

## **THE HUMAN IN THE WORLD OF MOBILE TECHNOLOGIES**

The ubiquity of mobile technologies has led to a significant transformation of the environment [1,p. 5]. Mobile phones have become associated with the qualities of mobility, portability and settings. They fit into new ways to be yourself (or constructing identity and belonging to the Group); new ways of organizing and conducting their lives; new ways of keeping in touch with friends, family; new ways of access to services, education, etc.

Current technology, in fact, transformed person "Homo mobilis" [3, p. 74]. Here are the specific features of "Homo mobilis" 1) is always open for intercultural communication; 2) is fluent in several languages; 3) loves to travel the world; 4) be all the time in the on-line system. Mobile phone dissolves the boundaries between work and leisure, but also between public and private life, as well as private and public space. 'The fundamental difference between the world of people and things of the world loses its obviousness, where logically should be the need to establish' relations between the categories of material and symbolic, of property and social '[2, p. 99].

"Homo mobilis" in the world of mobile technology is the leader. Unlike conventional surveillance devices and phones, sensors may monitor the billions of people around the world. The boundaries between 'being-in-the cyberworld' and 'being-in-the-world-physical' are becoming increasingly blurred. With regard to the rights of the user, the cyberworld presents itself to him or her through a variety of interfaces, which are now well adapted to the human body and simulation of the physical world.

Such interfaces are technical, requiring technical devices such as a certain kind of desktop, laptop, can be a portable or implanted microchip. This device automatically assigns a number (e.g. IP address) in cyberspace. It is identifiable through this number, which can be combined with other numbers, type the coordinates of time and location. The user of the digital device connected to the

cyberworld and, willingly or unwillingly, is identified with the number of the device so that, in some way, the user's identity itself becomes that number in the space network.

Inhabitant of the cyber world can request data from all over the world in accordance with his or her interests, which are a reflection of personal identity, that is, how this man understands him-or herself to be in the world [4, p.130 -131]. "The future of the human race on this planet, therefore, may depend on the extensive and intensive "digitization "of each individual" [2, p. 498].

Thus, location-based technologies and applications for mobile phones attract attention and raise new ethical issues for engineers, politicians and users. These systems collect and combine data in new ways, so we must learn how to assess them as well in a new way.

#### Literature:

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