

# Factors Influencing the Transformation of Personal Culture in The Conditions of The Information Society in New Uzbekistan

Berdibaev Aydos Tolíbaevich

Base doctoral student at Tashkent State University of Economics, Uzbekistan

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**Abstract:** This article analyzes, from a socio-philosophical perspective, the main factors influencing the transformation of personal culture under the conditions of the information society in New Uzbekistan. It examines the impact of the informatization process on the individual's worldview, value system, communication culture, and skills of receiving and evaluating information. It also reveals the interrelationship of socio-economic, spiritual-moral, political-legal, cultural, information-communication, and personal-psychological factors. The article scientifically substantiates the acquisition of new content by personal culture in the context of the development of New Uzbekistan, as well as the specific features of its formation in the harmony of national and universal values.

**Keywords:** New Uzbekistan, information society, personal culture, transformation, socio-philosophical analysis, information environment, value system, media culture, digital communication.

**Introduction:** The formation of the information society in New Uzbekistan is one of the complex and multifaceted phenomena that is acquiring particular significance in the course of current reforms. This process cannot be explained solely by technological modernization or the widespread introduction of digital tools. This is because informatization, above all, is influencing the social consciousness of society, its spiritual environment, as well as the lifestyle, worldview, and cultural identity of the individual. In recent years, the development of e-government systems, digital services, internet infrastructure, and mass communication media in the country has elevated relations between the state and the citizen, as well as between society and the individual, to a new stage. In this sense, the formation of the information society in New Uzbekistan is creating the basis for personal culture to acquire a new content as well.

## LITERATURE REVIEW AND METHODOLOGY

In analyzing the theoretical foundations of this issue, it is first necessary to focus on the essence of the concept of culture. In Uzbek philosophical thought, culture is regarded as the product of human activity and as an

important social factor determining human development. In particular, a group of authors led by E. Yusupov interprets culture as a system of material and spiritual values created in the process of human activity [1,217].

The significance of this approach lies in the fact that it presents culture not as a ready-made and unchanging heritage, but as a phenomenon that is formed, enriched, and renewed in the course of human social practice. Hence, personal culture is also not a fixed and unchanging state; rather, it continuously evolves under the influence of the era in which a person lives, the information environment, the education system, forms of communication, and the exchange of values. Especially in the information society, the increase in sources of knowledge, the expansion of communication opportunities, and the growth of virtual participation significantly renew both the content of personal culture and the forms of its manifestation.

The complex nature of culture has also been deeply analyzed in the works of foreign scholars. In particular, M. S. Kagan evaluates culture as a multidimensional

and multilayered system and specifically emphasizes that “the real life of culture is a multidimensional field” [2,78]. This idea makes it possible to understand culture not as a simple process developing in a single direction, but as a complex field existing at the intersection of various historical, spiritual, aesthetic, ethical, and communicative factors. Kagan also shows that behind every form of culture there emerges a particular type of person. This idea is especially relevant in the context of New Uzbekistan today. This is because the modern individual is no longer formed only within the framework of national culture; rather, he or she is developing simultaneously under the influence of global information flows, social networks, digital platforms, and mass culture. As a result, the cultural identity of the individual is also becoming more complex and multilayered.

It should be noted that the special place of the issue of values in Uzbek philosophy is also important for understanding the theoretical foundations of the transformation of personal culture. In this regard, Q. Nazarov emphasizes that at every stage of social development certain values acquire priority significance, and specifically states that “in accordance with historical necessity, a value rises to the foremost stage of social development” [3,75]. This idea is highly important for understanding the conditions of the information society. Today, values such as information literacy, media culture, critical thinking, the ethics of virtual communication, transparency, and digital responsibility are becoming increasingly important. At the same time, traditional values are not disappearing completely; on the contrary, they are being enriched with new meaning under new conditions. For example, such concepts as etiquette, responsibility, respect, and honesty are now manifested not only in traditional social relations, but also in online behavior, the culture of information sharing, and the process of virtual communication.

## RESULTS

The formation of the information society in New Uzbekistan requires a new interpretation of the theoretical foundations of the transformation of personal culture. This is because the process of informatization is not limited only to technological renewal, but also directly affects the social structure of society, the spiritual environment, the level of legal consciousness, cultural values, and the inner world of the individual. In this sense, it is not scientifically sufficient to explain changes in personal culture by only one factor. On the contrary, it is necessary to systematically analyze the set of factors that generate and shape this process. Indeed, under the conditions of the information society, the transformation of personal

culture takes place in close connection with socio-economic conditions, spiritual and moral criteria, the political and legal environment, cultural processes, information and communication technologies, as well as the psychological characteristics of the individual. Under the influence of precisely these factors, the individual’s worldview, value system, culture of communication, skills of receiving and evaluating information, as well as the process of self-awareness acquire a new content. Therefore, in studying this issue, it is an important task to scientifically classify the factors influencing the transformation of personal culture, to reveal their interrelationship, and to illuminate their practical and theoretical significance in the context of the development of New Uzbekistan.

In New Uzbekistan, it is appropriate to classify the factors influencing the transformation of personal culture under the conditions of the information society according to the following main directions from a scientific point of view.

**1. Socio-economic factors.** Socio-economic factors directly influence not only a person’s living conditions, but also their worldview, needs, and cultural orientations through the level of economic development of society, the quality of life of the population, the scale of employment, and the condition of the education and service systems. As a result of the reforms being implemented in New Uzbekistan, the changes taking place in economic and social life are also bringing new content into the process of the individual’s cultural formation. In particular, the expansion of the digital economy, the emergence of modern professions, and the growing demand for information services are giving rise to new requirements regarding a person’s knowledge, skills, and cultural level.

The influence of socio-economic factors is most clearly manifested, above all, in processes related to education and labor activity. As economic opportunities expand, the individual’s aspiration to receive quality education, use modern information tools, improve professional qualifications, and work on self-development becomes stronger. This, in turn, contributes to the broadening of their cultural outlook, the enrichment of their circle of communication, and the growth of their social activity. At the same time, the deepening of market relations fosters such qualities in the individual as independence, initiative, responsibility, and readiness for competition. These qualities are becoming one of the important features of personal culture in the present era.

**2. Spiritual and moral factors.** Among the factors influencing the transformation of personal culture,

spiritual and moral factors hold special significance. This is because, under the conditions of the information society, not only a person's level of knowledge or technological capabilities, but also their inner faith, moral standards, value orientations, and spiritual foundation play a decisive role. It is no coincidence that, in the course of the reforms being carried out in New Uzbekistan, priority attention is being given to such issues as human dignity, national identity, spiritual heritage, and the educational environment. Indeed, in a context where information flows have accelerated immensely, what kind of information a person accepts, how they evaluate it, and how they internalize it into their life position are largely determined by their spiritual world.

Spiritual and moral factors are manifested, first of all, in the individual's system of values. If such qualities as patriotism, responsibility, honesty, respect, patience, diligence, and social duty are firmly formed in a person, they are able to respond much more consciously to the complex and sometimes contradictory influences of the information society. Such an individual becomes not merely a consumer of global information flows, but a subject who selects, analyzes, and evaluates them on the basis of their own spiritual criteria. It is precisely this aspect that serves as an important factor in the meaningful enrichment and stable development of personal culture.

**3. Political and legal factors.** Another important group of factors influencing the transformation of personal culture in the conditions of the information society is political and legal factors. This is because the individual's culture of using information, civic position, activity in the media sphere, and social responsibility are largely determined by the political environment and legal order in society. In the course of the reforms being implemented in New Uzbekistan, special attention is being paid to openness, transparency, ensuring citizens' right to information, and strengthening dialogue between the state and society. This shows that personal culture is not only a spiritual or individual phenomenon, but also a social phenomenon inseparably connected with the political and legal environment. The more open and legally regulated the information space is, the more actively the individual's independent thinking, conscious selection of information, and civic participation are formed.

The connection between political and legal factors and spiritual and cultural development is also clearly reflected in the development strategy of New Uzbekistan. The "Uzbekistan–2030" Strategy sets the task of "jointly combating ideological threats on the basis of the national idea, strengthening cooperation

between the family, school, and mahalla, and on this basis ensuring the continuity of spiritual education." This approach shows that, in the information society, legal and political measures are not limited merely to creating infrastructure, but are also aimed at strengthening the individual's spiritual stability, cultural immunity, and civic responsibility. Therefore, political and legal factors can be assessed as the organizational and legal foundation of the transformation of personal culture. It is through these factors that a balance is ensured between freedom of information, openness, civic participation, and spiritual security.

**4. Cultural factors.** Cultural factors also occupy a special place in the system of factors influencing the transformation of personal culture. This is because, under the conditions of the information society, a person's way of thinking, aesthetic taste, values, behavior, and social relations are largely determined by the cultural environment in which they live. The process of social renewal taking place in New Uzbekistan is unfolding in close connection with preserving national cultural heritage, restoring historical memory, developing modern cultural forms, and raising the cultural level of the younger generation. For this reason, it is impossible to explain changes in personal culture without taking cultural factors into account.

The influence of cultural factors is manifested прежде всего through national traditions, customs, language, historical memory, and spiritual heritage. It is precisely these factors that create the basis for the individual's self-awareness, their sense of place in society, and their way of life grounded in certain value criteria.

**5. Information-communication and technological factors.** One of the strongest factors influencing the transformation of personal culture under the conditions of the information society is information-communication and technological factors. Today, the way a person acquires knowledge, the form of communication, the manner in which they perceive the world, and their social activity are increasingly becoming connected with digital tools, internet networks, and modern communication platforms. In New Uzbekistan, the widespread introduction of information technologies into various sectors, the expansion of digital services, and the development of online education and electronic communication have brought new content into the individual's daily life. As a result, the culture of working with information, selecting it, receiving it, and transmitting it is becoming one of the important criteria defining the individual's overall cultural profile.

At the same time, information-communication and technological factors are also changing methods of knowledge and thinking in their influence on personal culture. A person living in the digital environment increasingly encounters speed, multiple sources, and a stream of visual information. This affects the pace of their thinking, the level of concentration, habits of receiving information, and analytical approach. On the one hand, technological tools broaden the individual's range of knowledge, increase educational opportunities, and stimulate creative activity. On the other hand, the excessive abundance of information, the habit of superficial reception, overdependence on the virtual environment, and reliance on ready-made information may also lead to certain negative consequences. Therefore, when assessing these factors, it is necessary to take into account not only the convenience they create, but also the fact that they are complex factors affecting the very content of personal culture.

**6. Personal-psychological factors.** It should be emphasized that, under the conditions of the information society, the individual's attitude toward external information flows, the manner in which they receive them, the criteria by which they select them, and the forms in which they respond are determined прежде всего by their inner psychological state, character, needs, motives, and level of self-awareness. In this sense, it should be particularly noted that the same information environment does not affect different individuals in the same way. Therefore, changes in personal culture should be explained not only through external factors, but also in connection with the individual's internal psychological preparedness, willpower, independent thinking, and capacity for self-regulation. In this regard, it is appropriate to cite the following words of the Austrian philosopher Viktor Frankl: "Everything can be taken from a man but one thing: the last of human freedoms—to choose one's attitude in any given set of circumstances, to choose one's own way." [4,104]

This idea shows that even in the most complex conditions, a person's inner position, spiritual independence, and conscious choice determine what kind of person they become. In the information society as well, it is precisely this capacity for inner choice that serves as a decisive factor in whether personal culture remains stable or becomes unstable.

## CONCLUSION

Indeed, in the information society, the way a person communicates, behaves in the virtual environment, and shows inclination toward certain kinds of information directly reflects their inner psychological

state and moral foundation. Therefore, personal-psychological factors can be assessed as the internal mechanism of the transformation of personal culture.

The more developed a person's level of self-awareness, psychological stability, self-control, goal orientation, and critical thinking is, the more conscious their behavior and cultural choices in the information environment will be. Conversely, inner instability, lack of purpose, emotional vulnerability, or weak reflection may weaken the cultural orientation of the individual under the pressure of information flows. Therefore, under present conditions, the issue of developing personal culture is directly connected not only with external upbringing and information policy, but also with strengthening the individual's internal psychological foundation and fostering in them the capacity for self-analysis, self-regulation, and spiritual-psychological stability.

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