artificial adjustment for the needs of individuals or groups of individuals. The process of internetization and the expansion of the sphere of artificial intelligence influence o in various fields of activity increases the need to determine common priorities and solve urgent problems in an effective partnership, even taking into account the convenience of the digital format of life.

Highlighting previously unresolved parts of the overall problem. The World Economic Forum held in Davos in 2021 [2] proves the need for further research and identification of current areas of threats neutralization that may arise in society

due to the spread of artificial intelligence. Such issues are on the agenda of the World Economic Forum in Davos every year due to the growing dependence of the world community on artificial intelligence, in the context of information dissemination, promotion, protection and change in relation to certain user groups, stakeholders, groups of individuals and activities of information corporations and their subsidiaries in the world. Various non-formal educational activities aimed at understanding the essence of artificial intelligence, its capabilities and potential threats are becoming more and more popular. The importance of dependence on the digital space has become widespread due to the pandemic (Covid-19), which since 2019 has forced humanity to reduce close communication and spread the use of appropriate digital technologies for various information, cooperation and social processes. Remote communication technologies have become a part of everyone's life. The question of internetization convenience and the threat to information, technology, and the pace of the spread of artificial intelligence remain relevant.

Information environment and means of disseminating information through various types of technology are a requirement of the time, but also a threatening trend. World American corporations BigTech - Google, Apple, Facebook, Amazon at the forum faced a reaction to their activities from representatives of the leaders of the European Union: "Companies should not have such independence, influence and scale." A decision was announced, that provides for the allocation of funding and the development of strategic transformations in the EU in order to develop and implement various digital projects. The European Union is trying to create an alternative to the BigTech group - Google, Apple, Facebook, Amazon In order to protect its own interests.

At the level of the European environment, the need to form an appropriate list of digital market rules was announced, and relevant legislation was adopted that will have an impact on all digital market participants and partners (on digital services, digital markets). Attention to this issue at the World Economic Forum in Davos proves the need for further research and implementation of practical areas for the protection of the individual, territory, group of individuals, segments of the population, and society.

The tendency to spread "dubious news" and relevant information through various means of its transmission is also threatening. Dissemination of such information may be of some interest to individuals or groups of individuals. The scale of such manifestations in the global society has increased tenfold only in the last 5-7 years. The European environment tries to protect the information field and information and psychological security of the population, so it actively implements measures to prevent and neutralize information risks (deceptive or dubious news, deceptive or dubious information), primarily by strengthening control over information, increasing responsibility for provided, published, disseminated information, as well as through raising awareness and understanding the information through adult education and their acquisition of competence in the field of soft skills.

The assessment of scientific statements shows that certain issues related to the psychological security of the individual are not related to the spread of artificial intelligence usage and its impact on certain groups of the population, in certain territories. The issue is especially relevant in the context of the influence of historical, mental, ethnocultural and socio-demographic factors, as an unprepared society may receive more manifestations of a threatening nature than development priorities. Artificial intelligence is a requirement of the times and is widely used in areas where it is dangerous for a person to work (chemical, nuclear, space, pharmaceutical, mining, control or defense, surveillance for control purposes, vaccine development, etc.). But the expediency of such dissemination should be conditioned by measures that will ensure the protection of the individual and control over the information dissemination, features of a threatening nature for the world community at various levels of government. At the international level, such measures are related to the activities of cyber police, international organizations that are focused on preventing such threats.

The psychological load on a person as a part of society begins at the local level, including due to the growth in the scale and speed of dissemination of deceptive or dubious information, deceptive or dubious news, information that is aimed at changing or correcting consciousness. Most fraudulent activities are implemented due to a lack of information about the need to preserve their own information and its protection, with an appropriate level of trust or distrust of third parties. Children, adolescents, elderly people, and persons with mental disabilities, including those acquired through certain changes in the environment, are especially vulnerable in their physical and psychological states. At the same time, everyone should try to keep confidential information about themselves, if it is in the legal field. (The most common are military conflicts, social disturbances, social tensions, pandemics, man-made and environmental disasters, etc.).

The relevance of the issue for the global world determines the need for the implementation of systemic measures at all levels of government and proves the activities of states that are actively developing and implementing the regulatory framework for digital markets, digital services, and digital technologies. What are the needs of the global world, individual territories and individuals? This issue remains controversial.

AIMS AND OBJECTIVES

The Purpose of the Article is to substantiate the essence, priorities, connections and features of the processes associated with ensuring psychological security in the context of digital development of the global world, expanding the scope and scale of artificial intelligence usage in the conditions of a sustainable society.

METHODS

Methodologically, the research is based on identifying opportunities for the implementation of effective partnerships to neutralize threats, reduce negative impacts and protect against information that is threatening, especially for certain segments of the population, certain territories and countries. In order to substantiate the priorities of guaranteeing the psychological security of the individual, a survey of participants in the educational process of Mykolajiv National Agrarian University on the expansion of artificial intelligence usage and increasing dependence on "smart things", digitalization and internetization. Respondents had the opportunity to form their own vision and assess the situation regarding their personal perception of the information space and the impact on their psychological state, reaction to the digitalization of processes, and determine personal advantages and disadvantages.

The main task of the study is to determine the relationship between internetization and psychological load on the individual, the coherence of interests and dissemination of knowledge to neutralize psychological threats, the individual's response to deceptive or dubious information, certain digital services, expansion of artificial intelligence usage, adaptation to change

RESULTS

The conducted survey of applicants for the higher education of the Mykolajiv National Agrarian University within the framework of the discipline "Economic Security", "Global Economy" and "Sustainable Development of Society" allowed us to determine the vision of the essence of "artificial intelligence" and the attitude to the spread of its scope. The main question "Artificial intelligence: convenience and dependence in everyday life, threats, risks in the scope, future expectations" provided an opportunity to summarize the results of the survey and identify, mainly, the threatening nature of young people's expectations due to the spread of artificial intelligence, understanding the need for its use and scale of distribution in the global world. More than 100 participants in the educational process took part in the survey (Table 1). Most of the respondents believe that artificial intelligence can be threatening to the psychological state of the individual, especially the category of vulnerable people, including adolescents. The results were presented in discussions during thematic "round tables" on security issues at different levels (from global to local, from local to global).

Table 1. The results of a survey of participants in the educational process on the spread of artificial intelligence usage. Notes: Method: survey of respondents. Survey period: 2019-2021. Supervisor: Professor Vyshnevska O. M. (Source: based on the results of the participants' survey in the educational process of the Mykolaiv National Agrarian University)

Nº	Survey responses (mainly support distribution)	Nº	Survey responses (mostly do not support distribution)
1	Time requirement	1	Degradation of human consciousness
2	Development of spheres and branches of the world economy	2	Threats to personal data security
3	New technologies	3	Manipulation of human consciousness
4	Digital technologies	4	Impact on human psychological health
5	Speed of information dissemination	5	Release the population part through replacement by artificial intelligence (partially, completely)
6	Different sources of information	6	Disappearance of professions
7	Access to information	7	Hacker attacks
8	Development of cyberspace	8	Action with a clear algorithm can be threatening to digital systems
9	Control over the information movement	9	The spread of a passive lifestyle
10	Control over the areas of information usage	10	Deterioration of people's physical health
11	Control over users of different content	11	The processes of degradation of certain territories, certain layers of the population

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Table 1. (continued)

№	Survey responses (mainly support distribution)	№	Survey responses (mostly do not support distribution)
12	Increase free time	12	Loss of individuality
13	Intelligence is a living being, it is a person who has certain knowledge, skills, experience, the logic of thinking, intuition	13	Control over the information environment by third parties, observation
14	Digitization of individual processes	14	International cyber threats
15	Performing difficult and dangerous tasks	15	Limitations of thinking
16	Perform tasks on dangerous objects	16	Location (location of the person)
17	Elimination of the consequences of man-made disasters	17	Psychological pressure due to the content of information (mostly negative information)
18	Elimination of natural environmental disasters consequences	18	Dissemination of information attacks
19	Use in the field of vaccines	19	Information wars
20	Use in space	20	Reducing the number of printed publications
21	Use in the field of medical care	21	Propagation of electromagnetic waves
22	Use of unmanned aerial vehicles	22	Expanding the scope of fraudsters
23	Use in transport infrastructure	23	Increasing dependence on various information sources, social networks
24	Use in port infrastructure	24	Distribution of game portals on social networks, including dangerous game portals
25	Use in field development, climate change tracking, etc.	25	Increasing the level of dependence on social networks, the opinions of others, etc.
26	Formation of forecasts and results of observations in different ecosystems of the world	26	Increasing the scale and pace of misleading information dissemination
27	Wide selection of IT products	27	Monopoly of transnational IT corporations

According to the already gained experience of communication and observation of the reaction to the question, most respondents indicate the priority of the first part of the answers to the question, as most young people understand the relevance of things that are comfortable and modern, necessary in modern life, everyday life and in the workplace, while studying and realization of their professional abilities.

At the end of the discussion, most respondents change their point of view, realizing the set of possible threats. The information is summarized in order to determine the existing vision of social manifestations and the level of significant dependence on things that are formed to help and simplify the implementation of certain professional and everyday tasks. There is a question of the complexity of understanding of advantages and lacks, the definition of the optimum balance between "necessary" and "superfluous". In order to clearly reflect the reaction of respondents to the question of the optimality between the relevance of use and the threat, a clear boundary is noted, which is formed in Figure 1. The convenience of using "smart things", "smart home", and constant access to information in accordance with the interests of respondents has been determined.

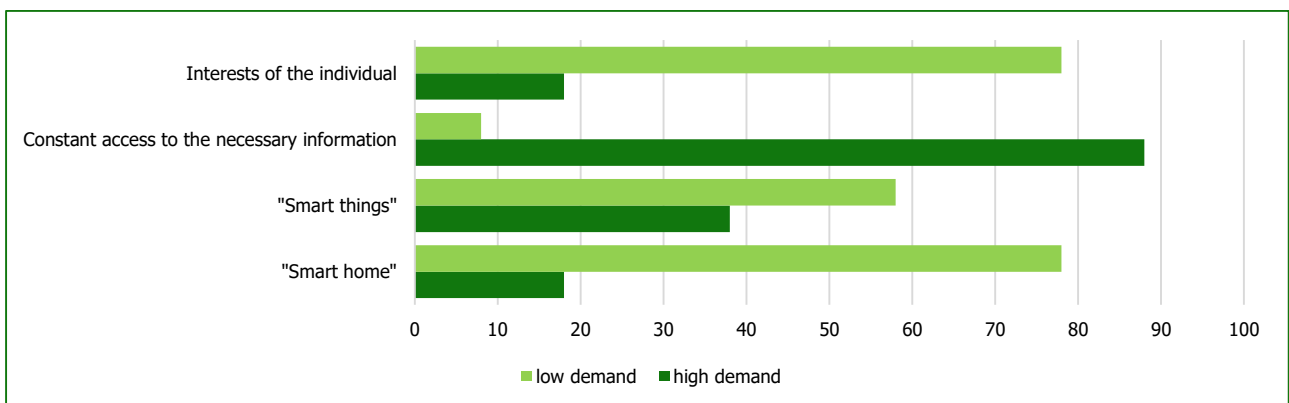


Figure 1. The share of respondents' responses to the need to use artificial intelligence, %. (Source: according to the results of a survey of participants in the educational process of the Mykolasiv National Agrarian University)

Respondents' attitudes towards "smart things" and "smart home" remain balanced due to their relatively high market value and insufficient rate of such things distribution in the life of the population majority of the sustainable environment (effective demand). The first two categories occupy the category of high demand from 20.0 to 40.0 percent. The balance of respondents' interests changes significantly in the need and availability of information. The level of high demand increases to 90.0% of respondents' answers, but the majority does not associate this access with interests. Most respondents consider this to be a general rather than a local need for the interests of the individual. The need is related to the expansion of knowledge, skills and relevant competencies in the field of soft skills, the development of adult education during globalization transformations. He-Tech has a wide and active implementation in the educational environment, which is proved by the experience of the Foundation for Educational Initiatives. Educational projects of the Fund for Educational Initiatives are developed and implemented on a partnership basis, including the participation of grant funding. The activities of the Foundation for Educational Initiatives are related to raising the level of information culture and opportunities to master digital technologies in various fields.

The Foundation for Educational Initiatives, implementing charitable projects, creates ecosystems close to business realities, within which active young people have the opportunity to experiment, develop competencies, make mistakes with minimal risks in order to create or strengthen their platform in the business world [13].

The end of the discussion determines the change in the priorities of the respondents who note the need for information but in its protected format. Most note that information dissemination, access to it, the use of software, convenient things in life, the development of areas and sectors of the economy are significantly dependent on artificial intelligence. But the threatening and deceptive (doubtful) nature of the information field can significantly affect consciousness and change the behavior of a person, a group of people, and society. That is why there is a need to develop and implement systemic approaches to the implementation of sustainable development strategies, as well as the spread of artificial intelligence.

It is advisable to form a strategy of sustainable development at the state level, taking into account the technological readiness of the subjects, to introduce not only dissemination technologies but also information verification and control. The development of digital technologies, the spread of the need for digital services, and the development of the digital market have become a new format of life in the global world. Spheres of the world economy are actively implementing collaborative robots (robots), which focus on changing the format of learning, approaches to learning and understanding of modern processes, given the significant dependence on technology and opportunities to expand the digital market. The strategy for the development of artificial intelligence in Ukraine is formed on the experience of other countries and submitted for public discussion. The current state of implementing the artificial intelligence systems in various fields and areas of activity, directions of adapted technologies creation in production and service spheres, determination of further development forecast and readiness of research implementation, including in education, knowledge transfer, and development of adult education. Creating chatbots to organize the educational process and control the level of gained knowledge.

Adult education takes into account learning during life and determines the main priorities of its expansion in view of the needs of the modern globalization environment. Lifelong learning is a relevant and widespread social phenomenon, due to the significant impact on society of globalization processes and phenomena, increasing the needs of individuals, groups of people, and society for adaptation. Additional knowledge, skills and competencies are determined by the social needs of the global environment, increasing the level of information and psychological threats, as well as the need to form the preconditions for guaranteeing public (social) security and psychological security of the individual. The main result of practical implementation is to create a public good through the self-development of the individual, protection of his or her information and psychological security, and spreading the scope of informal approaches to acquiring knowledge, skills, practical skills and competencies according to interests and needs (Table 2).

Table 2. Features of the introduction the education forms and the possibility of creating an individual educational trajectory of interest.
 (Source: summarized by the authors)

Form of education	Requirements for the provision of educational services	Opportunities for acquiring knowledge	Personal result
Formal education is education that is acquired in accordance with licensed educational programs and involves the achievement of established programmatic learning outcomes by applicants.	Certification of educational programs, licenses for the provision of educational services in accordance with the requirements of the Ministry of Education and Science of Ukraine, the National Agency for Quality Assurance in Higher Education.	Educational institutions and their structural divisions, production bases of stakeholders, educational platforms for distance learning.	Educational programs Passing of the distance courses with granting of the corresponding certificates (working professions) Certification training Internship Academic mobility Dual form of education.

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Table 2. (continued)

Form of education	Requirements for the provision of educational services	Opportunities for acquiring knowledge	Personal result
Non-formal education is education that is acquired mainly through educational programs and does not provide for the award of educational qualifications and allows you to obtain the necessary knowledge in accordance with the needs and interests.	The work of educational centers is not regulated by state bodies. There are no separate requirements for educational programs.	Institutions, organizations, individuals, distance learning platforms.	Self-education Self-development Public initiative Expanding the range of interests, opportunities, activities Psychological adaptation and resilience Intellectual development. Public communications.
Informal education is education that involves the self-organized acquisition of certain competencies in everyday activities that are related to professional, social or other activities, family, leisure.	The educational activity is not regulated, it encourages the expansion of knowledge and skills, competencies of the individual as needed, taking into account vital interests.	Centers, clubs, meetings, creative teams, sports sections, places of communication, etc.	Self-education Self-development Public initiative Public duty Employment by interests Dissemination of knowledge Psychological adaptation and resilience Socio-cultural development Psychological help Psychological assessment Public communications. Adaptation of participants to changes.

When forming the main tasks of the activities it is necessary to take into account the features that provide three main levels related to the physiology of personality, namely: the level of meaningful perception and memory, which is manifested in the reproduction of educational material; the level of knowledge application and methods of activity on the model or in a similar situation; the level of creative application of knowledge and methods in various fields and activities.

The first level of activities implementation is the readiness and assimilation of knowledge, the second level is an adaptation to changes and approaches to the provision of educational material, the third level is the comprehension, processing of educational material. The creation of social (socio-educational) centers should be carried out taking into account the territorial division, the most effective is on the basis of the united territorial communities [24, 25]. The social benefits of the project can be summarized taking into account the already gained practical experience of EU countries. The potential circle of stakeholders can be a significant number of people who can be involved in various areas and activities of the centers. Conventionally, all participants can be divided into four main groups: the first group - provides knowledge in the field of formal, non-formal, and informal education; the second group - gains knowledge, skills and competencies according to interests and needs; the third group - coordinates the process of cooperation and provides information and consulting services (coordination center for all activities); the fourth group - other interested participants in the provision of educational services in the field of formal, non-formal and informal education.

The effectiveness of the practical implementation of the project depends on the interests of all participants, individual preferences and common tasks that need constant adjustment in view of the needs of young people, people of retirement age, vulnerable groups. Cooperation at all levels will allow for the coordination of actions and ensure the activities of the centers on a partnership basis, taking into account the professional and vital needs of society sustainable development. Taking into account the need to reduce the information and psychological load on the population, coordinators or tutors from an educational institution will need to ensure the following activities implementation, namely: organization, coordination and adaptation of the educational process; monitoring the interests of participants, the formation of interest groups; conducting psychological and pedagogical diagnostics of the participants as necessary, at the request of the parties; development and implementation of correctional programs of educational activities, taking into account age groups and selected interests (intellectual, creative, sports, volunteer interests); development and implementation of programs for the development of youth and expanding the range of interests, employment, participation in public life of society (territorial community); development and implementation programs to increase the level of the individual social responsibility; development and implementation of programs with the aim of promoting an active and healthy lifestyle, expanding the level of employment through participation in public events, expanding the range of interests and responsibilities of the individual; limiting the manifestations of asocial personality behavior, fostering tolerance and tolerance for oneself and other participants, working in a team, fostering communications; attraction of participants in the educational process of the university

to the implementation of joint activities, including with the participation of student self-government; dissemination of knowledge on the psychological culture of a person, consulting and conducting trainings, seminars, webinars on interests; individual counselling of stakeholders in order to reduce the information and psychological load and increase the level of interest in self-development and learning, expanding communication ties, participation in the public life of society; expanding the scope of moral and ethical education (individual, group), increasing individual responsibility when working in a team, achieving individual educational results in accordance with globalization processes and sustainable development of society.

Public results for regional development will be ensured if participants communicate effectively through a focal point, which may be based in an institution or educational institutions.

DISCUSSION

The essence, priorities, connections and features of educational processes in the globalizing world must be related to ensuring psychological security in the context of digital development of the world, expanding the scope and scale of artificial intelligence usage. Adult education provides ample opportunities to adapt to digital global change and limit the negative effects of the information environment. The use of artificial intelligence is a requirement of the modern global world and each of us should be ready to accept and use it in professional activities and everyday life with a minimum negative load on the psychological and physiological state. Educational institutions (educational and social centers) should have a significant impact on the implementation of the strategy for the sustainable development of artificial intelligence and adaptation to the digital world.

The question of the impact of modern processes of informatization and internetization, the expansion of the spheres of use of artificial intelligence on the psychological state of the individual is indisputable and remains relevant due to the growing need for adaptation to changes. Solving the issue is possible on the basis of effective interaction in society, the creation of educational opportunities that will allow everyone in need to get the opportunity to adapt to the world of information, digital technologies and artificial intelligence. The means of solving the need is the effective interaction between the participants, which acts as the basic basis for adapting the personality to changes and reducing the burden on the psychological state.

CONCLUSIONS

Social (socio-educational) centers are widespread in the world. Japan is an example of such centers of a wide range for the elderly. Interest centers and lifelong learning opportunities are good practices in most European Union states. In defining the main vectors of cooperation with Ukraine, the European Union envisaged the possibility of implementing educational competencies and developing the possibility of introducing non-formal and informal education, increasing interest in participating in such programs and projects of a globalization environment. The coordinators of such projects should be educational institutions that have experience and opportunities to provide various educational services. It is participation in the work of such centers that solves an important social task - it does not allow a person to feel indifference of the environment and to be able to communicate by interests. Such centers allow a person to be an active participant in public life and not lose or feel a personal need. Educational centers are an opportunity to gain additional knowledge, spend time and join an active lifestyle for young people. Communications in educational centers are set to reduce the level of psychological burden on the individual, increase its interest in life and self-realization in the professional and hobby spheres. Psychological assistance can be provided in addition, if necessary. But the basis of psychological safety is joint events at various levels, participation in events, interest, responsibility, personal interests, manifestation of qualities in teamwork, education of ethical and moral personality, increasing the level of tolerance, helping others, preserving the sphere of existence, tolerance, initiative. Such centers are an important advantage in the development of a sustainable society. The result is a society in which everyone feels their importance and role, providing appropriate preconditions for guaranteeing public safety.

In view of modern globalization processes and the spread of information space, the understanding and perception of information, readiness for digitalization and the use of artificial intelligence are a priority and relevant in guaranteeing the psychological safety of an individual. The existing need can be provided by appropriate interaction, which will allow the individual to protect himself from the information load and adapt to changes.

The practice of social (social and educational) centers proves the effectiveness of the interaction of participants and their interest in obtaining new knowledge and skills, practical skills in the field of digitalization, reduces psychological stress due to the increase in the level of understanding of the information space.

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ПРІОРИТЕТИ Й ОСОБЛИВОСТІ ГАРАНТУВАННЯ ПСИХОЛОГІЧНОЇ БЕЗПЕКИ В УМОВАХ СТАЛОГО РОЗВИТКУ СУСПІЛЬСТВА

Авторами досліджено сутність та прояви глобалізації, її вплив на суспільство через поширення сфер використання штучного інтелекту. Обумовлено особливості глобального інформаційного середовища та вплив на психологічний стан особистості, групи осіб, територій, суспільства. Доведено значення інформаційного середовища на суспільство, у тому числі через процес інтернетизації, нові розробки, які використовуються не лише для фахових потреб, а й у побуті людини «розумні речі», «розумний дім». Визначено складові, які формують свідомість особистості та можуть спонукати до зростання психологічного навантаження, у тому числі на вразливі групи населення (підлітки, літні люди, особи, які мають певні психічні захворювання, вразливі до змін) в умовах сталого розвитку суспільства.

Проаналізовано основні тенденції розвитку штучного інтелекту та поширення інформаційного поля, охоплення ним простору життя та побуту сучасної людини. Узагальнено основні напрями розвитку сучасного глобального світу зі зростанням ролі та масштабів штучного інтелекту. Обумовлено реакцію та сприйняття основних інновацій у побуті людини. Визначено вплив штучного інтелекту на суспільство, обумовлено інтелектуальні можливості, психологічні загрози та наслідки для особистості, групи осіб, суспільства. Проведено опитування з метою виявлення ставлення до поширення штучного інтелекту в усіх сферах та галузях світової економіки та повсякденному житті. Обґрунтовано основні напрями нівелювання інформаційно-психологічних ризиків та загроз. Доведено, що інформаційне навантаження на особу або групу осіб може призвести до суттєвих (непередбачуваних) суспільних викликів та мати загрозу для суспільної безпеки (соціобезпека). Визначено напрями нейтралізації суспільного навантаження. Узагальнено відношення молоді до поширення сфери штучного інтелекту, обумовлено потребу захисту інформації. Переважаюча більшість респондентів вважає, що поширення сфери штучного інтелекту має загрозливий характер. Обумовлено потребу реалізації стратегії розвитку штучного інтелекту з урахуванням потреб суспільства, окремих сфер та галузей економіки, територій. Доведено актуальність реалізації заходів щодо захисту інформаційного поля та конфіденційності інформації, контролю за інформацією, а також підходів щодо гарантування психологічної безпеки особистості, групи осіб, суспільства. Вагомою складовою результативності реалізації стратегії є проведення відповідних освітніх заходів з метою поширення відповідних знань та вмінь, упереджень та захисту особистого інформаційного простору. Освітні заходи можуть бути реалізовані у контексті освіти дорослих з набуттям відповідних компетенцій soft skills.

Ключові слова: глобалізація, інтелект, психологічна безпека, «розумний дім», сталий розвиток, штучний інтелект, цифрові послуги, освіта

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