

Forms of Dissemination of Disinformation in the Digital Communications Environment

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Annotation: The forms and methods of dissemination of disinformation in the environment of digital communications are manifested through complex gnoseological, semiotic and socio-technological processes, which are directly related to the algorithmic management of information flows, media Architecture and the dynamics of communicative interactions. The article will talk in detail about these issues.

Keywords: disinformation, media, socio-philosophical, family, Forms and methods.

Introduction: The forms and methods of dissemination of disinformation in the environment of digital communications are manifested through complex gnoseological, semiotic and socio-technological processes, which are directly related to the algorithmic management of information flows, media Architecture and the dynamics of communicative interactions. As a result of the rapid development of information transmission technologies in the context of post-industrial society, the construction of social discourse has become more and more complex, and the relativity of the epistemology of reality is increasing. The essence of disinformation is explained not only by a decrease in the level of awareness or the spread of misinformation, but it also manifests itself as a strategic tool that directly affects the transformation of human consciousness and cognitive systems. Analysing the scope of this phenomenon through comprehensive socio-philosophical and communicative approaches, identifying its linguistic, semiotic and psychological mechanisms, raises the need for a deeper study of its content awareness in the context of modern information paradigms. D.R.Holikov believes that "the family is a branch of society, there is a special science, a culture of its management. The composition of the economic, social and spiritual, spiritual environment of the family depends on the level of management"².

The ontological essence of disinformation spreading in the digital communications environment is that it is replicated through decentralized networks, automated algorithmic systems, and AI-controlled information flows, unlike traditional media.

Sociocommunicative analysis of disinformation propagation mechanisms shows that it is popularized on social media through elements such as algorithmic resonance, emotional amplification, and content virality. The principle of algorithmic resonance is based on the fact that information is repeatedly processed by algorithmic systems and conveyed in accordance with the previously accepted information forms and interests of users. Therefore, disinformation becomes artificially entrenched in a personalized information space, radically altering the subject's approach to reality. The principle of emotional amplification, on the other hand, is achieved through the emotional reinforcement method of information dissemination, that is, information segments in which a person's emotional response is strong quickly and intensively spread to a wide audience. In this, psychological factors such as fear, anger, doubt and trust act as the main determinant, strengthening the social viral nature of disinformation. Therefore, the modern social media ecosystem creates conditions for the rapid and

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² Холиков Д.Р. Ўқувчиларни миллий урф-одатлар асосида оилавий ҳаётга тайёрлаш/жинсий тарбия мисолида.: Дис ... пед. фан. номзоди/ Низомий номидаги ТДПИ. - Т, 1993. 54-бет.



large-scale spread of disinformation to a mass audience, causing real information to fall into a state of informational hybridity.

A systematic analysis of communicative strategies of disinformation shows that its effectiveness depends on the functioning of social validation mechanisms. In particular, the "echo chamber" (echo chamber) effect and the "filter bubble" (filter bubble) phenomena manifest as one of the main tools that cause disinformation to take a deep root in the audience's mind. The echo chamber effect represents closed information fields that form on social media, in which users are only provided with information that matches their beliefs, and opposite-point views are excluded through disinformation filters. The filter bubble effect, on the other hand, is formed using algorithms to create individually tailored information fields for each user, and disinformation is artificially strengthened in the process. Therefore, in the modern information space, it is becoming more complicated to clearly define the boundaries of real reality and manipulated information. According to Amartya Sen, "human development consists mainly of striving for freedoms, that is, it is important that freedom is confirmed by experience, not determined only by law"³.

Scientific discussions around disinformation rely on a variety of intellectual traditions, but they all seek to understand in depth the social and moral consequences of this phenomenon. As a result of the filtering and manipulation of the information flow by artificial intelligence and algorithmic control systems, humanity is increasingly forced to act within the framework of algorithmic thinking. In contrast to the classical methods of dissemination of information, digital communication is fast, large-scale and highly interactive, which dramatically increases the range of influence of disinformation. From a socio-philosophical point of view, the essence of disinformation is reflected in the process of deliberately or inadvertently communicating false information to the public. Information manipulation is carried out by means of fake news, edited visual materials, deepfake videos and other innovative methods, taking a complex turn using modern technologies. These processes directly affect not only the political or economic context, but also social relations, in particular, the institution of the family. As the first president Islam Karimov correctly noted, "...the most pure and pure feelings of a person, the first vital concepts and visions are formed in the bosom of the family in the first goal. It is natural that the spiritual criteria and views that determine the character, nature and worldview of the child – the foundation of such sacred concepts as goodness and goodness, nobility and kindness, or-nomus and andisha-will be decided in the context of the family"⁴.

The family is becoming the main target of disinformation as the backbone Institute of any society. The prevalence of misinformation through social media, media, and other digital communication channels can create discord among family members. The ethical aspects of disinformation are closely related to the human approach to information. In the philosophical tradition, moral criteria are considered as the main principles that regulate the attitude of a person towards information. With the development of artificial intelligence and the growing expansion of the digital environment, serious problems arise regarding the objectivity, reliability and moral acceptance of information.

Forms and methods of dissemination of disinformation in the environment of digital communications, as well as its influence on family relations, are one of the pressing issues that require modern socio-philosophical analysis. The complex and multifaceted geopolitical situation in the world, economic difficulties, social tensions, climate change and environmental threats, technological and cybersecurity are increasing the need for innovative activities in the sustainable development of human life. The experience and development paths of states that strategically aim for innovative development are marked by the transition to a market economy, with a special focus on the issue of modernization of Social being, moving from local development to the path of global development. From this point of view, the research of the role and place of innovative activity in global changes, the socio-philosophical principles of its improvement are of urgent importance, revealing not only economic

³ Сен А. К. Развитие как свобода (недоступная ссылка) — М.: Новое издательство, 2004. — 432 с.

⁴ Каримов И.А. Юксак маънавият — енгилмас куч. — Т.: Маънавият, 2008. — Б. 52.



achievements, but also socio-cultural development, improving the quality of human life and aspects inherent in solving problems in society. P.N. Rvalov, analyzing the constitutive properties of informational power, reveals as a philosophical concept the processes of consciousness formation carried out through the media in a cognitive society⁵. Based on this concept, family decisions, the choice of value, the formation of gender identities can be manifested not only as internal social institutions, but as the result of External Information Authority. V.V. And information warfare technologies analyzed by Kaftan show the family not only as an information consumer, but also as a target of informational aggression⁶. Through these technologies, family disputes, contradictions, crises of trust are artificially created, and a family that must serve as a solid social structure can become a weak social unit.

Conclusion: Disinformation affects not only the personal life and lifestyle of people, but also their way of thinking. As access to data through digital space expands, humans can become lost in the information flow. This situation puts the need to develop a critical approach to information on the agenda. In family relationships, it is important to increase the culture of information, develop critical thinking and strengthen digital literacy in order to form immunity to digital deformation. Viewed from a socio-philosophical perspective, digital deformation is not limited to the dissemination of information, but it is also seen as a factor influencing spiritual and moral values. Since the modern digital environment is changing the nature of human relationships, the development of methods for analyzing and combating information threats that affect family relationships is of urgent importance. Hence, deformation in the environment of digital communications and its socio-philosophical impact on family relations is one of the most important problems of modern society in relation to information security. To solve these problems, it is necessary to develop strategic approaches aimed at the development of Education, Information Culture and critical thinking. To protect the family institution from digital threats, comprehensive measures should be planned and the transparency of the digital information environment should be ensured.

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⁵ Рвалов П.Н. Конститутивные характеристики и статус информационной власти : контекст медиасферы когнитивного общества : диссертация ... кандидата философских наук. - Томск, 2019. - 138 с.

⁶ Кафтан В.В. Социогуманитарные технологии современной информационной войны : специфика, тенденции развития и направления оптимизации : диссертация ... кандидата философских наук. - Москва, 2019. - 185 с.

