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RESEARCH ARTICLE

Personal Activity of Russian Youth in the Space of Digital Prosumerism

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ABSTRACT

This article presents the results of a massive online survey of students (N=523), whose specialty involves the creation of digital products (software engineering, media communications, journalism) from the position of personal growth and self-realization, studying at universities in the city of Kazan. The leading research method was a questionnaire survey of students aged 16-35 years. It was found that 52.7% of respondents are involved in the production of digital products. From among prosumers 21.1% are engaged in the creation of multimedia content, 18.4% participate in the development of websites and applications, 1.6% publish information on Wikipedia and other sources accumulating knowledge, 6.6% develop open source software, 11.3% use the digital environment to engage in art and decentralized creativity, 6.6% participate in the creation of video games, 4.6% write news blogs and try their hand at journalism, 13.3% write blogs or articles on social media, 2% are involved in the development of artificial intelligence or machine learning, and 5.9% use educational technologies. The majority of respondents (62.5%) identified the need for personal self-expression and creativity. This study will allow us to assess the features of students' integration into the culture of prosumerism in order to pose new research questions.

INTRODUCTION

In modern society, proactive digital prosumeristic practices aimed at creating new products, projects, and network locations are becoming an increasingly important way of personal and professional self-realization for young people. The digital environment provides a person with a wide horizon of choice (what and who to surround himself with, what to consume, and how to realize himself). It is a tool that allows everyone to assert their own subjectivity and personality. Following mass consumption, digital production is gaining momentum today. New features of self-realization set a certain public request: self-realization in the digital sphere.

The research problems are determined by two interrelated trends in modern socio-cultural development. Firstly, the authors address the phenomenon of digital prosumerism as a digital space that localizes the personal activity of young people. In this space, identity formation occurs through processes associated with the production of products and network communication, which mediate this kind of activity (Denegri-Knott, Zwick 2012; Budenkova 2019; Plotichkina 2013).

Secondly, digital culture, as a complex system of interactions between humans and digital technologies, forms new creative practices, behavioral patterns, social and cultural hierarchies, and creates unusual ways of self-expression, changing, and self-representation, i.e., transforms and problematizes identity. What factors determine the personal and collective identity of a digital prosumer? What is decisive in the formation of identification markers, and how does identification occur in conditions of "mixing" realities? The search for answers to these questions sets up a problematic field of research.

1 MATERIALS AND METHODS

In April 2024, a survey "Proactive practices of personal self-realization of youth in the digital environment" was conducted, the purpose of which was to identify the main areas of digital prosumerism that are of interest to students from the perspective of personal growth and self-realization. The object of the study is methods of digital self-realization; The subject is the peculiarities of the implementation of digital practices of the prosumerist type among young people. The purpose of the study is to identify the characteristics of student participation in the creation of digital products.

Research hypotheses:

1. Among students in specialized areas of training, a high degree of prosumerist activity can be traced

2. Prosumeristic activities of students are associated with existential worries about the problems of self-realization in the digital space

A spontaneous sample was used with control for gender, age, place of education, and place of residence (n=523). The following samples were formed: software engineering, intelligent robotics, virtual and augmented reality technologies (Kazan Federal University, 110 people), software engineering (Kazan Aviation Institute, 214 people), design (Kazan Federal University, 10 people), design (Kazan University of Architecture and Civil Engineering, 5 people), media communications (KFU, 121 people), Journalism (KFU, 72 people). The average age of respondents is 23 years. To study the prosumerist practices of student youth within the framework of this study, Kazan students of these particular directions were selected, which is due to the availability of the sample and the research hypothesis that students of these particular directions are most involved in prosumerist practices.

The empirical research method is an online questionnaire format. This sampling system is due to the difficulty of determining the properties of the population due to its heterogeneity. This method seems to the authors to be effective, since it allows one to obtain adequate feedback from young people and the necessary amount of information for philosophical and sociological analysis and conceptualization of the phenomenon of digital prosumerism as a modern form of proactive practices of personal self-realization of young people. The online questionnaire contained 12 questions (closed and semi-closed) that addressed various aspects of the respondents' participation in the creation of digital products. The survey was conducted from February to April 2024. The questionnaire was conducted on the basis of Google Forms, the data was processed using a statistical package.

The theoretical and methodological basis of the study is the concept of prosumerism by E. Toffler, according to which "the civilization of the Third Wave begins to erase the historical gap between producer and consumer, giving rise to a special economy of tomorrow, combining both active factors – "prosumer" economics" (Toffler, 2004).

As part of the development of Internet technologies, as well as new forms of digital services, E. Toffler's concept is being updated with renewed vigor. The study by A. Bruns is another methodological basis for the work; in it, the author substantiates the concept according to which today a new type of prosumers can be observed. The concept of "produsage", introduced by A. Bruns, represents the situation of the disappearance of the roles of "consumer" and "end user" within digital communities that participate in the joint creation and dissemination of information and knowledge. At the same time, the differences between producers and users of content become relatively insignificant.

Using an online survey, respondents were interviewed with the main characteristic – students of Kazan universities, whose areas of training are related to digital production.

The questionnaire included open and closed questions that allowed us to obtain qualitative and quantitative data on the characteristics of respondents' participation in digital production. The maximum age of participants is 35 years, the minimum is 16 years. The available spontaneous sample consisted of 523 (n=523) respondents. Of these, 58% study at the Kazan Federal University, and 42% at other universities in Kazan.

In accordance with the rules for organizing sociological research, anonymity was maintained, participants answered questions on a voluntary basis, and the confidentiality of personal data was ensured.

2 RESULTS

1. Constant interaction of users with digital content, presence in various user spaces leads to the fact that the term "production" is transformed: the features and conditions of its use change and expand. Today, "User-led content 'production' is instead built on iterative, evolutionary development models in which often very large communities of participants make a number of usually very small, incremental changes to the established knowledge base, thereby enabling a gradual improvement in quality which – under the right conditions – can nonetheless outpace the speed of product development in the conventional, industrial model" (Bruns, 2008).

As a result, the produced content does not have a rigid hierarchy and becomes universal, flexible, decentralized, continuously evolving, responsive to social change, based on collective efforts. The proactive digital practices, bearing signs of digital prosumerism, represent a trend of social self-organization, because exactly the users initiate the creation of online communities within which digital products are produced and distributed.

In this regard, respondents were asked to answer the question "Are you involved in the production of digital products? Which ones? According to the data received, 52.7% answered the question in the affirmative, respectively, 47.3% of respondents do not participate in the production of digital products.

Of those who are representatives of digital prosumerism, 21.1% of respondents are engaged in the creation of multimedia content (video, audio, graphics), 18.4% of respondents are involved in the development of websites and applications, 1.6% publish information on Wikipedia and other sources accumulating knowledge, 6.6% develop open source software, 11.3% use the digital environment to engage in art and decentralized creativity, 6.6% of respondents participate in the creation of video games, 4.6% write news blogs and dabble in the field of journalism, 13.3% of respondents write blogs or articles for online publications in social media, 2% are involved in the development of artificial intelligence or machine learning, 5.9% are involved in the field of educational technologies (development of training courses, platforms, online consultations, etc.), 5.5% are involved in the promotion and marketing of digital products. The remaining 3.1% of respondents indicated other areas of digital production.

To the question "What is the main purpose of your digital content production activities?" the following answers were received: 62.5% of respondents named the need for personal expression and creativity, 27.3% indicated educational goals – dissemination of knowledge and training, for 34.4% the main goal is commercial interests – generating income or promoting products, 19. 1% of respondents believe that digital production is a form of social activity – it allows to participate in public life and influence social changes. For 35.5% the goal is professional development and career advancement, for 9.8% – strengthening a brand or reputation on the Internet, 16.4% see their goal as producing entertainment content, 12.9% of respondents maintain connections with the audience and forming communities, research and innovation are goals for 12.1% of respondents.

To the question "You would like to participate in the production of digital products, but there are obstacles to this. What are they?" The answers were distributed as follows. For 62.5% of respondents, the obstacle is a lack of technical skills or knowledge; for 23%, it is a lack of necessary equipment or software; for 48.4%, it is a lack of time due to work or study; 28.9% of respondents indicate limited

financial resources for investment in projects; lack of confidence in their creative abilities or ideas is the obstacle for 25.8% of respondents; for 17.2%, these are difficulties in attracting an audience or in marketing a product; lack of information on how to start producing digital products (20.7%); lack of support from others or mentors (5.9%); and legislative or licensing restrictions (5.1%).

2. With the emergence of the Internet as a new mass media, ordinary consumers have an opportunity to be active participants, a part of a collective information community, and collaborate in the development and expansion of shared information resources and the development of culture as a whole. It is a way of blurring the boundaries between producer and consumer. The unified work zone gives rise to a new model of production organization: decentralized, based on the sharing of resources and results. The new production process is built on the techno-social structure of the network environment and the unification of users into communities based on a variety of communication resources.

Bruns formulates four principles of produsage (Bruns, 2008):

1) open participation and public assessment (using the wide range of available knowledge, skills, talents, and ideas of people);

2) flexible heterarchy and special meritocracy (equal probability of success for all the project participants due to the absence of a strict hierarchy, participation on a voluntary basis, and interest);

3) an incomplete and endlessly ongoing process of content production (gradual improvement of the overall community content);

4) public ownership and individual rewards (open access to content and the possibility of incentives).

The listed trends led to the inclusion in the survey questionnaire of a block of questions, the purpose of which was to track the mechanisms for the formation of a unified digital work environment with which young people identify themselves.

To the question "Note the degree of importance of a sense of community in the process of creating digital products", respondents' answers were distributed as follows: "very important" for 18.8%, "important" for 58.6%, "not very important" for 16%, and "not important" for 6.6%.

To the question "Assess your own need for involvement and recognition from the virtual community of digital prosumers (people who take an active part in the process of production of goods and services that they consume themselves), representatives of the company", the following answers were received: 23.4% rated it as high, 48.8% as average, 14.1% as low, and 13.7% noted that it was absent at all.

3. Modern companies use network interactions to involve users in the processes of development, design, and testing of new products. This allows us to organize production, taking into account the requirements and wishes of consumers, and converge the functions of the user (consumer) and the produser at the same time.

According to Bruns (2008), "a feasible model for the wider structure of the emerging knowledge environment could be constituted by a flexible, continually shifting constellation of commercially provided spaces and platforms for produsage (ranging from generic communication platforms such as the Internet itself to specific technological spaces such as the wiki environments offered by for-profit Wikipedia offshoot Wikia) and community-run and communally owned projects for the production of information, knowledge, and creative content".

This model would overcome the dichotomy pitting private industrial production against non-market social production and could facilitate the creation of a collaborative work environment that combines and recombines the two types of production. This practice seriously changes the balance between experts and non-experts, between professionals and amateurs. It represents a hybrid form of product

production, combining expert knowledge within a professional community with practical experience among produsers. Potentially, it can be more successful than any other of a particular nature.

The openness of companies to the initiatives of digital prosumers, their willingness to provide them with conditions for creativity and innovation, and the opportunity to offer a system of incentives finally work to build consumer loyalty and contribute to the establishment of long-term, trusting relationships with them.

Meaningful interpretation of respondents' answers to the question "Do you consider yourself to be a member of the Internet community, whose representatives are both producers of goods and services and consumers? Which one?" had the goal of explicating the degree of involvement of youth in the processes of improvement, development of an innovative product, and its testing. The respondents' answers were distributed as follows: 12.5% of respondents noted that they are part of the community of independent software developers and at the same time use products of other developers, 25.8% noted that they are members of the community of bloggers/vloggers, where they create content and at the same time they consume content created by each other, 6.2% consider themselves to be part of a community of independent musicians or artists, where they share their work and enjoy the creativity of colleagues, 35.9% of respondents are part of a community of gamers, where they play games and at the same time develop them or create game modifications, 2.3% of respondents consider themselves part of the open-source community, they invest in the development of open source software and use them in everyday life, 0.9% consider themselves to be part of the community of DIY enthusiasts (Do It Yourself), they create various things themselves and share experiences with others, 7.8% are part of the freelance community, provide services and use the services of other freelancers, 8.6% of respondents noted that they do not consider themselves to be part of any community.

The results obtained largely confirm the position of A. Bruns and reveal the presence of a tendency according to which users are also necessarily producers of the general knowledge base, regardless of whether they are aware of this role – they become new hybrid producers: produsers.

4. Changes in ideas about the production process and, as a consequence, the transformation of the very nature of the product of this production inevitably entail a restructuring of the entire social structure. Private and public production and consumption in the digital arena cease to occupy independent niches, merging into a single centaur: produsage.

In the conditions of "mixing" digital and real realities on new production grounds, the "natural" (physical, psychological, social, and cultural) boundaries of a person are overcome. These significant socio-cultural changes are followed by a shift in the traditional classical identification markers of the individual: the ethnic, cultural, linguistic, territorial, and moral guidelines that are different for every nation or community of people are leveled out after the removal of the strict opposition between producer and consumer.

The entirety and integration of the individual into the public space, revealed through processes such as identification and socialization, require close attention and philosophical analysis. In a situation of dissolution of traditional patterns of behavior and generally accepted socio-cultural norms, a sense of identity is lost, and "the place of integrity and completeness of personality is replaced by despair, isolation, confusion of roles, anxiety, and fears", notes Puzko (2007).

We can define identification markers in the space of implementation of the principles of produsage as floating and amorphous, depending on the sphere and environment of a person's pastime. Important in this context are issues of responsibility and integrity, both collective and individual. In a situation where there is no clear authorship and a hierarchy of roles in the digital production space, problems related to the consequences of the implementation of a digital product may arise. Among them are avoiding responsibility and passing the buck, as well as intentional or unintentional damaging a joint product for different purposes, associated, for example, with the difficulty of distinguishing between a specialist and an ordinary person in these conditions.

Another problem associated with produsage may be the lack of rules of cooperation and the stipulated rights and obligations of the production parties. Representatives of different ethnic, religious, and cultural realities can also enter into contradictions and conflicts with each other.

And another challenge that is worth highlighting in this study is the risk of a gradual loss of initial focus in the process of developing a digital product, due to the fact that prosumer activity is not always amenable to organization and management and is largely spontaneous in nature. A situation is likely where participants in the digital community are able to repeatedly increase the rationally permissible volume of a digital product. For example, the result of their activities may be a site that has grown many times over, including all kinds of content, or a radical change in its initially intended content in the process of filling it with content (for example, a site dedicated to the physics of flight can be filled with information only about airplanes).

In order to extrapolate the ideas presented to the Russian socio-cultural environment and identify the emphasized trends of digital prosumerism, respondents were asked the following questions: "Have you experienced feelings of alienation, loss of self, general frustration, and regret for wasting your time after spending some time producing digital content?" The respondents' answers were distributed as follows: 9.4% of respondents noted that they often experience similar sensations after working on content for a long time; 7.6% experience it sometimes, especially after particularly intense stages of work; 18.8% rarely, but this happened in moments of special professional or creative exhaustion; 12.1% responded negatively to the question, adding that they usually feel satisfaction from the creation process and result; 15% of respondents try to maintain balance and avoid burnout; and 14.8% could not clearly answer the question. However, 22.3% have never worked long enough on digital content to experience these feelings.

To the question: "Do you think that activities related to the production of digital content determine your ideas and beliefs about yourself and influence the formation of your values, preferences, gender identification, ethnicity, and cultural affiliation?" The respondents answered as follows: 12.1% are convinced that activities and interactions in the digital space actively shape their worldview, 27% noted that to some extent they feel that their interests and beliefs are developing in accordance with their experience working on digital content, 24.6% believe that it would seem that their core values and beliefs were primarily formed outside of digital content production, 12.9% do not see a direct connection between the production of digital content and changes in their ideas and beliefs, 21.9% have not thought about this issue at all, 1.5% noted that they are engaged in the production of digital content strictly professionally and try not to allow this process influence personal views.

To the question: "Have you encountered a conflict situation of a cultural, ethnic, religious, or moral nature with "colleagues" producing the same digital product as you?" The following responses were received: 3.2% of respondents regularly encounter such conflicts, 6.1% noted that they encountered similar situations several times, 29.7% never encountered conflicts of this nature, 12.1% did not personally encounter such situations but observed such situations among colleagues, 9.4% could not answer accurately but noted that there may have been implicit disagreements, 16.8% try to avoid such conflicts, preferably acting within the framework of established norms and culture of communication, and 22.7% found it difficult to give a definite answer.

3 DISCUSSION

The fixation of a new type of subject, the digital prosumer, which was carried out by Alvin Toffler in 1980, can be considered in the horizon of the formation of concepts about the transformations that occurred after the digital revolution, including the concept of the transition to the "digital economy" by Don Tapscott. This type of economy is characterized by a transformation of the type of business organization, when information becomes the basic tool from the fundamental role of material resources in production, and the main type of organization of the labor process is cooperation (Tapscott, 1996). The Digital Economy: Promise and Peril in the Age of Networked Intelligence. The McGraw-Hill Companies, Inc.

Tapscott predicted a shift from positioning businesses as separate organizations to forming interconnected ecosystems, minimizing intermediation, increasing business responsiveness to consumer demands, etc. (Tapscott, 2008). Tapscott and Williams use the concept of crowdsourcing and examine its impact through collective action platforms on modern society. In their opinion, mass digital cooperation makes it possible to develop science, create culture, engage in self-development, and manage communities and countries. American-Israeli researcher Yochai Benkler, in developing the concept of crowdsourcing, explores collective action and open innovation through the use of the network and therefore introduces the concept of commons-based peer production (CBPP), in which attracted people take part in a joint creative process based on the principles of open input. The researcher believes that such joint projects are a characteristic feature of the future form of social organization. The model of socioeconomic production that Benkler describes is based on the collaboration of large numbers of people, usually via the Internet. Commons-based projects have softer hierarchical structures than projects implemented within the framework of conventional business models, and a non-profit orientation often characterizes them. According to Benkler's concept, collegial production is determined not only by the openness of its results but also by a decentralized method of work (Benkler, 2006).

However, another famous social theorist, George Ritzer, who developed the concept of "McDonaldization of Society", identifies the basic principles of fast-food restaurants, which he extrapolates to all spheres of society: predictability, calculability, efficiency, and control. He is of the opinion that the main exploited participant in the service sector is the digital prosumer, since the system itself normalizes his consumer proactivity. Thus, at McDonald's, serving a table is the responsibility of the consumer, as is cleaning up a tray of trash after oneself, and the opposite behavior does not coincide with the unspoken rule of such establishments (Ritzer, 1996).

Digital prosumerism involves a change in the practices of interaction between producer and consumer. There is a blurring of the boundaries between producers and consumers, which was characteristic of the era of the industrial revolution. The main factor in consumer activation is gaining access to information as a resource (Brown, 2020).

For the field of education, the development of digital prosumerism was reflected in the expansion of practices to involve students in the joint production of knowledge; the inverted classroom is popularized as a learning model, where the student himself becomes the main producer of educational content. In addition, the range of possible scenarios for personalizing the educational process is expanding, and "blended learning" is being introduced to satisfy requests in any learning style. Along with this, the relationship between teachers and students began to be reproduced as a market one, which created new expectations from the educational process (Cullen, 2020).

Another transformation in the digital presence of young people is a change in the strategy for searching for vacancies in the labor market. Thus, researchers note that it is common for economics graduates to look for their first job not only through sites that provide information from employers but also to use their own social networks as an up-to-date advertising showcase of their professional achievements (Sherifi, 2023).

According to some researchers of the phenomenon of digital prosumerism, video game creators provide carte blanche to users so that they can use games for their creative expression (Goncharov, 2024). However, such a formulation of the question is not entirely correct. So, it would be more correct to single out a separate game genre–sandbox–where players are not limited by the plot, goals, or linear narrative. Players have complete freedom of action and can play without time or plot restrictions, for example, like in the "Minecraft" game.

However, it is impossible to describe the emergence of the category of digital prosumers as an exclusively positive phenomenon. So, for example, a prosumer who buys a video game on the "Steam" platform, joining the community of players, begins to serve the corporation that owns the game for free: the user reports errors he discovers on the forum, identified during the game, records a video about his impressions of games or the process of passing it on video. The obtained data is posted on

platforms such as YouTube, Twitch, and others, which becomes part of a free PR campaign for this game and increases interest in purchasing it.

This empirical study is consistent with the main frame of modern domestic work. Thus, a number of researchers conclude about the importance of digital socialization of the individual, which can have a beneficial effect on the professional career success of future specialists, since the current stage of economic development involves the active use of digital production, artificial intelligence, working with big data, etc.: "Digital information and communication technologies have not only expanded the possibilities of social communication but also led to the mediatization (virtualization) of many social practices related to work, study, leisure, travel, managing one's finances, or solving everyday problems" (Poluehtova, 2022). Researchers emphasize that "the Internet space acts not only as a technology for searching and obtaining information but also as a medium of communication, socialization, and cultural orientation, significantly influencing the value and worldview sphere of young people, assimilated cultural practices, cognitive strategies, and behavioral stereotypes." (Kozlovskaya et al., 2023). Some researchers distinguish these types of users as pro-consumers and media prosumers: "A media consumer is a highly competent consumer in the field of searching, selecting, and obtaining information. Media prosumerism implies the creation of a media product as a result of the manifestation of activity and creativity in the digital environment" (Budrin et al., 2020).

It should be noted that in the framework of this study, only a small number of respondents valued the feeling of belonging to the community (18.8%); however, it can be assumed that in a study among young people who are engaged in creative activities within the framework of fandom culture, this indicator would be much higher. This is confirmed in the work of Peigina and Teplyakova, which examines the contribution of the American philosopher G. Jenkins to the conceptualization of fan culture as a culture of participation, which has the potential to resist the capitalist logic of the consumption process in modern society. Fans of popular performers, through prosumerist practices, oppose their communities to corporations, their creative products to prohibitions and restrictions from copyright law, and form a culture of complicity (Peygina et al., 2021).

According to researcher Budilina (2023), digitalization has influenced the formation of a marketing personality type that exists in the streaming content of the culture of the moment. The consumer himself receives subjective functions. According to the survey results, slightly more than half (52.7%) of the surveyed students of specialized specialties are involved in digital production to one degree or another. It can be assumed that there are students from those specialties that are not specialized, but they are much more involved in media production, but their content is of low demand and monotonous (for example, creating video content for posting on social networks).

Doroshchuk (2021) believes that digital prosumerism blurs the boundaries between professional creators of media content – journalists and consumers – who are beginning to change the media balance towards user-involved media products. 21.1% of respondents involved in digital production are engaged in the creation of multimedia content; this confirms the trend noted by researcher Koneva (2021): "modern culture is becoming a culture of media broadcast".

62.5% of respondents involved in digital production cited the need for personal expression and creativity as their motivation. This fact reflects the trend indicated by Savelyeva: "the elimination of boundaries between production and consumption characterizes the voluntary and unpaid work of enthusiasts who use their free time, receiving personal satisfaction" (Savelyeva, 2019).

The survey data showed that the production of digital content for young people is associated with a request for transparency between the subjects of interaction. Thus, despite the approval of digitalization processes for almost all areas of life, survey participants indicated that the presence of real people as support operators, as well as providing the most complete presentation of information about services on social networks, is an important component in favor of the preference of this service provider. The discovered trend largely confirms the concept of the American researcher Lauren McKay (2004), who cites in her research real cases from the field of PR failures and successes of companies, depending on what strategy of interaction with clients was chosen by the companies.

Thus, digital prosumeristic practices generate a new demand for expanding social interactions and set a trend for new transparency.

4 CONCLUSION

Digital prosumer practices are becoming a modern form of social self-organization for youth. In this work, an attempt was made to reveal the features of youth's choice of personal strategy in the digital environment. The study showed that today we can talk about the emerging trend of the presence of prosumers in various areas of digital production. Since digital prosumerism is based on a person's desire to constantly improve in the process of personal self-realization, it represents a serious resource that can determine economic and socio-cultural development in the near future. It is likely that the relevance of this trend will increase over time.

It is important to emphasize that this study is not aimed at forming a general picture of the network presence of Russian youth but is focused on students of higher educational institutions in the city of Kazan who, in their areas of study, are actively involved in the production of digital products. The survey involved students from such areas of study as software engineering, intelligent robotics, virtual and augmented reality technologies, game development, motion design, interior design, product and industrial design, fashion design, the philosophy of digital society, etc.

The key strength of the work is the study of the peculiarities of the formation of the value of the digital prosumerist community among young people and the peculiarities of the influence of the digital prosumerist environment on their professional plans.

The hypotheses put forward were generally confirmed. The majority of students who took part in the survey identified themselves with the integrated digital work environment formed according to the principles of produser, noting the importance of a sense of community in the process of creating digital products. Along with this, many respondents indicated the importance of receiving feedback and the need for recognition from the virtual community of digital prosumers and representatives of the companies with which they collaborate. This allows us to talk about an emerging trend, according to which the priority for youth is active participation in the engagement of the collective information community and cooperation in the development and expansion of common information resources and the development of culture as a whole.

Explication of the degree of involvement of youth in the processes of improvement, development of an innovative product, and its testing showed that the majority of respondents consider themselves to be members of online communities, whose representatives are both producers of goods and services and consumers. The readiness of companies to cooperate with digital prosumers and their openness to their initiatives make it possible to produce technologies, goods, and services that take into account the current needs of users.

The study also showed the need for further study of the consequences of the emergence of the produsage phenomenon in ethics, philosophical anthropology, sociology, economics, and jurisprudence. This is explained by the fact that the formation of fundamentally new production and consumption relations in the digital world goes hand in hand with the formation of new ethical and moral guidelines for people, the transformation of socialization and identification markers, the formation of a new legal framework, and a new transcultural political environment.

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