

INTERNATIONAL EXPERIENCE IN PREVENTING INFORMATION THAT NEGATIVELY AFFECTS A PERSON'S SOCIAL WORLDVIEW

Kurbon Aminjonov¹⁴

National University of Uzbekistan (Tashkent, Uzbekistan)

Abstract: *This article examines the negative influence of information disseminated through the Internet on individuals' social worldviews and reviews international efforts to mitigate such effects. It explores the concept and evolution of personal information culture, international socio-legal practices aimed at preventing harmful content that undermines personal morality, and the role of continuous education systems in fostering information literacy among young people. The study analyzes further the scientific and social aspects of the relationship between global information systems and the development of personal information culture in the context of globalization. In addition, recognizing mass media as the primary source of information on global events and a key channel for the discussion and analysis of social processes, the article further investigates the mass media's influence on the formation of beliefs, perceptions of reality, and individual worldviews. The key mechanisms of such influence, including the formation of mass propaganda, cognitive manipulation, and the shaping of preferences, are analyzed to provide a deeper understanding of how mass media can impact culture and democratic processes in modern society.*

Keywords: *social media, social worldview, globalization, cyberattack, blockchain technology, digital literacy, disinformation.*

INTRODUCTION

In today's digital age, social media has become an integral part of our daily lives, shaping the way we communicate, connect, and share information. However, along with its many benefits, social media also poses risks, especially in terms of negative impacts. In today's interconnected world, where information spreads quickly and can reach a global audience in seconds, preventing the negative impact of social media is increasingly important. The negative impact of social media encompasses a variety of harmful behaviors and content that can have a detrimental impact on individuals and organizations.

The consequences of social media abuse can be severe and long-lasting. For individuals, social media abuse can lead to psychological distress, including anxiety, depression, and low self-esteem. It can also affect personal relationships, as victims may feel isolated and alienated from their peers. In extreme cases, the negative effects of social media have been linked to self-harm and suicide.

For enterprises, the negative impact of social media can damage brand reputation and credibility, leading to lost customers and revenue. It can also affect employee morale and productivity, as employees can become discouraged by negative comments and criticism on social media platforms.

Overall, the prevalence and consequences of negative social media exposure underscore the need for effective strategies to prevent and mitigate its impact. By understanding the

¹⁴ Email: kurbonaminjonov4@gmail.com

different forms of negative social media exposure and their potential consequences, individuals and organizations can take proactive steps to protect themselves and others from harm.

The Negative Influence of Social Media and Legal Protections

Negative social media influence refers to the dissemination of harmful information about individuals or organizations on social media platforms. This can take many forms, including cyberbullying, online harassment, slander, and the spread of false information. The negative impact of social media can be profound, affecting people's mental health, reputation, and personal relationships. For organizations, the negative impact of social media can damage brand reputation, lead to customer loss, and even impact financial performance.

The most common forms of negative social media influence include:

- Online harassment: Online harassment refers to the use of digital communication platforms to intimidate, threaten or insult individuals. This can take the form of hate messages, harassment or the spread of rumors and misinformation;
- Cyberbullying: Cyberbullying involves the use of technology such as social media to harass, threaten, or embarrass others. This form of bullying can have serious consequences for victims, including emotional distress, social isolation, and in severe cases, suicide;
- Defamation : Defamation occurs when false statements are made about a person or organization, damaging their reputation. Defamation can spread quickly on social media and cause permanent damage to a person's or organization's reputation in society.

The prevalence of negative social media exposure is significant, with numerous studies highlighting its pervasive nature. According to a report by the Pew Research Center, 41 percent of Americans have been bullied online. Similarly, a study by the Cyberbullying Research Center found that nearly 34 percent of students in the United States have experienced cyberbullying at some point in their lives [1].

The international legal framework relating to social media and online content is primarily regulated by regional and international treaties, as well as national laws and regulations. The two main instruments in this regard are the European Union's General Data Protection Regulation and the United Nations Universal Declaration of Human Rights. General Data Protection Regulation (GDPR): The GDPR, which came into force in 2018, is a comprehensive set of data protection rules applicable to all EU member states. It aims to protect the personal data of individuals in the European Union and regulate the processing and movement of personal data. The GDPR includes rules requiring social media platforms to obtain explicit consent from users before collecting their data and to take measures to protect users' data from unauthorized access and misuse [2].

"The Universal Declaration of Human Rights, adopted by the United Nations General Assembly in 1948, is an international document that sets out the fundamental human rights of all individuals. Article 19 of the Declaration states that everyone has the right to freedom of opinion and expression, including freedom to seek, receive and impart information and ideas through any media, regardless of frontiers. and distribution rights." This provision was developed to protect the rights of individuals on the Internet, including the right to access and share information on social media platforms.

These laws and regulations are used to prevent the negative impact of social media and protect the rights of individuals online in several ways:

- Data protection: GDPR requires social media platforms to take measures to protect users' personal data, such as encryption and data anonymization, to prevent unauthorized access and misuse;
- Privacy rights: The GDPR and the UDHR recognize the right to privacy of individuals and require social media platforms to respect the privacy rights of users, including the right to control their personal data and decide how it is used;
- Freedom of speech: While the GDPR and the UDHR protect individuals' right to freedom of expression, they also place restrictions on this right to prevent harm such as hate speech and defamation on social media platforms. Platforms must take steps to remove illegal content and prevent its spread [3].

In general, the international legal framework related to social media and online content plays a crucial role in preventing the negative impact of social networks and protecting the rights of individuals online. By setting standards and rules for social media platforms, these laws help ensure that people use social media safely and responsibly.

Global Approaches to Countering Disinformation and Protecting Youth

The modern information age is characterized not only by quick access to information, but also by significant problems associated with the spread of disinformation and manipulation through mass media. The problem of the negative impact of such information on a person's social worldview is also very important, affecting not only individuals, but also social processes in general.

A number of approaches and strategies have been developed in international practice 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 information and globalization, various struggles are gaining momentum. Although some people liken this to the "Rise of Culture", calling it a novelty of the 21st century, we must never forget that this is having a negative impact on the hearts and minds of the future young generation.

The widespread development of the Internet itself also poses risks for adolescents. On the Internet, young people can access any information without any supervision from their parents. Social networks have caused a negative impact, rather than a positive one. An analysis of international studies shows that 20% of children have been invited to have sexual intercourse in a virtual environment. 11% have experienced this several times. Also, 14.5% of children have arranged meetings with strangers via the Internet, 10% have gone to these meetings alone, and 7% have not warned anyone about their meetings with strangers [4].

These processes indicate that negative processes occurring through the Internet are rapidly penetrating the minds of children and young people.

Of course, social networks are not only a source of positive information for young people. Some young people use these platforms to connect with their loved ones and feel close to them, but many young people, out of boredom or spiritual emptiness, consume pornographic materials that promote immorality, associate with people who limit their

thinking, have low moral standards, and engage in conversations with them on intimate topics that go beyond their boundaries. One of the most popular trends today is the problems associated with Internet social networks, including the website odnoklassniki.ru, which has taken over the minds of young people. This site may have been created to bring people closer together and keep them in constant contact, but it is gradually turning into a social network that promotes immorality, attracting young people even more.

If we look at French legislation from an international perspective, on February 15, 2011, the French Constitutional Council adopted a law to ensure the country's internal security. This law provides for the following measures:

- Establishing the necessary filtering on the Internet to limit the spread of child pornography (this process is implemented by the Central Directorate of the French Ministry of the Interior);
- Punishing individuals who use a fake IP address (sanction: 1 year in prison or a fine of 15,000 euros);
- Performing actions on behalf of a third party on the Internet (if these actions cause harm to a third party, the sanction is: imprisonment for 1 year and a fine of 15 thousand euros);
- Restricting by any means information and other appeals that negatively affect the minds of young people and their safety;
- To conduct remote surveillance by the police. In this process, to communicate with organizations that carry out any negative actions that negatively affect the minds of young people.

A similar law exists in the USA, where the document "On the Protection of Children from the Internet" came into force in December 2000. According to it, the issues of imposing restrictions on Internet resources, in particular, websites containing negative information, were given priority. Along with this, educational institutions and libraries can also receive grants to protect children from the Internet.

As can be seen from the above, Western countries have adopted a number of laws, documents, and regulations aimed at preventing the penetration of information that negatively affects the moral consciousness of young people through the Internet. Although their names and functions vary, their goal is the same.

International experience in preventing the spread of information that negatively affects a person's social worldview includes various approaches and strategies, including:

- Legislative measures and regulation: Some countries are considering legislative measures to combat disinformation and the negative impact of information. This includes introducing laws to punish the spread of false information or the manipulation of public opinion;
- Partnering with social platforms: Many governments and international organizations are working with social platforms such as Facebook, Twitter, Telegram, and YouTube to develop mechanisms to identify and remove disinformation and harmful information;

- Education and information literacy: Information literacy and public education programs help people distinguish reliable information from fake news and manipulation. This is especially important for young people and users who are active users of social media;
- International cooperation and standards: International organizations such as the United Nations and the European Union are advancing joint resolutions or initiatives to combat standards aimed at promoting or protecting freedom of expression and ensuring the proper use of information technologies.
- Analysis and monitoring: Some countries and international organizations are establishing information analysis and monitoring centers that track and analyze the spread of disinformation and its impact on public opinion [5].

International examples include the European Union's efforts to develop a code of conduct on countering disinformation, and initiatives by governments and non-governmental organizations to create platforms for counter-disinformation campaigns and public debate. These measures are aimed at strengthening information security and protecting an individual's social worldview from negative influences.

Here we will cite some examples of international experience and approaches to preventing the spread of information that negatively affects a person's social worldview.

European experience in combating disinformation: An initiative against disinformation has been developed and implemented in the European Union, which includes cooperation with social media platforms to remove fake news and disinformation, warn users about fake material, and support independent fact-checkers.

Legislative Measures in Germany: Germany has passed a law on network transparency that requires social networks to remove illegal content, including disinformation, within 24 hours of being notified. The law is intended to protect public safety and prevent the spread of negative information.

Lithuania's "Countering Disinformation" Program: Lithuania has developed a national program to combat disinformation, which includes training citizens in critical thinking skills, supporting free media and think tanks, and collaborating with international partners to exchange best practices.

Measures to combat manipulation on social media in the United States : The United States has taken steps to regulate social advertising on social media and to strengthen transparency requirements for the financing of social advertising . This is mainly aimed at preventing manipulation and unfair influence on the electoral process.

Counter-disinformation initiatives in Australia: In Australia, separate government programs have been launched to support fact-checking and independent research institutions that analyze and refute disinformation to ensure public safety and information accuracy.

Countermeasures against disinformation in Japan: Japan has developed public information security strategies aimed at protecting citizens from disinformation. These measures include educational programs aimed at strengthening critical thinking and strengthening partnerships with the private sector to increase transparency of information in the media.

South Korea's Internet Transparency Program: South Korea has implemented an Internet Transparency Program that requires social media platforms and the online platform community to provide information about how algorithms select and display content. This is intended to increase transparency and improve public control over the information space.

International cooperation and exchange of experience in the European Union: The European Union consistently supports international cooperation in the field of countering disinformation, including the exchange of experience between EU Member States, projects to develop social media education, and initiatives to increase and strengthen social media literacy among people.

Singapore is developing technology solutions : Singapore is developing technology solutions to automatically detect and remove fake news and disinformation. This includes using artificial intelligence algorithms to analyze and classify content.

Information security initiatives in Latin America: A number of Latin American countries are implementing information security programs aimed at combating disinformation, including supporting independent media, expanding access to reliable information, and promoting media literacy among the population.

These examples demonstrate the diversity of approaches and measures used in different countries to combat the negative impact of information on a person's social worldview, which provides an opportunity to learn lessons and develop effective strategies in this area.

The experience of various countries shows significant achievements in regulating social networks, strengthening media literacy and citizen awareness, as well as introducing technological solutions to combat disinformation. However, challenges remain, especially in the context of the rapid development of technology and the globalization of the information space.

To successfully prevent the spread of disinformation, it is necessary to continue strengthening international cooperation, share best practices, and apply the latest technologies and tools to ensure information security. It is also necessary to pay special attention to protecting the rights of citizens to freely use reliable information, and to support and strengthen independent mass media and research organizations.

Conclusion: In the context of globalization, the influence of social networks on shaping human worldviews is significant and multifaceted. Social networks play an important role in the dissemination of information, the formation of social relationships and mutual influences, as well as the development of personal and social identity. They promote the exchange of cultural values and ideas that leads to a more cosmopolitan worldview in the context of globalization. However, their impact can also be negative, reinforcing information bubbles, manipulation, and cultural homogenization.

To make the most of the opportunities offered by social media and minimize their negative aspects, it is necessary to develop critical thinking and media literacy. This allows people to critically evaluate information, avoid manipulation, and form a more objective and balanced worldview. In order to increase the effectiveness of media education policy, it is necessary to view the mass media as a system that expresses the national interests of society.

In the modern world, it is also important to support and encourage the diversity of cultural and social influences to promote tolerance and understanding of diversity.

Social networks, if used correctly and consciously, can become a powerful tool for personal and social development in the context of globalization, contributing to the formation of an open, informed, and worldview.

LIST OF REFERENCES:

1. Al Ariss A., Cascio W. F., Paauwe J. Talent Management: Current Theories and Future Research Directions // Journal of World Business. – 2014. – №49(2). – pp. 173–179.
2. Björkman I., Morris S. Handbook of Research in International Human Resource Management. 2nd ed. / Ed. by G. K. Stahl, I. Bjorkman, S. Morris. – Cheltenham, England: Edward Elgar Publishing, 2012.
3. Farndale E., Scullion H., Sparrow P. The Role of the Corporate HR Function in Global Talent Management // Journal of World Business. – 2010. – №45(2). – pp. 161–168.
4. Центра экономических исследований. Эффективная коммуникация и развития // Аналитический доклад. – 2015.
5. Dunyo globallashuv jarayoni va O'zbekiston yoshlari // Konferensiya maqolalar to'plami. Innovatsion rivojlanish nashriyot-matbaa uyi. – 2020 – B. 163
6. Ал-Бухари Мухаммад А. Глобализация и проблемы международного обмена информацией в условиях современно-международных отношений // Автореф. дисс. докт. полит. наук. – 2005 – Ташкент: АГОС.
7. Басин М. А., Шилович И. И. Синергетика и интернет (Пут к Синергонет) // СПб.: Наука. – 1999.
8. Erkaev A. Globallashuv: axborot xuruji va ommaviy madaniyat // Tafakkur. – 2008. – №4. – B. 12
9. Otamuratov S. Globallashuv va ilmiy-ma'naviy xavfsizlik (siyosiy-falsafiy tahlil). 2-nashr. –2015. – Toshkent.
10. Saxatov I. Internet tarmoqlarida axborot xavfsizligi // [Online]. – URL: <http://www.adolatgzt.uz/adolat/3995> (Muroja qilingan sana: 01.07.2025).
11. United Nations. Universal Declaration of Human Rights // [Online]. – URL: <https://www.un.org/en/about-us/universal-declaration-of-human-rights> (Date accessed: 01.07.2025).