

## PREVENTION OF INFORMATION THAT NEGATIVELY AFFECTS THE SOCIAL WORLDVIEW OF AN INDIVIDUAL IN THE ERA OF DIGITAL TECHNOLOGIES

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**Abstract:** *This article analyzes the essence of information that negatively affects the social worldview of an individual in the era of digital technologies, its social and psychological consequences, as well as effective methods for preventing such influences. The spread of false, manipulative, or harmful information on social networks is having a significant impact on human consciousness, values, and social thinking. The article examines the effects of such negative forms of information as online harassment, cyberattacks, defamation, and disinformation on individuals and organizations. It also highlights the philosophical and legal foundations of ensuring information security based on international legal norms, particularly the European Union's General Data Protection Regulation (GDPR) and the United Nations Universal Declaration of Human Rights. The study develops proposals for preventing negative information flows through social networks, increasing media literacy, developing critical thinking among young people, and forming a positive culture of communication.*

**Keywords:** *social networks, negative information, cyberattack, online harassment, defamation, disinformation, media literacy, information security, social consciousness, GDPR, information culture, digital environment, individual worldview.*

In the present era of digital technologies, social media has become an integral part of everyday life, shaping the ways in which people communicate, interact, and exchange information. However, along with its numerous advantages, social media also poses certain risks, particularly from the perspective of negative influence.

Negative social media influence refers to the dissemination of harmful information about individuals or organizations on social media platforms. It may appear in various forms, including cyberattacks, online harassment, defamation, and the spread of false information. Such negative influence can have serious consequences, affecting people's mental health, reputation, and personal relationships. For organizations, the negative impact of social media may damage brand reputation, lead to the loss of customers, and even affect financial performance.

In today's interconnected world, where information spreads rapidly and can reach a global audience within seconds, preventing the negative influence of social networks is becoming increasingly important. The negative impact of social media includes various harmful forms of behavior and content that may cause damage to individuals and organizations.

The most common forms of negative social media influence include the following: Online harassment refers to the use of digital communication platforms to intimidate,

threaten, or insult individuals. It may take the form of hateful messages, stalking, or the spread of rumors and false information.

Cyberbullying involves the use of technologies, including social media, to harass, threaten, or humiliate others. This form of bullying may lead to serious consequences for victims, including psychological distress, social isolation, and, in severe cases, suicidal behavior.

Defamation occurs when false statements are made about an individual or organization, thereby damaging their reputation. On social networks, defamation can spread quickly and cause lasting harm to the public image of a person or organization.

The spread of negative social media influence is significant, and many studies emphasize its widespread nature. According to a report by the Pew Research Center, 41 percent of Americans have experienced online harassment. Similarly, a study conducted by the Cyberbullying Research Center shows that nearly 34 percent of students in the United States have experienced cyberbullying at some point in their lives.

The consequences of the negative influence of social networks may be serious and long-lasting. For individuals, exposure to negative social media content may lead to psychological problems, including anxiety, depression, and low self-esteem. It may also affect personal relationships, as victims may feel isolated and alienated from their peers.

In extreme cases, the negative influence of social networks has been associated with self-harm and suicide. For organizations, the negative impact of social media may undermine brand reputation and credibility, resulting in the loss of customers and revenue. It may also affect employee morale and productivity, as employees may become discouraged by negative feedback and criticism on social media platforms.

Overall, the prevalence and consequences of negative social media influence demonstrate the need for effective strategies to prevent and mitigate its impact. By understanding the various forms of negative social media influence and their potential consequences, individuals and organizations can take active measures to protect themselves and others from harm.

The international legal framework related to social networks and online content is primarily regulated by regional and international treaties, as well as national laws and regulations. Two key documents in this regard are the European Union's General Data Protection Regulation and the United Nations Universal Declaration of Human Rights.

The European Union's General Data Protection Regulation (GDPR), Regulation (EU) 2016/679, has been applicable since 25 May 2018 and represents a comprehensive set of data protection rules applied across all EU member states. It is aimed at protecting the personal data of individuals in the European Union and regulating the processing and movement of personal data. The GDPR includes provisions requiring social media platforms to obtain explicit consent from users before collecting their data and to take measures to protect users' information from unauthorized access and misuse.

The modern information age is characterized not only by rapid access to information but also by serious problems related to the spread of disinformation and manipulation through mass media. The issue of the negative impact of such information on a person's social

worldview is highly relevant, as it affects not only individuals but also social processes as a whole.

In international practice, a number of approaches and strategies have been developed to combat this phenomenon. Studying the experience of different countries makes it possible to identify effective methods and tools that help protect public consciousness from the harmful effects of disinformation and fake news.

In the process of informatization and globalization, various forms of ideological and informational struggle are becoming increasingly intense. Although some interpret this as a novelty of the twenty-first century and compare it with the "rise of culture," it should never be forgotten that such processes may have a negative impact on the hearts, minds, and consciousness of the younger generation.

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