

**BUGUNGI INTERNET DAVRIDA QADRIYATLAR VA  
AXLOQ ME'YORLARI**

**ЦЕННОСТИ И ПРАВСТВЕННЫЕ НОРМЫ В  
СОВРЕМЕННУЮ ЭПОХУ ИНТЕРНЕТА**

**VALUES AND MORAL STANDARDS IN TODAY'S  
INTERNET AGE**

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***Annotatsiya:** Ushbu maqolada internet davrida qadriyatlar va axloq me'yorlarini saqlash hamda mustahkamlash jarayonida axborot xavfsizligining o'rni tahlil qilingan. Raqamli muhit sharoitida milliy va umuminsoniy qadriyatlarning integratsiyasiga asoslangan nazariy va amaliy yondashuvlar orqali axborot madaniyatini shakllantirishning dolzarbligi yoritilgan. Shuningdek, zararli va buzg'unchi axborot ta'siriga qarshi kurashish, yoshlarning axloqiy immunitetini rivojlantirish hamda ularni internetdagi axloqiy tahdidlardan himoya qilishga e'tibor qaratilgan.*

**Kalit so'zlar:** Raqamli madaniyat, axloqiy me'yorlar, internet ta'siri, jamiyat qadriyatlari, ijtimoiy munosabatlar, globallashuv, axborot xavfsizligi, dezinformatsiya, raqamli kommunikatsiya, internet axloqi, oilaviy tarbiya, huquqiy me'yorlar, manipulyatsiya usullari, kiberxavfsizlik, ijtimoiy tarmoqlar va raqamli savodxonlik.

**Аннотация:** В данной статье анализируется роль информационной безопасности в процессе сохранения и укрепления ценностей и моральных норм в эпоху Интернета. Подчеркивается актуальность формирования информационной культуры посредством теоретических и практических подходов, основанных на интеграции национальных и общечеловеческих ценностей в цифровой среде. Также внимание сосредоточено на борьбе с влиянием вредной и деструктивной информации, развитии морального иммунитета молодежи, защите ее от моральных угроз в сети Интернет.

**Ключевые слова:** Цифровая культура, этические стандарты, влияние Интернета, общественные ценности, социальные отношения, глобализация, информационная безопасность, дезинформация, цифровая коммуникация, интернет-этика, семейное образование, правовые нормы, методы манипулирования, кибербезопасность, социальные сети и цифровая грамотность.

**Abstract:** This article analyzes the role of information security in the process of preserving and strengthening values and moral standards in the Internet era. The relevance of forming an information culture through theoretical and practical approaches based on the integration of national and universal values in the digital environment is highlighted. Attention is also paid to combating the influence of harmful and destructive information, developing the moral immunity of young people, and protecting them from moral threats on the Internet.

**Keywords:** *Digital culture, ethical standards, Internet influence, societal values, social relations, globalization, information security, disinformation, digital communication, Internet ethics, family upbringing, legal standards, methods of manipulation, cybersecurity, social networks, and digital literacy.*

**INTRODUCTION.** The rapid development of the Internet and digital technologies is having a profound impact on the culture, values, and moral norms of society. Traditional ethical rules and social relations are taking on new forms in the digital environment and are transforming in the process of globalization. This, in turn, creates the need to develop new ethical standards in society and to clearly define the principles of digital culture.

The flow of information on the Internet, social networks, and digital platforms plays a leading role in reshaping traditional moral norms. On the one hand, the digital environment provides people with broader and faster access to information, expands their thinking, and facilitates communication. On the other hand, negative phenomena are also observed, such as the erosion of moral norms online, decreased personal privacy, reduced respect in virtual interactions, cyberattacks, and the spread of misinformation.

Such processes are transforming not only the cultural environment of society but also require the introduction of new rules and norms in interpersonal relations. The Internet is becoming a powerful social phenomenon that forces a reassessment of moral and spiritual values. Therefore, forming a culture of effective and responsible Internet use is one of the most pressing issues for the sustainable development of digital culture.

**LITERATURE REVIEW.** The formation of digital culture and moral norms in the Internet era has been the focus of extensive scientific and practical research. Researchers study digital communication, disinformation, and changes in moral values in the online environment from various perspectives, proposing effective pedagogical, technological, and legal approaches.

As emphasized in various studies on the theoretical foundations of digital culture, this field includes protecting ethical norms at the individual, social, and institutional levels, ensuring information security, and regulating information flows on social networks [1]. In addition, the works of scholars such as [2], which focus on the formation of moral values and manipulation methods in the online environment, analyze the impact of information manipulation and disinformation on public consciousness.

A systematic and integrated approach is necessary to develop digital moral values and enhance information culture on the Internet. In this regard, studying international experience and adapting it to national culture and education systems is of great importance. The development of digital culture is a global phenomenon, and strengthening its ethical norms in accordance with national traditions helps to form principles of responsible and conscious Internet use among users.

Digital ethics is closely linked to moral values and relates to adherence to ethical standards in the online environment, protection of personal data, and ensuring information security. The Internet is not only a space for technological development but also an environment that requires the preservation of human values and adherence to ethical norms. Therefore, certain legal and ethical restrictions are established in the digital sphere, based on responsibility and moral conduct in Internet use.

**METHODOLOGY.** The study of values and moral norms in the Internet era is directly related to the development of modern society and the widespread advancement of information technologies. The digital environment is transforming communication methods and introducing new factors influencing spiritual values and ethical standards. Therefore, researching this topic requires a systematic and comprehensive approach.

The widespread popularity of social networks is changing communication among people. In the virtual world, individuals may behave

differently from real life, violate certain ethical norms, or feel less social responsibility. This leads to artificiality in social relations, a decline in trust among people, the spread of false information, and an increasing gap between real and virtual life. As a result, a loss of sincerity, a decline in the quality of social communication, and a rise in manipulative information flows are observed. At the same time, the online information environment is exerting an increasing influence on the moral views, value systems, and life principles of the younger generation.

The formation of Internet culture necessitates the development of new ethical rules and norms. From this perspective, shaping a culture of online communication, adhering to ethical principles in the use of information resources, protecting the younger generation from information threats, and developing critical thinking skills are among the most pressing issues.

The Internet has a significant impact on the formation and transformation of moral norms. Effectively managing this process and preserving national values alongside universal ethical principles is one of the key tasks of society. Therefore, it is important to conduct systematic and comprehensive research aimed at strengthening ethical norms and developing digital culture in the Internet era.

**RESEARCH METHODOLOGY.** The research methodology is based on the following main approaches:

1. **Systemic approach** – The formation of values and moral norms in the Internet environment is a complex process connected with various factors, and it is important to study it from social, psychological, and information security perspectives.
2. **Critical analysis** – Evaluating the reliability of digital information sources, identifying methods of disinformation and manipulation, and protecting national and universal values in the global information flow require strong critical thinking.

3. **Media literacy principles** – The study examines factors influencing individuals' adherence to ethical norms when using information technologies. At the same time, pedagogical methods are developed to explain information security, Internet culture, and personal moral responsibility to the younger generation.

4. **Sociological approach** – The formation of values and moral norms on the Internet, as well as the adaptation of social groups to the digital environment, are analyzed based on surveys, interviews, and statistical data.

5. **Comparative and historical analysis** – Traditional and modern forms of moral norms are compared, and the process of transformation of values under the influence of the Internet is studied.

Based on these methodological foundations, recommendations are developed regarding the impact of the Internet environment on moral values, issues of social responsibility, and adherence to ethical norms in the use of the Internet. These recommendations are particularly aimed at educating the younger generation in accordance with digital culture, fostering critical attitudes toward information, and developing skills to protect against harmful online influences.

It is also important to improve users' legal literacy and strengthen their knowledge and skills in protecting personal data. In order to preserve moral values, it is necessary to develop clear strategies for maintaining respect and etiquette in virtual communication, ensuring privacy, and increasing social responsibility in the use of information.

Furthermore, deeper study of the impact of the Internet environment on moral values contributes to the development of digital education and cultural initiatives aimed at strengthening national and universal values. This serves to form a culture of rational and responsible Internet use in society.

**DISCUSSION AND RESULTS.** With the development of the Internet and digital technologies, moral norms and values in society are undergoing

significant changes. The formation of digital culture, on the one hand, accelerates information exchange and expands communication, while on the other hand, it may lead to ethical and social problems. Therefore, preserving moral norms and developing new ethical principles in the Internet environment is one of today's most pressing issues.

The ability of Internet users to correctly interpret information and resist disinformation and manipulation is a key component of modern digital culture. Contemporary research shows that the Internet affects the system of moral values in two main directions:

1. **Positive impact** – openness of information, freedom of communication, expansion of opportunities for exchange of ideas, and formation of global ethical values.
2. **Negative impact** – anonymity, manipulation, information attacks, vulnerability of personal data, increase in hate speech, and erosion of ethical boundaries in virtual communication.

The formation of digital ethical norms depends on many factors, among which education plays a crucial role. To teach the younger generation responsible Internet use, strengthen digital ethics, and develop information culture, the following measures should be implemented:

- **Strengthening digital literacy programs** – With the rapid growth of digital technologies, the flow of information on the Internet is increasing sharply. Therefore, users must be able to distinguish between true and false information and resist manipulation and disinformation. Digital literacy includes conscious use of the Internet, identifying reliable information, protecting personal data, and adhering to ethical norms online.
- **Developing online communication culture** – With the advancement of digital technologies, people's daily lives and communication methods have significantly changed. Although social networks and online platforms have become major communication tools, maintaining respect and

ethical standards in this environment remains essential. Developing online communication culture involves teaching users to communicate ethically, promoting tolerance and respect, and preventing conflicts.

- **Improving legal frameworks** – Along with the expansion of the Internet, the spread of illegal and unethical content has become a global issue. This requires strengthening legal measures to ensure information security, protect personal data, and reinforce ethical norms. Effective legal mechanisms must be developed both nationally and internationally to promote responsible Internet use and combat harmful content.

- **Strengthening family and social education** – Parents should monitor their children's Internet use and create a safe virtual environment. They need to teach Internet safety rules, protect children from harmful content, and supervise their online activities. Open communication with children, instilling proper digital habits, and explaining both the positive and negative aspects of the Internet are essential responsibilities of parents. Enhancing children's information literacy within the family helps preserve and strengthen moral norms in society.

Research findings show that one of the key directions in shaping digital culture is the development of digital moral values through the education system. Systematic approaches aimed at preserving ethical and social norms in Internet use contribute to raising public awareness and creating a healthy information environment. Therefore, studying national and international experiences and integrating them into education and culture will play an important role in the future development of Internet culture.

**CONCLUSION.** The Internet has become an integral part of modern society, and its influence has significantly transformed values and moral norms. As a result of the digital revolution, information flows have accelerated, forms of virtual communication have developed, and interpersonal relations have reached a new stage. At the same time, the direct impact of the Internet is

reshaping ethical principles, sometimes weakening or transforming traditional values.

Today, preserving and protecting moral norms in shaping Internet culture is a crucial task. With the development of information technologies, factors influencing the behavior, ethical views, and value systems of the younger generation are increasing. Therefore, individuals must acquire strong knowledge of media literacy, moral responsibility, and information security when using the Internet.

Although the rapid development of the Internet influences the evolution of moral norms, guiding this process in a positive direction is a responsibility of society. Preserving moral values in the digital environment contributes not only to the development of national culture but also to the improvement of the global ethical environment. Therefore, every society must be aware of its responsibility to protect its values, strengthen moral norms, and pass on healthy ethical principles to future generations in the Internet era.

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