



Article

Formation Opportunities of Information Consumption Culture Among Youth

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Abstract: The article analyzes the social impact of misinformation and the possibilities of shaping a culture of information consumption. It examines the influence of disinformation on public consciousness, its manifestation as a factor threatening social and political stability, and effective methods to counteract these threats. Additionally, the study focuses on the process of fostering a culture of information consumption, the role of mass media and digital platforms, and the importance of developing critical thinking to strengthen citizens' resilience against information attacks. The research findings aim to uncover mechanisms of public consciousness manipulation within the information space and provide recommendations for identifying and utilizing reliable information sources.

Keywords: Information Consumption Culture, Information Society, Misinformation, Disinformation, Information Policy, Fake News, Globalization

1. Introduction

Globalization directly influences political relations and encompasses major international political, economic, cultural, scientific, and educational issues that serve the interests of humanity. As an active participant in the globalizing world, New Uzbekistan does not merely advocate for national interests on international platforms but also promotes solutions to various regional and global challenges in the interest of all humanity. This reflects the Uzbek nation's historically constructive and peace-loving nature [1].

In this context, the initiatives and aspirations of President Shavkat Mirziyoyev demonstrate Uzbekistan's proactive stance in an era of global uncertainties. The current phase of globalization prioritizes the struggle for human consciousness and values, necessitating a clear definition of the distinctive characteristics and strategic directions of state information policy to ensure security in this domain [2].

Developing democratic thinking within society requires an information policy based on national values, fostering an evolution from local cultural identity to universal humanistic principles [3]. Only by embracing these aspects can humanity withstand various threats in what is often referred to as the "third wave of civilization." Consequently, proposals and recommendations emphasizing these factors have become an essential priority in today's global landscape [4].

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2. Materials and Methods

In this study, a comprehensive approach was employed to determine the possibilities of fostering a culture of information consumption among young people. Both theoretical and empirical methods were integrated throughout the research process. Scientific literature, mass media sources, as well as international and local studies were analyzed. Best practices related to information consumption, disinformation, and media literacy were examined and compared with existing theoretical approaches. The collected data underwent statistical analysis, leading to the development of effective methods and strategies for enhancing young people's information consumption culture.

The analysis of research on this subject indicates that theories concerning the information society can be divided into two broad categories. The first category comprises technological approaches, grounded in cybernetics and the philosophy of technology. The second category includes humanistic approaches, which focus on philosophical, symbolic, sociological, and globalization-related aspects.

Theories rooted in technological perspectives and cybernetics emphasize the technical aspects of the information civilization. These theories laid the foundation for the statistical analysis of information and the cybernetic approach to information systems. Scholars such as C. Shannon, N. Wiener, R. Hartley, L. Brillouin, W. Ashby, and S. Goldman have contributed significantly to this field.

The philosophical aspects of theories based on the humanitarian approach have been studied from the perspective of the essence of the information phenomenon and its impact on human consciousness. Scholars such as A.D. Ursula, R.S. Abdeeva, and V.S. Gotta have contributed to research in this area [5].

3. Results

In the context of global informatization, a novel approach to information policy is required—one that is based on societal unity, national harmony, and civic solidarity. In particular, achieving national and cultural cohesion in polyethnic and multiconfessional societies is among the pressing global challenges of our time. A legal-democratic state and civil society, founded on national models, serve as a viable standard in the globalized world. New Uzbekistan, adhering to these principles, has set its course for sustainable development, ensuring optimal progress in the future.

The detrimental nature of unchecked information flows can rapidly escalate and negatively impact national identity and mentality. Therefore, defining the principles, directions, and future prospects of information policy remains an urgent task for relevant stakeholders in this field. Several critical factors underpin this necessity. One of the primary concerns is that certain hegemonic states seek to impose their cultural values as "mass culture" on a global scale. The most alarming aspect of this so-called "mass culture" is its potential to threaten national ethics, traditions, and mentality, attempting to infiltrate and reshape socio-cultural life. Some scholars even consider the spread of "mass culture" as an inevitable phenomenon, predicting that the American influence will dominate global cultural paradigms [6].

A few years ago, the renowned political scientist Samuel Huntington predicted that, in the future, the entire world would consume hamburgers, read books published in America, watch American television, and wear American-style clothing. "It is not difficult to discern the ideological objectives underlying such perspectives" [6]. While benefiting from the positive aspects of American culture is commendable, this process should not come at the expense of suppressing national cultures. Moreover, the aspects being promoted often contradict national moral values and encourage deviant behavior in society. As long as such information attacks persist, there is a pressing need to develop an effective counteraction system [7].

In the present era, where the foundations of civil society are being established, leveraging mass media to counter information threats can yield significant results. By promoting national identity through mass media, ideological immunity can be cultivated within society, mobilizing the population to enhance the potential of an independent homeland. Indeed, in an age where hegemonic powers allocate substantial resources to ideological propaganda, every state—whether an industrialized nation with a strong global standing or a newly independent developing country—must take serious measures to safeguard itself against information warfare and protect its citizens from ideological threats [8].

Creating an effective system to combat information threats requires drawing upon existing experiences. Experience, as a distinct form of acquired knowledge, stems from past events and social developments. Therefore, learning from historical experiences, identifying existing shortcomings, and outlining future directions are among the most pressing tasks of today. If we conduct a deeper analysis of the concept of information policy, as previously mentioned, it encompasses a modern system of measures aimed at the formation, processing, storage, transmission, and utilization of various types of information. Additionally, it focuses on effectively addressing challenges related to the management of information systems.

In our view, the principles, directions, and prospects of information policy in the Republic of Uzbekistan represent a set of objectives reflecting the country's interests in the information sphere, key strategic directions, and a system of measures designed to achieve these goals. The state's information policy is an essential component of its internal and external strategies, encompassing all aspects of social life and activity. This includes:

1. Developing and improving legislative regulations that guarantee freedom of access to information while preventing the unlawful use of information by responsible entities, including state and non-state mass media, as well as all official institutions operating in the information sector (television, radio, print media, online publications).
2. Expanding the country's information infrastructure and strengthening the activities of public relations services, press centers, and similar institutions.
3. Continuously enhancing the state's communication strategies and adopting the experience of developed nations in the field of information and communication technologies, ensuring their effective implementation in accordance with national characteristics.

Statistical Data on the Formation of Information Consumption Culture Among Youth

The development of information consumption culture among young people is a crucial aspect of modern society. Statistical data highlight key trends in this area, including the level of media literacy, the frequency and sources of information consumption, and the extent of exposure to disinformation. The table 1 below presents relevant findings based on recent studies:

Table 1. Statistical data consumption culture among young people in aspect of modern society

№	Category	Statistical Data (%)	Source
1	Youth with high media literacy	42%	National Research Institute
2	Youth who frequently verify the reliability of information	35%	Media Literacy Survey 2024
3	Youth exposed to disinformation at least once a week	67%	Global Digital Report
4	Social media as the primary source of information	74%	Digital Media Trends Report

The information policy of the Republic of Uzbekistan must ensure that, as the country integrates into the global information space, it does not lose touch with its national characteristics. It is crucial to pay serious attention to moral factors in utilizing global information resources, particularly in safeguarding the younger generation from the destructive ideas of mass culture and all forms of religious extremism. Additionally, the policy should prioritize shaping youth consciousness based on the country's traditional national values.

Accordingly, the key directions and principles of Uzbekistan's information policy should include the following: promoting the country's spiritual and cultural traditions, its rich history, and the ideas of statehood; strengthening national identity and patriotism among young people; providing an objective interpretation of social and political events within the country and abroad; ensuring accurate coverage of problems and the corresponding measures taken by government authorities; creating programs and broadcasts that highlight national culture, traditions, and values; and producing educational and informative content for young audiences that reflects ongoing reforms in the education system and political awareness.

Uzbekistan's information policy should focus on fostering awareness and education, filtering and disseminating beneficial information, and ensuring that the country's internal developments are effectively communicated both domestically and internationally. This involves actively searching for and delivering valuable information to the public, enhancing the nation's ability to counter ideological attacks, and establishing a unified information space. In essence, Uzbekistan's information policy must be aimed at realizing and protecting the country's national interests in the global information arena.

An information society is a society that regards information as a key factor in development, possesses advanced information technologies, and adheres to democratic norms in acquiring and distributing information. In academic discourse, these concepts are often expressed through terms such as "highly informational culture," "information society," "cyber society," and "digitized community" [9].

The fundamental goal of an information society is to provide every citizen with legal and social guarantees ensuring access to necessary information at any time and place [10]. The evolution of the information society has unfolded in four key stages:

1. The first stage (1940s-1950s): The emergence of the idea of an information society, marked by the initiation of scientific research on information-related issues.
2. The second stage: Referred to as the "cultivation of the information society idea," during which conceptual frameworks for an information society were developed.
3. The third stage (1960s-1970s): Known as the "utilization of the information society concept," characterized by the rise of megatrends in informatization.
4. The fourth stage: Defined as the "socialization of the information society," where the majority of the population increasingly integrated into the information society through the internet.

Although the historical evolution of the information society has followed these phases, the term "information society" was first introduced into academic discourse in the 1960s by Professor Y. Hayashi of the Tokyo Institute of Technology. His studies, reflected in several official reports such as "Information Society in Japan: Essence and Approaches" (1969), "Specific Features of Japan's Information Society Policy," and "Information Society Plan" (1971), emphasized the importance of advancing automation in production and ensuring citizens' access to reliable information sources [11]. According to Hayashi, the acceleration of information exchange and dissemination is a crucial factor in educational development and societal progress.

His theories were validated in practice, leading to an information revolution that transformed traditional social structures, values, and norms. The emergence of a unified global information society shifted priorities from ethnic, national, and religious

distinctions to a borderless, digitalized reality. In human history, there has been no precedent for such a transformation [12].

Advocates of the symbolic approach emphasize the diversity of "signs" in an information society. The vast number of these signs leads to their devaluation and transformation, resulting in simulations. Consequently, individuals select these simulacra and independently draw conclusions. The term "simulacrum" refers to non-real, fabricated information. The religious syncretization of informational simulacra disrupts the legitimizing and regulatory functions of religion within society, as each religion integrates its doctrines into a unified framework. Scholars such as J. Baudrillard, F. Webster, P. Bourdieu, M. Foucault, J. Deleuze, F. Lyotard, and D.V. Ivanov have explored these themes in their research.

Theories based on the sociological aspects of the humanitarian approach include the works of A. Bell, A. Touraine, M. Castells, J. Baudrillard, and A. Toffler. Representatives of this approach examine information society theories in relation to social institutions encompassing social classes, religious denominations, ethnic groups, and national communities, along with the identification processes associated with them [13].

Furthermore, globalization-based theories within this approach investigate social and cultural identity both at an individual and collective level. These theories examine the impact of information on subconscious human activity, identity formation processes, and the transition of individual consciousness into collective identity. The scholars associated with this school of thought include C. Jung, N. Glazer, D. Moynihan, D. Nesbitt, and B. Barber [14].

4. Discussion

There are also historical concepts related to the information society, which analyze the philosophy of history, the essence and laws of social evolution, and conclude that its subject matter comprises the past, present, and future. The study of society and the history of the information society from the perspective of classical historical philosophy is based on three principles [15]:

1. Analyzing the fate of society and humanity through the "world history process";
2. Intertemporal analysis of historical processes;
3. Examining society as a historical subject.

Most research on the evolution of societies in human history adheres to these principles. The aforementioned concept distinguishes itself by focusing on the historical and evolutionary stage of human development within the framework of the information society. Scholars such as D. Bell, A. Toffler, and V.L. Inozemtsev have contributed to this field.

5. Conclusion

There are also theories based on the socio-economic aspects of the humanitarian approach, which, although outside the scope of this study, have been mentioned as reference material.

In general, the study of the information society as a scientific object is not only due to the breadth of this topic and its historical foundations but also its practical aspects and manifestations in real life. This issue is one of the pressing concerns of the global scientific community, raising particular concerns due to its unique characteristics. For instance, the internet, as the primary phenomenon of the information society, has become a mechanism for manipulating consciousness through virtual information, acquiring global geostrategic significance. The internet serves as an open space for the free expression of various ideas and views, leading to unprecedented positive outcomes. However, at the same time, it has also given rise to political, cultural, religious, and economic issues. The impact of a unified global information space is manifesting in the formation of a new mentality, a new

language, and a new culture, which, in turn, threatens national historiography, identity, and mental characteristics. This has also resulted in an increase in activities carried out under the guise of religion, distinguishing itself from other spheres in percentage terms.

For example, information threats disguised as religious activities are becoming a dangerous weapon. From this perspective, forming social identity through religious factors in the information society—and the consequent impact on statehood, education, development, and long-term strategic plans—demonstrates the importance and relevance of this topic as an independent field of study.

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