

VISUALIZING FUTURE: OVERVIEW OF RESEARCH APPROACHES

The article analyzes contemporary research approaches to the problem of visualization of the future, the images of which are formed with the help of social networks. There are considered arguments, according to which, images and forms for visualization of the future can be treated as technologies of creating new worlds (reflecting the diversity and multidimensionality of various social practices). The authors defend the thesis that images and forms of visualization of the future vary significantly in different social environments and contexts. It is suggested that every image within the visualization of the future includes many traces of individual interpretations, which influences, in turn, the processes of formation of collective shared images of the future.

Keywords: visualization, future, personalization, social and cultural practices, interactivity.

Acknowledgments

The reported study is funded by RFBR and EISR according to the research project no. 20-011-31100.

References

1. Kennedy H., Engebretsen M. Introduction: The Relationships between Graphs, Charts, Maps and Meanings, Feelings, Engagements // *Data Visualization in Society* / Eds.: H. Kennedy, M. Engebretsen. Amsterdam: Amsterdam University Press, 2020. P. 19–32. DOI: 10.2307/j.ctvzgb8c7.7. (In Engl.).
2. Chen M., Floridi L. An Analysis of Information Visualisation // *Synthese*. 2013. Vol. 190, no. 16. P. 3421–3438. DOI: 10.1007/s11229-012-0183-y. (In Engl.).
3. Tkachenko O. N. Razvitiye vizual'nogo myshleniya v sovremennoy kul'ture [Development of visual thinking in modern culture] // *Omskiy nauchnyy vestnik. Omsk Scientific Bulletin*. 2014. No. 4 (131). P. 198–200. (In Russ.).
4. Eco U. Polnyy nazad [Turning Back the Clock: Hot Wars and Media Populism] / Trans. E. Kostyukovich. Moscow: Astrel'; Corpus Publ., 2012. 608 p. ISBN 978-5-271-42089-4. (In Russ.).
5. Baudrillard J. Simulyakry i simulyatsii [Simulacra and simulations] / Trans. A. Kachalov Moscow: ID Postum Publ., 2018. 240 p. ISBN 978-5-386-07870-6. (In Russ.).
6. Aiello G. Inventorizing, Situating, Transforming: Social Semiotics and Data Visualization // *Data Visualization in Society* / Eds.: H. Kennedy, M. Engebretsen. Amsterdam: Amsterdam University Press, 2020. P. 49–62. DOI: 10.2307/j.ctvzgb8c7.9. (In Engl.).
7. Rettberg J. Ways of knowing with data visualizations // *Data Visualization in Society* / Eds.: H. Kennedy, M. Engebretsen. Amsterdam: Amsterdam University Press, 2020. P. 35–48. DOI: 10.2307/j.ctvzgb8c7.8. (In Engl.).
8. Bailey J., Pregill L. Speak to the Eyes: The History and Practice of Information Visualization // *Art Documentation: Journal of the Art Libraries Society of North America*. 2014. Vol. 33, no. 2. P. 168–191. DOI: 10.1086/678525. (In Engl.).
9. Hacking I. Pochemu voobshche sushchestvuyet filozofiya matematiki? [Why Is There Philosophy of Mathematics at All] / Trans. V. V. Tselishchev Moscow: Kanon+ ROOI Reabilitatsiya Publ., 2020. 400 p. ISBN 978-5-88373-595-9. (In Russ.).
10. Lakatos I. Metodologiya issledovatel'skikh program [The Methodology of Scientific Research Programmes] / Trans. from Engl. Moscow: AST; Ermak, 2003. 380 p. ISBN 517010247X. (In Russ.).
11. Langland-Hassan P. A Puzzle about Visualization // *Phenomenology and the Cognitive Sciences*. 2011. Vol. 10, no. 2. P. 145–173. DOI: 10.1007/s11097-011-9197-z. (In Engl.).
12. Lukyanova M. E. Vizual'nyy obraz svinguyushchego Londona v britanskoy industrii dizayna [The Visual Image of Swinging London in the UK Design Industry] // *Tvorchestvo molodykh: dizayn, reklama, informatsionnyye tekhnologii. Creativity of the Young: Design, Advertising, Information Technology* / Eds.: I. G. Pendikova [et al.]. Omsk: OmSTU Publ., 2020. P. 35–39. ISBN 978-5-8149-2868-9. (In Russ.).
13. Giniyatova E. V. Sovremennyye sotsial'no oriyentirovannyye praktiki i konstruirovaniye identichnosti: oblasti vzaimodeystviya [Modern socially-oriented practices and identity design: areas of interaction] // *Vektory blagopoluchiya: ekonomika i sotsium. Journal of Wellbeing Technologies*. 2019. No. 4 (35). P. 101–104. (In Russ.).
14. Berger P., Luckmann T. Sotsial'noye konstruirovaniye real'nosti. Traktat po sotsiologii znaniya [The Social Construction of Reality: A Treatise in the Sociology of Knowledge] / Trans. E. Rutkevich. Moscow: Academia-Tsentr; Medium Publ., 1995. 323p. ISBN 5-85691-036-2. (In Russ.).
15. Kulikov S. B., Shirokova A. V. Artificial Intelligence, Culture and Education // *AI & Society*. 2020. P. 1–14. DOI: 10.1007/s00146-020-01026-7. (In Engl.).
16. Toffler A. Tret'ya volna [The Third Wave: The Classic Study of Tomorrow] / Trans. K. Yu. Burmistrov [et al.]. Moscow: ACT Publ., 2002. 776 p. ISBN 978-5-17-062498-0. (In Russ.).
17. Ilin V. V. O prirode simvolicheskoy ob'yektivatsii: karakter konstruirovaniya ontologii v poznanii [On the Nature of Symbolical Objectification: the Character of Constituting the Ontology in Knowledge] // *Rossiyskiy gumanitarnyy zhurnal. Liberal Arts in Russia*. 2014. Vol. 3, no. 6. P. 425–442. DOI: 10.15643/libartus-2014.6.2. (In Russ.).

18. Giniyatova E. V., Semenyuk X. A., Ponomareva O. M., Zapekin S. G. Nartsissizm v sovremennoy vizual'noy kul'ture: fenomen selfi [Narcissism in Modern Visual Culture: the Phenomenon of Selfie] // Vestnik Tomskogo gosudarstvennogo universiteta. Kul'turologiya i iskusstvovedeniye. *Tomsk State University Journal of Cultural Studies and Art History*. 2019. No. 35. P. 5–13. DOI: 10.17223/22220836/35/1. (In Russ.).

GONCHARENKO Mark Vasilyevich, Doctor of Philosophical Sciences, Associate Professor, Professor of Division for Social Sciences and Humanities School of Core Engineering Education Tomsk Polytechnic University.

SPIN-code: 2784-5008

AuthorID (RSCI): 707442

ResearcherID: T-8060-2017

Address for correspondence: markgon73@gmail.com

LUKIANOVA Nataliya Aleksandrovna, Doctor of Philosophical Sciences, Associate Professor, Head of

Department, Head of Division for Social Sciences and Humanities School of Core Engineering Education Tomsk Polytechnic University entitled as Department.

SPIN-code: 7887-5126

AuthorID (RSCI): 129642

ORCID: 0000-0003-1186-0404

AuthorID (SCOPUS): 14043682600

ResearcherID: N-5955-2015

Address for correspondence: lukianova@tpu.ru

For citations

Goncharenko M. V., Lukianova N. A. Visualizing Future: Overview of Research Approaches // Omsk Scientific Bulletin. Series Society. History. Modernity. 2021. Vol. 6, no. 1. P. 79–85. DOI: 10.25206/2542-0488-2021-6-1-79-85.

Received August 27, 2020.

© M. V. Goncharenko, N. A. Lukianova