

PHILOSOPHY

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Theoretical and methodological foundations of social management research in the context of digitalization of society

The article analyzes the process of social management in the context of the digital transformation of modern society. The theoretical and methodological foundations of the concepts of social constructionism and the representation of power are considered, the features of digital society as a new environment for the institutionalization of management practices are revealed. It is shown that digitalization not only transforms organizational forms of management, but also changes the mechanisms of their symbolic reproduction, visualization and legitimization. Particular attention is paid to the interdependence of the design of management processes and their digital representations. The need for cognitive and ethical reflection of digital forms of social management is justified.

Key words: digital governance, society, personality, the illusion of control, social governance ontology, cognitive inequality, algorithmic responsibility culture, digital representativeness of power.

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