



INFORMATION SECURITY AND MORAL THREAT

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Abstract: *The issue of providing personal information is of utmost importance today. Effective information security requires a deep understanding of the phenomenon of public opinion. The need for the study of public opinion, on the one hand, is directly related to the basis of democratic principles of state and public structures, and on the other - to the scientific analysis, theoretical processing and synthesis of existing empirical sources. In the absence of either of these two aspects, it is not effective to study public opinion or to form democratic principles. Public opinion differs from public consciousness either by the directive views of the state or the system, or by the views of the individual. Public opinion is a product of social consciousness, a realistic and generalized expression of the views and attitudes of various sections of society.*

Keywords: *information security, spiritual threat, information technology, risk, globalization.*

Information security estimation refers to the actions taken against an object that is subject to a risk of information degradation or loss. It can be said in advance that the word is not about all information, but only about the part of it, which, in the opinion of the owner of the property, has a commercial value going. We will tax the common taxids that modern corporate networks and systems are exposed to. It should be noted that the sources of security estimates can be inside the corporate information system (internal source) and outside it (external source).

Public opinion has a general or multiple relationship to a particular socio-political situation, lifestyle, and economic changes, with the opposite and variable views on the causes, driving forces, and factors that are contrary to the problem. The rapidly changing nature of public opinion also characterizes it as an active part of social consciousness.

At the same time, influencing the volatile nature of public opinion is able to maintain it in a certain way, and its targeted formation is a guarantee of not only personal safety, but also the security of the state and society.

All public reforms, targeted social changes and renewal processes are reflected in the public opinion.

It is not accidental that the attention of the President is on how the processes of implementation of reforms are reflected in the public opinion, how they are shaped, educated in the spirit of renewal, and one of the most important.

It is clear from the recent past that in Soviet times, public opinion was continuously influenced by direct government directives, special political and theoretical directions, which were not subject to any objection. For this purpose a unique two-step method of action was implemented. In the first phase, the vertical impact of the government, from the highest to the lowest levels, is implemented through systematic programs in the systemic order, while in the second stage, horizontal impact methods are introduced and political orders "ordered" by industrial enterprises, educational institutions, and public organizations. separate social layers were regularly



absorbed into the consciousness. In order to put this mechanism into operation, the state system operated under the guise of a centralized party and various initiative groups.

Today, the practice of systematically affecting public opinion is still practiced in countries such as China, North Korea, Cuba and Iraq. However, indirect methods of public opinion have been used extensively in developed Western and Eastern countries. This approach is based on democracy, mainly through the media, advertising, influence of informal leaders, show programs and other factors.

In civil society, it is natural for a person to become a member of certain socio-political groups for the sake of developing their potential and self-defense. It also provides an opportunity for a person to socialize the external reality through the society in which he or she is a member. In developed countries there are general (mass media, television, advertising, show programs) and horizontal (public organizations, family, informal leaders, enterprises, parties). At the same time, it is worth noting that the chauvinistic movement, which seeks to globalize information attacks under the guise of providing psychological security to the individual, is also being developed.

A similar system exists in England, France, Italy, and there are states of sociologists and psychologists who specialize in the study of the impact of information transmitted on the individual and the extent of socialization among the various segments of the population. For example, a team of 35 sociologists and psychologists work regularly at the Reno Plant Research and Design Center in Paris (which employs 2,500 people). Similar examples can be illustrated by the experience of information industry in many other major countries.

Social surveys can be studied by public opinion and ideological propaganda based on their feedback. When studying public opinion, it is necessary to pay attention to three factors. The first factor is the social interest of the survey participants, the second factor is the controversial situation.

The question now is whether a person can keep his or her freedom of choice, thinking, morals and beliefs healthy in the face of such information attacks and pressures. It is also worth noting that such information attacks are not only influenced by industries, science, culture, but also by the mentality that underlies human existence. Everybody understands and feels this. Because, as a full member of society, each of us is responsible for this.

The words of the ancient Greeks, "Be on aware of danger is the best weapons" are not without reason. This is because if anyone is aware of the threat posed to him in time, then he will be able to do so. It is likely that the information that is currently being received by everyone or the media broadcast on radio, television, the press and in public broadcasts, in a variety of speeches or in the form of manipulative nature, is not only in our favor. At the same time, analyzing the needs of the recipient and addressing the needs of the public is one of the simplest but most effective mechanisms to protect information security. To illustrate this simply as an example of advertising, it is useful to look at the flow of foreign advertising and analyze its purpose.

Influence of information attacks varies in different individuals. Some are very discreet in distinguishing the outrageous lies and deception from the actions of others, and some do



not. This is confirmed by various diagnostic tests in psychology. For example, the above point is sufficiently detailed in Kitel's The Two Polar Theory of Development that shows how much the individual understands and uses situations, also known as the Macavelli and Rousseau factors in science, or the factor of sensitivity. Individuals who score high on practical tests based on this theory are those who coldly assess situations, act logically, and manage their emotions and emotions. They approach every matter with a sound mind. Before they can make a decision, they are considering their own capabilities and adapting their behavior to that situation. They have a strong suspicion and analysis that they are skeptical of the false slogans and advertisements.

It is not uncommon for a person to make the most of both of the above-mentioned features, but most people have some or all of the above-mentioned factors. So, depending on the factors low and high in this test, someone is given more exposure and some less.

Awareness is not a person's innate quality, but is a characteristic of many years of experience, knowledge, and psychological training. Studies show that it does not take long to establish a mechanism to protect a person from psychological attacks. The collected material testifies that the initial phase of protection in the person is of relative relevance, with the help of specially developed methodologies for analyzing information fields.

As a result of such trainings, the participants had an ideological immunity to the manipulative messages disseminated in various media. They also saw increased internal control of their emotional state and the ability to critically analyze the information they received.

It is necessary to explain the concept of psychological protection of the person, and also to analyze how this understanding relates to the psychological safety of the person. In general, the psychological security of the person can be understood from the attacks of various media outlets that impede the formation of behavior in today's informed society. This may or may not be completely different, as a result of social factors in society, activities to meet the individual's needs, the behavior of others, and many other factors.

Usually, the first assumptions about the psychological protection of the individual are based on the methods of psychological analysis in psychology, which can be seen as an inextricable link between the individual and his or her defense, but such approaches are also comparative in the analysis of today's global information attacks. The individual's needs to meet the various needs of his or her life have a profound effect on his / her emotional stability and activity.

Psychological protection is mainly reflected in the protection of the individual's information, which has a strong influence on his / her mentality, inciting conflict or immorality, aggression and violence.

The essence of the information intervention today is different from the way in which the dictatorial directives of the state and the ruling party in the totalitarian system are pressured into the public consciousness. Nowadays information is mainly done through indirect methods, such as arts and culture, religion, industrial products, education. The fight against information attacks requires the development of sociology of public opinion.



In summary, important steps have been taken in Uzbekistan since the early years of independence to explore public opinion and to open a source of spiritual sources for the people based on these real needs.

First of all, the scientific and pedagogical foundations of sociology, which are responsible for the theoretical and practical study of this social process, are formed. Dozens of educational and methodical literature, monographies, scientific collections were published.

Secondly, the scientific and theoretical potential of sociology was compiled.

Third, a system of professional nongovernmental organizations specializing in the study of public opinion among different segments of society developed.

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