



THE PLACE OF MAN IN THE DIGITAL WORLD

Gulchehra M. Tessaeva

Assistant Of The Department Of Biophysics, Information Technology And Medicine Bukhara State Medical Institute, Uzbekistan

ABOUT ARTICLE

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Abstract: Recent trends - robotization of business, growing dependence on devices and technologies, digitization and integration of data, advances in AI, the dictates of social networks and much more give rise to mixed feelings: admiration for the opportunities that are opening up and at the same time fear of the inevitability of the digital era. What role is destined for Man in it?

INTRODUCTION

The development of digital services is forcing people to think about how the data collected about them is used. Back in 2014, Orange was one of the key partners in a European study aimed at understanding whether it is realistic to use personal data without weakening the security of information and without undermining user trust. The main conclusion can be formulated as follows: innovation is closely related to the dissemination of personal data. And it's a two-way process—it's not just people who need to allow companies to use their data. Companies should also step up and show users what information they collect. Futurists who paint a gloomy picture of digital society often have a vague understanding of technology.

For example, people may not like collecting geolocation data from their phone. However, this information can be used for socially significant projects, for example, when creating urban infrastructure or optimizing traffic flows. As our research showed, even then users were not surprised by the very fact of collecting such information; they were worried about how this data would be processed and to whom else it would be transferred. Some laws, such as the European Union's General Data Protection Regulation (GDPR), regulate the transfer of personal data from company to company and limit its processing without the user's consent.

IT is still a tool for increasing human security and an opportunity to improve working and living conditions. The most recent and striking example is the possibility of providing remote work and training during the COVID-19 pandemic. Without solutions such as electronic document management systems, cloud collaboration tools, and unified communications tools, many people would be forced to either sit at home without being able to work, or go to work and risk getting sick. As a telecom operator

and service provider, we ourselves use IT to provide remote work capabilities for almost all of our employees. Remote learning using digital platforms was actively used during the most acute moments of the pandemic in schools, colleges, and universities.

THE MAIN FINDINGS AND RESULTS

If efficiency is understood as the number of transactions performed over a period of time, then technology increases this indicator by an order of magnitude. Even an electronic calendar that reminds you of upcoming meetings, seminars, events makes you more efficient. In production, specialized real-time monitoring systems using RFID tags are used to improve the efficiency and safety of employees. Software robots take on the work of transferring data from one system to another, this frees employees from routine tasks and allows them to focus on creative work. And there are many such examples where electronic systems increase people's productivity.

They overlap when working with confidential information and personal data. No business or individual wants such data to fall into the hands of third parties without their informed consent.

The balance is formed in the process of practical implementation of projects. These issues are monitored both by society and the state, and by business. Using the already described example of GDPR, we can see that a compromise can only be achieved through dialogue between all interested parties.

Technology really does make human life more convenient and comfortable in many ways. Recent events confirm this: we can study and work remotely, buy almost anything without leaving home, and we can communicate with loved ones. At the same time, it is becoming increasingly difficult to resist technology. Many applications manipulate people into making the decisions they want. They simply play on the sense of time, they try to hurry: the confirmation SMS from the bank is valid only for 20 seconds, "30 minutes left until the end of the promotion" - hurry to get a discount, "5 more people ordered this product, there is only one left." People become infected with a feeling of forced haste and drive themselves into stress. And these are just a few examples. It is possible to live in harmony with technology. It is important to develop critical thinking, pause regularly and feel the boundary: where are your own decisions, and where are the manipulations of technology and the imposition of applications and their owners.

Biotechnology and pharmaceuticals are probably capable of making a person efficient. This is, of course, a joke. What does the phrase "effective person" mean? Even "effective employee," despite the fact that job responsibilities are prescribed for each position in the company, does not sound very correct. Such a term acquires at least some meaning only when it comes to the efficiency of using human resources. In this regard, IT makes it possible to solve larger problems with less effort, for example, through the introduction of automated systems, software robots and intelligent solutions. Thus, chatbots and voice bots are used as the first line of technical support in contact centers. These software robots are quite capable of providing recommendations and answers to typical questions. However, if the problem is beyond the standard or the client turns out to be extremely demanding, then an experienced human operator is involved in the service. So it turns out that IT makes it possible to use employees more efficiently by removing typical tasks from them.

CONCLUSION

Risks for people and companies are different risks. It is clear that in the digital world, global corporations will have an undeniable advantage. And we were able to see some of these new opportunities in the US election race, when global players such as Amazon Apple or Twitter intervened.

Just ten years ago, it would have been unthinkable that the owners of the digital infrastructure would dare block the channel of the US President or delete the application of the social network that supported him. And the role of companies such as Amazon, Google, Facebook, which own the global digital infrastructure, will grow. Their influence on the success of even non-digital businesses will also grow, since they will own the data of Internet users and have the ability to control advertising campaigns and promotion. In addition, business will become transparent to the state, tax and migration services. In a digital society, it will be impossible to evade taxes or hire illegal migrants.

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