

CHANGES IN SPIRITUAL AND MORAL VALUES IN THE INFORMATION SOCIETY

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Abstract: This article examines how spiritual and moral values are changing in the process of the formation and development of the information society. It discusses how the widespread use of information technologies, the strengthening of the Internet and mass media affect human consciousness, relations in society, and the upbringing of the younger generation. The positive and negative aspects of the transformation process are considered.

Keywords: Information society, spiritual values, moral changes, digital culture, youth, media, globalization, the influence of the Internet.

Introduction

Today we live in an information society. This means that information and technology have deeply penetrated all areas of our lives. Through digital technologies, the Internet and social networks, people's lifestyles, worldviews and values are changing significantly. These changes are especially noticeable among young people. In this article, we will consider how spiritual and moral values are changing in the information society.

The flow of information and its impact on the human mind

The flow of information has now increased to an unprecedented level. Every day a person is exposed to thousands of pieces of information: social networks, news, videos, advertisements, etc. This situation has a strong impact on human thinking and consciousness. For example, many young people try to introduce foreign culture and values into their lives. This, in turn, can lead to the forgetting of our national values.

Weakening of traditional values

In the information society, traditional values - such concepts as respect for parents, obedience to adults, honesty, loyalty - are gradually losing their significance. The reason for this is that some virtual resources promote individualism, freedom, and material benefits as an alternative to these values. For example, in many TV series and blogs, the main idea is to quickly achieve wealth, to be superior to others, and not to depend on anyone.

Impact on the upbringing of the younger generation

The influence of the information environment on the upbringing of young people is very strong. Today's youth mainly receive information, think, and express themselves through the Internet. Many young people think about how they will look on social networks, are in the process of being liked by many, collecting "likes," and achieving popularity. This leads to the emergence of a spiritual void in their inner world. In the field of upbringing, the role of the family and school is increasingly decreasing.

Positive aspects of information technologies

Nevertheless, there are also positive aspects of information technologies. Through them, books, films and lectures of religious, historical, spiritual content can be brought to the public. For example, it is noteworthy that many religious scholars educate young people via the Internet and promote national values. If used correctly, the Internet can be a means of spiritually enriching the minds of young people.

New values of the information age

Today's information age is the most dramatic turning point in human history. Previously, people received their education more from their parents, school, or neighborhood, but now tools such as the Internet, television, smartphones, and computers are interfering in this process. Now, a young child searches for something directly on YouTube or Google without asking his parents. This has a strong impact on both a person's inner world and his value system.

In the new era, values such as getting rich quickly, becoming famous, and standing out from others are being promoted more. Even children dream of thoughts like "I can become a blogger," "I can appear on TikTok," and "I can buy a car." This situation should not be stopped, but directed in the right direction. New values appear naturally, but we must instill national and moral foundations in them.

The impact of global information on national values

In the era of globalization, world information has become borderless. Young people in our country easily observe Asian, European or American cultures. They quickly adopt the lifestyle, dress, and speech of foreigners. This, of course, is natural for an open society, but we must not forget that in this process our national values - such concepts as Uzbek manners, thoughtful behavior, respect for elders, honesty, etc. should not be neglected.

If we do not protect our values in the flow of information, the worldview of the future generation may be formed not on a national, but on a global level, but as rootless individuals. This will not only lead to moral weakness, but also negatively affect the stability of society.

The speed of information dissemination - the slowness of meanings

Today, information is spreading quickly, but its content is not deep. People trust headlines, short videos, short posts more. Thinking is becoming superficial. Young people in particular prefer to live with trends on the Internet rather than take a deep approach to important social problems. This is pushing back values such as humanity, mutual respect, and patience.

For example, chasing popularity on TikTok or Instagram, trying to gain attention with unusual videos, sometimes violates moral boundaries. In this environment, schools, neighborhoods, the media, and even bloggers should feel social responsibility. Because young minds are formed not only by books, but also by visual and audio information.

Useful use of information - an opportunity or a danger?

Information media are like weapons: they can be used for both benefit and harm. For example, religious, moral, educational, historical information can be quickly distributed via the Internet. Currently, we see that many imams, teachers, intellectuals are conducting spiritual propaganda via the Internet. This is a positive situation. But at the same time, misinformation, false religious teachings, extremist ideas are also being spread through these means. This can poison the minds of young people.

Therefore, everyone, especially parents and teachers, should teach their children how to use information. Every child should learn to think critically, check information, and most importantly, rely on their national values.

Flexibility is needed, not spiritual stagnation

We need young people who meet the requirements of today, but who have not forgotten their roots. This means: it is necessary to raise a generation that speaks the Uzbek language, respects its parents, but also thoroughly masters modern knowledge and technology. This can be done not only through prohibitions and accusations, but also through education, propaganda and a comprehensive cultural approach.

The values left by our ancestors are not just a legacy, but an internal foundation that holds human society stable. If this foundation weakens, individualism, spiritual emptiness, and the pursuit of false glory will increase in society.

The need to maintain cultural and religious identity

The flow of information can often alienate a person from his nationality, religion and culture. Therefore, measures should be taken in society to strengthen national and religious values through the media. A number of programs and projects are being implemented in our country in this regard. For example, classes such as "spirituality hours" and "moral education classes" have been introduced in the school and higher education systems.¹

As a result of the formation of the information society, unprecedented changes are taking place in the history of mankind. As a result of the excessive flow of information and its penetration into all spheres of human life, people are forced to reconsider their system of values. If earlier the moral and normative orientation of a person was formed through family upbringing, school education or religious institutions, now this process is taking place through the media, social networks and artificial intelligence. New values being formed in the information society are often built on the basis of economic interest, personal success and virtual status. In such conditions, there is a risk that spiritual life will become secondary against the background of national and historical values. Relationships between people are becoming artificial, superficial and fast-paced, which leads to the emergence of deep social gaps in society.² The younger generation is especially affected by this trend, because for them the Internet and digital technologies have become the main arena of life. The values that have emerged in the virtual world often do not correspond to the moral standards of real life. Therefore, today, individualism, the pursuit of only one's own interests, the desire to get rich quickly, and the tendency to accept ready-made information rather than critical thinking are increasing among young people. This, in turn, is leading to a shallowing of spirituality and a retreat of humanity. Also, in the process of globalization, national identity, language, religion, and traditional values are at risk of losing their position under the strong information pressure of foreign cultures.

The values promoted on social networks are often shaped around consumerism, personal prestige, beauty standards, wealth, and popularity. This has a distracting and destructive effect on the young mind. In such an environment, young people can lose their national identity. Therefore, the formation of moral immunity in the information society becomes an important task. It is necessary to form strong moral criteria, historical memory, social responsibility and values of honesty in the minds of every young person. This requires coordinated efforts of the state, society and every family. It is also important for the media, bloggers and influential figures to create positive content on spiritual, educational and moral topics.³

Their activities should serve the formation of positive norms in the social consciousness. Because in the current information space, whoever speaks more, whoever provides more content, that idea will prevail. And this depends on who controls the social consciousness. Therefore, spiritual maturity, strong moral criteria, national values, and criteria of humanity

¹ Gaffarova, G. (2022). Transformation of spiritual values in the context of the information society. Tashkent: "Science and Development" Publishing House.

² Qalandarova, D. (2021). Formation of religious identity in the information environment. Tashkent: Scientific Journal of the National University of Uzbekistan.

³ Habermas, J. (1989). The Structural Transformation of the Public Sphere. Cambridge, MA: MIT Press.

should become an integral part of the digital age. Spiritual and moral transformation is not only an external appearance, but also a change in the inner world of society.

The transformation of spiritual and moral values in the information society is a deep and multifaceted philosophical process, which has arisen as a result of the complete integration of modern civilization with information technologies. As a result of the continuous development of digital communication, the forms of communication between people and the mechanisms of information exchange have fundamentally changed, which, in turn, has formed digital ethics. The principles of respect, personal integrity, and responsibility in the digital environment occupy a central place in digital ethics. These principles are driving the formation of new cultural and behavioral patterns, leading to the transformation and mutation of values.⁴

In the context of the information society, spiritual and moral values are not only changing, but also being re-formed within the framework of global culture on the basis of the dialectics of universality and nationality. The mutation of new moral interpretations and values is increasingly accelerating due to the speed and breadth of information flows, which increases the need to preserve national identity and ensure global cultural harmony. Thus, the transformation of spiritual and moral values in the information society prompts a fundamental rethinking of the mechanisms of human self-awareness, the criteria of moral responsibility and the concept of social harmony. This process, on the one hand, opens up new opportunities for humanity, and on the other hand, requires a conscious and responsible approach to new social, cultural and moral challenges.

In the process of the formation and development of the information society, the transformation of spiritual and moral values plays an important role in the transformation of social consciousness and social relations. The sharp increase in information flows in a post-industrial society leads to a complex and contradictory transformation of value systems. M. Castells describes the information society as an "information network society", showing that values are spread globally through the network and, as a result, local values are weakened. Although Castells analyzes the unevenness of individual and collective identification processes in his concept, his theory does not sufficiently reveal the deep internal mechanisms of value diversification.⁵

The media are the driving force of this change, as well as the main tool that controls and directs it. Therefore, the use of modern media requires not only technical knowledge, but also moral responsibility, a culture of information selection, and commitment to spiritual values. Otherwise, we will become a society that serves technology, but is spiritually empty and dependent. The information society brings with it risks along with opportunities. We need not just an educated, but also a moral, valuable, and conscious generation. Only then can we not get lost in the information wave, but become a force that controls it.⁶

In the process of formation and development of the information society, the transformation of spiritual and moral values plays an important role in changes in social consciousness and social relations. The sharp increase in information flows in a post-industrial society leads to a complex and contradictory change in value systems. M. Foucault analyzes how information affects social consciousness and the system of values through relations of

⁴ Primov, B. A. (2020). The role of the virtual environment in the education of the younger generation. – Proceedings of the Scientific and Practical Conference. Tashkent.

⁵ Bauman, Z. (2000). *Liquid Modernity*. Cambridge: Polity Press.

⁶ Castells, M. (2010). *The Rise of the Network Society*. 2nd ed. Oxford: Blackwell Publishing.

knowledge and power. According to Foucault's theory, knowledge and information become a means of domination and control, but it does not sufficiently take into account the possibilities of positive formation of values.

P. Sztompka analyzes the impact of modernization processes on social trust and moral systems, showing the crisis of values in modern societies. Sztompka emphasizes the re-formation of values on the basis of trust, but he does not sufficiently reveal new forms of individual and collective agency in the information society.

A. Giddens's structuration theory shows that social systems and values are constantly being formed and re-developed in the information society. Giddens's approach clearly illuminates the dynamic nature of values and the role of human agency, but it does not fully reveal the structurally constraining role of technological tools.

Conclusion

The information society, along with many conveniences, has brought spiritual and moral difficulties to our lives. The weakening of traditional values, the increased interest in Western values among young people, and the change in moral standards pose a threat to the social stability of this society. Therefore, every parent, teacher, intellectual and responsible person must try to widely promote positive, national and spiritual values through the media. It is necessary to form a culture not only of consuming information, but also of correctly analyzing and selecting it. Only then can we educate the younger generation as morally mature people who are loyal to their nation in a global environment.

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