

PERSONALITY IN DIGITAL SPACE

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ABSTRACT

In this article, the author analyzes the fact that the process of digitalization of human activity made us reconsider the issue of the essence of consciousness, human capabilities in the work of consciousness, the optimal ways of interaction of human consciousness with modern computer technology and generated virtual reality. The author argues that digital reality is a direct product of consciousness and can have a significant direct impact on the psyche of an individual and consciousness in general. Virtual consciousness is a reflection of virtual reality and the result of the very properties of human consciousness. That is, virtual consciousness is a part of consciousness, which is a reflection of virtual reality, a form of adaptation to it.

Keywords: digitalization process, personality, consciousness, digital reality, virtual reality.

People who live their lives in close contact with the Internet often need social support, they have great difficulties in communication, they experience dissatisfaction, low self-esteem, complexes, shyness and a whole host of other possible problems of this kind. Unfortunately, the Internet is able to solve almost all such problems, providing a virtual life (where you can make yourself absolutely anyone, that is, realize all your dreams of your own exclusivity) instead of real life, for which such a person simply turns out to be unsuitable.

Practice shows that such people are in a hurry to go to a safe environment for them, to a life where they have no obligations. Over time, such a way of life and thinking permeates all levels of their reality, and the result is that a person acts, lives and thinks in a completely different way. The approach to solving various life problems is changing.

Digitalization has an impact on the cognitive, communicative, emotional, psychophysiological, social spheres of human development [3]. Over the past year, according to the Kaspersky Lab, 85% of children cannot imagine their lives without digital devices.

The 21st century is called the era of global digitalization, characterized by a large-scale shift from traditional industry to a computerized, digitized, information transfer-based one. One cannot but agree that global digitalization sounds impressive. Today it is used in everyday life, at work, in government structures, business, medicine, education, and continues to cover all large areas of human life, while being accompanied by global economic, political, cultural and religious integration and unification. Obviously, the entry of a person into the era of digital transformation requires the development of new models of distance pedagogical interaction, the formation of new types and forms of organization of educational material. It is important that the development of distance learning contribute not only to the acquisition by students of the skills of independent search and processing of information on the Internet, but also to the emergence of professional education to a new level due to the dynamic development of information and communication technologies.

The development of modern information technologies, the creation and implementation of artificial intelligence, the process of digitalization of human activity associated with this, forced us to reconsider the

issue of the essence of consciousness, human capabilities in the work of consciousness, the optimal ways of interacting human consciousness with modern computer technology and generated virtual reality.

Human thinking in the usual sense of its understanding is the thinking of a person, therefore it is personified, subjective and individual. And although it is based on the universal principles and laws of evidence, correctness, consistency, nevertheless it is colored by the peculiarities of the personal worldview. Internet thinking has a different specificity. When the physical world of matter fades into the background, the worldview fundamentally changes. By controlling the degree of connection of consciousness with the outside world, a person can significantly expand his perception and even create new objects of reality that did not exist before. The world of digital communication, virtual reality and their influence on consciousness as a specific object of special scientific research has a short history.

Digital reality, on the one hand, is a direct product of consciousness, and on the other hand, it can have a significant direct impact on the psyche of an individual and consciousness in general. Then virtual consciousness is a reflection of virtual reality, on the one hand, and on the other hand, the result of the very properties of human consciousness. That is, virtual consciousness is a part of consciousness, which is a reflection of virtual reality, a form of adaptation to it. The digital world modifies, first of all, the individual consciousness.

Modern man has a "distributed" consciousness. This can be easily explained by the example of using any electronic device that has access to the network - in most cases, interaction with the real world does not take place in a single information flow. Most gadget users have several windows or dialog lines open at the time they go online. An interesting fact is that in the process of using the network, the consciousness adapts in a specific way to filter out the flows of unnecessary information. Also, thanks to anonymity, it becomes possible to simultaneously occupy different virtual personal positions (an extreme expression of this effect is the "splitting" of a virtual personality, since the Internet makes it possible to simultaneously participate in discussions under different names) [2, p. 142].

In the Internet space, there is no need to burden yourself with your physical body. "Interchangeable Bodies" make attachment to a single and unchanging body unnecessary. After all, in the most difficult new conditions, matter becomes a conditional object, information replaces meaning. The use of virtual reality technologies gives rise to risks associated with the loss of existence, alienation and depersonalization of the human inner world. A comprehensive communication of sensory information through the senses in digital reality allows you to break into the deep layers of the human psyche, to replace individual elements of the self-image in the right direction. We consider it necessary to dwell here on the issue of manipulation of the consciousness of a digital user.

Currently, the topic of Internet addiction is becoming more relevant. This is due to the expansion of the influence of the Internet, since this virtual environment provides wider opportunities than other media for the dissemination of various kinds of information that has an impact on human consciousness. Since people are immersed in the Internet, thanks to its distribution and accessibility, they are easy to control, and it is precisely the invisible nature of such manipulation that most often makes such manipulation acceptable.

To avoid this, it is necessary to move away from clip thinking, characteristic of the digital age, and return to critical thinking.

In real living space, a person constantly feels his being. But the simulation of reality makes the individual transform, which is expressed in his desire for self-identification, the appropriate experience for which is not the situations of real life, but the experience acquired in the virtual space.

Thus, summing up, it should be noted that the problem of changing the consciousness of an individual who thinks in terms of the digital world - this problem, which became especially relevant at the beginning of the 21st century, goes beyond the scope of special sciences and becomes a topic requiring philosophical reflection. The virtualization of consciousness requires the study of modern technologies and principles of influence, based on the specifics of virtual reality as a new socio-cultural reality that forms a person as a person, contributing to his adaptation in a complex global world.

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