



HUMAN POTENTIAL (POTENTIAL) INFORMATION SOCIETY AS A DEVELOPMENT FACTOR

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A B S T R A C T	KEY WORDS
<p>In the article, the development of human potential is currently the development of an information society, modernization of the economy, social teachings, the vitality of social communities, their self-development, maintenance of social order, the development of economic, political and social spheres, the role of the subjective, human factor in solving the existing problem such issues are covered.</p>	<p>Potential (competence), human competence, "human factor", "human capital", innovation, innovative development, information society.</p>

Introduction

Development of human potential (potential) is currently the basis of development of information society and modernization of economy. Social sciences have long been interested in finding social mechanisms that ensure the vitality of various social communities, their self-development, maintenance of social order, and the development of economic, political and social spheres of their life at the same time. Solving the problem was and still is related to increasing the role of the subjective, human factor, human development, activation of investments in the individual, increasing the quality of the population and human potential, and the formation of various social capitals (economic, cultural, symbolic). When the concept of "human potential" is used, we intuitively assume that we are talking about the property (properties) of a person, group, society, which help to solve the problems faced by people in certain conditions. People have long known about these properties at the level of practical consciousness and used them in various social practices. J. Moreno and A. Maslow created the theoretical foundations of studying human potential. The first established a program of human potential research that included the development of methods aimed at promoting high performance. A. Maslow is the father of the modern socio-psychological approach to human potential. In particular, he created the concept of "peak experiences" - a high state of a person who realizes his potential. He studied the favorable conditions for the activation of "peak experiences". All those who have studied human potential are united by the belief that people usually use only a small part of their potential. The research of the proponents of this idea was based on the desire to maximize human potential. This is how the movement of human potential, expressed in the creation of growth centers in the USA in the 1960s and 1970s, appeared, where various methods of activating the "highest experiences" and "life forces" were used on a paid basis, which were supposed to find expression in positive creativity. However, in the late 1970s, the human potential movement began to decline. His supporters were sharply criticized for the inaccuracy

and inadequacy of practical mobilization activities, for their inability to reveal human potential[1]. However, the information society formation and development made this problem more urgent.

First, let's talk about the etymology of the concept of "authority". The word "potential" (Latin *potentia* - strength, power, potential) entered the Russian language in the 19th century by acquiring it from the French language, and naturally entered the Uzbek language from the Russian language. That is, the concept of potential refers to a set of possibilities that have actually become influencing factors under certain conditions. In fact, the concept of "potential" was fully developed in physics, in the context of the study of dynamic systems. If we do not delve too deeply into this aspect of the matter, then we can describe the potential of the system as its ability (possibility) to perform certain tasks. In physics, potential refers to a physical quantity that characterizes the force field at a specific point (for example, magnetic potential). In a different sense, in a certain field, for example, military potential (military potential), industrial (potential) potential of the country, economic (potential) potential is accepted. There is also the concept of human capital. Human capital is the knowledge, skills, and health that people invest in and accumulate throughout their lives, enabling them to fulfill their potential as useful members of society. Initially, human capital was understood only as a sum of investments that serve to increase a person's ability to work - education and professional skills. Later, the concept of human capital expanded significantly. According to the latest estimates made by the experts of the World Bank, the concept of human capital includes consumption expenses of families for food, clothing, housing, education, health care, and culture, as well as government expenses allocated for these purposes.

Human potential (potential) means the qualities of people (person) that fundamentally affect the results in a certain field of activity. Currently, there is no clear understanding of what human potential is. There are very different interpretations about its nature, structural elements and its relationship with "human capital", "labor potential", "personnel potential" and other concepts. Human potential (in the general sense) is the ability to demonstrate the theoretical capabilities of a person (individual) or humanity (a set of individuals) in practice. In the literature, it has other terms: "human factor", "human capital". Often in the literature, human potential is explained in the same way as the concept of human capital. Human capital is an important (but not the only) form of manifestation of human potential in the system of market relations. Human capital is related to the employee's (employee's, worker's) income due to the effectiveness of investments made in the development of professional qualities. At the same time, spending on education and others is not a guarantee of human capital growth by itself, because although there may be a statistical (correlative) relationship between these factors, there is no stable causal (causal) relationship. That is, investments in education represent only future benefits, and the concept of "potential" refers to the area where it can be used - therefore, it is appropriate to use the term "human potential" and not "human capital" here. Human potential (potential) has the following specific characteristics: systematicity: human potential has a systematic nature, which cannot be equated to a simple sum of the list of human qualities; externally determined: for the formation and realization of human potential, as a rule, "external" conditions and factors, the nature of the environment, are decisive for the existence of human potential; opacity: human potential is characterized by the presence of hidden characteristics that can manifest themselves only when certain conditions change. ("Information abilities that are not visible, but are manifested in certain conditions."); strategic description: the characteristics of human potential determine the possibilities of human development both in the short term and in the long term. The systematic nature of human potential was defined by O.I. Ivanov very broadly: "Human potential is a system of needs, abilities

and readiness of social communities to perform such activities, formed in interaction with the social environment. Its result is the improvement of previously created activities and the use of various products and the creation of new products, the characteristics of which open new opportunities for solving current social, scientific, technical, production and other problems"[2]. He distinguishes the following components of human potential: educational component — demand for specialties, literacy level of the population; labor component - choice of field of activity, employment level of the population; competitiveness component - society For the purpose of analysis, we will look specifically at the service sector, which includes science and education. The socio-economic importance of this sector is that it is necessary to ensure the reproduction of the labor force and the growth of labor productivity. As a result, we can conclude that the innovative economy does not develop by itself. Innovation is formed by a set of qualified specialists who provide development, implementation and management of innovative development processes. Such specialists must have the appropriate potential, and first of all, they must be educated. It should be noted that the value of human potential cannot be expressed only by cost. In addition, in principle, it cannot be done only quantitatively, because there are no methods of direct measurement of capabilities. But at the initial stage of research, in order to understand the phenomenon of human potential, it is important not to calculate its value in any formal way, but to evaluate the existing economic conditions in order to improve the quality of social life in order to realize the human potential in work or other socially recognized activities. If such conditions exist, the carrier of human potential (potential), economic growth and social development can be realized as human capital, which is a source of income for society as a whole[3]. From the point of view of the science we are studying, human potential is the priority in any model of the information society. This means that attention to human potential is intended to improve the quality of socio-economic life. One of the priorities of the information society is innovative activity. Innovative activity is a qualitative change of the economy and other areas of society using the newest and latest information. Because the development and implementation of innovative projects, the training of professional personnel with the ability to manage innovative processes is one of the main tasks of the transition to the innovative economy[4]. The word innovation has become "fashionable" these days. Our view of human potential as the basis for the development of the information society implies its innovative description (character). Let's consider the term innovation. Innovation (in English «novation») is an introduced innovation that ensures a qualitative increase in the efficiency of processes or products required by the market. It is the final result of a person's intellectual activity, his imagination, creative process, discoveries, inventions and rationalization[5]. An example of innovation is the introduction of products (goods and services) with new consumer characteristics to the market or the qualitative improvement of the efficiency of production systems. Innovation is not just something new or innovative, but something that significantly improves the efficiency of an existing system. At the same time, for its implementation, the innovation must respond to current socio-economic and cultural needs. Such conditions have not yet been fully created in most of the CIS countries, including Uzbekistan. In fairness, we must also admit that there are serious efforts in this area. It is possible to demonstrate the effective activity of the Ministry of Innovative Development of the Republic of Uzbekistan, which was established at least a few years ago. In particular, the main tasks of the Ministry specified in the decision of the Cabinet of Ministers of the Republic of Uzbekistan No. 545 dated 27.08.2021 "On measures for the organization of the management system of scientific and innovative activities" include tasks directly related to the formation of an information society in

Uzbekistan, including: "...long-term on the basis of scenarios, to apply scientific achievements to priority areas and industries and to develop a strategy for innovative development of the country; to increase the intellectual and technological potential of the regions, to form modern infrastructures for scientific and innovative activities; development, approval and control of state programs related to scientific activity; coordination of the system of academic personnel training; introduction of effective mechanisms for involving young people in scientific and innovative activities and comprehensive support for their initiatives; attract investments, increase the activity of the private sector and develop venture-based financing in the implementation of scientific and innovative projects; conducting financial, economic and technical expertise of projects implemented on the basis of innovative developments and providing necessary conditions for the implementation of intellectual property objects; strengthening the integration of science and production based on the identification of the needs of the real sector of the economy and production sectors for scientific development and innovation and the development of sector scientific-research works; commercialization of new developments[6].

Conclusion:

Most businesses today still use cheap labor and see wages as a source of cost savings rather than a form of investment. Therefore, there is no reason to say that hired labor (which is also one of the socio-economic forms of human potential (potential) in the system of market relations) is reproduced in the form of capital, not a commodity. We note that the 25th goal of the development strategy program of New Uzbekistan for 2022-2026 envisages "Conducting work aimed at making the digital economy the main "driver" sector and increasing its size by at least 2.5 times." Because it can be said that the digital economy is the main basis of the information society.

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