PROSPECTIVE DIRECTIONS OF EFFECTIVE USE OF VIRTUAL TECHNOLOGIES IN INCREASING THE POWER OF YOUTH

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Abstract

In this article discussed the role of information technology in the implementation of educational opportunities for young people, artificial and human intelligence, to ensure the security of the worldview in the process of informatization of society. Problems in the process of information consumption, the need to act in real life and in the virtual world in the current era of the expansion of the Internet, the impact of social networks on the worldview of young people and the formation of a culture of information consumption among young people.

Key words: information technology, Internet, artificial intelligence, science, virtual reality, virtual network, information culture.

In the XXI century, thanks to the development of computer technology, the information society has become a reality: humanity has been able to receive a variety of information, access it in real time. Once upon a time, information was a simple message that conveyed information from one person to another, to an entire society in different ways. Over time, it has become such a force that it has become a means of fighting for the interests and consciousness of thousands of people [1]. In such an environment, it is important to know the rules for using information, to have a certain culture of searching and selecting the necessary resources, or to create qualitatively new information. The formation of a common culture of young people is one of the priorities of education, and this process plays an important role in their professional activities. Information culture is the personal quality of a person that ensures an effective, rational, ethical balance with the information environment in the process of mastering innovations and serves as a means of transforming external information into a personal tool of transformational activity. An information culture is a culture of reading relevant information, understanding what is being read, and applying it. However, in the context of rapid market development, the process of determining the information needs of young people is becoming more difficult. In this regard, despite the introduction of training and research courses in educational institutions, the problem of forming an information culture among young people remains relevant today.

The formation and development of information culture is hampered by: first, the bureaucratic (administrative) barrier created by the division of different structures, in which case the division of educational and library structures in achieving a common goal is the idea of forming an information culture

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in society. Second, the economic barrier that results from the lack of financial resources to purchase books and information resources also does not allow for the development of information culture among young people. In particular, the insufficient funding of regional social structures and the lack of information sources in some regions also do not allow the development of an individual's information culture. Third, the technical barrier, which consists of equal technical and technological equipment of social institutions, etc., is also a serious obstacle to raising the information culture among young people. Unfortunately, the problem of raising the cultural level and intellectual development of the individual is not recognized as a global national problem, the level of information culture of the society determines the level of consciousness of the nation and the stability of its development. Therefore, it is important to promote a holistic, coherent and unified state information policy that covers all social institutions and commercial structures.

The development of science, public relations, a huge amount of new information and new information technologies in all spheres of human life are influencing the problems of vocational training. All this requires a new scientific approach to the problem of improving the professional training of specialists. Therefore, in the context of an open information society and a single educational space, the formation of the information culture of the future specialist, which is an integral part of professional skills, remains relevant. In recent years, the gap between the growing flow of information and the acquisition of knowledge necessary for the professional activities of young people has widened sharply, which highlights the special importance of the development of information culture. Some experts equate information culture with computer literacy, but computer literacy only refers to the ability to work with new computer technologies. Information retrieval, use of reference books, library catalogs and file cabinets, free access to library funds, knowledge of document management principles, knowledge of systematization and copyright, principles of use, ability to compile bibliography, knowledge of rules, descriptions and relevant state standards also reflects the main characteristic features of information culture.

The rapid development and introduction of information and communication technologies in all spheres of life, the rapid growth and renewal of information resources, the growing importance of information in society place great demands on the formation of information culture in society. Information culture emerged as a result of a unique approach to understanding information as a specific, relatively independent aspect of culture, the development of ideas about the information society, where information resources are no less important than energy, financial and other strategic sources. This means that an individual's information culture, and thus a person's interaction with information, is a set of literacy, reading culture, additional knowledge and skills.

Information technology is an effective tool in realizing the educational opportunities of young people. With the development of technology and the use of technology in innovative methods of teaching in different areas of learning, it is possible to solve the problems associated with the formation of information

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culture, independent learning and creativity of young people. Therefore, it is important for relevant ministries and agencies to develop information technology education strategies at various stages in order to optimize the interactive learning experience so that young people can excel in teaching. Because such information technologies help young people identify the need to receive new information, find, evaluate, extract, organize and express information. On this basis, young people can use it to promote the ideas of goodness and create new ideas and respond quickly to changes in the world of information.

Information and information technology is the main driving force of social development. In an informed society, the struggle for power shifts to competition for sources of information. Because it is real politics that will inevitably be influenced by the flow of information and will shine brightly between states in general and at the social level. The main feature that distinguishes an informed society from an industrial society is that it covers not only the fields of industry, labor, science and technology research, but also the spheres of spiritual and daily social life such as education, welfare, entertainment and communication. In the information age, changes in people's lifestyles are primarily reflected in changes in people's attitudes towards social life.

An informed society represents the next stage of an industrialized society that has emerged in the context of these civilizational changes. In a society based on agriculture and industry, material and energy resources form the basis of production, while in an informed society, information is more important than material and energy sources. Therefore, the development and use of information resources in the development of this society, the rapid development of information and economic activity has become an integral part of national economic activity. That is, to date, the information economy has dominated the national economy. At the same time, the revolution in information technology based on computers, microelectronics and communication technologies has become a priority in the development of the process of social informatization. Thanks to the modern production system, research and education, health care, enterprise and public administration, household and other processes, the widespread use of information technology has led to an important economic and social transformation process that radically changes people's lifestyles and behavior.

In the main link of the social economy of the information society, the transition from the manufacturing industry to a third area with high and new technologies, that is, the field of information and knowledge, prevails. In this process, the labor manager is no longer a machinist, but a producer and disseminator of information. In an informed society, the calculations needed to improve human life are no longer dependent on cash, but mainly on credit. Thanks to informatization, trade has now expanded not only to domestic opportunities but also to a global scale.

At present, most scientists emphasize the significant development of artificial intelligence in the future. It is true that today the question of whether artificial intelligence is superior to human consciousness

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has not arisen, but scientists are more convinced that artificial intelligence can fill the gaps in some aspects of the human mind. The human mind computes complex and awkward information and makes logical judgments, in which creativity, beauty, emotion, value assessment, and other aspects take precedence. Virtual reality creates a three-dimensional virtual world by simulating various sensations such as computer simulation, hearing, sight, touch, smell, and so on. For example, through special devices, viewers can observe things in space in real time without restrictions. This gives a person harmony and interaction with the universe, as if you were at the scene, and gives people a wonderful visual impact and emotional experience. Even the "augmented reality technology" developed in 2017 on the basis of "virtual reality technology" has led people to confuse virtual and real reality. It turns out that industry experts are trying to turn virtual reality into real reality. Virtuality, which has become an integral part of the modern world, seeks to embrace all the changes associated with information and technological progress in society and leads to the modernization of society [2].

In the current context of the development of the virtual network, the merger and clash of different cultures creates many opportunities for young people to decide on the values associated with the ideas of goodness, as well as the need to solve a number of problems. It is therefore important that we take advantage of all the tools of this system to increase the self-confidence of modern youth through effective virtual tools. To do this, first of all, we must actively adapt to the development of all media, make full use of the Internet, mobile self-media, public accounts, etc., which are convenient for modern youth to receive ideological and political enlightenment, to establish more interactive media We must make effective use of the regional features of the tools. For example, online knowledge contests, online trainings; the effective use of information culture to increase the self-confidence of modern youth is of paramount importance. In this case, the previous teaching methods can be used as the lead, but the auxiliary methods of practical training in the virtual network will be different. Second, in terms of the content of teaching in the virtual network, we will not only be able to study previous theoretical knowledge, but also easily adapt to the characteristics and requirements of the period to screen educational content to achieve a more ideal effect. Modern young people can gain more knowledge through the virtual network, for example, organize media interactive classes with foreign students, take master classes with various reputable scientists and entrepreneurs, as well as keep abreast of developments in the country and abroad. This way of teaching is not only close to life but also easy to accept by today's youth. Third, when conducting training in a virtual network system, given the non-screening nature of the data contained in it, we must directly understand the responsibility to manage the information in it, putting network control in an equally important place. Also, this virtual network control should be smart, not mechanical, so that it can better adapt to the context of the entire media. Fourth, modern youth need to create a healthy education and upbringing system and form long-term mechanisms to strengthen self-confidence. Modern youth are not limited to the ways and means of obtaining information,

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but they focus on the mechanism of strategic thinking and control. In the era of globalization, a critical analysis of the activities of young people in the virtual world is becoming more relevant than ever. In this process, it is important to further improve the system of limiting the impact of virtual networks on the education of young people, to implement a number of measures to promote and promote spiritual, cultural and moral values using the Internet, to increase the positive energy of virtual networks in educating young people. It is important to raise the information culture among young people in order to rationally guide them to acquire scientific, legal and cultural knowledge from the opportunities of the virtual network. In this process, young people will be able to solve problems related to the management of information culture in a timely manner, protect the intellectual property rights of information culture, launch the production of high quality information culture products (micro-films, animation, games, etc.) and innovate information culture. The support is up to date. To this end, the National Art Foundation and the National Publishing Fund, as well as a number of cultural development foundations, regularly announce project competitions for young people to choose important topics, books, historical films, music, dance, drama, it is important that they develop art and other art forms in a virtual network system. This is because today's screen culture has a strong influence on teenagers 'reading and to some extent determines their reading priorities. In the process of radically changing the reading habits of young people, all the characteristics of children's reading are changing rapidly. The status of reading has changed - students have begun to view the book as one of the means of mass communication. The duration of reading has also changed - the amount of reading time for young people has decreased, the nature of reading has changed - reading is shorter, more information-oriented, more superficial. In addition, the reading repertoire has also changed. Readers' reading is more work-based, and the contribution of readers of literary works is growing slowly, largely due to the school curriculum [3].

Traditional print media (newspapers, magazines, books, etc.) are "deomma" at the turn of the XX-XXI centuries, that is, they are published in small numbers, not as many as in the industrial era, because they all have online copies on the Internet. Whereas previously electronic media, radio and television were important attributes of every household, now a person is able to choose the information resources, topics and programs he needs at a time convenient to him. Moreover, today the Internet space serves as a place for electronic libraries, virtual museums, art galleries, virtual theaters, cinemas, concert halls and other socio-cultural facilities. The interaction of the individual with the Internet, his ability to "access" various socio-cultural spheres, his ability to express his personal creative potential, was the basis for the emergence of the concept of "Internet culture". But a person brought up with television will be accustomed to superficial perception of ready-made information, without trying to understand and analyze it in depth. For the owner of such perception and thinking, the Internet creates many problems: various sources of information, hanging

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advertisements, a lot of evidence and unfounded opinions. The diversity of information requires the formation of skills to use it competently.

Based on the above considerations, we can draw the following conclusions:

First, the phenomenon of human adaptation to information technology is not the result of a passive act of struggle for survival, but rather the acquisition of information culture, characterized by a conscious, active attitude to the information environment that affects their minds and hearts.

Second, the scale of virtual reality determines the choice of specific methods and tools for its development, ie the solution of virtual reality problems within a certain range, within the internal capacity of a country to improve information policy or socio-economic, political cooperation of different countries in the region. can find.

Third, the tendency for virtual reality problems to emerge in an informed society suggests that it will initially be local in nature and acquire universal significance as it continues to expand its sphere of influence. With its emergence in certain "information centers" and the subsequent acquisition of a specific "information space", there are two trends: "escape from the center" and "aspiration to the center." This can be illustrated by the experience of developed countries.

Fourth, to create and promote cultural boutiques of young people, to support cultural and creative choices and cultural experiences of young people, to nurture young cultural and creative talents. Creating a group of young literary and artistic works with ideological, artistic and decorative features, covering different cultural categories each year. Creating new online media products exhibition platforms for influential youth and implementing innovative and creative online activities of young people across the country. It is necessary to promote the healthy development of the field of access to the virtual network, further standardize the management of services of online service business sites, and effectively implement other similar measures.

Fifth, in the context of virtualization of socio-cultural life of society, one of the important conditions for increasing human capital - the creation of an "explosive effect" and further increase efficiency, combined with advances in science and technology, effective mechanisms of modern education.

Sixth, the set of basic relations that determine the development of an informed society is the basis of human social activity, which consists in changing it in order to assimilate existing information. In this case, the information base is the relative independence of human relations, not just the result of practical activities. Because it is reflected in the practical relations in the complex "virtualization of society and the information culture of man". Accordingly, it is generally methodological error to view practical relations in the development of an informed society as a direct primary condition for the existence of an information culture in young people. After all, the theoretical level of development of information culture is not a passive reflection of socio-cultural relations, but rather depends on the human need for information, which is

the driving force of these relations. At the same time, the phenomenon of virtual reality represents the "technological process" of meeting the spiritual and cultural needs of man for information.

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