

PHILOSOPHY

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Face as a technological object

It is analyzed the phenomenon of the face as a technological object from the viewpoint of the philosophy of technology. Information and communication technologies do not simply change existing social practices, but "reontologize" the world, creating a new environment for existence. The human face begins to play an increasing role in the digital world, going far beyond self-presentation. The phenomenon of the popularity of social media has brought many photo and video images to digital reality. Having existed for a short time only as a reflection of physical reality, faces have become a "data bank" used for a variety of purposes. Face is both an object of digital identification (for access control, searching for an individual, analyzing a human flow), and property that can be used with malicious intent. The proliferation of altered faces, simulacrum faces that do not belong to anyone, digital copies of the dead bring digital reality to a new level of illusion.

Key words: face, technological object, deep fake, digital society, information and communication technologies, digital reality.

March 1, 2021
