



# The Psychological Impact of The Information Environment on the Consciousness of Young People: Problems and Solutions

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**ABSTRACT**

The paper deals with the issues of information environment and its psychological impact on the consciousness and behavior of young people, as well as provides methods of psychological manipulation and highlights the forms of information-psychological defense of personality.

**Keywords:**

psychological manipulation, human civilization, spiritual sphere, information-psychological influence, communication, psychological, surrounding world, an illusory reality, retreat, evasion, delay, disguising, of protection.

A distinctive feature of our time is the transition to a new qualitative state of society, which is characterized by a sharply increased role of information processes and, in particular, by establishing of a whole industry of information production.

Human life is deploying not only in the physical environment, natural world, but also in the artificial world, created by humans themselves. It can be divided into two main constituents – the techno-sphere (the world of science, engineering, technologies, etc.) and information environment.

Thus, human activity is realized simultaneously with the world of nature and in the specific for human society information environment, which has its own patterns of development and functioning.

The first characteristic feature of the information environment, and in a broader context – the entire human civilization, is that it is inherent in the constant and rapid expansion, affected by people themselves (i.e. by

individuals, groups of people, organizations, certain social institutions, etc.). An especially rapid expansion of information environment is taking place in these latter days, and its rates are constantly increasing.

If the main purpose of classical warfare is the physical destruction of the enemy, the purpose of information warfare, waged through various manipulative technologies, is the destruction of the enemy in the spiritual aspect through the destruction of his values, as well as the context in which these values are rooted. An essential element here is the manipulation of historical memory: the devaluation in the mass consciousness of historical events that have symbolic value and unite people in a socio-cultural community.

The second characteristic feature is that in the information environment in an integrated form and varied, often in quite fanciful combinations, there is operating information that adequately reflects the existing world, as well as deformed and distorted information.

The specific forms of information environment influence on the spiritual sphere of society are categorized as the information impact on social actors at different levels of community, the system-structural and functional organization, individual, group, and social psychology, whereas in the term system in general are referred to as information-psychological influence. The essence of this concept is reflected by the process of changing mental states and characteristics of people under the influence of information and communication processes.

For instance, changes in the crisis bring about the increased suggestibility of people, and, consequently, the increased susceptibility to information and psychological influences. It also augments in conditions of individual's being within the mass throng, in the crowd, at a public rally, or demonstration. It happens that a man in a peculiar kind of is infected with mental contamination of certain psycho-emotional state and feeling that, for example, is quite clearly manifested in various entertainment events.

The spiritual sphere of society is subject to immediate impact of the information environment extremely. Deformity and destructive changes in the spiritual sphere in the form of psycho-emotional and social tensions, the distorted moral standards and criteria, inadequate social stereotypes, attitudes and directives, false orientations and values, etc., in turn, affect the state and processes in all major areas of social life.

It should be noted that to date the major of the objects of information-psychological influence is the young people that account for two thirds of the population of our state.

The first President of the Republic of Uzbekistan Islam Karimov said thereof, "It will be expedient to say that in present circumstances, when the level of thinking and political consciousness of the people and culture are more and more increasing, the common sense in society is consolidating, and our citizens, having passed through the complex and rigorous testing, gained sufficient experience in order to know the difference between right and wrong. There is no doubt that it is time to reflect

on pages of the press, on television and through the air other views and opinions existing in life and draw relevant conclusions with regard to them. We all need to completely understand that if, instead of all idle gossip, rumors and secret insinuations, slander and calumny people will get truthful information through the press, then this will be only beneficial for both the state and society. I think that when this policy will be conducted in the field of press and information, which determines the pulse of public life, then there will be no grounds for a variety of backstage conversations" [5].

In recent years in the analysis of information and psychological influence there have become increasingly used the concept of manipulative influence and manipulation, the attempts and approaches are undertaken to comprehend their psychological inwardness. As the objects of manipulative influence can act social actors at different levels of community – from an individual to the society as a whole.

Manipulation represents the actions to "secure a grip" on other persons, to order about them but performed so skillfully that the controlled persons have the impression that they themselves control their behavior.

The immensity and power of the impact of information factors on mental (psychic) state of people put the maintenance of information-psychological security in the current conditions to the level of national problems.

Thus, the problem of information-psychological security of individuals, their psychological security, and ways of forming psychological defense in conditions of radical social changes is becoming particularly pressing in both theoretical and applied aspects.

Information and psychological security of individuals can be considered as a condition of protection of their mind and psychic state from the effects of multiple informational factors that hinder or prevent the formation and operation of an adequate information and orientation basis of human social behavior.

As already noted, the information environment acquires the nature of second subjective reality to humans. The part that contains information adequately reflecting the surrounding world, and those of its

characteristics and processes that impede or interfere with the adequacy of perception and understanding by man of the environment and his actual self, can be roughly described as "an illusory reality". In spite of its illusory nature, and even on the strength of its illusory nature, but in the form of apparent reality, it is the main external source of information and psychological threats to human security.

Of late years, more and more pedagogues and psychologists pay attention to the need for active development of range of problems in the sphere of information and psychological human security.

The very logic of social development raises these issues as priority ones. This is due to the fact that their solution is impossible without further sustainable social development and promotion of security of individuals, society and state.

Thus, consideration of the evolution of methods of protection, from fauna to human beings included in the system of social relations, allows identification of five basic forms of protection. The five original forms of protection normally include the following:

1) flight or escape and its different impaired types – retreat, evasion, delay;

2) disguising (as an analogue of freezing behavior in animals and sometimes among humans, especially in physical danger), i.e. desire to become invisible to the enemy;

3) care in the shelter, the use of natural and artificial barriers and obstacles to the enemy in the form of walls, ditches, etc., as well as an eased modification – the use of portable barriers: shields, mail habergeon, armor, etc.;

4) attacking as an active form of protection ("the best way of protection is to attack");

5) control the behavior of an actual or potential enemy, particularly controlling his intentions (threats, coaxing, tricks using, deceptive maneuvers, and other wiles).

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