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**«HYBRID HUMAN» AS A PRODUCT OF DIGITAL SOCIETY.
STRENGTHS AND WEAKNESSES**

**«Гибридный человек» как продукт цифрового общества.
Сильные и слабые стороны**

Our society exists in the era of digitalization. A modern person does not simply adopt new tools; he or she is undergoing a fundamental shift in the very nature of human being. The aim of this research is to prove that 1) digital transformation of industrial and social life is under way of creating a new social entity called «Hybrid Human»; 2) the transformation into «hybrid human» has both positive and negative consequences.

First of all, it is necessary to clarify the terminology. Generally speaking, the term «hybrid human» (elsevier.blog/hybrid-humans-genetic-diversity/) stands for individuals whose «origin refers to the combination of genetic material from two or more distinct human populations». Expanding this explanation, one can say that a person living under conditions of technological advancements, namely faster internet, smarter phones, automation of daily routine tasks combines digital and physical existence, whereby the physical essence is continuously augmented and transformed by a digital identity.

Main part. There are several factors enhancing the transformation of «homo sapiens» into «hybrid human». These factors play both positive and negative role. They are as follows.

1. Powerful Internet connection changed traditional communities that were determined by shared geographical space: town's neighborhood, workplace, village. Washing out geographical borders leads the formation of communities by similarity of interests or sympathy. Today, an individual can feel a member of global groups that are not connected geographically. For example, Discord channel enthusiast group, professional network LinkedIn, support group Reddit for people suffering from rare medical diseases. These communities are communities based on interests, beliefs or goals, but not imposed by geographical conditions. Enlarged belonging beyond immediate physical surrounding leads to the growth of diversity of thoughts and links and their sharing. From other side, there is a danger that the society of «hybrid humans» loses cultural identity and place-based social capital can be eroded.

2. Changing of the paradigm of knowledge. The paradigm of knowledge of «hybrid human» has changed. The collective, dynamic and chaotic Internet as the resource of knowledge is replacing traditional libraries and encyclopedias. «Hybrid human» prefers operating «wikified» knowledge which is vast and easily accessed but often doubtful and

unreliable. Moreover, the information on Internet sites can be constantly changing. Today's learner never knows what Internet source is worth to trust which is not reliable. «Information cacophony» is rising misleading a contemporary learner. From the positive side, the process of learning has been democratized, everyone can have access to any training course and present his opinion anywhere.

3. Transformation of a person's identity. A «hybrid human» has two identities: a physical and a digital one. The digital identity is perfect and unblemished; everyone can create digital personality according to his or her taste both physically and mentally. However digital personality and real personality do not always coincide. The digital identity can be accepted and estimated by all which is not the case in real life.

4. Formation of a digital «self». The scientists suggest that a «hybrid human» has a digital «self» within the social networks and virtual world. The digital «self» or digital «myself» is a powerful means of self-actualization that allows the real person knowing himself or herself better. Some aspects of a personality suppressed in real life due to various causes can be expressed in virtual reality.

Conclusion: The society is living in shifting reality. This shift has created what some call the «Hybrid Human»: someone who lives in both the real world and the digital one. Thanks to the Internet, people are more connected and informed than ever, but they also face problems like feeling disconnected from local communities, being overwhelmed by too much information, and struggling between who they are in reality and who they are in digital space. This change is not to be fought, but is to be guided. That means it is necessary to teach people how to think clearly, how use digital tools wisely and how to connect in person, not just online, and the most important is to protect personal freedom and mental health in a world full of screens and digital noise. The scientists believe that «hybridization was not just a side effect but a creative force in human evolution».

References

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