"SHAPING THE DIGITAL IDENTITY AND PSYCHOLOGICAL RESILIENCE OF THE EMERGING GENERATION IN THE ERA OF DIGITAL TRANSFORMATION: ISSUES OF GLOBAL INFORMATION SECURITY AND MEDIA LITERACY"

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Abstract. This article analyzes the issues of the digital identity, psychological resilience, and socio-cultural development of the emerging generation as a global challenge in the context of accelerated digital transformation. It demonstrates how digital technologies fundamentally alter young people's thinking patterns, communication strategies, value systems, and processes of self-awareness. The article also highlights contemporary research on the impact of global information risks, media manipulation, fake content, algorithmic pressure, and digital addiction on personal development. International practices for enhancing digital literacy, fostering media culture, and strengthening psychological immunity are examined, and comprehensive approaches are proposed to ensure a sustainable digital future. Consequently, the study provides scientific and practical conclusions aimed at preventing global challenges to personal development in the era of digital transformation.

Keywords: digital transformation, digital identity, emerging generation, global information security, media manipulation, digital literacy, cyber threats, psychological resilience, media culture, digital socialization, algorithmic pressure, fake content, digital addiction.

Introduction

The last decades of the 21st century are characterized by an unprecedented acceleration of digital transformation processes. According to global analyses, today, human daily life, education, work activities, communication, and even self-awareness are inextricably linked to the digital environment. Modern psychologists and educators emphasize that digital technologies have become not just a factor widening generational gaps but a force reshaping individuals' social and cultural identity. Therefore, concepts such as "digital identity," "psychological immunity," "algorithmic influence," and "cognitive load" occupy a central role in the study of personal development.

Global research shows that the influence of the digital environment on young minds is dual: on the one hand, it provides limitless informational resources, platforms that enhance creativity, opportunities for distance learning, and accelerated skill development; on the other hand, the rise of fake content, algorithmic manipulation, cybercrime, internet addiction, and social isolation in virtual spaces poses serious risks. Leading scholars in digital culture, cognitive psychology, and educational technologies interpret this process as a new "global educational challenge."

Moreover, international organizations such as the UN, UNESCO, the Council of Europe, and the OECD have recently identified digital literacy, media safety, and the psychological resilience of youth as global priorities. Their data indicate that the personal and social maturity of the emerging generation is now determined not only by family or school education but also by algorithms, AI-driven content presentation, social network mechanisms, and global

information flows. This underscores the urgent need to protect young minds from "digital noise," foster critical thinking, and strengthen media immunity.

Main Part

1. The Phenomenon of Digital Identity and the Process of Self-Awareness in the Emerging Generation

The era of digital transformation significantly affects young people's self-awareness, social role formation, and personal identity development. Modern cognitive psychologists argue that digital identity is not merely an online profile but represents an individual's social position and self-expression in the virtual environment.

Today's youth live with two types of identity:

Real identity — one's true self in real life.

Virtual identity — the persona created on social networks.

If a conflict arises between these two identities, it may result in:

social comparison syndrome,

lack of self-confidence,

pressure to attain virtual perfection,

psychological discomfort.

Therefore, fostering a healthy digital identity has become an essential task of modern education and upbringing.

2. Algorithmic Environment and Its Mechanisms of Influence on Young Minds
Today's internet platforms are primarily engineered by artificial intelligence algorithms, which monitor users' online behavior and recommend tailored content. This phenomenon is referred to in research as "algorithmic socialization."

Algorithms influence young minds in the following ways:

Information bubble (filter bubble): exposure to only like-minded content narrows cognitive horizons.

Cognitive attention exploitation: attention is captured through videos, memes, and trends, directing thought processes.

Emotional manipulation: frequent exposure to negative or sensational news reduces psychological resilience.

Thus, modern education emphasizes algorithmic literacy, information evaluation, and critical thinking as key competencies.

3. Global Information Security and Youth Cyber-Immunity

Cyber threats today do not respect geographic boundaries—they are global. Specialists in Uzbekistan and worldwide promote the concept of cyber-immunity to protect young people.

Cyber-immunity includes:

protection of personal data,

detection of fake content,

resilience against cyberbullying and online pressures,

responsible online behavior,

psychological stability.

For today's students, **digital hygiene** has become as essential as physical hygiene.

Conclusion

The rapid acceleration of digital transformation profoundly affects the personal, psychological,

and social development of the emerging generation. The analysis shows that the digital environment has become not only a space for information but also a global arena where identity is shaped, values are reinterpreted, and communication culture evolves. In this context, the digital identity, resilience to algorithmic influence, information security skills, and media literacy of young people are crucial for their intellectual and psychological stability.

Research emphasizes the dual nature of the digital environment: it offers both great opportunities and serious risks. Youth with well-developed digital literacy, critical thinking, the ability to recognize cyber threats, detect algorithmic manipulation, and identify fake content will be prepared for global competition. Conversely, insufficient development of these competencies exposes young people to cognitive overload, social comparison, virtual addiction, and psychological instability.

In conclusion, fostering the sustainable development of young people in the digital era involves not only technological skills but also conscious thinking, responsible digital behavior, psychological resilience, and the cultivation of information culture. Understanding and supporting this process through evidence-based strategies ensures that future generations grow up successful, healthy, and competitive in a globalized world.

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