

SOCIAL KNOWLEDGE IN MODERN SOCIETY

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Annotation

Humanitarian knowledge is designed to influence a person, spiritualize, transform his moral, ideological, and ideological orientations, and contribute to the development of his human qualities.

Keywords: social knowledge, modern society, human and society, social cognition, social relations, social forecasting.

Introduction

Social relations are the most important aspect of every person's life, since we are all members of society and cannot exist without it. There is a whole field of knowledge devoted to the study of various social processes – social cognition. And today we will talk in detail about what it is and what features it has. Features of humanitarian knowledge: understanding; referring to the texts of letters and public speeches, diaries and policy statements, works of art and critical reviews, etc.; the inability to reduce knowledge to unambiguous, universally recognized definitions.

Social and humanitarian knowledge is the result of social cognition.

The correct approach to social phenomena allows us to describe and understand them. This means that social cognition should be based on the following principles.

- to consider social reality in development;
- to study social phenomena in their diverse connections, in their interdependence;
- to identify common (historical patterns) and special in social phenomena.

Any knowledge of society by a person begins with the perception of the real facts of economic, social, political, and spiritual life – the basis of knowledge about society and people's activities.

Social cognition is the process of acquiring and developing knowledge about a person and society.

Social cognition is the process of people getting to know each other through communication and other ways of interacting. In addition, social cognition is a field of knowledge that studies the peculiarities of human interaction and all kinds of social situations. We will focus on the second meaning. Social and humanitarian knowledge are interpenetrable. There is no society without a person. But a person cannot exist without society either.

Social knowledge plays an important role in our lives because it allows us to understand and interact with the people around us. It helps us to adapt to social situations and function successfully in society. Social knowledge provides us with information on how to show emotions, communicate, resolve conflicts, and make decisions. It helps us develop empathy skills, understand other people's point of view, and respect differences between people.

In addition, social knowledge helps us create and maintain social connections. It allows us to establish contacts with new people, build trusting relationships and receive support from others.

Social knowledge is also important for our professional development. It allows us to be successful in teamwork, conduct effective negotiations, manage conflicts and negotiate.

The knowledge of society and the processes taking place in it has, along with the features common to all cognitive activity, also significant differences from the knowledge of nature.

This field of knowledge is based mainly on empirical methods, therefore it uses such sources as:

- historical experience (knowledge that can be extracted from the history of mankind by analyzing different stages of the existence of human society);
- social practice (the process of natural development and transformation of society);
- social reality (observations of the current state of society).

Each type of cognition has features that can affect the accuracy, reliability, accessibility and other characteristics of the knowledge obtained. In the case of social cognition, the following features can be mentioned:

The object and the subject overlap or coincide. The researcher is himself a part of society, and many of his observations are related to his own social life.

The complexity of applying scientific methods. In this field, many methods of scientific cognition are inapplicable or can be used very limited (for example, methods such as observation or experiment can be used only after obtaining consent from the study participants).

The subjectivity of the researcher. Since the researcher is himself a part of society, his conclusions may be biased. The reason may be both the peculiarities of perception and the researcher's self-censorship (for example, currently any researcher will avoid formulations that can be considered politically incorrect or infringing on someone's rights).

Significant errors. It is impossible to ensure high accuracy in social research. For example, when conducting a survey, the researcher does not always understand how honestly the respondents respond.

All methods of social cognition can be divided into two large groups: empirical and theoretical. Let's look at both categories in more detail.

Empirical methods:

Testing. Various psychological, social and other tests are carried out in medical examinations, social studies, when applying for a job and in other situations.

Questionnaires and surveys. This method is similar to testing, but the participants simply share their subjective opinions.

Expert assessment. Researchers observe how individuals or groups of people behave in different situations.

The study of social attitudes. The predisposition of individuals, groups and society as a whole to commit certain actions and make a specific choice is studied.

Observation. A certain object (for example, a psychotherapist's patient) can be monitored for a long time, allowing you to explore his inner world.

Sociometry. This is a way of researching and measuring interpersonal relationships, developed by the American social psychologist Jacob Moreno (a study of relationships in small groups is being conducted).

Theoretical methods:

Making hypotheses. Based on observations, hypotheses are created that allow predicting the development of social relations. Subsequently, these hypotheses are tested and confirmed or refuted.

The formation of scientific abstractions. It is a way of scientifically representing human actions.

Conclusions. If a certain sequence of events repeats, it can be concluded that there is a pattern.

Statistical approaches. These are various studies that allow us to obtain important statistical data (research on attitudes to certain issues, study of ratings of politicians, etc.).

Classification. There are many signs that allow you to divide people into groups. For example, according to the type of temperament, all people are divided into choleric, sanguine, phlegmatic and melancholic. And representatives of each of these types behave absolutely differently in social relations.

Analytics. Research and careful analysis of documentary data also allows you to obtain important information.

Social perception or social perception is a cognitive process that provides an understanding of other people, their desires, goals and motives. We constantly receive non-verbal signals that other people consciously and unconsciously send to us, "read" facial expressions and gestures, and track the intonation of speech.

Under the influence of causal attribution, we attach some kind of meaning to all these signals, which affects our perception of this person. For social perception, the nonverbal component of communication plays an even greater role than the verbal one. In this regard, there are separate areas in psychology that study the influence of various aspects of communication on social perception. These are such areas as:

Paralinguistics. This is a study of non-verbal signals transmitted by intonation and other features of the voice.

Extralinguistics. Studies signals such as coughing, grunting, giggling and other details added to speech.

Kinesics. Studies facial expressions, gestures and other signals transmitted by body and face movements.

Proxemics and chronemics. These are areas that study the spatial and temporal features of communication.

Social forecasting

People have always wanted to know what the future holds for them. But if earlier various signs and mystical practices were used, then in the XX century futurology became the source of predictions. This is a set of scientific and near-scientific disciplines that try to theoretically predict how the world will develop based on available data.

Of course, there are different directions of futurology. Sometimes it includes such literary genres as utopia and dystopia. But there are also areas in it that are supported by real scientific observations. One of these areas is social forecasting, a scientific discipline that tries to predict how human society will develop and how interpersonal and social relations will change in the future.

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There are 3 types of social forecasting:

Forecasts for the near future. This type of forecasting covers 30 years and provides a fairly high accuracy. It allows you to assess how the population of the planet or individual countries will change, how people will interact with each other, how the level of education will change, whether there will be enough food, medicines and other goods.

Forecasts for the foreseeable future. This view covers the period of the future between 30 and 80 years from the current moment. It does not provide special accuracy, but it allows you to predict the general trends in the development of human society and social relations.

Forecasts for the vast future. This type implies forecasting events that will occur 80 years or more after the current moment. Only hypotheses and assumptions are possible here, so such forecasts are the lot of science fiction writers.

There are 3 main methods used in social forecasting:

Modeling. This is the construction of a model of society with a lot of details and its research.

Expertise. This is the study of a number of expert opinions and drawing up a definite conclusion based on them.

Extrapolation. This is the study of how a certain process develops and the dissemination of knowledge gained for the future.

Social cognition is a vast field of knowledge that explores the laws of existence and development of human society. Despite the fact that this discipline may not have a solid scientific foundation, it is a very important activity that can significantly improve the quality of life and relationships between people in the future.

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