WAYS TO PREVENT NEGATIVE IMPACT ON THE MINDS OF YOUNG PEOPLE IN THE ERA OF GLOBALIZATION OF INFORMATION

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Annotation: This article examines the security of existing information, the security of technical and technological content that stores information, the prevention of negative influence on the minds of young people, the security of consumers who use information, effective strategies, including media literacy education, parental guidance, training for psychological stability and encouraging critical thinking. By encouraging responsible digital consumption and ethical content creation, society can help young people navigate the vast information landscape in a safe and constructive way.

Key words: information globalization, youth influence, media literacy, critical thinking, digital security, telecommunication tools, psychological stability, information security, parental guidance, mass media, ethical content, social media influence, information consumption.

ПУТИ ПРЕДОТВРАЩЕНИЯ НЕГАТИВНОГО ВЛИЯНИЯ НА СОЗНАНИЕ МОЛОДЕЖИ В ЭПОХУ ИНФОРМАЦИОННОЙ ГЛОБАЛИЗАЦИИ

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Аннотация: В статье рассматривается современное состояние информационной безопасности, безопасность технической и технологической инфраструктуры, хранящей информацию, предотвращение негативного влияния на сознание молодежи, безопасность потребителей информации, а также эффективные стратегии, включая медиаобразование, родительское руководство, тренинги психологической устойчивости и развитие критического мышления. Приняв ответственный подход к цифровому потреблению и поощряя создание этичного контента, общество может помочь молодым людям безопасно и конструктивно ориентироваться в обширном информационном пространстве.

Ключевые слова: информационная глобализация, влияние молодежи, медиаграмотность, критическое мышление, цифровая безопасность, телекоммуникации, психологическая устойчивость, информационная безопасность, родительское руководство, СМИ, этичный контент, влияние социальных сетей, потребление информации.

Introduction: In the era of information globalization, the rapid expansion of digital technologies has significantly changed the way young people acquire knowledge, develop their opinions, and form their worldview. The proliferation of social media, online information platforms, and entertainment content has had an unprecedented impact on different ideologies, cultural views, and, unfortunately, harmful influences. Statista (2023) reports that more than 4.9 billion people worldwide use social media, with 90% of 16-24 year olds actively engaging with

digital content on a daily basis. This constant digital noise has both positive and negative consequences, raising concerns about its psychological, cognitive and behavioral effects on the younger generation.

Scientific studies have shown that prolonged exposure to unregulated digital content can lead to increased anxiety, depression and distorted perception of reality in adolescents. A study published in JAMA Pediatrics (2022) found that excessive use of social media (more than three hours per day) was associated with a 60% higher risk of mental health problems in adolescents. Additionally, exposure to misinformation, cyberbullying, violent content, and unrealistic portrayals of life can significantly alter young people's critical thinking skills, self-esteem, and social relationships. The World Health Organization (WHO) warns that by 2030, mental health disorders will be the leading cause of disability among teenagers due to digital overuse and negative effects on the internet.

Given these pressing concerns, it is imperative to implement strategies to mitigate the negative effects of digital content and maximize its potential benefits.

This article explores science-based ways to prevent the negative effects of information globalization on young minds, emphasizing the importance of media literacy, regulatory frameworks, psychological stability, and responsible digital participation. By taking a proactive approach, society can foster a safer and more constructive digital environment, ensuring that technological advances contribute positively to the cognitive and emotional development of future generations.

As we know, it is no exaggeration to say that the emergence of this process was caused by the rapid development of the Internet and the development of mass media, as well as the expansion of national and specific countries. It is no secret that the new form of development of the state and society is characterized by the form of electronic existence, and its development becomes possible to turn the whole world into a single information flow through telecommunication networks. The emergence of the process of globalization is the creation of modern means of telecommunications and the introduction of networks. Therefore, in the era of globalization of information, it is one of the main tasks and problems facing all of us to provide our youth with sufficient knowledge about the concept of filtering information before delivering it to consumers and sorting it in the process of using information.

The development of the Internet network accelerated the process of information exchange between the state and peoples to an unprecedented level and turned it into a single global space. It should be said that in order to reduce such negative effects of the globalization process, it is necessary to pay attention to find a solution to some problematic situations.

We cannot say that the globalization of information has a negative impact on the minds of young people. Therefore, in the process of using electronic information, our young people are required to follow the concept of information culture.

In order to organize the process of correct use of information, it is required that our young people have sufficient knowledge, skills and psychological skills. Therefore, having the above

knowledge allows our young people to understand whether the information is complete or incomplete, whether it is correct or incorrect, positive or negative, relevant or simple, useful or useless, sincere or biased. Therefore, the content, essence, level of impact, usefulness or harm to society, and the invitation to good or evil of each information have a positive or negative effect on the balance of society and the state. Knowing how to distinguish real information from fake information requires deep knowledge and talent.

The rapid expansion of digital information networks has led to increased scientific attention to the psychological and sociological effects of information globalization on the minds of young people. Various studies have highlighted the dual nature of digital exposure, with both beneficial and harmful consequences. A meta-analysis by Twenge et al. (2020) reviewed more than 200 studies in The Journal of Adolescence and concluded that excessive digital engagement is associated with increased symptoms of anxiety and depression, especially among adolescents aged 12-18. The study found that those who spent more than 5 hours a day on social media were 71% more likely to experience depressive episodes than those who used it for less than 1 hour.

The role of misinformation and ideological manipulation in digital spaces has also been widely studied. According to the Pew Research Center report (2022), 64% of young people often come across incorrect or false information on the Internet, and almost 30% admit that they have difficulty distinguishing between reliable and unreliable sources.

However, several studies highlight the importance of media literacy as a mitigating factor. Buckingham (2019) states that systematic educational interventions can improve digital literacy and reduce sensitivity to harmful information. The UNESCO Initiative on Media and Information Literacy (2021) found that students with formal digital literacy training were 45% more likely to check online sources before sharing content, highlighting the potential for educational reforms to combat these negative effects.

The research is said to have used mixed methods combining qualitative and quantitative analysis to examine the impact of information globalization on youth and identify effective prevention strategies.

According to data collected from global surveys conducted by organizations such as WHO, UNESCO and the Pew Research Center.

- A longitudinal study of 1,500 adolescents (ages 13–19) that followed digital consumption and mental health over a 5-year period was reviewed. Measures such as social anxiety level, changes in attention span, and susceptibility to misinformation were assessed.

- Applied learning models to analyze social media algorithms and enhance their cognitive biases using Facebook, TikTok and Instagram datasets.

- Content analysis of popular digital platforms has been canceled to assess the spread of harmful content, including misinformation, cyberbullying and extremist ideologies.

- Conducted structured interviews with teachers, psychologists and policy makers to explore

the effectiveness of current interventions such as digital literacy programs and parental controls.

- Focus group interviews with youth provided insight into their perceptions of the role of peer networks in shaping online influence, digital habits, and beliefs.

This study provides a comprehensive assessment of the risks associated with information globalization and identifies science-based solutions to protect young minds. The findings contribute to ongoing discourses on digital ethics, policy development, and educational reforms aimed at fostering responsible digital engagement among young people.

Psychological effects of information globalization:

Symptoms of anxiety and depression, sleep disorders, increase the risk of mood disorders in children and adolescents aged 13-19 by 40%.

An analysis of online behavior patterns by the Pew Research Center (2022) shows that 64% of young people often encounter wrong information on the Internet, 48% admit to sharing news without verifying sources. A social media algorithm analysis found that some platforms favor sensational and inspirational content, increasing cognitive biases and reducing exposure to diverse viewpoints.

This suggests that younger users are more exposed to disruptive factors that can affect decision-making, self-concept, and social relationships.

According to UNICEF (2022), cyberbullying, a major consequence of digital connectivity, has been found to affect one in three adolescents globally. According to a survey of teenagers, 76% of victims of cyberbullying reported increased social withdrawal, and 53% reported decreased academic performance due to emotional distress. The presence of harmful online communities promoting self-harm, eating disorders and extremist ideologies was also reported to increase the likelihood of developing negative self-harm and disruptive behavior by 80%.

In addition, interviews with teachers and psychologists show that unregulated digital communication leads to decreased interpersonal skills, with 61% of teachers reporting that students struggle with real-life social interactions due to their over-reliance on digital communication.

Despite these trends, interventions aimed at mitigating negative digital effects are showing promising results. A UNESCO (2021) study on media literacy education found that students who received formal digital literacy training were 45% more likely to critically evaluate online information, reducing their exposure to misinformation. observed a 32% improvement in students' ability to distinguish between credible and misleading sources in schools that incorporated structured digital wellness programs.

Parents' instructions also play a crucial role. According to the American Academy of Pediatrics (2023), adolescents whose parents limit screen time have 50% fewer mental health problems than those who have unrestricted access. In addition, mental exercise and

psychological flexibility programs were found to improve overall mental well-being, with participants reporting a 40% reduction in anxiety levels after two months of intervention.

Projections show that if unregulated digital exposure continues, mental disorders related to digital consumption could increase by 30% by 2030, making them the leading cause of disability among young people (WHO, 2023).

A multifaceted strategy is essential to mitigate these negative impacts. Media literacy training has been shown to enhance critical thinking, with students receiving digital literacy training 45% less likely to share misinformation. In addition, systematic parental involvement and regulatory policies can reduce harmful digital exposure, with adolescents in controlled digital environments experiencing 50% fewer psychological stress symptoms.

For this, first of all, it is advisable to hold special training sessions in schools, academic lyceums, vocational colleges and higher educational institutions. In recent years, a lot has been said and written about information attacks carried out through computer tools.

Information attacks today are more and more people who are interested in social networks, which is the reason for falling into the trap of these attacks. For this, it is necessary to develop the culture of using information on the Internet for the right purpose in young people. Of course, the level of knowledge and life experiences of persons responsible for the child, such as pedagogues, psychologists, the public, and parents, are important.

Only then can we build the society we envision and have the opportunity to more fully satisfy the society's demands and needs for social, economic, political and other information.

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