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THE INNOVATIVE DIRECTION OF TRANSFORMING THINKING AS A NEW IDEOLOGY OF INFORMATION PROCESSING

Science moves forward, generally, proportionally to the mass of knowledge that received earlier. However, today's rapid transfer of information and the replacement of some data by others sometimes lead to the opposite effect, when the amount of knowledge does not contribute to the growth of science, and prevents to it. So, today the totality of information that received by a person per day, can be compared with an array of Big Data, to which data are available from everywhere, structured and unstructured, needed, secondary and frankly unnecessary knowledge. To focus on the relevant or unambiguously and objectively to classify the information, when the sources of its receipt for so many, and the speed of its update is so great, is very difficult and requires extraordinary efforts from any person, and from the person who accepts the decision – the more.

The concept of information development is the basis of methodological transformations in economic processes, the modernization of which is due to the influence of theories of information, global communication and the symbol.

The establishment of information thinking as a specific category of modern worldview is the result of the conceptual development of economy and society with a change of the status of knowledge and information. The phenomenon of information thinking is to reorient knowledge and skills of the individual to solve tasks of any complexity with the formation of the most acceptable result. The phenomena of informational thinking combines the parameters of modern society, for which the characteristics of postmodernism are inherent – the priority of information technologies in economic processes and the competencies of «information human». Thus, the coordination of new values with general rules without asymmetry is carried out in the transition to an innovative type of thinking, in which the ideals of technologically minded society are laid. It is important to determine the proportions between the destructive and constructive content of information thinking as the prospect of actualization of economic processes with a positive result of changing of established worldview.

Information thinking differs by changing the ideology of understanding information with the formation of new skills that based on new principles of information management:

1. Rejection of the principle of the hierarchy in information – all information is important without the allocation of secondary data. The possibility of taking into account various data without the need for their sorting to relevant and irrelevant became available though the development

of information technology.

2. The rejection of binary logic – priority of large databases for the formation of universal knowledge. Modern features of information processing allowed operating with Big Data and applying analytical appendices in the processing of information that greatly improved the quality parameters of the decisions taken.

3. Rejection of unambiguous information conclusions – any information can be transformed and modified to create different hypotheses and alternatives. The formation of information constructions in accordance with the task and parameters of the business structure has become accessible, which made it possible to personalize each decision with a timely assessment of threats and prospects. The rationality of information provision in the generation of new knowledge should include a full range of relevant data necessary for the development of professional judgments, on the basis of which decisions are made. A significant proportion of information that interests the expert is professional information: the information needed to complete the task and information for professional development. For the complex extension of knowledge the specialist needs information that allows identifying factors of influence and predicting the dynamics of enterprise development, justifying managerial decisions in accordance with the realities of the enterprise's activity in the market environment.

Thus, proposed principles describing distinctive features of information processing in accordance with the conditions and factors of the information society and economy as a continuous process of interaction of management subsystems, the effectiveness of which is determined by the level of implementation of new technologies and intellectual decisions.

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