

FEATURES OF PREVENTING METAMORPHOSIS OF SPIRITUAL AND MORAL VALUES IN THE VIRTUALIZATION OF PUBLIC LIFE

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Abstract: the article discusses the impact of extended objective virtual reality on the life of modern society. The facts substantiating the relevance of studying this phenomenon from the point of view of social philosophy are presented. The article assesses the impact of technologies of extended objective virtual reality, reflecting the state of the main spheres of society in modern realities, on the life of society.

Key words: virtual reality, virtual technology, socialization, societies, culture, value

INTRODUCTION

Virtual reality technologies are rapidly developing in the world, and interest in them is increasing. Virtual reality technologies affect the social and personal life of people, causing transformation of culture, ethics and values. This process, on the one hand, leads to social, cultural and spiritual alienation of people from the society, on the other hand, it expands the possibilities of development of the life of society and becomes a means of meeting the vital and spiritual needs of people. From this point of view, the development of mechanisms for determining the familial possibilities of the new virtual culture being formed in today's information society, its specific features and prospects for the development of virtual reality is gaining urgent importance.

Scientific-practical and fundamental researches are being carried out in the world higher education and research institutions on the problems of virtual reality, in particular, virtual reality and its impact on the life values of young people, the essence of cyber culture, ontological, epistemological and sociological problems of virtual reality, comprehensive study of virtuality. At the same time, there is a need to study the constructive and destructive factors of the virtual world that affect the human mind and worldview, and to research new methods and tools, mechanisms, and its conceptual foundations from a socio-philosophical point of view.

Today, improving the culture of information consumption among young people, protecting them from various threats in the virtual space, and improving the skills of effective use of modern information and communication technologies has become one of the priorities of the state policy. "At the moment, it is an important task to develop mechanisms for assessing the skills of using digital technologies on a national scale and to take into account the following aspects: information literacy, computer literacy, media literacy, communicative literacy, and the formation of a positive attitude to technological innovations" [1]. In the implementation of these tasks, the scientific research of ethical criteria and socio-legal bases related to the process of improving the mechanisms of information collection, storage and transmission is gaining urgent importance.

DISCUSSION AND RESULTS

The term virtual reality was coined by Jaron Lanier, the founder of the American company VPL, in the early 1980s. As a product of modern technology, virtual reality incorporates the latest developments in computer graphics, computer simulation, artificial intelligence, sensor, display, network parallel processing and other technologies. Therefore, we would not be wrong to say that virtual reality is a computer-generated high-tech simulation system. It originated from the combat simulation system of the US military, and gradually attracted the attention of all walks of life in the early 90s, and further developed in the commercial field. The peculiarity of this technology is that the computer creates an artificial virtual environment. A virtual environment is a three-dimensional digital model composed of computer graphics and assembled and contained on a computer to create a visual basis. Virtual reality is a visualization of this environment by synthesizing a visible artificial environment, directly observing the surrounding environment and the internal changes of things.

A virtual reality vehicle consists of stereoscopic displays, spatial audio devices, and collections of various input and output technology objects that simulate the sensations of force, touch, and motion. These immersive devices create a coordinated sensory experience when connected to the user's motor and autonomic channels.

Virtual reality is a type of reality created by the activity of the subject through computer technologies and means of influencing the mind, which is created only in the process of its creation and affects the mind of the subject. Virtual reality is a set of simulators that are copies of real objects and do not have an analogue in real reality. L.A.

Tyagunova, virtual reality is considered a total characteristic of social reality. The essence of virtualization of society is that the world of things is replaced by images, illusions and symbols, and it is distinguished by the fact that it acquires a total character [2].

Virtual reality is the result of the formation of a new world and an artificial structure that changes the spatio-temporal continuity of reality according to human wishes based on computer technologies. The word virtual reality in its narrow sense refers to a game or technical need that appears after wearing "electronic glasses". In this case, the mind enters a computer-generated world where it can virtually see, feel and act. In a broad sense, virtual reality refers to any altered form of consciousness: nervousness, drug or alcohol poisoning, hypnosis, anesthesia, mental changes experienced by people who have been in prisons, submarines, etc. for a long time. There is a paradox in the concept of virtual reality. Because the common mind considers it "imaginary". This paradox also arises from an objective assessment of reality.

Virtual reality is a combination of reality and fantasy created using virtual technologies. However, it has an important role in modernizing the virtual education process. Because the virtual educational environment is a platform designed to enrich students' knowledge experiences, which is clearly demonstrated by applying modern innovative technologies to education. The development of virtual reality technologies will fundamentally change the educational environment. Virtual reality technology is a means by which people can interact directly with computers to solve more complex problems. The most important feature of virtual reality is that it exhibits a focused imitation of the real environment. Although the representation of virtual reality has historically been used in virtual environments, three-dimensional simulations, computer and console games, visualization and digital prototypes, today interactive virtual titles are presented in 360-degree views.

DISCUSSION

The first philosophical work on virtual reality was Haim's *Metaphysics of Virtual Reality*, which explored the current technologies from an artistic and philosophical perspective. In virtual reality, users project their own desires and actions. In virtual reality, the selection and construction of modifications and reproductions is entirely based on the user's preferences, and their activity has practical consequences in real life, which raises ethical issues. We also need to recognize that even if the fact of confirming an identity does not lead to moral responsibility, the experience of identification can heighten habitual obligation. People establish rules of etiquette in a state of perfection. Meets ethical standards, responsibility, and ethical requirements established by the State of Excellence.

The moral and ethical issues that virtual reality will change include:

1. As with all new technologies, we must realize that any potential ethical issues may arise as society progresses.

2. Virtual reality creates great opportunities for further development of community life. Such virtual technologies will create socio-economic changes and turn people into an important means of satisfying all their needs. But as with all new technologies, we must realize that any potential ethical issues may arise as society progresses.

3. When we think of virtual reality, we automatically think of those big headsets that cover our eyes and both ears to create a fully immersive experience. In addition, more and more virtual reality gloves and other accessories are available. Although the resulting feeling may be strange, we have to worry about people who use such devices at home, especially those who live alone. Due to limited perception, some users of virtual technology may be prone to accidents.

4. The question of whether virtual reality leads to people's separation from society or not is also open. Research shows that the current social media is driving many people to the point of feeling lonely, guilty and depressed. As we all know, immersion in the virtual environment often leads some users to distance themselves from real life. In fact, virtual reality technology has been used as a means to protect people from fear, even military action. Recently, academic researchers in the United States published the results of a study and found that playing violent games repeatedly reduces the emotional sensitivity of young people and their ability to feel guilty. A recent study by Stanford University found that children often cannot distinguish between real life and virtual environments.

5. Virtual technologies can have long-term and dangerous psychological effects for some users. For this reason, some social scientists are thinking about the inhuman conditions that lead young people to think of their bodies as virtual avatars. Virtual reality can quickly expose some young people to mental illness and trigger psychotic episodes.

6. Philosopher Thomas Metzinger worries that virtual reality headsets could be used by the military as an alternative to conventional torture. Whether it is real or imagined, one must understand the pain, injury, violence and traumatic conditions - whether physical or psychological - caused by other users in the virtual environment.

7. Manipulation of customers by means of advertising is not new, but until now they have been two-dimensional. Therefore, they have to work hard to compete with our distracting attention, phone ringing, baby crying, traffic, talking, music, etc. And with virtual reality, advertisers can enter consumers' environments (which some psychologists believe can control our behavior). This increases the revenue potential for developers who have new free space that can be used to sell ads.

For this reason, some scholars warn that virtual reality may lead to new hidden strategies related to product placement, brand integration, and advertising. A.G. Luginina made the following comments regarding virtualization from the position of globalists. Virtualization is a new type of collaboration on a global scale through the Internet. Faceless virtual reality surrounds the entire planet with a dense network of infrastructure, creating conditions for an individual to move freely "without leaving the house" [3].

The phenomenon of electronic socialization covers the sphere of culture, and we are witnessing not only the level of network technologies, but also non-network virtualization. We are currently living in an era of image culture and images of cultures. Culture is increasingly becoming an institution of images, armed with various ratings, image makers, press offices and other cultural tools. Economic spheres and markets are filled with brand images created by various advertisements and sold at the price of advertising images. It's been a long time since production cost moved from the assembly line to advertising agencies. Therefore, the nature and management of virtualization, whose scope is difficult to define at first glance, is expanding with the development of the multimedia industry. From this point of view, in order to study the dynamics of virtualization, it is important to determine its existential nature, methods of expression, stages of its institution [4].

When people are in a virtual environment, objects in the field of vision can move with the movement of the eyes and hands, and they can also touch or even hold directly on the virtual objects around them. The Virtual world is a dream that is very pleasant for people based on the real world. The real world is merciless, has many legal and moral restrictions, and the virtual world is free, everyone can create what he wants, even if it does not correspond to spiritual and moral standards. Therefore, tragedies arising from the confusion between reality and virtual reality in Real life are manifested from time to time. The "practice" and personal experience that Virtual reality technology gives users is often fake, and immersive reality continuously stimulates its emotions based on the environment, which psychological changes can cause spiritual and moral problems [5].

Frank Steinicke and GerdBruder, a professor at the University of Hamburg in Germany, conducted an experiment. The result of the study shows that a person who has fallen under the influence of such virtual reality gradually confuses the virtual world with the real world, unable to distinguish when he is in the real world and when he is in the virtual world. In the virtual reality environment, human psychology and behavior are changing. Such people completely confuse the boundaries between virtual and reality and even want to live in the virtual world forever. And the real world is trying to avoid the difficulties it causes. People who get used to the virtual reality environment feel lost when they return to the real world.

Thinking involves ideas. Thinking and ideas are part of the mind. People perceive and perceive through consciousness the presence and changes of themselves and external objects, are able to think independently. Sobriety is the basis of thinking. Changing the thinking and ideas of people in Real life often requires long and painstaking work, and even if it is limited to objective conditions, they cannot be implemented.

Virtual reality technology allows you to realize what is impossible in the Real world in the virtual world, passes the traditional way of thinking, forms a new concept, gives the intuitiveness and purposefulness of thinking. Virtual reality technology can realistically present landscapes such as desert Meadows, blue seas, quiet forests that have arisen in the human mind. From the point of view of epistemology, virtual reality is actually an intermediary system between a person and the real world, that is, between a subject and an object. From the point of view of Ontology, virtual reality is a specific form of virtual and functional reality [6].

Virtual reality transforms people's thinking activity from brain to computer. The technology of Virtual reality makes people's minds the infinity of personal abilities. Virtual reality technology also serves to realize a person's own spiritual world. In a Virtual reality environment, communication objects are virtualized by a computer as an intermediary. Therefore, people can get rid of external restrictions and feel a kind of freedom. This practice of virtual thinking changes a person's ability to feel and react to the point of being free from the limits of reality and fantasy, time and space, which puts the subject of practice in a transcendental state in perception. People who do not want to endure the limitations of the real world will be able to enter the virtual world and receive spiritual and spiritual feed, and even build their ideal world. When the development of Virtual reality technology reaches a certain level, the border between life and death in the virtual environment is destroyed.

For a higher education audience, the side effects caused by temporary neglect are relatively small and easy to get rid of the illusion. However, for people with low levels of information, especially young people, the side effects of frustration in the virtual world can often be great. In the upbringing of young people who are not limited in the virtual world and are deceived by the satisfaction of desires, psychological and moral problems eventually arise [7]. Because E.V.As Malkova noted, computerization gave rise to specific technical and psychological phenomena, namely, "virtual reality". However, in recent years, the concept of "virtual" has been used outside the sphere of Information Technology. Today we are witnessing the penetration of virtuality into social and individual life, that is, the virtualization of society [8].

Virtual reality technology has a wide range of applications in medical, entertainment, aerospace and other fields. Through this remote medical surgery system, patients in remote areas can be treated remotely by professional doctors. Virtual reality technologies are also widely used in the treatment of the COVID-19 academy, which today bewildered the countries of the world. Through virtual reality simulation, a person can realistically simulate various scenes and unexpected situations in space, especially since this situation is convenient for astronauts to conduct simulation training. People will be able to talk to deceased relatives in the virtual world and will be happy in life. Therefore, while actively developing virtual reality technology and even more advanced science and technology, we need to pay more attention to the impact of the development of this technology on human behavior and consciousness, especially young people, and focus on raising their level of knowledge.

Virtual reality technology is manifested in the ability to create a world with the characteristics of importance, simulation and transcendence as the real world. In an interview with the Seattle Times, Lanier warned against the dangers of virtual reality, saying "this will be an area in which we will face greater ethical challenges than the artificial intelligence problem in the next few years," he says. Because I must admit that the emergence of each new technology is accompanied by potential new risks.

The scene created by virtual reality will be determined by the owner of the virtual world, and the likelihood of "psychological manipulation" in all audio-visual sensory settings in it will be high. The content of virtual reality is mainly based on video games, which mainly lead to the emergence of aggression in young people. Games created on the basis of such virtual technologies can affect the psyche of young people to varying degrees. It is also possible that young people will become increasingly indifferent on the basis of penetration into the virtual world. V.L.Silaeva attributes virtual reality as follows-a universe created on the basis of a person's strong passion for creating an alternative universe. It is manifested mainly in signs and symbols, and its directions are much wider than the sphere of influence [9].

Virtual reality technology means that the subject can penetrate the virtual environment and radically change the quality of its perception. This process requires us to carefully study the essence and cognitive impact of virtual reality. For example, the American computer scientist Jonathan Steuer and others are unhappy with the definition of virtual reality given by commercial capital as a "set of technical means", they emphasize that virtual reality should be evaluated mainly from the point of view of communication. In their opinion, virtual reality refers to the general essence of the possibility of perception and interaction that arises in the process of achieving a certain sense of existence through a person's means of communication. After all, it is in the virtual environment that users experience the so-called feeling of being part of the virtual reality environment. At the same time, the user will be able to maintain close contact not only with the virtual environment, but also with himself. Therefore, virtual reality is distinguished from purely psychological phenomena (for example, dreams or hallucinations), since these psychological changes do not require sensitive intervention.

From the above feedback, it becomes clear that virtual reality technology is destroying what traditional society depends on. As noted by Professor of Duke University in the United States, Catherine Hayls, the "separation" of information in the virtual world encourages people to become post-people. People of this type of virtual reality it is also possible that the cause gradually separates from the body and becomes a set of information. That is, human consciousness, like computer data, can be "downloaded", "saved" and even "deleted". At the same time, as Ken Hillis noted, also virtual reality promises that we can leave our body and "comfortably" remain in cyberspace in the form of original data, but this is not an easy process to do.

The development of virtual reality technology allows us to freely move to different "parallel worlds", and long-term conversion easily dulls the user's mind, and as a result, this condition can even cause us to suffer from mental disorders. A fully immersive experience in the virtual reality system has a greater and longer impact on human behavior and psychology. In particular, virtual reality technology confuses people's minds to some extent. Escape to the fantastic world is a long-standing dream of mankind, and virtual reality is perceived as its most recent path. A person will have given up their vigilance if they are used to living in an atmosphere of emotional involvement and immersive technology brought about by virtual reality. This situation causes their spiritual and spiritual alienation [10].

Virtual reality technology can create powerful hallucinations in a person. It is also no question that virtual reality becomes an electronic drug. At the initial stage of the 1990s, virtual reality technology allowed people to enjoy the achievements of Science and new information, while later it became such a comprehensive tool as Pandora's box. Therefore, some scientists are also using the development of virtual reality as a tool for distributing hallucinations and controlling thinking for various selfish purposes.

Okulus CEO Brendan Iribe calls the inconvenience caused by virtual reality technology "cold sweat syndrome" or "uncomfortable Valley". These inconveniences include symptoms such as lack of coordination of perception, thinking, emotion and behavior, as well as mental activity. Patients with this disease usually have normal consciousness and intelligence, but during the illness it is possible to observe cognitive impairment in them.

It is difficult to deceive perception, while directly connecting the flow of a transaction in a person's brain, as in a Matrix movie, and everything may seem as real as a dream. But this situation creates a new moral problem for a person, if at that time he was infected with a fragment of the virus, then the body is controlled by the code in order to do something wrong. Humanity can face such problems in the future. Science fiction the works describe the terrible picture of virtual reality as follows: the people who live in it confuse the border between virtual and reality, it will be possible to lose themselves and even be controlled by others. Because if life difficulties can provoke depression or deformation of the body in a person, then no one can say that high-quality virtual reality experiences do not provoke similar physical or mental reactions.

The emergence of the virtual world has brought many changes. Therefore, today we should pay special attention to raising the spiritual and moral education of young people. Because it is they who are the main object of influence in the virtual world and have more opportunities to participate directly in them.

The emergence of the virtual world caused many reflections in philosophy. Due to the nature of the virtual network, some people are also trying to satisfy their inhuman ego. This creates many tragic situations in society.

With the emergence of the virtual world, especially in connection with the popularization and application of computer technology, we will have the opportunity to rethink the model of the development of Education. Therefore, it is

necessary to understand the issue of educational technology in a broader sense, since this is not a technical problem in the first place. This in turn reflects the changing relationship between management and specialization. Therefore, too. A. Nikolaev any complex developing sositizim tries to maintain his balance. However, as a result of an increase in unbalanced and nonlinear relations, he experiences internal changes, which no one can predict in advance in which direction his further development will take after reaching a certain limit.

In the generation that grew up in the virtual world, many questions may arise to reflect on the goodness or evil of this world. Because they can either positively accept the traditional views adopted by the older generation because they are young navigators, or seriously deny them.

As tapskott points out in his book "Digital Growth", "The Internet age is turning new media from a mysterious forbidden place into a big environment where millions of people participate and play freely. On the basis of unrestrained consciousness, virtual reality has created a new world that is completely different from the previous boring, useless, one-sided communication of the media."

In the historical development of mankind, four things eagaled an important place: language, writing, machinery and information. These things that humanity has created are important in our understanding of ourselves. Therefore, McLuhan argues that "first we created the tools, then the tools created us." The scientist notes separately that the next 25 years was the era of digital technology. Digital technology is different from the technology of previous machines. Previously, when creating machines, scientists used technologies that were analog to it, the creation of today's Technologies went beyond the limits of human imagination. In his opinion, although information can be taken as a fact, no matter what fact it is, we will be able to describe it as an event only by giving meaning.

From this point of view, the so-called information management that is currently available mainly carries out two things: one is classification and the other is mapping. The so-called classification is the classification of normal phenomena and abnormal phenomena and the subsequent finding of the corresponding relationship, that is, dependence on the result from the situation. The role of information here is not entirely consistent with such traditional statistics as our "statistical arithmetic". And the digitization of the world is, in fact, through the process of automatic identification of machine search, recognizing information as a fact, identifying it as a meaningful phenomenon with the help of a machine, and then managing this meaningful phenomenon. Such a virtual data system allows you to rebuild this world. In this process, we will have to pay special attention to two important issues: on the one hand, our existence in the world already has a digital copy, on the other hand, we live in a world of data flow.

That is why, when studying people's behavior, it will be right for us to focus on the purpose for which they use the information. Because the analysis of information in the virtual network affects the behavior of a person. Even the information received in such an order can also be a record of human behavior. Some people think that it is possible to reflect the real world only when such information is large enough in size and size. The information contained in the correct virtual network can reflect the traces of the real world in itself and find a suitable sample in the world of information from each element in the real world. However, this should not lead to the conclusion that they are exactly compatible with each other.

Virtual reality reflects the daily experience of a person using the compositional requirements of art. The world of virtual reality is not a world of people or an external objective world, but it is the artificial production of human - machine relationships, the world of the human-machine complex. I.V. Boldyshev, researching virtual reality from the point of view of social practice, he has a dual and ambivalent orientation. On the one hand, it seems as if high-level illusions in virtual space do not pose a danger, but on the other hand, the dangerous thing about virtual reality is that there is a high probability of manipulating human consciousness through it [11].

CONCLUSION

Based on the feedback expressed above, we can put forward the following conclusions:

first of all, one of the most important conditions for raising human capital in the conditions of virtualization of the socio-cultural life of society – the creation of the "explosion effect" and the further increase in the efficiency coefficient, the achievements of scientific and technological progress, which can give the expected results in cases harmonized with the effective mechanisms of obtaining modern education;

secondly, the phenomenon of adaptation of a person to information technology is not the result of his passive action, consisting in the struggle to live by admitting to takdir, but, on the contrary, the acquisition of the skill of exalting Information Culture, is characterized by a conscious, active attitude to the information environment that affects his consciousness and soul;

thirdly, the complex of basic relations that determine the development of an informed society is the basis of social activity, which consists in changing it in the way of a person's goal of mastering existing information. In this case, the information base is a relative independence of human relations, and not only the result of its practical activity. Because it finds expression in practical relations in the complex "virtualization of society and Information Culture of a person." Accordingly, to consider practical relations in the field of development of an informed society as a condition for the direct primary existence of Information Culture in young people is generally a methodological mistake. After all, the theoretical level of development of Information Culture goes back to the needs of a person to receive information, which, without being a passive perception of socio-cultural relations, is considered the driving mechanism for this relationship. In this case, the phenomenon of virtual reality expresses the "technological process" of satisfying the spiritual and cultural needs of a person to receive information.

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