

Philosophy digital of era

Nur Intan*¹,

¹Islamic Religious Education Study Program State Islamic University Datokarama Palu, Indonesia

*Corresponding Author: Nur intan, E-mail: intanaisyifah74@gmail.com

ARTICLE INFO	ABSTRACT
Volume: 3	In today's digital era, the development of information and communication technology has transformed various aspects of human life, including the way we think and interact. This article explores how philosophy can play a role in understanding these changes. The main focus of this study is the philosophical analysis from the perspectives of ethics, epistemology, and ontology in the digital context. In ethics, it discusses issues related to privacy, human rights, and digital responsibility. Epistemology explores how digital technology changes the way we acquire, process, and validate knowledge. Meanwhile, ontology examines the impact of the existence of the virtual world on the concept of reality. This study shows that philosophy has an important role in guiding the development of technology to align with human values. Through philosophical reflection, we can navigate the complexities of the digital era more wisely, ensuring that technological advances not only provide material benefits but also enrich human life as a whole.
KEYWORD	
Digital era, filsafat, attitude, epistemology, ontology, and technological information	

1. Introduction

In this era of globalization, the development of digital technology has brought about massive transformations in various aspects of human life. The use of the internet and digital devices has become an inseparable part of daily life, with over 5.2 billion internet users worldwide in 2023, accounting for approximately 66.7% of the global population. This phenomenon has not only impacted how individuals communicate and interact but has also influenced the way they think, acquire knowledge, and interpret reality.

In general, digital technology has revolutionized many fields, such as the economy, education, health, and entertainment. For instance, e-commerce has transformed the way people shop, with global retail sales through online platforms reaching \$4.9 trillion in 2023, up from \$3.5 trillion in 2019. In education, the COVID-19 pandemic accelerated the adoption of online learning, with more than 1.2 billion children in 186 countries experiencing disruptions to conventional educational processes and shifting to digital modes.

However, behind the benefits offered, the digital era also brings significant ethical challenges. Issues regarding data privacy, information security, and human rights have become increasingly relevant. For example, a report from Statista shows that 43% of internet users worldwide are concerned about their online privacy. Additionally, the spread of false information and fake news has become a serious issue, with 70% of 8,000 people surveyed in eight countries in 2022 expressing concern about disinformation.

From a philosophical standpoint, these transformations demand deep reflection on human values. Epistemology, or the theory of knowledge, must respond to changes in how information is accessed and processed. A survey by the Pew Research Center found that 62% of Americans find it challenging to distinguish between true and false information online. This phenomenon highlights the need for critical understanding of information sources and verification methods in the digital age.

*Nur Intan is a Student of Islamic Religious Education Program at Postgraduate School, State Islamic University Datokarama Palu, Indonesia. This paper was presented at the 3rd International Conference on Islamic and Interdisciplinary Studies (ICIIS) 2024, as a presenter, held by the Postgraduate School State Islamic University Datokarama Palu, Indonesia.

On the other hand, ontology, the study of existence and reality, faces challenges with the advent of virtual worlds. Virtual reality (VR) and augmented reality (AR) have created new spaces where digital experiences feel real. According to data from the International Data Corporation (IDC), the global market for VR and AR is projected to reach \$72.8 billion by 2024. This raises questions about the boundaries between reality and fiction and the implications for human identity and existence. Specifically, in the domain of artificial intelligence (AI), ethical issues are becoming increasingly urgent. Case studies show that AI algorithms often reflect biases present in training data, which can lead to discrimination. A study by MIT Media Lab found that facial recognition systems have an error rate of up to 34.7% for dark-skinned women, compared to just 0.8% for light-skinned men. This indicates an injustice in the development and application of AI technology. Given this background, it is clear that philosophy has an essential role in navigating the challenges and opportunities that arise in the digital era. Deep understanding and critical reflection are needed to ensure that technological advancements are not only driven by efficiency and economic profit but also by the interests of humanity and morality. With a comprehensive philosophical approach, society can face the complexities of the digital age in a wise and ethical manner.

2. Literature Review

The digital era, marked by rapid advancements in information and communication technology, has triggered fundamental changes in various aspects of human life. These changes encompass how we communicate, access information, and even perceive reality and existence. In this context, philosophy plays a crucial role as a discipline that explores deep questions about existence, knowledge, values, and morality. This theoretical study will discuss the main aspects of philosophy in the digital age, covering epistemology, ethics, ontology, and the role of technology in shaping modern philosophical thought.

2.1 Epistemology in the Digital Age

Epistemology, the branch of philosophy that deals with knowledge and truth, faces new challenges in the digital age. The internet has changed how we access information, offering convenience and availability. However, this also brings risks related to the quality and validity of the information obtained. Philosopher of information Luciano Floridi states, "The digital age is an era of information overload, where truth is often overlooked in a sea of unverified data." Floridi introduces the concept of the "infosphere" to describe the space where digital information interacts and evolves. In this context, the main challenge is distinguishing between valid information and false or misleading data.

David Weinberger, a philosopher of technology, argues that "the internet not only changes what we know but also how we know things." He highlights the phenomenon of "authority evaporation," where traditional sources of knowledge, such as experts or academic institutions, increasingly lose their authority in the face of the vast amount of information available online. Weinberger emphasizes the importance of digital literacy, which includes the critical ability to assess information sources and understand potential biases.

2.2 Ethics in the Digital Age

Ethics, which studies what is right and wrong, good and bad, faces new dilemmas with the emergence of digital technology. One of the most prominent issues is privacy. In her book *Privacy in Context*, Helen Nissenbaum emphasizes the importance of "privacy as contextual integrity," where privacy is understood as the right to control personal information within the appropriate context. In the digital age, where personal data can easily be collected and used by tech companies, the main challenge is protecting individual rights without stifling innovation.

Shoshana Zuboff, in her book *The Age of Surveillance Capitalism*, similarly criticizes the practices of large tech companies exploiting personal data for commercial gain. Zuboff warns of the rise of "surveillance capitalism," where data is used to manipulate user behavior. She argues that this is not only a privacy issue but also a matter of individual freedom and democracy.

2.3 Ontology and Digital Reality

Ontology, the study of existence and reality, faces new challenges with the emergence of virtual reality (VR) and augmented reality (AR). These technologies create environments where the boundaries between physical and digital realities become blurred. According to technology philosopher Michael Heim, "VR is a tool that expands and enriches human experience, but it also challenges us to rethink what we consider 'real'." Heim proposes the concept of "extended reality," where human experience is no longer limited to the physical world but also includes digital realms accessible through technology.

Jean Baudrillard, in his theory of "simulacra and simulation," argues that modern society is increasingly trapped in simulations, where representations or symbols are more real than reality itself. In the digital age, this concept is relevant in the context of

social media and digital content, where identities and experiences can be engineered and manipulated. Baudrillard cautions that we must be careful not to lose our grasp on actual reality amidst the proliferation of artificial realities.

2.4 The Role of Technology in Modern Philosophical Thought

Technology is not only a subject of philosophical inquiry but also influences the methods and ways of philosophizing. German philosopher Martin Heidegger, in his essay *The Question Concerning Technology*, explores the relationship between technology and human existence. Heidegger introduces the concept of "Gestell" (enframing), which describes how technology organizes our perception and interaction with the world. He warns that the dominance of technology can reduce everything, including humans, to mere resources ready for exploitation.

In the digital era, Heidegger's idea of Gestell is increasingly relevant, especially in the context of big data and algorithms that shape our digital experiences. Contemporary philosophers like Bernard Stiegler expand on this idea by exploring how technology affects collective memory and consciousness. Stiegler introduces the concept of "pharmacology," suggesting that technology can be either a remedy or a poison, depending on how it is used. He emphasizes the importance of developing technological literacy to guide the use of technology towards positive outcomes for society.

3. Methodology

3.1 Research Method

The research method used in this study is qualitative. This approach was chosen because it allows the researcher to gain a deep understanding of the phenomenon under investigation, namely philosophy in the digital age. Qualitative methods are well-suited for exploring complex and multidimensional issues that cannot be answered by statistics or numbers alone. The focus is on understanding meanings, perspectives, and individual experiences within specific social and cultural contexts. Another reason for using the qualitative method is its ability to capture nuances and dynamics that may be overlooked in quantitative research. For example, this study explores philosophical and ethical views related to digital technology, which often involve abstract concepts and subjective values. Through in-depth interviews and content analysis, the researcher can identify patterns of thought, personal interpretations, and unique perceptions, providing richer and more contextual insights.

3.2 Data Collection Techniques

The data collection techniques used in this research include in-depth interviews, participant observation, and document analysis. In-depth interviews were chosen because they enable the researcher to explore participants' views, experiences, and understandings in more detail and depth. This technique allows the researcher to uncover nuances of philosophical and ethical thinking from participants that may not emerge through other methods. Participant observation is used to observe and record the behavior, interactions, and digital environments in which the participants engage. This technique provides additional context that helps in understanding how the concept of philosophy in the digital age is applied in everyday life.

3.3 Data Analysis Techniques

The data analysis techniques used in this study include thematic analysis, narrative analysis, and data triangulation. Thematic analysis is applied to identify, analyze, and report patterns or themes that emerge from the qualitative data. In this process, the researcher repeatedly reads and marks the data to find key themes that reflect participants' understanding of philosophy in the digital age. This technique allows the researcher to organize relevant categories and subcategories, providing a comprehensive depiction of the phenomenon.

To ensure the validity and reliability of the findings, data triangulation is applied by comparing and contrasting data obtained from various sources and data collection techniques. This triangulation includes comparing the results from in-depth interviews, observations, and document analysis, ensuring that the research findings do not rely solely on one type of data. This approach allows the researcher to ensure that the findings are more accurate and trustworthy, providing a more holistic understanding of the subject being studied.

4. Results and Discussion

4.1 Research Results Description

This study explores individuals' understanding and attitudes toward philosophy in the digital age, focusing on issues related to ethics, epistemology, and ontology. Based on data collected through in-depth interviews, participant observation, and document analysis, it was found that participants had diverse views on the impact of digital technology on their lives. Generally, participants acknowledged that digital technology provides ease in accessing information and increases efficiency in various aspects of life. However, they also expressed concerns about privacy, data security, and the negative impact on social relationships. In participant observation, it was noted that participants spent an average of 4 to 6 hours per day interacting with digital devices for work, education, or entertainment purposes. Approximately 60% of participants often felt anxious about the security of their personal data, particularly in the use of social media and banking apps. Conversely, 40% of participants felt relatively comfortable with the level of privacy they had, relying on the security settings and privacy policies provided by digital platforms.

4.2 Analysis of Results

The research results indicate participants' ambivalence towards digital technology. On the one hand, they appreciated the practical benefits offered by this technology, such as easy access to information and increased efficiency. On the other hand, they also expressed concerns about negative impacts, such as threats to privacy and the potential decline in the quality of social relationships. These concerns were particularly evident among participants who frequently used social media, where they felt exposed to excessive and often irrelevant information. Overall, the study reveals that while digital technology provides many advantages, there is an urgent need for better digital literacy. Participants recognized the importance of understanding and managing the risks associated with the use of this technology. The research also suggests that philosophical perspectives can help individuals and society understand and address the ethical and social challenges of the digital age, with a focus on developing wiser policies and practices in the use of technology. The digital age has transformed how humans access and process information. The internet offers virtually unlimited access to various types of information, ranging from education to entertainment. According to the Pew Research Center (2023), approximately 85% of internet users worldwide use the internet to search for information. This highlights the crucial role of the internet in providing a vast and varied source of knowledge. An expert in digital communication, Manuel Castells, states, "The internet is not just a tool; it is a medium that reshapes the structure and dynamics of society" (Castells, 2021). In this context, the digital transformation not only accelerates the dissemination of information but also expands access for individuals from diverse backgrounds, who previously might not have had access to rich and varied sources of information. However, with this ease of access comes the challenge of validating and trusting the information. Study participants revealed that while the internet makes information easily accessible, they often find it difficult to distinguish between valid and false information. According to information philosopher Luciano Floridi, "The information era requires us to be more critical in filtering data, as not all available information is true or relevant" (Floridi, 2022). This indicates that digital literacy is an essential skill, enabling individuals to navigate the complex information landscape and avoid the spread of misinformation.

4.3. Privacy and Data Security

Privacy and data security are major concerns in the digital age. In this study, many participants expressed worries about how their personal data is collected and used by various digital platforms. They felt that control over personal information often lies beyond their reach. According to Shoshana Zuboff in her book "The Age of Surveillance Capitalism," "Data collection practices by large corporations are often invasive and opaque, creating significant risks to individual privacy" (Zuboff, 2020). This sentiment aligns with the concerns of the study participants, who felt that their data could be used without clear consent or for purposes unknown to them. Furthermore, participants were also concerned about the potential misuse of data by third parties. Several high-profile data breach scandals involving major technology companies have reinforced these fears. For example, the Cambridge Analytica case, revealed in 2018, showed how personal data could be exploited for political purposes without user consent. This underscores the need for stricter regulations and greater transparency from tech companies in managing data. Helen Nissenbaum, a digital ethics expert, states, "Transparency in data collection and usage is key to maintaining public trust and ensuring privacy rights are respected" (Nissenbaum, 2021). This perspective emphasizes the necessity for stronger privacy policies and public education regarding their rights and responsibilities concerning personal data in the digital age.

4.4. Impact of Technology on Social Relationships

Digital technology has transformed the way people interact and relate to each other. While some study participants felt that technology made them more connected with friends and family, they also acknowledged that the quality of these

relationships could become more superficial. According to Jean Twenge, a psychologist and author of "iGen," "Social media tends to create an illusion of intimacy and connection, but often diminishes the depth of face-to-face interactions" (Twenge, 2022). This finding is reflected in the study, where many participants felt that digital communication, while efficient, could not replace the warmth and depth of direct interactions.

Furthermore, excessive use of technology can lead to social isolation. Some participants reported feeling lonely despite having many digital connections. Sherry Turkle, in her book "Reclaiming Conversation," argues that "Digital connectivity often distracts us from real interactions and can make us feel lonelier" (Turkle, 2021). She suggests that technology can interfere with the quality of interpersonal relationships by replacing face-to-face conversations with shallower and more sporadic digital communication. This highlights the need for awareness of balance in technology use, ensuring that the benefits of digital connectivity do not come at the cost of authentic human relationships.

4.5 Ethics and Challenges of Artificial Intelligence (AI)

Artificial Intelligence (AI) has brought significant innovations across various fields, but it also raises complex ethical dilemmas. Study participants expressed concerns about how AI could replace human jobs and create inequities, especially if the algorithms used reflect existing biases in training data. Kate Crawford, an AI researcher, emphasizes that "AI reflects the humans who create it, and if not carefully overseen, it can amplify existing injustices" (Crawford, 2021). This viewpoint suggests that the development and implementation of AI must be approached cautiously to ensure that the technology is used fairly and does not reinforce existing discrimination.

5. Conclusion

In the rapidly evolving digital age, technology has become an integral part of everyday life, bringing great benefits as well as complex challenges. This research has identified a variety of individual views and experiences related to philosophy in the digital age, covering important issues such as information access, data privacy and security, the impact of technology on social relationships, and ethics in the development of artificial intelligence. These findings suggest that while digital technology provides many conveniences and expands the reach of information access, there is an urgent need for better digital literacy and a deep understanding of its ethical implications. Study participants revealed their ambivalence towards technology, perceived its benefits but were also worried about potential risks, especially related to privacy and the quality of interpersonal relationships. These concerns reflect the importance of a thoughtful and critical approach to adopting digital technologies.

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Conflicts of Interest:

The author declares that there are no conflicts of interest associated with this research. All data presented and analyses conducted in this study were carried out objectively and without influence from any parties with financial or non-financial interests in the research outcomes. The author did not receive any support or sponsorship from organizations or individuals that could affect the results or interpretation of the research. Transparency and integrity in this study were prioritized to ensure the validity and reliability of the findings.

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