PHILOSOPHY

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Socio-philosophical problems of digital identity in the context of the 4.0 revolution

The relevance of the research is connected to the socio-scientific analyse the consequences of the impact of the industrial revolution 4.0 on a person's understanding of him|her-self, his/hir place and role in the context of a new socio-economic reality. The purpose of the article is to analyze the features of digital identity in order to develop recommendations for improving the effectiveness of personal digital content management. As a result of the research, various research approaches to personal identification in the digital environment were analyzed; the essence of the concept of "digital identity" was clarified. Digital identity is presented as a symbolic system within which the special role of simulacra is revealed. The practical recommendations have also been developed for creating digital personal content and managing its security.

Key words: revolution 4.0, digital identity, digital identity as a symbolic system, simulacra of digital identity.

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