TRANSFORMATION OF ETHICAL VALUES IN THE INFORMATION SOCIETY: A SOCIO-PHILOSOPHICAL ANALYSIS

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Abstract: Through a socio-philosophical perspective, the article under discussion focuses on the alteration of ethical values in the contemporary information society. The study elaborates on the impact of digital technology, worldwide information networks, and technological innovations on the existing moral codes, as well as the emergence of new ethical standards. Besides, the results shed light on the mutual influence between tech advancement and moral evolution in the 21st century.

Keywords: information society, ethical values, transformation, digitalization, moral philosophy, virtual ethics, technological determinism, social change.

Annotasiya: Ushbu maqolada zamonaviy axborot jamiyatidagi axloqiy qadriyatlar transformasiyasi ijtimoiy-falsafiy nuqtai nazardan o'rganiladi. Tadqiqot raqamlashtirish, global axborot tarmoqlari va texnologik taraqqiyotning an'anaviy axloqiy tizimlarga qanday ta'sir ko'rsatishi hamda yangi etik paradigmalarni shakllantirishini tahlil qiladi. Tadqiqot natijalari yigirma birinchi asrda texnologik taraqqiyot va axloqiy rivojlanish o'rtasidagi dialektik munosabatlarni tushunishga hissa qo'shadi.

Kalit so'zlar: axborot jamiyati, axloqiy qadriyatlar, transformasiya, raqamlashtirish, axloq falsafasi, virtual etika, texnologik determinizm, ijtimoiy o'zgarishlar.

Аннотация: В данной статье рассматривается трансформация этических ценностей в современном информационном обществе через социально-философскую призму. Исследование анализирует, каким образом цифровизация, глобальные информационные сети и технологический прогресс влияют на традиционные моральные системы и формируют новые этические парадигмы. Результаты исследования вносят вклад в понимание диалектической взаимосвязи между технологическим прогрессом и нравственным развитием в двадцать первом веке.

Ключевые слова: информационное общество, этические ценности, трансформация, цифровизация, моральная философия, виртуальная этика, технологический детерминизм, социальные изменения.

INTRODUCTION

The rise of information society has been very impactful and is considered as one of the major changes in civilization, completely modifying the economic and social structures along with the ethical principles that human beings and social interaction use [1]. The rapid passing over of information, digital technologies everywhere, and the making of different places for people to interact have together been a challenge to traditional moral values which have evolved over a long period through stable social conditions. The modern-day philosophers and sociologists are progressively aware that the information revolution is a matter of urgent rethinking of ethical principles, as the old good-evil, truth-falsehood, public-private divides gain new meanings in the digital setting [2]. This research is aimed at answering the question of significant importance regarding the transition of ethical values influenced by information technologies and the emergence of new moral challenges in the societies that are digitally connected and are information-rich. The importance of this investigation is drawn from the fact that technology based on humanistic principles has been recognized as one of the major causes of social dislocations and the decline of democratic societies.

METHODOLOGY AND LITERATURE REVIEW

This research relies on comparative philosophical analysis as the methodological foundation, hermeneutic interpretation of the scholarly sources, and dialectical synthesis of different theoretical perspectives on technology and ethics. The literature review is systematic and covers works by Western, Russian, and Central Asian scholars who have treated several aspects of ethical transformation in technological societies. The philosophical framework integrates concepts from classical value theory, postmodern ethics, and contemporary digital humanities to build a broad analytical tool that can handle the difficult issues around axiological shifts.

The information society notion, which was first proposed by Daniel Bell and later on by Manuel Castells was the major sociological context for coming value changes understanding [3]. In the outstanding case of networking, Castells claims that the movement of the whole society has a tremendous impact on the restructuring of the social relationships, the interaction of the individuals by means of their new types of identity, community, and moral duty that can be defined not only by traditional geographical and cultural boundaries. Russian philosopher V.S. Stepin points out that the current civilization is in a critical situation concerning the values, as the old ones have lost their power to control and the new ones are still too weak to come up with a proper social behavior guide [4]. This situation of going through a major time-spanning crisis produces one of the outstanding characteristics of the information society: ethical uncertainty and moral relativism.

The metamorphosis of privacy from a basic valor to destruction tells of the intricate interplay between moral and ethical changes in the digital spheres. Luciano Floridi's philosophical system of information ethics implies that the notion of personal identity itself changes in information societies since people more and more are seen as informational beings having their data as a part of their personality [5]. Researchers from Uzbekistan have added their voice to the above-mentioned discussion by considering the impact of the global exchange of information on the traditional Central Asian community values of interdependence and sharing of responsibilities, which, in turn, lead to the adoption of individualism [6]. The dilemma of keeping cultural ethical inheritance alive while being assimilated to global digital rules is a heavy burden to be borne by the communities that are experiencing rapid modernization through information and communication technologies.

RESULTS AND DISCUSSION

Analysis of the scholarly literature shows that there are several basic vectors of ethical transformation which are typical for the information society. The democratization of moral authority is the first significant trend that has been characterized by the losing of the monopoly of traditional hierarchical structures of ethical guidance including religious institutions, state ideologies, and the established intellectual elites on the definition of moral standards [7]. The new information technologies allow the individuals to not only have access to a variety of ethical perspectives but also in some cases to be more informed than their communities about the different moral frameworks existing in different cultures, and even to create their own value systems that greatly differ from the majority of their community's norms. This ethical sources pluralization opens up liberating possibilities for individual moral development but at the same time, it somewhat leads to the fragmentation of morals, and, worse, the lack of the common normative foundations that are essential for social cohesion in the society.

The second big change is the precise emergence of ethical categories that can only be found in digital environments, and the new ethical categories are not directly linked to the moral philosophers of the past. The terms digital dignity, informational justice, algorithmic fairness, and virtual responsibility signal the presence of new ethical considerations that have their roots in the digital environments' [8] unique features. The philosophical exploration of these new categories uncovers that the information society not only modifies the existing values but also creates new moral domains that need new theoretical frameworks and practical guidelines. The other thing is that the temporal aspect of ethical action changes significantly because the digital

communication allows instant global outreach and at the same time creates permanent records that broaden the timeframes of moral accountability like never before.

The third major discovery is the dialectical nature of value transformation, in which various ethical principles are simultaneously strengthened and weakened by information technologies [9]. Transparency, for example, is not only more realizable through the new digital snooping processes but also put at risk by the advanced techniques of information manipulation and deepfake technology. In the same way, the value of truth is faced with the new largest verification possibilities through collective fact-checking and the strongest challenges from information overload and intentional disinformation campaigns at the same time. This dialectical dynamic infers that technological determinism very poorly accounts for the moral transformation, for the human intervention as well as the institutional decisions make a great difference in the extent to which technologies are humanistic value-friendly or value-hostile.

CONCLUSION

The transformation of ethical values in information society represents a complex, multidimensional process that cannot be reduced to simple narratives of moral progress or decline. This analysis demonstrates that digitalization and information technologies fundamentally restructure the conditions under which moral reasoning occurs, creating new ethical categories while simultaneously challenging traditional value frameworks [10]. The findings indicate that information society requires developing what might be termed digital wisdom, combining technological literacy with philosophical reflection and humanistic commitment. Future research should focus on examining specific mechanisms through which different societies negotiate between traditional ethical heritage and emerging digital moral requirements, particularly in transitional societies where rapid informatization occurs alongside ongoing cultural consolidation. The ultimate challenge for contemporary moral philosophy lies in articulating ethical frameworks sufficiently flexible to accommodate technological change while maintaining substantive commitments to human dignity, social justice, and collective flourishing.

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