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**Abstract**

The relevance and scientific novelty of the study derives from the necessity to analyze the impact of principally new digital actors on the nature of physician-patient communication. We advocate that in the modern society, the process of digitalization of healthcare is accelerating, encouraging individuals to regularly monitor their health by using "smart devices" with pre-installed medical applications. Modern doctor-patient communications are becoming more complex, incorporating non-human digital actors capable of reflective diagnosis and treatment. Consequently, hybrid doctor-patient communication is emerging. "Smart watches" collect information on a person's state of health in "adjacent spaces" and "timeless time" and transmit it to the physician, who may be even in another country. Diagnostic and treatment-oriented non-human actors contribute to the cosmopolitization of the social and medical order, the consequences of which bring both benefits and new risks to humankind, especially the risks of dehumanization of personal communication, which primarily affects the consciousness of young people.

This issue is relatively under-researched, because digital "smart devices" have only recently penetrated key spheres of society and their long-term impact has not been studied in detail in the long-term perspective. Nevertheless, among Russian scientists dealing with the risks of telemedicine and self-diagnosis of health using digital devices, we may highlight such authors as A.A. Baranov, E.A. Vishneva and L.S. Namazova-Baranova. , Vladzimirsky A.V. and Lebedev G.S. , Gushchin A. V. , Dmitrieva, E. V. and Frolov, S. A. , Fomina, I. V., I. A. Shaderkin, A. A. Lisnenko, I. V. Ryabkov, S. V. Kachkovsky and D. V. Melayev. , Levanov, V. M., Kamayev, I. A., Perevezentsev, E. A. and Gritsay, M. Yu. , Menshikova, L. I. , Pavlenko E. V. and Petrova L. E. , Stas M. S. , Budnevskii A.V. , Kravchenko A.Y. , Tokmachev R.E. , Chernik T.A. , Tokmachev E.V. and Letnikova Y.B. .

The contribution of foreign scientists in researching the effectiveness of online diagnostics and studying the risks of self-treatment through online platforms and high-tech digital "smart" devices is also worth mentioning, notably the scientific works of H. Liang, B.Y. Tsui, H. Ni , W.R. Uyat, E. Horwit , J.M. Hill, M. Sim and B. Mills , M. R. Massoomi and E. M. Handberg , B. Reeder and A. David , N. Rens, N. Gandhi, J. Mack, J. Paul, D. Bent and S. Lew , J.S. Handelman, H.C. Kock, R.W. Chandra, A.H. Razavi and M.J. Lee , J. Schitz, P. Rothschild and M. McGuinness, etc.

The scientific novelty of our research stems from the examination of the phenomenon of health self-diagnostics via "smart" devices through the prism of modern sociological theories in the context of an emerging complex reality, among which the following are of particular theoretical and methodological value: the concept of a "world risk society" by German sociologist U. Beck and his concept of the metamorphoses of human nature; actor-network theory and the "materialistic turn" by B. Latour, M. Kallon and J. Lo, which makes it possible to interpret hybrid communications, including expanding and complicating relations between a person and non-human digital actants; R. Merton's structural-functionalist theory of the middle level, the concept of modernity in the form of radical modernity by A. Giddens, etc.

The empirical basis of our research represents the content-analysis of modern scientific publications, which dwell on the quality and effectiveness of the use of "smart" devices for health self-diagnostics. The results of the analysis indicate that the scientific community consider the use of smart watches for medical purposes as an abivalent phenomenon: scientists identify both the positive aspects of high-tech options of smart watches that allow users to independently monitor their health, and negative effects that are associated with the medical inaccuracy of smart watches and the need for further technological improvement of these devices. "Smart watch" users can make wrong decisions regarding their nutrition, medications, lifestyle, relying on inaccurate medical data.

The growing popularity of smart watches correlates with the occurrence of hybrid doctor-patient communication, dominated by formal, pragmatic, and mercantile tendencies. We believe that the scientific community, using the principles of the "humanistic turn" proposed by us, can give impetus to the acquisition of a humanistic vector of development by these communications, which will allow them to revive the "human spirit" and contribute to the formation of a fundamentally new culture of treatment based on hybrid physician-patient communication of a humanistic type.