

THE TRANSFORMATION OF PERSONAL CULTURE IN THE INFORMATION SOCIETY: ETHICAL CHALLENGES AND IDENTITY NEGOTIATION IN A GLOBALIZED DIGITAL ERA

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ABSTRACT

This article explores the multifaceted transformation of personal culture within the evolving framework of the information society. It analyzes how globalization, digital technologies, and mediated communication reshape individual identity, interpersonal relationships, and local cultural traditions. While digital connectivity facilitates cross-cultural exchange and global awareness, it also poses risks such as cultural homogenization, identity fragmentation, and ethical dilemmas, including privacy erosion and cultural appropriation. Drawing upon contemporary sociological and philosophical perspectives, the study emphasizes the paradoxical nature of cultural change in digital environments—offering unprecedented opportunities for self-expression and diversity, yet simultaneously undermining authentic cultural continuity. The paper calls for a critical reassessment of ethical engagement, digital literacy, and cultural preservation strategies in response to these shifting paradigms.

Keywords: *Personal culture, information society, globalization, digital identity, cultural transformation, cultural homogenization, cultural appropriation, artificial intelligence, digital ethics, privacy, intercultural communication, youth culture.*

INTRODUCTION

In the digital age, personal culture is undergoing significant transformation as individuals navigate an increasingly interconnected and technology-driven world. The emergence of the information society, marked by the ubiquity of digital platforms and global media networks, has redefined how people form identities, interact with communities, and engage with cultural traditions. This dynamic landscape fosters cross-border exchange and shared experiences, but it also introduces complex challenges related to authenticity, ethical representation, and cultural preservation.

As global narratives dominate the media space, traditional cultural expressions often face marginalization or commodification, leading to concerns about cultural erosion. Moreover, the proliferation of consumer-driven digital content, algorithmic

influence, and online surveillance complicate how individuals perceive themselves and others, often blurring the line between real and constructed identities.

METHODOLOGY

The present article aims to critically examine the interplay between digital innovation and personal culture by exploring the ethical, psychological, and sociocultural consequences of this shift. By highlighting both the opportunities and tensions inherent in this transformation, the study provides a nuanced understanding of what it means to cultivate and sustain cultural identity in the age of information.

Generally speaking, the shift towards an information-driven society carries considerable long-term implications for our personal culture, most notably in the ways individuals form their identities and interact within their communities. As digital platforms increasingly shape the information landscape, long-standing cultural practices rooted in local traditions may, in most cases, become increasingly homogenized, potentially leading to a dilution of distinct cultural identities. While the ready availability of diverse global narratives does foster a marketplace of ideas, it simultaneously exerts pressure on individuals to conform to prevailing trends, sometimes at the expense of truly authentic self-expression. Moreover, the somewhat persistent nature of online interactions can foster a curated persona that might diverge from one's true values and beliefs, complicating interpersonal relationships and weakening genuine connections. Thus, the complex interplay between digital consumption and personal identity underscores a critical paradox: while the information society presents unprecedented opportunities for cultural exchange, it also poses the inherent risks of identity fragmentation and cultural erosion, necessitating a reevaluation of how we engage with both technology and culture.

The impact of globalization keeps growing, and it's really changing how personal culture works, especially now that we're so connected through the information society. It's like people are constantly dealing with a mix of cultures, where what's always been done meets all kinds of influences from around the world. This mixing can change who people think they are, as they take bits from different cultures, which can sometimes break down the old ways of doing things. Think about how digital media lets everyone see personal cultural expressions. This pushes people to change how they show themselves, often reacting to what's popular globally. Yet, this can cause problems, like cultures becoming too similar, where small, local customs get lost under bigger, global ideas. So, figuring out how to keep your own culture while still being part of the larger world is a major issue people have to deal with as the information society changes[1].

DISCUSSION

Globalization, in essence, describes how businesses, cultures, and populations become more and more connected worldwide; information technology has sped this up. It's a complex idea with economic, social, and political sides, leading to the spread of goods, ideas, and cultural practices between countries. In our information age, globalization means that digital communication tools are everywhere, making it easy for people to connect and interact instantly, no matter where they are. This constant connection causes personal culture to constantly shift as individuals take on new impacts and angles that come from it. Globalization can help shared identity and cultural exchange but also brings up big questions about how local traditions might disappear as the world's culture becomes more similar everywhere. In conclusion, the definition and effects of globalization are key to understanding the challenges individuals face in an increasingly digital world as they try to navigate their personal culture.

Technology's arrival has deeply reshaped cultural exchange. Now, diverse communities are more connected than ever. People use digital platforms like social media and streaming to discover various cultural expressions—music, art, and traditions from far-off places. This easy access can increase understanding and appreciation for different viewpoints, helping people form their identities in an interconnected world. Yet, this exchange has issues. The fast spread of similar cultural stuff can weaken local traditions, sparking worries about cultural appropriation and losing what makes things real. As tech keeps changing, it's key to look closely at what these exchanges mean. We need to make sure they boost cultural variety while letting individuals grow their own cultures in the big digital world of the information society. Generally speaking, this dynamic requires continuous assessment.

Global media's reach has significantly changed local cultures, leading to an interesting mix of keeping traditions alive and seeing them change. When international media shares content everywhere, it brings different stories, beliefs, and ways of life, which can change societies' cultures. Sometimes, this can lead to cultures becoming more alike, where local customs are overshadowed by big global media, which can weaken a sense of identity. On the other hand, global media also lets local cultures be seen and known worldwide like never before, which helps people share ideas and talk about different cultures. People might feel pulled in different directions, though, as old values clash with what globalization offers. The effect of global media is complex; it helps cultures connect but also threatens to wear them away, really challenging our sense of who we are in this age of information[2].

We're seeing a big shift in how young people see themselves and express their culture. This change is largely because of new technologies and ways of communicating. Social media and streaming services are everywhere now, so young people all over the world can easily share and connect with different cultural stuff – like music, fashion, and even activism. This connection builds a feeling of togetherness among young people everywhere, pushing values like being inclusive and caring about social justice, which goes beyond old-fashioned cultural ideas. But this global culture also brings some problems. It might weaken local traditions and make everything feel the same, which could hurt individual cultural identities. Plus, because digital culture is always around, it can lead to shallow interactions, making people worry if relationships are real and meaningful. So, while global youth culture can really boost someone's personal cultural experience, it also makes us think about how to keep unique cultural identities safe in a world that's more connected than ever.

Today, cultural identity faces growing challenges. We're all navigating a digital world that tends to favor worldwide uniformity over the specific cultures of individual regions. Social media and online platforms push a wide variety of cultural stuff on us, potentially watering down the customs and values of our forebears. When we encounter differing lifestyles and worldviews, we risk shedding those unique cultural traits that shaped us, both personally and as communities. Globalization is making things even more complicated, because often, distinct cultures are repackaged as commodities for mass markets, losing their real meaning. This contradiction—greater connectivity, yet cultural loss—means we must carefully balance keeping our cultural heritage alive while participating in a world that's constantly reshaping us. Basically, personal cultural change involves a tough negotiation between the past and present.

Consumerism significantly influences how culture changes in today's world, especially with so much information available. Because technology makes information spread quickly, what we buy reflects and shapes what society values and how people act. Digital platforms let people constantly consume, often linking buying things to who they are and their place in society. This changes cultural norms, with individual success and owning things becoming more important than traditional community values. Furthermore, consumerism affects personal culture by making people feel that their value depends on what they buy. This influences how they live, interact, and even feel emotionally. In most cases, the growth of consumerism makes us rethink our personal culture. It challenges us to think about how what we buy affects who we are and society in general[3]. Ultimately, this reevaluation is a crucial step in understanding the evolving dynamics of contemporary cultural identity.

The preservation of local cultures, in a world that's increasingly interconnected, stands as a key challenge, even a necessity, really, when we talk about how personal identity transforms. The quick exchange of ideas, traditions, customs - all thanks to information tech - can mean that unique cultural expressions are at risk of being watered down, or even disappearing altogether. This mostly comes from the power of global media, which tends to push similar stories that drown out the local ones. Now, local cultures can be quite resilient, especially when communities get involved and adapt their cultural heritage. You see this in action through cultural festivals, artisan groups, and educational programs, which are super important for protecting traditional languages and practices. But, funny enough, the internet has also given local voices a chance to take back their own stories. And generally speaking, this has sparked renewed interest in indigenous knowledge. So, the relationship between globalization and local culture shows us the constant battle to define identity during transformation, generally highlighting the need to actively support cultural diversity in our information-heavy society. Navigating the information society, we see future trends in cultural globalization poised to reshape personal culture deeply. Digital platforms are rising, fostering cultural exchange like never before, enabling instant sharing and consumption of content across backgrounds. This cultural democratization might challenge traditional hierarchies, elevating local and indigenous views alongside dominant global stories. AI's growing role in content creation could spark new hybrid cultural experiences, going beyond borders and building a more linked social world. Yet, this connectivity raises worries about cultural sameness and the possible loss of unique cultural identities. As people increasingly shape their personal cultures through a global view, it's vital to thoughtfully examine the implications, making sure the richness of varied cultural expressions is kept safe amid globalization's persistent flow.

The information society brings cultural shifts with deep ethical problems. Technology's changes to communication and access to info cause changes in personal and group cultures. Sometimes, traditional values get weaker. These changes raise ethical questions, like cultural appropriation. Dominant groups might exploit less powerful cultures, making them lose their true identity. Digital platforms also turn culture into a product, caring more about money than being culturally sensitive. This leads to shallow portrayals that don't respect cultural stories enough. Navigating this quick change, people need to respect and understand each other. They should talk about cultural representation and inclusivity. Finally, the ethical effects of cultural transformation force us to rethink what we value personally and as a society in this connected global world[4].

Ethics, which is closely linked to culture, acts as a foundation for grasping moral behavior and societal norms across various communities. When we look at culture, ethics isn't just a fixed set of rules; it's heavily shaped by the stories of the past, the values shared by the community, and the specific social customs of each society. This cultural view influences how people see what's right and wrong, which helps create a shared identity that shapes how people act and make decisions. As we deal with the challenges of today's information-driven society, ethical issues like privacy, digital honesty, and false information show clear differences in moral thinking from one culture to another. As a result, the shifts in personal culture in the digital world force individuals to balance traditional ethical ideas with new ones, pushing them to rethink their moral standards. So, when we define ethics in a cultural setting, we see a lively interaction between changes in society and what individuals are responsible for, stressing the need for a well-rounded understanding of personal and communal ethics as we face current challenges.

Technology, in our information-driven world, presents something of a paradox, deeply intertwined with contemporary ethical challenges. It's true that it has granted individuals unparalleled avenues for information and communication, boosting awareness regarding social concerns and ethical thoughts. Yet, this accessibility also introduces significant moral considerations concerning privacy, surveillance, and data manipulation. Social media's expansion, for example, has reshaped not only personal relationships but also the dissemination and consumption of information, potentially fostering the proliferation of misinformation or damaging rhetoric. Moreover, technologies like artificial intelligence challenge established ethical paradigms, since machines make choices that significantly impact people's lives. This complex relationship between technological progress and ethical concerns demands a critical look at how such tools shape personal culture. So, navigating technology's ethical landscape calls for both individual reflection and group societal action, to foster a culture prioritizing ethical responsibility in the digital era[5].

Privacy worries have really taken off in today's info-heavy world, and they're changing how we see ourselves and get along with each other. People are using online platforms more and more for talking, shopping, and hanging out, which means their personal info is super valuable and often grabbed without them even saying it's okay. This constant watching creates a general feeling that you can't trust anyone, as folks try to deal with what it means to be tracked all the time. When privacy starts to disappear, it messes with your freedom and also changes how society works, sometimes making people afraid to speak up if they disagree with something. Plus, since it's getting harder to tell what's public and what's private, there's a bigger chance

of data leaks, which can leave sensitive info open to being used the wrong way. As computer programs play an increasing role in information sharing, it's essential that we find a way to make connections, but also protect our private lives. So, getting through the tricky parts of privacy in today's society is key if we want to keep people's dignity and have trust in each other.

Contemporary society sees surveillance everywhere, which has really changed how we act personally, creating both unease and a new kind of social life. Because we're watched so much through our gadgets, we're more aware that what we do could be looked at, making us think more about how we come across. This can stop us from being truly ourselves, since we might change how we talk, what we pick, and how we act to fit what we think society wants or to keep from being judged. Plus, when surveillance becomes normal, it can lead to us just going along with things, where we might start acting more like everyone else without even realizing it, because we don't want to be judged or get in trouble. This can really hurt our own personalities and ideas. So, the personal parts of our lives, where we should be able to be ourselves, are getting invaded. Dealing with all this means we have to figure out who we are in a time when our lives are not just lived, but also watched, measured, and maybe even controlled.

Digital culture presents significant intellectual property challenges, impacting both personal and shared creative endeavors. The ease of replicating and sharing digital content—art, music, literature, software—has led to widespread accessibility, often at the expense of valuing original creations. Copyright laws, particularly online, contribute to this issue, blurring traditional ownership concepts. Creators find it hard to safeguard their intellectual property, confronting piracy and unauthorized use that diminish financial rewards and hamper innovation. The increase in user-generated content also brings up ethical issues regarding attribution and moral rights. Finding a balance between promoting creativity and fairly compensating artists is crucial as our information society develops, addressing the complex impact of digital transformation on our personal culture.

In our interconnected world, cultural appropriation stands out as a complex ethical problem. The ease with which cultural elements now spread brings up vital questions about who owns what and how respect comes into play. Usually, it involves one group taking on parts of another's culture, which can lead to misrepresentation and the culture being turned into a product. It's especially problematic when the culture doing the appropriating has been historically more powerful than the one being taken from, which can make inequalities worse. Current conversations stress how important it is to grasp the cultural background and what different

representations mean, specifically for groups like indigenous peoples who have been oppressed in the past. Their cultural symbols are sometimes used to make money without giving them credit or any benefits. These situations force us to carefully consider where the line blurs between appreciating a culture and inappropriately taking from it. As a result, both individuals and society are pushed towards embracing a more ethical way of sharing cultures. Overall, the ethics of cultural appropriation really shows the urgent need for both awareness and sensitivity in today's diverse and increasingly digital world.

The part individuals play in cultural transformation is, arguably, more important than ever, especially considering our ever-connected world. Because tech and global communication cause fast cultural shifts, folks must grapple with assessing and remolding their own beliefs and ways. More than just consuming digital stuff, this involves actively making and spreading cultural stories that show different viewpoints and encourage inclusivity. People should think about what their contributions mean for the digital world, understanding their actions might either reinforce old stereotypes, or push against how things are. In taking on this role, people not only add to their own cultural development but also are key in society's broad transformation. Therefore, cultural change is fundamentally driven by individual choices that emphasize moral involvement and cultural understanding in our quickly evolving age of information.

CONCLUSION

Education, particularly within the information society, offers a critical path for cultivating ethical awareness as individuals grapple with increasingly intricate moral issues. The ongoing advancement of technology, along with the expansion of digital platforms that are now reshaping how people interact, puts educational institutions in a prime spot to instill values like critical thinking and ethical decision-making. Educators can integrate ethical frameworks directly into their curricula[6]. This encourages students to consider the effects of their online actions, as well as the broader societal impacts tied to new technologies. The thing is, this approach is more than just individual moral development; it also strengthens a shared sense of duty. We can foster a society that's both more equitable and just. Furthermore, by promoting open discussions regarding things like data privacy, what it means to be a digital citizen, and the ethical applications of AI, education gives learners the power to participate thoughtfully in today's information-driven world. Equipped with this kind of ethical understanding, citizens are better able to tackle the various issues presented by the current technological shifts. In most cases, this leads to a more empathetic and responsible society, generally speaking.

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