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victoria_moroz@mail.ru**INTERNET CREATIVITY AS AXIOLOGICAL RESOURCE OF PERSONALITY DEVELOPMENT**

***Abstract:** Creativity being one of the basic values is the resource of development not only of an individual but the society as a whole. Creativity is characteristic to any domain, to any activity but it becomes apparent in such a global complex sphere as the Internet. The Internet creativity can be presented in the following forms: computer art transferred into the World Wide Web by technologies, virtual technologies, e-personality creation and computer network games.*

***Key words:** The Internet, creativity, axiological resource, personality, development.*

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At present a lot of problems that have never been the subject of scientific research become relevant along with the long-time issues that seemed to have been explored for ages. During the second half of 20th century the avalanche-like profound changes occurred in the human environment caused by the scientific-technical revolution. The most incredible predictions of the fantasists materialized during one generation life-span. However technological innovations not only made a man's life easier saving him from the mindless drudgery but brought new problems never faced by the mankind before. One of such basic issues is the human dependence on the technology.

The research of creativity as the value basis of many modern technological innovations is of great importance now not only from the theoretical point of view but primarily from the practical one. The Internet has become an inseparable part of a human life. A great number of people can't live without daily visits to the World Wide Web, and the significant part of them prefers virtual communication to real one. Under these new conditions creativity being the essential value of a person becomes more important than ever. We shall consider some significant aspects of this issue.

Creativity is the activity generating new values, new ideas and stimulating a person's development as a creator. Creativity being the concept of philosophy, psychology and culture is the core meaning of human activity and embraces the increased diversity of human world. Since creativity is the developmental and evolvable form of human activity we can consider it to be the driving force of both an individual and social development. That is why mastering the creative process can be viewed as the criterion of the individual intellectual development, while the opportunity for anyone to create freely can be seen as the level of social development.

Creativity is the essential feature of a human being and the basic factor of culture formation. Culture as an environment is impossible without creativity. It is necessary to reproduce, distribute and transfer the accumulated knowledge from generation to generation, as well as innovate, that's why creativity is one of the basics of human culture.

According to many scientists the elements of creativity are present in every act and every human activity. A person is creative when he/she adds something new to a well-known activity or when modernizes the process or the result.

One should bear in mind that creativity being an inherent characteristic of a person is a combination of a variety of human traits and abilities that help not only to produce novel, original things that are valued by other people, but also enhance personality development.

Creativity is a value for the society because it is the resource of development not only of a creative person but the society as a whole. That's why one of the evaluation criteria is the significance of creativity for the society. Thus social significance of a creative product is not only "utility" of innovation but also its compliance with moral and aesthetic norms. Due to these reasons there is a tradition in different cultures of strong condemnation of "evil deed geniuses" who produce some novel and original things that don't comply with enduring fundamental values of truth, good and beauty.

Hence creativity is a process aimed at production of new cultural objects and at self-creation and self-modification which can be endless. Creative ability can be directed to the person who becomes the most significant creative product.

The Internet creativity may take the following forms:

- Computer art including pieces of art transferred into the Web with the help of technologies;
- Virtual communication;
- E-personality creation;
- Computer network games.

People can communicate by texting in Internet, though some sites and forums use some kind of robots to exchange replies with real users creating an illusion of communication. Skype has more advantages in this respect for people can see each other and talk. In any case a text, an image in a game or a piece of computer art is a creative act. As a result an object (a piece of work) or subject image is created because a person can be a creation which cannot exist in the virtual world without a response of Another [2, p.77-81].

Some scientists (G.S. Batischev, V.S. Bibler, I.F. Petrova, A.L. Nemchinova) pay their attention to the creative capacity of a dialogue. According to G.S. Batischev dialogue between people is the most creative activity, and there is nothing more communicative than one's creativity for creativity in its essence is interpersonal [1, p. 463]. From this point of view chats, forums and e-mail in the Internet can be considered creative activity.

Different users spend from 10 to 70% of their time in the Internet communicating. There are some peculiarities of virtual communication such as: corporality absence, absence of "live" contact, real names etc., but there are great opportunities for the communication:

- dialogue with oneself (e-diary)
- dialogue of one person with a number of people (live journal, e-mail)
- intercommunication of many people with lots of people (chat, forums, social networks).

The researchers point to the revival of epistolary genre in the Internet because chats, blogs, live journals and e-mail enhance creative writing. It has modified greatly in comparison with the letter writing however the skills to express one's feelings, emotions and thoughts in writing are being revived. It is pointed out that in virtual creativity individuality of a writing author becomes more expressive. The written and oral ways of transmitting information and emotions become equal under the influence of professional literature and mass culture. At the same time virtual creativity as folklore is conventional, variable, multifunctional and has some kind of syncretism [8, p. 18].

Some researchers view e-personality as a creative project that combines self-creation, anonymity, the opportunity to be unique, independent from evaluation and opinions of other people, free to express and behave in the virtual world. However we can't consider such a person to be completely free because of the absence of non-verbal communication. Hence this creative product (e-personality) is a combination of freedom and constraints.

Games have long become a creative area in the Internet. Such games are low-risk and a great opportunity environment with more space for imagination, navigation in the World Wide Web. Due to this, a person creates his character willingly experimenting with his appearance, strategy and tactics of the game, interacting with other game characters. So to some extent games have some positive potential to change and create oneself.

Hence creativity is the essential characteristic of a person, a factor of cultural formation through which one can see eternal in finite and immortal beginning in the mortal being [6, p. 101]. Third millennium opens the new opportunities for self-realization and self-actualization through a great variety of creative activities. No doubt the Internet significantly enlarged this scope. A person can reveal his creative abilities via the Internet by communicating with other people, inventing a virtual e-personality, gaming, making new products, visiting online courses of some distinguished creative people, showing one's own works in the Web.

While in socio-cultural environment of a virtual world a person can choose either simple entertainment that changes perception and hinders reflection or new patterns and stereotypes of thinking that expand creative horizons. The Internet is neither a good nor a bad invention. Once again human history demonstrates that one and the same thing can lead to different consequences depending on the values. The Internet can be helpful and peaceful enriching the users or can be dangerous bringing disasters to people. Thus the Internet can be considered to be a rich space and the means of creativity development only when a person is value-oriented at self-development, self-perfection and creation of something new, useful and beautiful.

The Internet enables a person to reproduce himself in all the affluence and variety of his relations with other people. It helps a person create, think and communicate with others being what he is, freely choosing ways of communication not only with his contemporaries but with his descendants. He can live not only in this or that socially organized environment but in the historical environment which is eternal.

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