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**THE TRANSFORMATION OF TRADITIONAL MORAL VALUES AND THE  
ROLE OF SOCIAL MEDIA AND ARTIFICIAL INTELLIGENCE**

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**Abstract**

This article analyzes the transformation of traditional moral values, the significance of social media and artificial intelligence, based on modern approaches and theoretical views. It discusses the transformation of traditional moral values, the positive and negative consequences of social media, and the issues of the younger generation becoming addicted to attractive and diverse social networks and AI tools from a philosophical point of view.

**Keywords:** Tradition, moral value, transformation of traditional moral values, young social media users, modern society, artificial intelligence.

**Introduction**

In today's world, social media and artificial intelligence play a crucial role in the process of transforming traditional moral values.

**Main Part: English Translation**

Main Part: Tradition (Latin: traditio – continuity) is a component of socio-cultural heritage that has been passed down from generation to generation over a long period, becoming customary and closely linked to the value system and rules of a society or social group. Tradition not only includes the forms of heritage but also the process of social inheritance and its methods.

Traditions can manifest in all spheres of society. Their role in the world, science, art, literature, and other fields is of special importance. Compared to customs, traditions are considered a broader and deeper social phenomenon.

Tradition should not be neglected, as doing so can lead to a disruption in the continuity of historical development. At the same time, preserving traditions in an absolute and limitless manner is also not appropriate, as this may lead to the retention of outdated aspects of society, thus stabilizing it and resulting in stagnation.

Morality is a set of principles or values that allow individuals and society to distinguish between right and wrong behavior. It encompasses various aspects of human conduct, including actions, intentions, thoughts, and emotions. Moral norms may be based on religious, philosophical, or cultural beliefs and traditions, serving as the foundation for evaluating ethical viewpoints and making decisions. Morality expresses our sense of responsibility toward others, shapes our behavior towards the environment, and influences our views on justice and human rights.



Values are deeply held beliefs and principles that guide an individual's actions and decisions. In general, a value is a belief or principle that is considered important or necessary by an individual. Moral values are values that govern moral principles and usually include concepts such as honesty, compassion, fairness, and justice.

The concept of values is used in various meanings across different fields. Values are primarily the subject of the science of axiology. The term was introduced into the field of scientific knowledge in the second half of the last century by German axiology scholar E. Hartmann and French scholar P. Lappi.

Values are the product of the social, economic, cultural, and spiritual development of society. The philosophy of the modern era marks a new stage in philosophical thought and scientific approaches. During this period, the philosophy of values encountered several important influences and development processes. In the field of axiology, moral, aesthetic, and social approaches were newly formed.

In the modern era, the importance of values has significantly changed, not only in making moral decisions but also in aesthetic judgments, appreciation of art and culture, relationships between individuals and society, and in concepts like social and political justice.

The Ancient East region gave rise to the most important spiritual values that served as the foundation for further human development, making it an important space. In particular, attention is given to examples of folklore, various fields, the emergence of the world's first religion — Buddhism, and the appearance of the earliest cultural civilizations in human history.

Our history, culture, and ancestors — if we consider them as a written page — must be compiled and introduced to our people and youth. This means understanding and explaining that we have an invaluable heritage and raising new generations accordingly — this is our main duty.

Every nation is shaped based on its spiritual, moral, historical experience, religion, customs, and traditions. The Uzbek people are also recognized as a nation rich in high moral values. Respect among people, loyalty to parents, reverence for elders, and honesty are values passed down from generation to generation. However, the reverse influence of information technology in the 21st century — particularly the spread of social networks and artificial intelligence — is having a serious impact on the form and content of these values.

Social networks like Instagram, TikTok, Facebook, and others are spreading global cultural and individualistic values. This is leading to new perspectives based on free thinking in various cultural fields. Society is becoming one based on "likes" and "followers". The value of a person, their inner virtues such as honesty and humanity, is now often judged by their online reputation and appearance. Whereas we used to rely on scholars, teachers, and the advice of elders, today, many young people rely on popular bloggers and their opinions.

Artificial intelligence (AI) is a collection of technologies that imitate human intelligence. It is a separate field of computer science that focuses on developing computer systems capable of understanding language, learning, communicating, discussing, solving problems, translating, and more.

Currently, AI can perform many tasks traditionally done by human intelligence. A new chapter in AI history began in 1990. In 1997, IBM's Deep Blue computer became the first to defeat world chess champion Garry Kasparov, making history.



AI is now being viewed as a new force impacting moral values. Through AI, our personal interests are being monitored. AI platforms recognize the content we consume through algorithms, gradually narrowing our worldview and restricting it to a one-sided perspective.

For example, AI-powered robots, intelligent assistants in education systems, and AI applications in healthcare are increasingly common. AI processes information without relying on moral norms, making decisions based on human morals and interests. As a result, especially among adolescents, moral gaps are emerging.

Positive aspects — AI allows us to monitor and analyze content shared on various social platforms, understand its purpose, working mechanisms, and potential benefits. It enables data collection and analysis about the opinions, moods, preferences, and strengths of potential customers, competitors, or public groups. This, in turn, creates opportunities for deeper discussions of moral issues among members of society. It also enables the promotion of science, enlightenment, religious and national values, and enhances the independent thinking abilities of youth.

Negative aspects — Among the growing younger generation, national customs, moral standards, and values inherited from our ancestors are gradually being neglected. In contrast, diverse and attractive but often spiritually shallow cultural forms associated with Europe and other foreign countries are attracting young people. Virtual morality on the internet is weakening real-life values, social relationships, and traditions. Consequently, the value of parents, teachers, society, and even religion is declining. Many young people are forming their views, worldviews, and decisions based on popular bloggers, trends, and AI, leading to a loss of identity and weakened personal thought and psychological stability. Youth with low ideological immunity on social networks are quickly falling prey to information attacks, cybercrimes, malicious propaganda, and alien ideas. Additionally, fake news, content promoting violence, and pages spreading immorality are becoming widespread. Therefore, the conflict between internet culture and national values has become one of the most pressing problems today. This conflict affects not only information but also spirituality, morality, and character development.

According to statistics, as of today, the number of social media users worldwide has reached 5.31 billion, accounting for approximately 64.7% of the global population. Each user is active on an average of 6.18 social network platforms and spends around 18 hours and 41 minutes per week on social media. In the first quarter of 2025, the number of active social network users increased by 10%, reaching 570 million. This rapid growth is mainly observed among those born between 1996 and 2010 — the generation most actively engaged in social media, who grew up with digital technologies and form the main audience of AI and internet culture.

General approaches are insufficient to solve problems on social networks and restore national traditional values. The most urgent task today is to develop and implement specific, systematic measures. First, it is necessary to clean and monitor the information space to combat immoral, false, aggressive, and anti-national content on social networks. In this, AI-based technologies — automatic detection and blocking of inappropriate content — can provide significant support. Furthermore, content monitoring should be strengthened by government and non-government organizations, and special platforms, social campaigns, and cultural-educational projects promoting national values should be launched. It is especially necessary to promote national identity through modern and youth-popular formats — short video clips, music videos, and theatrical performances.



Supporting patriotic and well-mannered bloggers who promote national values and are popular among youth, and involving them in special projects, can be beneficial. Additionally, organizing interactive lessons and training sessions about family values and traditions, and teaching parents to engage in open communication with their children, is of great importance. To ensure cultural safety on the internet, a separate committee or agency should be established. This organization would be responsible for popularizing, preserving, and promoting our national traditions through modern technologies and innovations.

The following areas of work can be pursued:

- Creating virtual museums to present our historical and cultural heritage to a wider audience;
- Producing historical series in 3D format and using them as interactive educational resources;
- Developing modern multimedia products to widely promote national culture, customs, and traditions among youth;
- Implementing effective monitoring and control systems against content that violates cultural values on the internet.

Such measures are crucial to connect the younger generation with national values and encourage them to preserve national identity in the digital age.

Solving problems on social networks and restoring national moral values cannot be limited to bans or criticism. It is a complex and multifaceted process that requires joint efforts from families, educational institutions, government agencies, and all layers of society.

National values are the foundation of our history, culture, and spiritual heritage. Preserving them means safeguarding and strengthening our national spirit and identity. Especially in the modern world, reconnecting youth with their cultural and moral values is a key factor in ensuring national independence and stability.

#### **Conclusion:**

Today, young people are mostly influenced by social media and online sources, which may negatively affect their value system. Therefore, instead of relying solely on criticism or restrictions, we must implement positive, effective, and comprehensive strategies in the moral upbringing of youth. The education system, parental guidance, cultural-educational events, state policies, and civic activists must work in close cooperation. Only then can our youth grow into morally and intellectually developed individuals without losing their national values while adapting to the demands of the modern age. Moreover, strengthening the national spirit is a vital foundation for building the nation's future and protecting it from internal and external threats. If we succeed in this mission, our youth will retain their identity and become competitive, patriotic, and responsible citizens on the global stage.

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