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Personal Information Security In A Transforming World

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Abstract: In the paper an information security of the individual in the context of informatization of society. Nowadays, this topic is becoming one of the most relevant areas of a number of studies, because security is a fundamental human need. The article examines modern information technologies, their impact on the psyche and consciousness of people. The principles and problems of ensuring information and psychological security are analyzed. The influence of the media is considered, The impact of the Internet, television and radio broadcasting, cell phones and other information technologies on the consciousness and mental health of the individual.

Introduction: In the context of rapid changes in the technological landscape, human information security is becoming one of the key aspects of his life. The development of digital technologies, the spread of the internet of things, the growing popularity of artificial intelligence and many other innovations create new opportunities, but also new threats. In this transformative world, everyone faces challenges related to protecting their personal data, privacy and online security.

At present, many advanced scientific centers and institutes are working to protect young people from the effects of the virtual world on a global scale, to prevent and eliminate the internet that has arisen in them. Including at Greenfield and the center for Internet and Technology Addiction, Thailand Internet Addiction treatment in Thailand, Toronto Internet Addiction treatment science center, Delhi Internet Addiction detection center in Delhi, Australian Internet Disaster research center, US psychologists' assessment (APA) Extensive research work is carried out at the Turkish Social medicine research center, the institute of ninety psychology (Tukusuba institute of psychology), the Russian institute of psychology (institute of psychology Russia), the Chinese medical university in China.

The relevance of the topic of human information security in a transforming world is due to the rapid development of technologies that are changing not only the infrastructure of society, but also the ways people interact with digital platforms. In the era of widespread use of the Internet, mobile devices, and the internet of things, the number of threats related to cyber attacks, identity leaks and information manipulation is increasing. These threats affect not only organizations, but also each individual user, forcing them to constantly adapt to new conditions. It is important to understand that protecting personal information has become not just a technical necessity, but an element of an overall security strategy that affects personal security, financial well-being and reputation. In the context of globalization and increasing digital risks, information security issues are becoming particularly important, requiring new approaches and solutions both at the technological level and at the level of user consciousness and behavior.

A special place in the information sphere of society is occupied by the individual, group and mass consciousness of people, wich is increasingly exposed to aggressive information influences, wich in some cases damages the mental and moral health of citizens, destroys the moral norms of society and leads to the destabilization of the socio-political situation. Information security refers to the state of protection of individuals or groups of individuals from negative information influences and related other person vital interests, society and the state in the information sphere. The protection of individual, group and mass consciousness of citizens from illegal information

influences is the main content of the information security activities of the New Uzbekistan, a relatively new and still insufficiently developed area of information security. All this, of course, it can reduce the stability of the individual's psyche to various information influences. A personality is considered stable if it is able to critically analyze, evaluate perceived information and make an objective decision based on this information.

PROBLEM FORMULATION

The methodological basis for highlighting this problem combines various approaches that provide a comprehensive understanding of human information security issues in a rapidly changing digital world and offer ways to improve the effectiveness of protection at all levels of interaction with information systems.

Within the framework of the system approach, information security is considered as part of a broader information space in which various components interact: technological, social, legal and cultural. This allows us to consider threats and protective measures not only as technical tasks, but also as elements related to user behavior, social responsibility, and legislative initiatives.

Information security issues require the involvement of knowledge from various fields: information technology, law, sociology, psychology, and economics. This makes it possible to more fully assess all aspects of threats and offer comprehensive solutions that address not only the technical side of protection, but also social and behavioral factors affecting personal security.

An important part of the methodology is the analysis of existing risks and threats to a person's personal information in the digital space. This approach includes studying the methods of cyber attacks, threats from internal and external sources, as well as assessing the likelihood and consequences of such threats for users.

An important methodological basis is the emphasis on multi-level protection strategies that include not only technical measures (encryption, two-factor authentication), but also elements of digital literacy, fostering a security culture, and the active use of legal data protection mechanisms.

The study uses data on real threats and incidents, as well as the results of surveys and studies on user behavior and their perception of information security issues. This allows us to identify real challenges and gaps in current data protection practices.

There is an increase in the effectiveness of information impact tools on the human psyche and public consciousness. Modern and promising information technologies and tools allow for almost unlimited control and management of information impact on public consciousness [15]. The problem of security has received some development both in foreign and domestic science. Scientists began to study the problem of information and psychological security in the early 2000s.

In 1975, Jerry Salzer and Michael Schroeder, first proposed dividing security breaches into three main categories: unauthorized information release, unauthorized information modification and unauthorized access denial. Currently, these categories have received the following standardized definitions: Confidentiality, Integrity, Availability [5].

In 1998, Donn Parker supplemented the classic CIA triad with three more aspects: Possession or Control, authenticity and Utility [9]. This model is called the Parker hexad (from hexad in English "a group of six items"), it is the subject of discussion among information security experts.

The problem of information security lies in the field of interdisciplinary interaction: law, psychology and information technology. A. Mikhailov [3] and R.M. Yusupov [12] considered the problem of personal security in the information society in the context of the national security of the country as a whole.

Yu.S. Ufimsev, E.A. Erofeev and others [6] investigated the regulatory, psychological and technological aspects of information security

V.Ya. Asanovich and G.G. Manshin [1] created information security models for the first time, studied aspects of modeling information and psychological effects on personality that are important for practice, and identified the influence of the media on the dynamics of political interaction

Yu.M. Kuznetsova and N.V. Chudova [7] consider the problems of personal changes arising in the new social situation of personality development, determined by the formation of an Internet culture.

Yu.S. Rysin [8] summarizing scientific and practical achievements in the field of modern broadcasting systems and information technologies, proved the danger of the impact of electronic information systems on humans

One of the modern directions of studying the peculiarities of moral behavior on the Internet is called cyber ethics. It refers to the rules of moral (i.e. correct, honest, fair) behavior in the Internet environment. Unfortunately, ethicists and philosophers have not agreed on the definition of "morality". We have defined morality as a system of rules governing human behavior, as well as principles for evaluating these rules [14]

Cees J. Hamelink [4] introduce issues related to cyber ethics into the category of urgent moral problems generated by the development of technology. In his research, he discusses specific areas of scientific and practical work that have developed in the field of studying the moral and immoral use of computers and the Internet, primarily related to the prevention of crimes and deception, the possibilities of protection against them and ensuring security.

Researchers such as Voiskunsky, Naftulyev and Dorokhova analyze measures to counter pornography, pedophilia, sexual harassment via the Internet, and ways to protect children from possible damage to their mental health caused by intruders. Big attention is paid to measures to counteract deception and fraud on the Internet, unfair registration of potentially attractive domain names for the purpose of their subsequent resale, unauthorized access to remote computers, theft based on human carelessness or gullibility, all types of plagiarism, piracy and copyright violations [10, 11].

K.Yang identifies two groups among Internet addicts: those who "hang" on communication for the sake of communication and those who "hang" on information. Internet-addicted people use the network to receive social support (by belonging to a certain social group: participating in a chat or teleconference); the possibility of creating a virtual hero (creating a new self), which causes a certain reaction from others; receiving recognition [16].

RESULTS AND DISCUSSION

We believe that the mass media are shaping the consciousness of the mass people of our time. The means of communication that operate, transform and dose information are becoming the main instrument of influence in modern society. To increase the effectiveness of the exercise of authority.

The strategies use the most modern information technologies that help turn the audience into an object of manipulation. A simplified, averaged, highly suggestible person becomes this sought-after object. Human consciousness turns out to be structured through and through by a few, but persistently embedded statements, which endlessly broadcast by the media, form a kind of invisible framework of governing opinions, institutions, restrictions, which determines and regulates the reactions, assessments, and behavior of the public [2]

Modern youth are particularly concerned about computer games. Children and teenagers download aggressive games from the Internet without hindrance and play online with each other over the network. Young people with a still fragile psyche are particularly at risk of being exposed to virtual reality created by such games. Due to the involvement in the game, teenagers and children can spend a lot of time sitting at the computer. Thus, they "fall out" of society, become apathetic and passive to the real life activities of society.

The production and distribution of Internet games is one of the most profitable and active business areas. Society and the state should take all possible measures, including moral ones, to protect the younger generation from the negative impact of such a hobby. Some states have begun to act in this direction. For example, the Thai Ministry of Health considered it necessary to warn parents to take the choice of video games seriously and take into account the age and emotional state of their children [14].

Also, there is a feature of the Internet that is of fundamental importance when considering issues of information and psychological security of the individual. It is related to the fact that there is no governing or controlling body on the Internet. Responsibility for the information placed in Internet information is not actually carried by either the author, often anonymous, or the provider. K. Kaspersky argued, that the computer world quickly turned from a kind community into a kind of society where you can't leave the gates unlocked, and a man with a knife can stand around every corner [16].

Information networks serve as a very convenient platform for the preparation and implementation of information-terrorist and information-criminal activities. Propaganda materials from criminal organizations, recipes for the manufacture of explosives, weapons, including nuclear weapons, narcotic and psychotropic drugs, and sophisticated encryption algorithms can be distributed in them. Such information is disguised as scientific and technical information.

The Internet provides opportunities for both development and stagnation and degradation of personality. The use or refusal to use Internet activity as a means of changing oneself and one's life is determined by the objectives of the subject. We can only say that a person naturally changes according to internal and external conditions under the influence of activities mediated by the Internet. At the same time, the internal conditions depend on what stage in the development of identity and the development of higher mental functions a person goes through based on the capabilities of this environment; external ones depend on the forms of mental activity that are supported by this environment [5].

Terrorism is becoming another danger for people in the information society. Terrorist organizations effectively

use the achievements of the scientific, technical and information revolution – from means of mass destruction, transport and communications to the latest media technologies, regularly outstripping government services that counter terrorism. Therefore, terrorist threats in the information sphere pose a very serious problem, the relevance of which will only increase with the development and spread of information and communication technologies. Since the use of non-standard means of attack and scenarios by terrorists increases the effectiveness of psychological impact on the population due to "novelty" and increases the likelihood of successful implementation due to the unwillingness of state anti-terrorist structures to identify and repel them. Recently, possible terrorist technologies include actions aimed at directly exerting a frightening effect on mass consciousness through information weapons and social technologies. Terrorist websites themselves have become one of the most successful tools of information warfare. They publish disinformation messages, news that causes panic and a sense of hopelessness among the population.

CONCLUSION

Human information security in a transformative world is becoming an integral part of personal and social sustainability in the digital revolution. Technological innovations provide huge opportunities, but at the same time create new risks that require attention and awareness on the part of each user. The importance of protecting personal data and confidential information is not limited only to technical means, but also includes the development of digital literacy, responsibility for their actions on the network and the application of comprehensive security measures.

For effective protection, it is necessary to take into account dynamically changing threats and apply multi-level strategies that include both traditional protection methods (passwords, encryption) and new approaches (biometrics, artificial intelligence). It is also important to consider the role of government policies and legal initiatives aimed at protecting users and creating a secure digital space.

The future of human information security is directly linked to the development of technology and changes in the social and legal environment, which highlights the need for continuous improvement of approaches to personal protection in a globalized digital world..

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