IMPACT OF DIGITALIZATION ON BEHAVIORAL ATTITUDES OF YOUTH: A SOCIOLOGICAL ANALYSIS

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Abstract
The article discusses the characteristics of the digitalization process, the development trends of modern society, and identifies the features of the impact of digitalization of society on various aspects of life, including the formation of the value structure of consciousness of the younger generation.

Keywords: Digitalization, digital society, youth, society, values.

Introduction

Digitalization is entering our lives at a tremendous speed. The Development Strategy of the New Uzbekistan pays much attention to the digitalization of the main areas of activity and the construction of a genuine information society in the country. By the Decree of the President of the Republic of Uzbekistan Shavkat Mirziyoyev dated October 5, 2020, the Strategy "Digital Uzbekistan - 2030" was approved.

The growing role of information as the most valuable resource and the development of technologies lead to the fact that reality itself is changing and, accordingly, the format of life of both people and socio-political institutions. Digitalization accelerates production and exchange processes, increases the level of competition, and contributes to the welfare of society.

The introduction of computer technologies, their integration into society and social space, affects all social groups, especially the younger generation as a more loyal and active social community.

Today, young people are actively mastering technological capabilities that simplify communication, everyday interactions, education and employment. In these conditions, it is impossible not to emphasize the direct impact of digitalization as a social process on the value and behavioral attitudes of young people, which form their main life strategies.

Materials and methods of research

The research methodology is based on the analysis of modern scientific and methodological provisions on this issue.

The following theoretical research methods were chosen: comparative and typological methods.

There are a number of publications that contain various interpretations of this phenomenon, as well as different methods for its comprehensive characterization. For example, E. Toffler [6] considered the "information society" as the last stage of civilizational development, after agricultural and industrial. The emergence of a digital society, according to the scientist, is a certain result of technological innovations and changes in social relationships against the background of these transformations. M. Castells [2] emphasized the "network" nature of the information society, in other words, the process of informatization is built on the principle of a network of institutions. Indeed, we cannot deny this fact, since the activities of one social institution inevitably affect the functioning of another, and the processes of introducing IT technologies contribute to the interpenetration of these connections and mutual influence. The modern era as a result of the separation of the individual from natural factors, technological modernization, and consequently the emergence of computer technologies as sources of information storage was defined by E. Giddens [1, assigning a dominant role in such a society to the national state with powerful administrative and military power, as well as culture. The latter in this case acts as a kind of reflective sphere of social innovations.

In the modern interpretation of V.K. Levashov, O.V. Grebnyak [5], the process of digitalization of society is defined as a mechanism of "implementation of information and communication technologies in all spheres of social life", while each individual has unlimited access to all open sources of information via the Internet. The authors emphasize the following trends: the process of digitalization distribution contributes to the expansion of communication in the political, social and educational spheres; the emergence of a "deviant digital culture" due to the spread of low-quality, limited and not always reliable information [4, p. 81].

Results and Discussions

Let us note the following characteristics of the digitalization of society, identified by V. I. Neizvestny [7, pp. 91-95]: a decrease in the share of hard labor in the economy; changes in the professional and labor structure of society; automation of production and widespread use of artificial intelligence in management; the formation of a new quality of life; immoderate consumption, the prevalence of hedonistic values, the development of inequality; intellectual degradation due to the active use of information technology achievements; the replacement of direct communication with remote communication. Artificial intelligence today is rightfully considered one of the megatrends in the development of information technologies in the digital economy, along with the "ubiquitous" and mobile Internet, miniature production devices and learning machines. Therefore, artificial intelligence technologies are becoming one of the dominant factors in the development of modern society. Despite all the advantages of this process, digitalization also has its drawbacks. Today, the digitalization trend, for example, in the economy is associated with challenges, threats and risks, since the issues of forming a digital economy are becoming issues of national security and competitiveness in the global market, as well as issues of the standard and quality of life of the population. The main negative consequences of the introduction of digitalization of the economy and modern society include: a decrease in the total number of jobs in the country; the emergence of unscrupulous users of new services; digital fraud; piracy and distribution of malicious content; the problem of

personal information security; a decrease in social activity [3]. The criminal environment is also moving into virtual reality, social ethics and people's attitudes are changing, empathy is decreasing. Let us point out such an important point as the liberation of a person's free time in the context of automation of many household and work affairs, which, naturally, affects the change in the consciousness of the individual and is a global social problem [5, p. 98].

Massive computerization has a huge impact on human nature, changes consciousness, reduces the normal level of emotional life, leads to computer addiction. The problem of preserving personality in the information society is becoming especially relevant. It gives rise to a "deficit of humanity", the emergence of early psychological aging of society, human loneliness and a decrease in physical health. It should be noted that young people, as the most active and flexible social group, absorb all technological changes. It can be said that young people as such are the very new type of digital individual or subject of digital society, capable of not only adapting to the new realities of social space, but also acting as a source of its transformation. Thus, the computerization of the social environment not only gives rise to new value and behavioral imperatives, but is also an object of influence of a representative of the information society.

Currently, the Internet is the main source of information for young people. In this regard, both positive and negative consequences of the influence of this network can be distinguished: since the information in this space is quite diverse, contradictory and not always reliable, the moral and ethical consciousness of a young person either becomes selective or, on the contrary, like a sponge, absorbs all the pluralism of ideas and moods. It is impossible to deny the priority influence of the family on the formation of moral and ethical and behavioral attitudes of young people, but at present the influence of the information space, in which a fairly large part of communicative interaction is carried out, as well as their social connections and functions, is great. This fact suggests that global changes in society in the field of its informatization, although they are a significant factor in changing people's consciousness, the main transmitter of the value-normative system remains the immediate environment and family. [4]. It is important to note here that digitalization processes also affect the disunity of the family institution if there are no reasonable restrictions on the use of modern gadgets. This circumstance, in turn, can lead to actual alienation within the social unit, and consequently, to a decrease in the importance of family traditions and values. Currently, actual communication with relatives and friends is often replaced by communication in "messengers", work relationships are also moving to a remote format, in these conditions the importance of friendship, personal relationships, and associations of interests will also be leveled. The opposite effect is possible: an acute lack of direct live communication can give rise to various kinds of behavioral deviations.

It is highly likely that the availability of information content will change in the future: various sources will gradually become commercialized, which will result in a problem of choice for a young person and the correspondence of his/her financial capabilities.

It should be noted that, according to young people, the following attitudes are typical for the digital era: "speed, flexibility, personal opinion, comfort, control, transparency" [3], while family and health are singled out by young people as insignificant. It becomes obvious that representatives of this social group do not realize that they are already in new realities of social

development. The introduction of digital technologies is a complex and too intensive process not only for the older generation, but also for the young, who are faced with a huge number of modern challenges and the absence of any specific social guarantees.

The new conditions for the development of a market economy in a digital society also contribute to the polarization of young people into two parts: the successful, flexible, mobile and the one that could not adapt to the new conditions. In turn, these processes bring to the forefront such behavioral categories as satisfaction of personal interests and acquisition of competitive advantages. The study of this author confirms the prevalence of such values as "health, peace, family and children, growth of well-being". At the same time, the fact of mistrust of the authorities in the youth environment is emphasized, which gives rise to its desire for activity in destructive and extremist organizations.

Conclusions

Summarizing the above, we can draw the following conclusions.

1. Digitalization of society is nothing more than the integration of information and communication technologies into all spheres of society, accompanied by the expansion of communication; transformation of the professional and labor structure of the population; changes in the quality of life and behavioral strategies of individuals; changes in the cultural, leisure, everyday, work, educational environments, as well as in the forms of social interaction.

2. In general, the positive attitude of the younger generation to the introduction of information and communication technologies in all spheres of life is associated with expectations of improving its quality, simplifying various functions in work, everyday life, education, expanding various kinds of opportunities. The impact on the moral and ethical and value component of life by young people is either not realized or remains uncertain: it is characterized by an ambivalent attitude.

3. There is a change in the professional and labor moods of young people in favor of mobility, flexibility, changing professions, practicality, and developing creativity.

4. Educational orientations are characterized by the desire to use broad digital opportunities to obtain the necessary knowledge with a parallel decrease in the importance of responsibility, hard work, the value of cognitive and analytical abilities.

5. Traditional meanings related to feelings, close environment, the importance of education and material income remain a priority for young people. Those that correspond to the new type of society are highlighted as additional ones: mobility, behavioral plasticity, high speed of information acquisition, adaptability, the desire for material comfort.

6. The formation of value and behavioral attitudes in a particular area in the era of digitalization depends on the choice of information content of each young person, his upbringing, the influence of his family, social environment, his own strategic position. A modern representative of youth is characterized by individualism, pragmatism, the ability to act as a subject of social change, he is not dominated by a certain ideology, he is in a situation of information pluralism and diversity, which naturally affects the construction of a rather uncertain value structure. It seems that further deepening of the digital integration process will contribute to strengthening

the importance of traditional attitudes and the growth of new value orientations that meet the modern realities of social development.

As we can see, the informatization of social space includes the emergence of not only innovative opportunities to ensure a comfortable life for a person, but also negative consequences that affect primarily the cultural, ethical, and moral component of social relations.

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