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THE FEATURES OF PROFESSIONAL ACTIVITY OF THE PERSONALITY IN THE CONDITIONS OF GLOBALIZATION OF THE INFORMATION ENVIRONMENT

By the result of the information revolution, taking place in the end of the XXth century is becoming the formation of a post-industrial or information society in the XXIst century. One from the most actual problems of the modern society is the increase of the volume of information, with which the person has to face in the everyday, professional and social life. One from the methodological approaches to the solving of this problem is possible on the basis of the analysis of the leading conflict of the modern society. Its essence consists in the polarization of countries and population by the degree of inclusion in the global information flows.

We have developed the questionnaire, in the basis of which lay down the criteria of the degree of inclusion in the globalization of the information environment. On the basis of this questionnaire it were conducted the pilot research and it were allocated the group of professions with the highest indicators of inclusiveness. To such professions belong: a trader, a financial analyst, a programmer, an entrepreneur and a financial manager. The representatives of these professions not only adapting to the realities of the post-industrial world, but the exploiting of the new possibilities, which bring the diverse processes of globalization into the society.

In the present time the scientists and specialists have little studied the personal-psychological and intellectual features of people, the information for whom is the main working tool. For the our research we stopped on the sample of experts (specialists) in the area of the stock market. This choice is caused not only by the information specifics of this professional activity, but and by the new round of the economic development of our country. It is characterized by the steady growth of economics, the accumulation of funds by the population. The experts, studying this question, note the tendency of increasing of the interest of a private investor to the stock market. The survey of the heads of the investment institutions and the specialists on the management of assets on the market of securities is confirmed the need of research of the psychological bases of the professional activity of the stock market. Today people are in demand, which can not only quickly to select the necessary information, but, and, to process it, to make the necessary decision.

Not only the specifics of many modern professions, but the everyday social unprofessional activity are such, that for the making of various decisions is required more and more knowledge based on the diversified information. Today the quantity of selections puts pressure on the personality, that, in its turn, begets, by the opinion of Toffler A., “the overstimulation of decisions”. The information saturation of activity of the specialists (experts) can provokes the information stress and the information neurosis.

We consider, that the comparative analysis of the groups of people, possessing the different degrees of inclusiveness in the global information flows, will allow to develop not only the criteria of professional suitability, but and allowing to adapt successfully to the realities of a rapidly changing world. It is supposed to develop the professiogramm for the specialists of the stock market. The interest is presented the study of impact of the redundant information on the personality. Our further research will be devoted to these and other questions.