

**SOCIAL-PHILOSOPHICAL FACTORS OF THE TRANSFORMATION OF  
NATIONAL VALUES IN THE DIGITAL ENVIRONMENT****Badalova Madina Abosjonovna**

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<https://doi.org/10.5281/zenodo.21273042>**Introduction**

In the modern era, the development of society is characterized by the rapid advancement of information and communication technologies. The digital environment has a strong impact on all spheres of human activity, including spiritual life, cultural relations, and the system of values. Therefore, the issue of the transformation of national values has become one of the important directions of socio-philosophical research.

In world philosophical literature, scholars such as Manuel Castells, Daniel Bell, Jürgen Habermas, and Charles Taylor have deeply analyzed the problem of the information society and changes in values. According to them, in modern society, information flows become the main factor shaping the social structure. In the context of Uzbekistan as well, the process of digital transformation raises the task of preserving national values and adapting them to the new social environment. From this perspective, this article analyzes the socio-philosophical factors of the transformation of national values in the digital environment.

**Methods**

The study used methods of philosophical analysis, a systemic approach, comparative analysis, structural-functional method, synergetic approach, and content analysis. In addition, the social dynamics of value transformation was studied through axiological interpretation.

**Results**

The research results show that the transformation of national values in the digital environment occurs under the influence of several key socio-philosophical factors.

The first factor is the technological factor. The internet, artificial intelligence, and digital platforms have significantly accelerated the processes of formation and dissemination of values. As M. Castells notes, in the “network society,” information flows reshape social reality [1]

The second factor is the communicative factor. According to J. Habermas’s theory of communicative action, values are formed in the process of social communication and change on the basis of consensus.[2] The digital environment has expanded this communication to a global level.





The third factor is the cultural-globalization factor. UNESCO studies emphasize that global information flows lead to the mixing of cultural values and the emergence of new hybrid forms [3].

The fourth factor is the influence of social networks. Platforms such as Telegram, Instagram, and Facebook are shaping a new system of values in the minds of young people. This creates a dynamic relationship between traditional and modern values.

The fifth factor is the educational and informational environment. The digital education system has a direct impact on a person's worldview and value system. According to V. Stepin's theory of cultural codes, every society maintains stability through a unique spiritual code [4].

Research conducted in Uzbekistan (S. Nishonova, A. Erkaev) shows the process of reformation of national values in the consciousness of young people [5].

In general, the results confirm the following:

- the value system has a dynamic and fragmentary character;
- the digital environment is the main driver of transformation;
- national and global values are developing in a process of mutual synthesis.

### **Discussion**

To understand the transformation of national values in the digital environment, different theoretical approaches are of significant importance. According to M. Castells' concept of the network society, modern society is organized on the basis of information flows, and this also transforms the system of values. This situation strengthens the globalization of social structure.

In J. Habermas's theory of communicative rationality, values are formed in the process of communication and are strengthened through mutual agreement. In the digital environment, this process is being carried out through virtual communication.

In Charles Taylor's theory of identity, values are viewed as a system through which individuals understand their own selfhood [6]. The digital environment, in turn, is leading to the formation of multilayered identities.

UNESCO reports emphasize that maintaining a balance between preserving cultural diversity and digital transformation is essential<sup>3</sup>. This serves as a methodological basis for the preservation of national values in the global environment.





In scientific sources from Uzbekistan, national values are regarded as the foundation of spiritual stability. However, the influence of the digital environment requires their reinterpretation under new conditions.

Therefore, the transformation of values in the digital environment is characterized by:

- communication processes;
- cultural globalization;
- the influence of technologies;
- the activity of social networks.

### **Conclusion**

The transformation of national values in the digital environment is a complex and multifactorial socio-philosophical process. Its main factors are related to technology, communication, globalization, and the education system. The research results show that national values change under the influence of global information flows, but their historical and cultural core is preserved.

In the context of Uzbekistan, the scientific study of this process and the adaptation of national values to the digital environment are important tasks. Therefore, systemic and philosophical approaches are necessary to ensure axiological stability.

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