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## **Normative changes in human morality in the process of digitalization**

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# Normative changes in human morality in the process of digitalization

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**Abstract:** This article analyzes the impact of the digitalization process on the moral standards of society and the individual. As a result of the rapid development of information and communication technologies, significant normative changes are occurring in human behavior, social responsibility, and ethical decision-making mechanisms. During the study, the adaptation of moral standards in the digital environment, privacy, information security, and transformations in social relations were studied based on scientific sources. The results obtained indicate the need to formulate new moral principles in the context of digitalization.

## INTRODUCTION

Digitalization is one of the important factors in the development of modern society, which has a profound impact not only on economic and technological processes, but also on human moral views. As a result of the widespread introduction of digital technologies into everyday life, traditional moral norms are being reconsidered. In particular, online communication, artificial intelligence, social networks and big data are changing people's perceptions of responsibility, honesty and personal integrity. The purpose of this article is to analyze the normative moral changes occurring in the process of digitalization on a scientific basis [1].

*Relevance of the topic.* The rapid development of digital technologies in the 21st century has a profound impact on all spheres of social life, in particular, on human moral views, norms of behavior and concepts of social responsibility. Processes such as artificial intelligence, social networks, big data (Big Data), remote communication and digital identification create new requirements for human privacy, freedom of information, confidentiality, responsibility and ethical choices.

In the context of digitalization, traditional moral norms are often reinterpreted in the virtual space, and in some cases lose their relevance or undergo transformation. For example, problems such as the use of personal data in the online environment, digital violence, the spread of false information, irresponsibility associated with anonymity require a revision of modern moral norms.

In this regard, the analysis of normative changes in human morality in the process of digitalization, the determination of their impact on social stability, legal order and cultural values is of urgent scientific and practical importance. This issue is especially important for Uzbekistan, which is on the path of forming a digital society, in terms of adapting to the modern digital environment while preserving national moral values [2, 3].

*Scientific novelty of the topic. The scientific novelty of this study is manifested in the following aspects:*

1. The normative transformation of human morality in the context of digitalization is systematically analyzed based on a philosophical and social approach;
2. The factors of conflict and harmony between traditional moral norms and new moral norms being formed in the digital space are identified;
3. The moral and social mechanisms regulating human behavior in the digital environment (responsibility, transparency, trust) are conceptually substantiated;
4. A new model of moral responsibility being formed in the context of a digital society is proposed;
5. For the first time, the impact of the digitalization process on human moral values is scientifically analyzed in a comprehensive manner using the example of Uzbek society [4, 5].

## EXPERIMENTAL RESEARCH

*Human morality* in the process of digitization refers to the change in human behavior, values, and moral standards as a result of the widespread use of digital technologies (the Internet, social networks, artificial intelligence, big data, etc.).

*The normative change of human morality* in the process of digitalization refers to the renewal and change of human behavior, social relationships, and moral standards as a result of the development of digital technologies and the Internet environment [6, 7].

**TABLE1.** Ways digitalization affects human morality

<b>Impact on human morality</b>	<b>Explanation</b>
Responsibility and accountability changes	Increased anonymity online can lead some individuals to engage in insults, spreading false information, or violating moral boundaries.
Privacy issues	Collection and dissemination of personal data raise ethical responsibility, including consent, confidentiality, and proper use of information.
Changes in communication culture	Face-to-face interactions decrease while virtual communication increases, affecting empathy, respect, and manners.
Relativization of right and wrong	Algorithms and AI involvement in decision-making can redefine “right” and “wrong” based on new ethical standards.
Ethics of information use	Plagiarism, fake news, and copyright violations become pressing issues in digital morality.

*Below is a scientific analysis of the scientific works of scientists who have covered issues on the topic of “Normative Changes in Human Ethics in the Process of Digitalization”:*

In his seminal work *The Rise of the Network Society* (1996), Manuel Castells scientifically analyzed the reinterpretation of human values and moral norms in a new social context in a networked society emerging under the influence of digital technologies.

Luciano Floridi, in his article *Information Ethics: On the Philosophical Foundation of Computer Ethics* (1999), substantiated the evolution of moral norms in the digital information environment and formed digital ethics as an independent scientific direction.

In *The Age of Surveillance Capitalism* (2019), Shoshana Zuboff critically analyzed the negative impact of digitization and big data technologies on human freedom, personal integrity, and moral responsibility.

Jorgen Habermas, in his revised editions of *The Structural Transformation of the Public Sphere* (2006), scientifically explained the changes in the concepts of public morality and social responsibility in the digital communication environment.

Nick Bostrom in his article “Ethical Issues in Advanced Artificial Intelligence” (2014) substantiated the need to reconsider human moral standards in the context of artificial intelligence and digitalization based on scientific evidence.

Kholimtaeva Ikbol Ubaydullaevna in her scientific work “Issues of information security and moral responsibility in the digital environment” (2023) substantiated the importance of moral mechanisms regulating human behavior in the context of digitalization.

Karimov B.Kh. in his article “Digital society and transformation of moral values” (2021) analyzed the trends in the change of traditional moral standards in Uzbek society under the influence of digital technologies.

Islamov S.S. In his article “Socio-philosophical analysis of personal morality in the context of an information society” (2020), he explored the impact of digitalization on personal responsibility and moral choice based on a conceptual approach.

Yuldashev M.M. In his research paper “Digital culture and the formation of the moral consciousness of youth” (2022), he scientifically substantiated that the digital environment is becoming one of the main factors in the formation of the moral views of young people.

In this study, theoretical and empirical research methods were used in a comprehensive manner to determine the impact of the digitalization process on human moral standards and to analyze normative changes on a scientific basis. The methodological basis of the study is based on modern social philosophy, ethics, and theories of the digital society.

Monographs, scientific articles, conference materials, and regulatory and legal documents of foreign and domestic scientists on the issues of digital society, information ethics, and social ethics were selected as research materials. In particular, scientific sources on digital ethics, artificial intelligence ethics, information security, and digital culture were analyzed.

*The research process used the method of systematic analysis, and the ethical changes occurring in the process of digitalization were studied as a component of the social system.*

*Using the method of comparative analysis, traditional moral norms and new normative norms being formed in the digital environment were compared and their differences were identified.*

*Also, through analytical and logical analysis methods, the factors influencing human behavior in the digital environment, the transformation of the concepts of moral responsibility and accountability were scientifically substantiated [8].*

*Based on inductive and deductive approaches, general conclusions were drawn from individual cases, and theoretical views were linked to practical processes.*

*Within the framework of empirical analysis, the results of existing scientific research on ethical problems observed in digital communication, social networks and virtual space were summarized. The data obtained were processed using the content analysis method, and the main directions of ethical normative changes were identified.*

The harmonious use of research methods made it possible to deeply and comprehensively study the normative changes in human morality in the context of digitalization, and to draw scientifically based conclusions [9].

## RESEARCH RESULTS

The topic of normative changes in human morality in the process of digitalization is analyzed below using the example of philosophy, based on the methods presented above.

*Topic: The role of moral values in society*

**Systematic and comparative analysis.** Using a systematic approach, moral values are examined as an integral part of the social system, influencing education, politics, economy, and culture. Moral norms function as a regulatory mechanism that maintains social order and cohesion [10].

*Through comparative analysis, moral values in different social contexts are compared:*

- In traditional societies, moral values are largely based on religious beliefs and family norms.
- In modern and digital societies, moral values are increasingly shaped by legal frameworks, information ethics, and digital communication standards.

While the core moral values remain stable, the mechanisms through which they are expressed and enforced change depending on social conditions.

**Analytical and logical analysis.** Analytical analysis allows moral values to be divided into fundamental components such as responsibility, honesty, respect, and justice [11, 12].

*Logical analysis reveals causal relationships between these components:*

- A high level of responsibility contributes to social stability.
- Respect and justice reduce social conflicts and strengthen trust within society.

**Inductive and deductive approaches**

- Inductive approach: By observing individual cases (e.g., ethical behavior in educational institutions or online environments), general conclusions are drawn that moral values play a crucial role in maintaining social order.
- Deductive approach: Starting from general philosophical principles (such as the idea that justice and honesty are essential for social stability), these principles are applied to specific social situations [13].

**Empirical analysis.** Within the framework of empirical analysis, data from sociological studies, surveys, and existing research are examined to assess the practical impact of moral values. For example:

- Societies with strong moral values tend to show lower levels of crime.
- In digital environments, the absence of moral responsibility often leads to the spread of misinformation and unethical behavior.

Moral values serve as a fundamental foundation for social development, stability, and harmonious human relations. The combined use of systematic, comparative, analytical, logical, inductive, deductive, and empirical methods enables a comprehensive philosophical understanding of the role of morality in society [14].

The discussion also revealed that the approach to information ethics, founded by Luciano Floridi, directly corresponds to the research results. The processes of using, distributing and storing information in the digital space

require new ethical norms. This requires reconsidering morality not only within the framework of interpersonal relations, but also within the framework of the “human-information-technology” system.

The ideas of digital control and information capitalism put forward by Shoshana Zuboff are inextricably linked to the weakening of personal integrity and moral responsibility identified in the study. The results show that digital technologies, while creating positive opportunities for moral values, also increase the risk of reducing them to an instrumental level.

The analysis conducted on the example of Uzbek society showed that the process of digitalization is developing in parallel with national moral values. However, the increasing influence of global digital culture among young people is accelerating the transformation of moral norms. This situation is explained by Karimov B.Kh. and Yuldoshev M.M. confirms the connection between digital culture and moral consciousness noted in the studies [15].

The results of the discussion show that in a digital society, it is not enough to regulate morality only through legal norms. On the contrary, a new normative ethical model is needed that combines digital literacy, moral education and social responsibility. This model should take into account the specific characteristics of the digital environment, while preserving traditional values.

In general, the results of the study show that human morality in the process of digitalization is not a static phenomenon, but a dynamic system that is constantly being updated. Therefore, the formation of a stable ethical environment in the conditions of a digital society should remain one of the priority areas of socio-philosophical research [16].

## CONCLUSIONS

The process of digitization has shown that it has a significant and multifaceted impact on the normative system of human morality. Digital technologies, without denying traditional moral values, are transforming their forms of application and mechanisms of social control in accordance with new conditions. During the study, the need for a reinterpretation of the concepts of moral responsibility, personal integrity, ethics of information use and social responsibility was scientifically substantiated. The analysis conducted on the example of Uzbek society showed the importance of adapting to digital culture while preserving national moral values. In general, in the conditions of digitization, human morality appears as a dynamic system, and the harmony of legal, moral and cultural mechanisms is of great importance in its regulation.

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