



AXBOROT XURUJI SHAROITIDA SOG'LOM TURMUSH TARZINI TA'MINLASH MASALASI

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Annotatsiya

Ushbu maqolada raqamli axborot oqimi keskin kuchaygan, "axborot xuruji" (infodemiya) deb ataluvchi zamonaviy sharoitda shaxsning sog'lom turmush tarzini saqlash va ta'minlash masalasi tahlil qilinadi. Axborot ortiqchaligining inson ruhiy hamda jismoniy salomatligiga ta'siri, ijtimoiy tarmoqlardagi ma'lumot oqimining tashvish, charchoq va shaxsiy ishonchning pasayishiga olib kelishi ilmiy manbalar asosida ko'rib chiqiladi. Tadqiqotda nazariy tahlil, qiyosiy tahlil va tizimli sharh usullaridan foydalanilgan. Natijalar shuni ko'rsatadiki, ekran vaqtini me'yorlash, axborot iste'molini boshqarish, jismoniy faollikni saqlash va media-savodxonlikni oshirish axborot xuruji sharoitida salomatlikni muhofaza qilishning samarali vositalari hisoblanadi. Maqola xulosalari ta'lim, sog'liqni saqlash va profilaktika sohalari uchun amaliy ahamiyatga ega.

Kalit so'zlar

axborot xuruji, infodemiya, axborot ortiqchaligi, sog'lom turmush tarzi, raqamli salomatlik, media-savodxonlik, ruhiy salomatlik, ekran vaqti.

Аннотация

В статье анализируется проблема сохранения и обеспечения здорового образа жизни личности в современных условиях резко возросшего цифрового информационного потока, называемого «информационной атакой» (инфодемией). На основе научных источников рассматривается влияние информационной перегрузки на психическое и физическое здоровье человека, а также то, как поток данных в социальных сетях приводит к тревожности, утомлению и снижению самооэффективности. В исследовании использованы методы теоретического анализа, сравнения и систематического обзора. Результаты показывают, что нормирование экранного времени, управление информационным потреблением, физическая активность и повышение медиаграмотности являются эффективными средствами охраны здоровья в условиях информационной





атаки. Выводы статьи имеют практическое значение для сфер образования, здравоохранения и профилактики.

Ключевые слова

информационная атака, инфодемия, информационная перегрузка, здоровый образ жизни, цифровое здоровье, медиаграмотность, психическое здоровье, экранное время.

Annotation

This article analyses the problem of preserving and ensuring an individual's healthy lifestyle under contemporary conditions of a sharply intensified digital information flow, referred to as an "information onslaught" (infodemic). Drawing on scholarly sources, it examines how information overload affects mental and physical health and how the stream of data on social networks contributes to anxiety, fatigue and reduced self-efficacy. The study employs theoretical analysis, comparison and systematic review methods. The findings indicate that regulating screen time, managing information consumption, maintaining physical activity and improving media literacy are effective means of protecting health amid an information onslaught. The conclusions are of practical relevance to education, public health and prevention.

Keywords

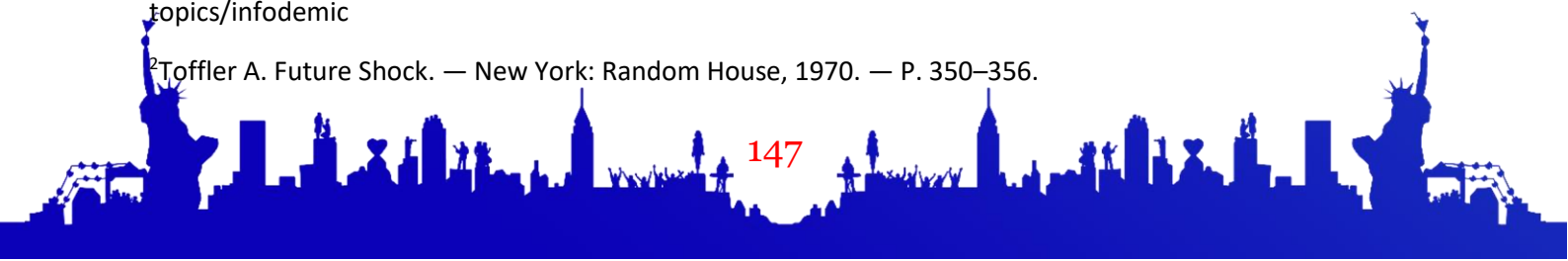
information onslaught, infodemic, information overload, healthy lifestyle, digital health, media literacy, mental health, screen time.

Inson tarixida axborotga bo'lgan ehtiyoj hech qachon hozirgidek to'la qondirilmagan. Raqamli texnologiyalarning jadal rivojlanishi tufayli shaxs har kuni o'nlab manbalardan uzluksiz ravishda xabar, tasvir va xabarnomalar oqimiga duch keladi. Jahon sog'liqni saqlash tashkiloti bunday holatni — raqamli va jismoniy makonda, sifatidan qat'i nazar, haddan ortiq ma'lumot to'planishini — "infodemiya" (axborot xuruji) atamasi bilan izohlaydi hamda uning aholi xulq-atvori va salomatligiga bevosita ta'sir ko'rsatishini ta'kidlaydi.¹

Axborot ortiqchaligi muammosining ildizlari zamonaviy internet davridan ancha oldin nazariy jihatdan bashorat qilingan edi. A. Toffler o'zining mashhur asarida insoniyat tez orada "axborot ortiqchaligi" bilan to'qnash kelishini va bu hol qaror qabul qilish qobiliyatini susaytirishini yozgan edi.² H. Saymon esa axborotning mo'l-ko'lligi muqarrar ravishda diqqatning kamayishiga olib

¹World Health Organization. Infodemic. Health Topics. Geneva: WHO. URL: <https://www.who.int/health-topics/infodemic>

²Toffler A. Future Shock. — New York: Random House, 1970. — P. 350–356.





kelishini, ya'ni axborot o'z iste'molchisining diqqatini "iste'mol qilishini" ko'rsatib, diqqat zamonaviy iqtisodiyotning eng tanqis resursiga aylanganini asoslab bergan edi.³

Bugungi kunda bu bashoratlar amaliy voqelikka aylandi: smartfon, ijtimoiy tarmoq va uzluksiz xabarnomalar oqimi shaxsni doimiy axborot bosimi ostida ushlab turadi. Bunday sharoitda sog'lom turmush tarzi — jismoniy faollik, sifatli uyqu, ovqatlanish madaniyati va ruhiy muvozanat — jiddiy sinovga duch keladi. Mazkur maqolaning maqsadi axborot xuruji sharoitida sog'lom turmush tarzini ta'minlash imkoniyatlarini ilmiy manbalar asosida tahlil qilish hamda amaliy tavsiyalar ishlab chiqishdan iborat.

Adabiyotlar tahlili

Axborot ortiqchaligi tushunchasi turli fanlar doirasida keng o'rganilgan. M. Eppler va J. Mengis tashkilot nazariyasi, marketing, axborot tizimlari va boshqa sohalardagi adabiyotlarni umumlashtirib, axborot hajmi shaxsning uni qayta ishlash imkoniyatidan oshib ketganda samaradorlik va qabul qilinadigan qarorlarning sifati pasayishini ko'rsatib berdilar.⁴

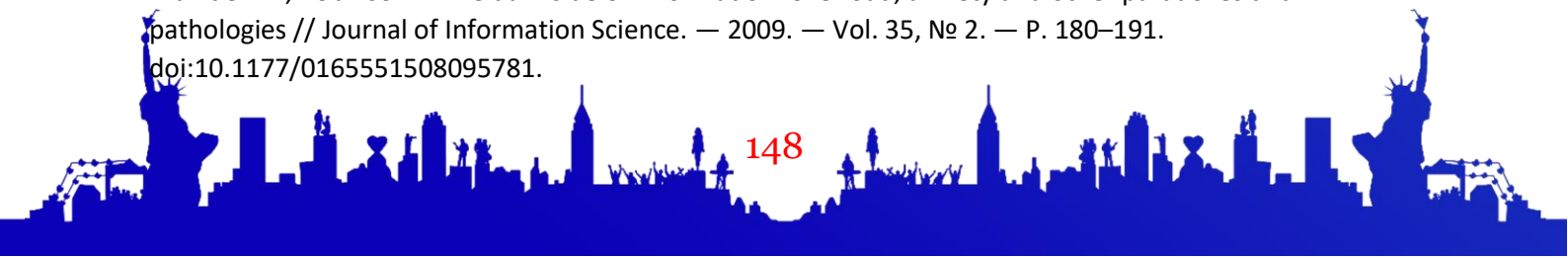
D. Bawden va L. Robinson axborotning "qorong'u tomoni" ni tahlil qilib, ortiqcha axborot oqimi tashvish, sarosima, e'tiborning tarqoqligi va qaror qabul qilishning qiyinlashuvi kabi o'ziga xos "patologiyalar" ni keltirib chiqarishini asoslashdi. Mualliflar axborotga erkin kirish imkoniyati o'z-o'zidan farovonlikni kafolatlamasligini, balki uni boshqarish ko'nikmasi hal qiluvchi ahamiyatga ega ekanini ta'kidlaydilar.⁵

Zamonaviy empirik tadqiqotlar ushbu nazariy xulosalarni tasdiqlaydi. E. Marsh va hammualliflari raqamli ish muhitida o'tkazgan tadqiqotida axborot ortiqchaligi hamda "o'tkazib yuborish qo'rquvi" (FoMO) xodimlarning hissiy charchog'i va ruhiy salomatligiga salbiy ta'sir ko'rsatishini, raqamli stress

³Simon H. A. Designing Organizations for an Information-Rich World // Computers, Communications, and the Public Interest / Ed. M. Greenberger. — Baltimore: Johns Hopkins Press, 1971. — P. 40–41.

⁴Eppler M. J., Mengis J. The Concept of Information Overload: A Review of Literature // The Information Society. — 2004. — Vol. 20, № 5. — P. 325–344. doi:10.1080/01972240490507974.

⁵Bawden D., Robinson L. The dark side of information: overload, anxiety and other paradoxes and pathologies // Journal of Information Science. — 2009. — Vol. 35, № 2. — P. 180–191. doi:10.1177/0165551508095781.





darajasini oshirishini aniqladilar. Bu esa axborot xuruji muammosi nafaqat shaxsiy, balki tashkiliy va ijtimoiy o'lchovga ega ekanini ko'rsatadi.⁶

Metodologiya

Tadqiqot sifatli (kvalitativ) metodologiyaga asoslanadi. Unda nazariy tahlil, qiyosiy tahlil va tizimli sharh (systematic review) usullaridan foydalanildi. Mavzuga oid xalqaro ilmiy nashrlar e'tiborli ma'lumotlar bazalari (WHO, PubMed/PMC, Frontiers, Springer, SAGE) orqali tanlab olindi; tanlovda manbaning ilmiy salohiyati, dolzarbligi va sog'lom turmush tarzi mavzusiga bevosita aloqadorligi mezon qilib olindi.

Manbalarni saralash va baholashda infodemiologiya yondashuvi asos qilib olindi. Ushbu yondashuv Jahon sog'liqni saqlash tashkiloti tashabbusi bilan o'tkazilgan birinchi xalqaro infodemiologiya anjumanida axborot muhitining salomatlikka ta'sirini dalillarga asoslangan holda tizimli o'rganish uchun ishlab chiqilgan.⁷ Tahlil jarayonida infodemiyaning boshqarish bo'yicha amalga oshirilgan tizimli sharh tajribasi ham hisobga olindi, bu esa turli tadqiqot natijalarini bir tizimga keltirish imkonini berdi.⁸

Sog'lom turmush tarziga oid amaliy tavsiyalar Jahon sog'liqni saqlash tashkilotining 2020-yildagi jismoniy faollik va o'tirib o'tkaziladigan vaqt (sedentary behaviour) bo'yicha qo'llanmasida keltirilgan, mutaxassislar guruhi tomonidan tizimli sharhlar asosida shakllantirilgan dalillarga tayanib ishlab chiqildi. Bu hujjat sog'lom turmush me'yorlarini belgilashda metodologik mezon vazifasini o'tadi.⁹

Natija va xulosa

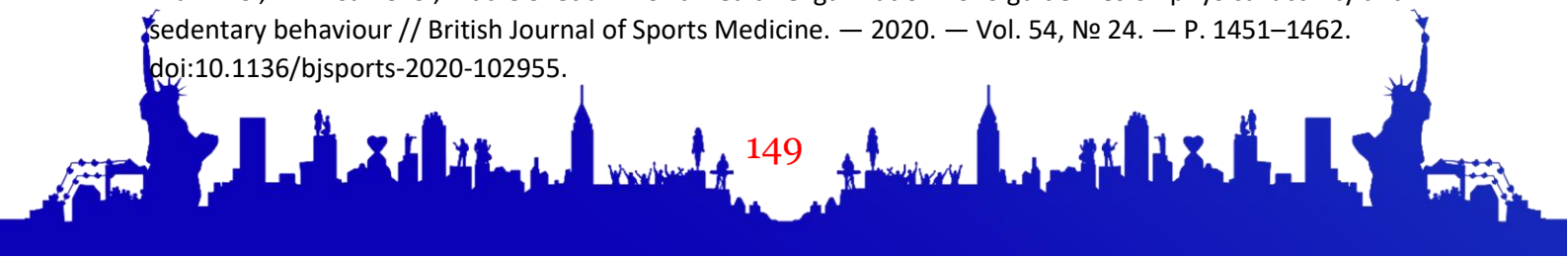
Tahlil natijalari axborot iste'molini me'yorlash salomatlikka aniq ijobiy ta'sir ko'rsatishini namoyon etdi. K. Pieh va hammualliflarining tasodifiy nazorat sinovida (RCT) smartfon ekrani vaqtini uch hafta davomida kuniga ikki soatdan

⁶Marsh E., Perez Vallejos E., Spence A. Overloaded by Information or Worried About Missing Out on It: A Quantitative Study of Stress, Burnout, and Mental Health Implications in the Digital Workplace // SAGE Open. — 2024. — Vol. 14, № 3. doi:10.1177/21582440241268830.

⁷Calleja N., AbdAllah A., Abad N. et al. A Public Health Research Agenda for Managing Infodemics: Methods and Results of the First WHO Infodemiology Conference // JMIR Infodemiology. — 2021. — Vol. 1, № 1. — e30979. doi:10.2196/30979.

⁸Management of infodemics in outbreaks or health crises: a systematic review // Frontiers in Public Health. — 2024. — Vol. 12. — Art. 1343902. doi:10.3389/fpubh.2024.1343902.

⁹Bull F. C., Al-Ansari S. S., Biddle S. et al. World Health Organization 2020 guidelines on physical activity and sedentary behaviour // British Journal of Sports Medicine. — 2020. — Vol. 54, № 24. — P. 1451–1462. doi:10.1136/bjsports-2020-102955.





oshirmagan ishtirokchilarda depressiya alomatlari taxminan 27 foizga kamaygan, umumiy farovonlik, stressga chidamlilik va uyqu sifati yaxshilangan; ammo cheklov tugaganidan so'ng ekran vaqti tez ko'tarilib, ko'rsatkichlar dastlabki holatga qaytishga moyil bo'lgan. Bu sog'lom odatlarning barqaror bo'lishi uchun muntazamlilik zarurligini ko'rsatadi.¹⁰

Boshqa bir tadqiqotda ekran vaqtining qisqarishi uyqu sifatining yaxshilanishi bilan bevosita bog'liqligi qayd etildi, bu esa raqamli odatlarni boshqarish va tungi dam olish o'rtasidagi aloqani tasdiqlaydi.¹¹ Shu bilan birga, ijtimoiy tarmoqlardagi axborot ortiqchaligi "raqamli charchoq" mexanizmi orqali tashvish darajasini oshirishi va shaxsning o'z salomatligini boshqarishga bo'lgan ishonchini (health self-efficacy) pasaytirishi aniqlangan.¹²

Yuqoridagilardan kelib chiqib, axborot xuruji sharoitida sog'lom turmush tarzini ta'minlashning quyidagi amaliy yo'nalishlarini ajratish mumkin:

- axborot iste'molini ongli boshqarish: kun davomida xabarnomalardan xoli vaqt belgilash va ekran vaqtini me'yorlash;

- ishonchli manbalarga tayanish va media-savodxonlikni oshirish orqali yolg'on hamda chalg'ituvchi axborot ta'sirini kamaytirish;

- muntazam jismoniy faollik (kattalar uchun haftasiga kamida 150–300 daqiqa o'rtacha intensivlikdagi mashq) va sifatli uyqu rejimini saqlash;

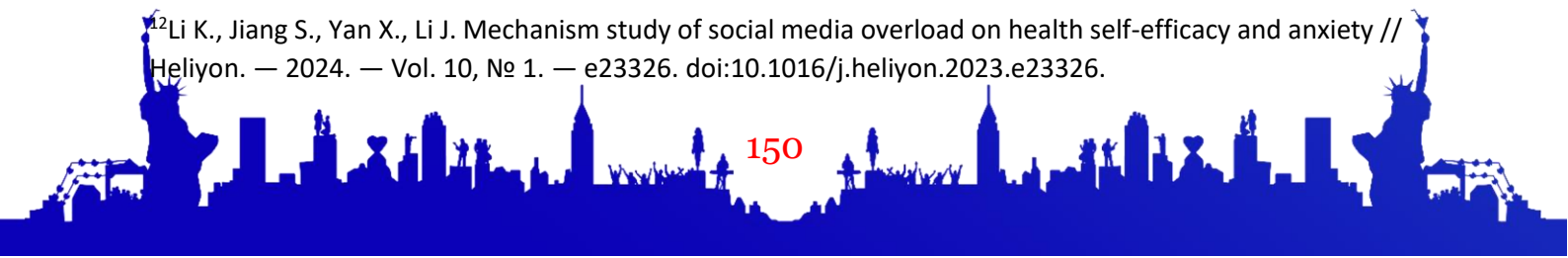
- raqamli "detoks" amaliyotlari va offlayn ijtimoiy aloqalarni rag'batlantirish orqali ruhiy muvozanatni mustahkamlash.

Xulosa qilib aytganda, axborot xuruji zamonaviy insonning salomatligiga ta'sir etuvchi muhim ijtimoiy-psixologik omilga aylangan. Tahlil shuni ko'rsatadiki, axborot oqimini butunlay to'xtatib bo'lmaydi va bunga ehtiyoj ham yo'q; asosiy vazifa — uni ongli ravishda boshqarish, jismoniy va ruhiy salomatlikni qo'llab-quvvatlovchi barqaror odatlarni shakllantirishdan iborat. Media-savodxonlik, raqamli gigiyena va sog'lom turmush tarzi ko'nikmalarini ta'lim tizimiga, sog'liqni saqlash va profilaktika dasturlariga izchil joriy etish axborot xuruji sharoitida shaxs farovonligini ta'minlashning eng samarali

¹⁰Pieh C., Humer E., Hoenigl A., Schwab J., Mayerhofer D., Dale R., Haider K. Smartphone screen time reduction improves mental health: a randomized controlled trial // BMC Medicine. — 2025. — Vol. 23, № 1. — Art. 107. doi:10.1186/s12916-025-03944-z.

¹¹Active nudging towards digital well-being: reducing excessive screen time on mobile phones and potential improvement for sleep quality // Frontiers in Psychiatry. — 2025. — Vol. 16. — Art. 1602997. doi:10.3389/fpsyt.2025.1602997.

¹²Li K., Jiang S., Yan X., Li J. Mechanism study of social media overload on health self-efficacy and anxiety // Heliyon. — 2024. — Vol. 10, № 1. — e23326. doi:10.1016/j.heliyon.2023.e23326.





strategiyasi hisoblanadi. Kelgusi tadqiqotlarda mahalliy aholi guruhlarini misolida ushbu omillarning miqdoriy bog'liqligini empirik o'rganish maqsadga muvofiqdir

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