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Information Threats in Social Networks

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Abstract: The article analyzes the impact of information attacks on the minds of young people in the media space. At the same time, ways to create a culture of proper use of the Internet and Social Networks were also considered.

Keywords: Information attack, Internet, Social Networks, Information culture, increasing the culture of using Social Networks, “depression in social networks”, Internet addiction, immunity.

Introduction: An information attack is a planned, complex and massive act of influence carried out in the process of spreading information, presenting information or opinions to society. Such attacks are usually carried out for social, political, or economic purposes. This process can manifest itself mainly in the form of the dissemination of information, influence or disinformation through the media or the Internet by a specific person, organization or State. The main task of an information attack is to influence public opinion, change and direct its views in a certain direction.

An information attack is an attempt to shape public consciousness on the basis of biased ways by influencing an opponent” [1]. At this point, it is worth noting that the information paradigm is determined only by the existing system of values, after all, this paradigm is used in the disclosure, formalization, organization and mobilization of personal circumstances, introducing into it the spirit of the era and Universal opportunities in a certain direction, the description of which is given. It is important to interpret information on any experience and theoretical information precisely from the point of view of the period priority and from the point of view of the manifestations of the intellectual circle in it.

RESULTS

Today, in the information age, it is important to protect young people from the negative effects of various attacks spread through the Internet and social networks. To do this, it is necessary in young people to

make good use of the good aspects of the Internet, to form the possibility of being able to protect themselves from their bad effects.

At this stage, Abdurauf asserts that “the education of a person consists in bringing him to physical, mental and behavioral perfection and gaining the ability to bliss. Education consists of three parts: physical education, mental education, and moral education” [2]. Already in our time, the upbringing of a personality was considered a matter of the fate of society and the country.

Patrick Buchanan, in his book “The Death of the West”, focuses on the spiritual crises of the West, including the analysis of their degradation in family, marriage, and birth. The author regretfully noted that it was very difficult to resist the “crowded culture” embedded in European Society. Such a decline is visible in negative attitudes towards the values of European peoples. Examples include a sharp decline in fertility in Europe, the unwillingness of women to leave healthy offspring, the birth of a child and the heating of the funds to raise it, and the fact that one in three of the children born are unmarried. The conclusion is that today young people are required to avoid such abominable vices of “mass culture” that are entering our country from abroad, as well as to take a careful approach to their other cultural values. After all, solid faith and faith are a necessary support for young people to pass the tests of the Times. Then, in relation to the life and spiritual problems faced, immunity is formed in them in all respects.

The formation of a culture of the use of the Internet and social networks is a long and complex process, but an important process for the tomorrow of society, nation and country. In addition to the fact that the Internet is an encyclopedia that unites information resources around the world, it can also become a hotbed of the interests of various individuals, organizations. This aspect of it can generate dire consequences. The main task of parents, officials of educational institutions, professors is the formation of a multifaceted intellectual personality, such a person is able to generate immunity to various information attacks with his moral, spiritual upbringing and potential. “The diversity of information exchange of the 21st century, the escalation of ideological-ideological polygons, in a word, remains in history as a period of struggle for domination of the human mind. During this period, the preservation of national security, culture and spirituality must be considered at the level of a prime factor for every nation that considers its future” [3].

The correct use of the Internet and social networks is

considered an important factor in raising the level of culture and literacy, conscious filtering of information – the upbringing of young people as a generation not indifferent to information security [16, 17, 18, 19, 20, 21]. Compliance with these simple but effective rules makes it possible to protect the younger generation of parents, educational institutions from information attacks and various threats, and to form a culture of the correct use of Internet resources as much as possible.

In the context of globalization, manipulative methods of influencing and repressing members of society have been created, which are primarily associated with the development of the media [11, 12, 13, 14, 15]. Now in the media arena, new ways of manipulating the minds of individuals, groups and the public are being used through the media. In the Media arena (press, radio, television, Internet), a secondary environment of influence on the consciousness, thinking of people is being created after the widespread dissemination and circulation of certain information. The effect of such a media environment is no less than the primary effect. Including, “currently, 53% of all TV channels, 85% of radio channels, and more than 60% of newspapers and magazines are non-governmental media. The fastest means of information – the Internet is increasingly penetrating into our lives. Currently, the number of web sites and information portals in the global network – UZ domain-exceeds 400, most of them operate in foreign languages” [4].

CONCLUSION

Through the use of socio-psychological and ideological manipulations on a global scale in the media, elements of international media reality are entering the global information environment, and they are slowly evolving into information war technologies [6, 7, 8, 9]. “The purpose of the information war is to ensure high quality of personal information security and to minimize the consequences of the casualties inflicted on the opponent's side at the highest level. This can be done by solving a number of tasks. Among them lies the destruction of the objects of the most important listed opponent in the information environment and the protection of his own data. These define the composition, structure and goals and objectives of information wars” [10]. As a result of the replacement of objective reality by the media of the world, mass audiences that make it difficult to understand it are a product of social manipulation of public psychology. The reason for the formation of Media reality cannot be approached in the same way. Because while some of the media purposefully form orders in the interests of the government and various groups that can exert pressure, the formation of media reality for the most part of the rest of the process of increasing competition itself is

carried out in order to survive and at the same time make more profit, since in modern society both the media and the brand are information weapons. In short, “the struggle for mastery of the human heart and mind becomes the main goal of ideologies armed with diverse ideas fed from different sources” [5].

In conclusion, young people are vulnerable, especially on the Internet and Social Networks. Constant participation in the World Wide Web, lack of parental control, requires an increase in the Information Culture and literacy rate of young people. By increasing the culture of Internet and social media use, youth “social media depression” and Internet addiction are prevented.

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