THE IMPACT OF NEW TECHNOLOGIES AND DIGITAL PLATFORMS ON PEOPLE'S WORLDVIEW

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A B S T R A C T	K E Y W O R D S
This article analyzes the impact of new technologies and digital platforms on social structure and individuals' worldviews. The digital revolution, social networks, and online platforms are reshaping social relationships, communication systems, and individual perceptions. The article discusses issues such as digital inequality, the spread of fake news, and psychological effects, as well as the influence of these factors on the formation of new subcultures and social groups. It also examines the social and cultural significance of digital technologies and their prospects for future research.	New technologies, digital platforms, social networks, digital revolution, social structure, worldview, digital inequality, digital divide, fake news, psychological effects, social change, digital economy, subculture.

Introduction

New technologies and digital platforms have become a primary driver of societal development across all sectors. Digital tools such as the internet, mobile technologies, and social media are shaping the economic, political, and cultural structures of society. Simultaneously, these technologies are fundamentally altering individual worldviews, behavior, and social interactions. In particular, the ways young people interact and share information via digital platforms, social inequality, the spread of misinformation (fake news), and many other issues are among today's most pressing concerns. Therefore, studying the impact of new technologies and digital platforms on social structures and individual worldviews has become a necessity.

Today, new technologies and digital platforms are impacting all aspects of society. The widespread adoption of the internet and mobile communication, coupled with the rise of social media, has significantly altered social interactions and information flows. Social networks, blogs, forums, and other digital platforms provide individuals with unprecedented opportunities to express their opinions and quickly access and disseminate information. All of this is strongly influencing people's worldviews and lifestyles. Furthermore, the digital economy and online services have created new jobs globally, generating both new opportunities and risks within the social system.

Since the beginning of the 21st century, a technological revolution has rapidly unfolded globally, profoundly reshaping all social structures. Key characteristics of this revolution include the introduction of digital technologies, artificial intelligence, robotics, blockchain, and other advanced innovations, leading to a transformation of management systems, production methods, and even social relations. The technological revolution plays a crucial role in simplifying people's lives, fostering

global economic development, and creating new opportunities. However, these changes are also causing transformations in areas such as social structures, culture, politics, and interpersonal relationships. For example, the automation of jobs, the expansion of distance learning, and the widespread adoption of social media have created new structures within the social system.

To understand the impact of the technological revolution on societal change, the following aspects should be considered:

Changes in social interaction and communication: New technologies have transformed traditional human interaction, shifting much of it to the virtual realm. Social networks, messaging apps, and forums have fostered new forms of friendships and professional relationships;

Economic changes: Digital technologies have accelerated business processes and created new economic systems (e.g., the digital economy, e-commerce);

Cultural integration: Technological advancements have accelerated intercultural communication, but they can also contribute to the erosion of cultural traditions [1].

Digital platforms are systems that operate via the internet and provide users with opportunities such as information sharing, accessing services, and buying or selling products [3]. These include social networks, online learning platforms, e-commerce websites, media platforms (such as YouTube, Facebook, Twitter, Instagram, TikTok), and others.

Social networks are platforms that enable users to connect, share ideas, and access new information [4]. They foster the creation of virtual communities, offer new ways of exchanging ideas, and provide opportunities for the dissemination of personal opinions.

Online services are platforms that provide users with various services via the internet [10]. For example, online learning platforms offer new forms of education, while online stores (such as Amazon and Alibaba) facilitate the quick purchase of goods.

Through digital platforms, people not only conduct business or pursue education but also engage in social and cultural interactions. These platforms connect society on a global scale, but they also give rise to new social and political challenges, such as the spread of misinformation, online violence, and the security of personal data.

New technologies and digital platforms are constantly evolving, and their characteristics are continuously changing. These changes significantly impact social structures and individual worldviews. Let's examine some key evolving characteristics:

Rapid development: Technologies and digital platforms are developing at an incredibly fast pace. New applications, platforms, and systems emerge within months or even weeks, creating new opportunities for users. This rapid development forces societal structures to adapt.

Adaptability and personalization: New technologies and digital platforms offer users services tailored to their individual needs. For example, social media platforms curate content based on users' interests and behavior. This personalization process shapes social interactions and worldviews in novel ways.

Interactivity and community: New technologies foster interactive and collaborative activities. Users can engage in discussions, participate in social and political issues, and even create online petitions and movements. This alters how people interact with society.

Rapid information dissemination: New technologies and digital platforms facilitate the incredibly fast and widespread dissemination of information. This allows for rapid societal responses and enables observation of global events. However, it also creates a significant risk of the spread of misinformation and disinformation [2].

In this way, new technologies and digital platforms are propelling social structures and individual worldviews into a new era. These changes reshape individuals' roles and relationships within society. New technologies and digital platforms have significantly altered social networks and communication systems. A social network is generally understood as the sum of connections and interactions between people. Previously, the main forms of communication systems were telephones, mail, and mass media. Today, through social networks, messaging apps, and forums, communication between people happens in real-time, regardless of geographical location.

Digital technologies have accelerated communication processes, facilitated remote connections, and reduced the perceived distance between people. Through social networks and internet platforms, people not only exchange ideas but also disseminate their views to a wider audience. This creates new opportunities for shaping public opinion and addressing social issues.

New technologies and digital platforms are fostering the emergence of social groups and subcultures in new forms. Using digital technologies, people create new communities based on shared interests, needs, or ideals. These groups may exist solely in virtual spaces, independent of geographical location. The development of new technologies and digital platforms can exacerbate social inequality. The digital divide refers to the disparity in access to and use of digital technologies and the internet. This disparity is largely based on economic and geographic factors. The digital divide is particularly pronounced in developing countries and rural areas. Groups with limited access to technology, such as low-income families or older generations, also face difficulties utilizing online resources.

The digital divide reinforces social inequalities within society. Groups unable to utilize the opportunities offered by the internet and new technologies – such as access to education, conducting business, using services, and participating in social networks – become marginalized. This, in turn, amplifies economic and social disparities.

Digital platforms and social networks significantly shape individuals' worldviews. Social media allows users to freely express their opinions, explore the perspectives of others, and compare themselves to others. They reshape an individual's self-perception, worldview, and goals. This process is particularly strong among younger generations, who spend more time in the digital world and are exposed to a wider range of ideas and values.

Through digital platforms, people share their worldviews with other users. For example, on social media platforms like Facebook, Twitter, and Instagram, users openly express their opinions, life choices, and even political stances. This influences the development of their personal worldview and their sense of belonging within society.

Social networks alter an individual's place within society and their relationships with others, sometimes amplifying emotions and opinions. Thus, these platforms play a significant role not only in shaping personal worldviews but also in fostering social interactions.

New technologies and digital platforms are leading to changes related to an individual's worldview, behavior, and interaction with society. Digital technologies can enhance individualism by empowering individuals to express their capabilities, opinions, and values. However, digital platforms and social media can also encourage collectivism by providing opportunities for community building and connection with other users.

For example, the ability to unite through groups, communities, or hashtags on social media allows users to support each other in achieving a common goal or idea. This signifies a growth in collaborative work and collective decision-making.

The rapid spread of information and the frequent dissemination of fake news via digital technologies significantly impacts public opinion. False news and misinformation can spread rapidly on social media, altering people's decisions, emotions, and worldviews. This phenomenon poses a particular risk, especially concerning political topics or significant global events.

Misinformation spreads rapidly through digital platforms because users quickly "like," "share," and "retweet" it, often without verifying its accuracy. This reinforces negative attitudes towards factual reporting and creates uncertainty in social interactions. Furthermore, social media, through the spread of fake news, can diminish critical thinking skills and increase the susceptibility of individuals to manipulation [8].

Digital technologies and platforms play a crucial role in shaping new social systems and transforming societal communication methods. While previous social systems were often centralized and based on physical interactions, digital platforms now facilitate rapid and efficient communication across a global network. This, in turn, enables the creation of new social structures and strengthens communication between diverse groups.

Through the internet and social media, people freely express their ideas, developing new skills and social connections across various fields. On the other hand, these new social systems sometimes challenge centralized control and create opportunities for greater democracy, equality, and civil liberties. Existing networks and connections bring people closer together and strengthen their positions within society.

New technologies also foster new communication forms like video conferencing, online forums, and virtual communities. These options are vital in shaping social systems and creating new, interactive forms of dialogue.

Digital technologies and social networks contribute to strengthening democracy and social justice by providing avenues for free information sharing and public expression. Citizens can amplify their voices on a large scale, initiating public discussions on political and social issues using digital tools. These processes, in turn, contribute to the development of more just and equitable political systems within society.

Digital platforms can also serve as powerful tools for promoting social justice. For example, online campaigns and movements are significantly impacting the protection of women's rights, the rights of ethnic and religious minorities, the fight against societal inequalities, and the defense of human rights. These initiatives demonstrate the effective use of digital technologies to advance social justice and create equal opportunities for all segments of the population.

However, the effective advancement of democracy and social justice in the digital realm requires addressing the digital divide and combating misinformation, as well as improving digital literacy across society.

Digital technologies and platforms have revolutionized education and cultural development. Online learning platforms, distance education systems, and digital resources have made education more accessible and convenient for everyone. The emergence of digital culture has also brought about transformative changes: digital art, virtual exhibitions, and online cultural events play a significant role in introducing new generations to culture and the arts.

These processes help expand education and culture globally. Digital tools allow people to connect with diverse cultures, fostering cultural exchange between countries and peoples. Online libraries, video lessons, and scientific resources contribute significantly to the advancement of knowledge and culture.

Furthermore, digital learning opportunities make education more accessible to people in remote areas worldwide. This plays a crucial role in expanding global education systems and creating equal opportunities.

In assessing the social and political integration of technology within society, new technologies and digital platforms bring about systemic changes. Primarily, they positively affect the formation of political systems, improve democratic processes, and foster the development of civil society [7].

Digital technologies create new forms of political participation. Online voting, e-governance, and digital civic engagement systems allow citizens to exercise their political rights and actively participate in the political process. Simultaneously, social media and the internet facilitate the rapid dissemination of global movements advocating for justice, equality, and human rights.

However, the political integration of technology can, in some cases, lead to the centralization of political power. The misuse of technology or increased state control over information can restrict citizens' freedom of thought and access to information.

Overall, digital technologies are propelling society towards new social, political, and economic systems. These transformations create opportunities to advance social justice, equality, and civil liberties on a global scale. These processes also further enhance social integration and cultural exchange.

New technologies and digital platforms are profoundly impacting the social fabric and individual worldviews of society. Technological revolutions, social networks, and digital platforms play a crucial role in shaping relationships, economic and political processes, and the formation of individual identity and worldview. Digital technologies enhance interaction between individuals and groups, leading to the emergence of new social systems, subcultures, and social structures. However, these processes can also exacerbate social inequalities, the digital divide, and the problem of misinformation.

The shift in information dissemination and communication through digital platforms shapes individual worldviews, leading to new forms of psychological and social relationships within society. The mechanisms of social validation and "likes" on social media demonstrably impact the interplay of individualism and collectivism, significantly influencing people's social opinions and perspectives.

New technologies and digital platforms are vital for the cultural and social development of society. They transform communication methods, enabling the formation of new cultures and subcultures. Digital technologies create new opportunities for advancements in education, culture, and the arts. The internet and social media facilitate global cultural exchange and readily accessible knowledge. This strengthens social integration and contributes to the formation of a global culture.

However, the misuse of digital technologies or centralized control systems can restrict citizens' rights and create new societal challenges. Conversely, technologies also present new opportunities to promote democracy, social justice, and human rights.

Future research into the impact of new technologies and digital platforms on social structures and worldviews offers several promising avenues. Firstly, research should delve deeper into the digital divide and its social impact, the spread of misinformation and its effect on public opinion, and the psychological effects of digital technologies on society. The differences between younger generations and digital natives, the socio-psychological aspects of their use of digital platforms, and their worldviews are particularly crucial areas of study.

Further research is needed into the development of digital education and culture. The effectiveness of digital education and its impact on social and cultural development should be investigated. New studies

should explore the potential and limitations of online education, and the role of digital tools in fostering global culture.

Furthermore, in-depth research is needed into the psychological impacts of social media and the influence of social validation on personal worldviews. This should examine how new social connections, ideas, and values are formed using new technologies and digital tools.

Research should also develop strategies for the effective use of digital tools to promote social justice, equality, and the protection of civil rights. This, in turn, will ensure the social integration and sustainable development of digital technologies within society.

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