

# The influence of digitalization on the evolving digital audience and emerging media threats

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## Abstract

In the emerging era of digitalization, humanity is undergoing significant changes in how information is perceived, processed, and utilized. There is an increasing body of observations and evidence pointing to the formation of the fact that new formats of society include new structures that are primarily related to the formation of a new digital society and the psychological integrity of the individual. This article explores the current state of the profound influence digitalization has on society and its subjects, analyzed from the perspective of an interdisciplinary approach, including psychology, sociology, anthropology, culture, and history. The objective is to investigate and articulate the core concept of a new form of digital human identity and its connection to the emergence of new media-related risks. Digitalization is considered as an existing base of previously existing changes and as a causal factor in the transformations occurring in the world and humanity. The focus of the research is the interaction among members of society, forming an audience and a flexible realm of communicative relations within the digital space. The study presents the results of an experiment that identified the interests, expectations, and responsibilities of the digital audience.

## Keywords

digitalization, digital technologies, digital identity, society, virtual reality, mass audience, media risks, mass media

## 1. Introduction

The relationship between digitalization and personality and its impact on society and humanity as a whole is much deeper than it might seem at first glance. As a result of the widespread, progressive and increasing impact of digitalization on the world and human society, new facts and research indicate the possible emergence of a new type of personality in the digital age.

This individual can be described as a digital identity, which today is being transformed into a new format of the modern audience. It is important for researchers and media professionals to understand the mechanisms that contributed to this transformation, what to expect from the transformation of the mass audience, its reaction to digital processes, and how these processes can affect the information market, especially in terms of its interaction with target audiences.


The modern audience is composed of various consumer groups. One segment consists of those born into the digital age, who can be considered part of the Fourth Industrial Revolution. Another segment includes more conservative users, generally representing the older generation. However, despite differing approaches to information consumption, both groups are actively adapting to the dynamics of informational progress. It is therefore logical to regard internet-based information exchange as a form of modern communication. Increasingly, internet news and online interaction – as forms of mass communication – reveal fundamental aspects of human communicative behavior rooted in our relationships with the world around us.

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It is safe to assert that in today's world, information has become the most consumed and in-demand product. By analyzing its role in modern communication, we can conclude that information, in turn, shapes the nature of the modern mass audience. The more opportunities digital information offers this audience, the more media risks it introduces.

Thanks to the rapid development of information technology and mass communication technologies, and the improvement of technical means, Internet platforms, including the ability to receive or broadcast information such as forums, social networks, blogs, online publications, and others, have become an ideal platform for a wide range of content creators – with billions of users worldwide.

This space for the creation and spread of media risks is now apparent, as it is not only technological tools that contribute to this phenomenon. Developed psychological and psycholinguistic techniques play a special role in audience engagement. When combined with technical means and the specific features of internet functionality, methods of delivering information are becoming increasingly sophisticated. Simultaneously, the audience – deeply immersed in the fast-paced stream of information noise – becomes more sensitive and susceptible to the media content it consumes.

International research conducted since early 2024 identified over 5 billion active Internet users and reported that 64% of the global population actively use social media. Social isolation and quarantines during the COVID-19 pandemic significantly accelerated the penetration of digitalization worldwide, with the use of internet services rising «from 40% to 100% compared» to the pre-pandemic period [1]. Nowadays, a significant amount of data has been accumulated confirming that modern technologies have a significant impact on the functioning of the brain, cognitive functions and behavioral reactions of humans at the level of neurobiology. [2].

Throughout the process of becoming a digital world, there have been complex models of interaction between global transformations and human evolution - from the industrial era to the digital one, which has led to various ways to study changes and adapt to them.

Throughout changing civilizations, humanity adapts to changes, trying to maintain stability and, with an ever-changing reality, finds ways to transform conveniently, taking into account the realities of the time. On a more fundamental level, across time and space, digital technologies directly and indirectly interact with the world, social relationships, cultural patterns, and, in addition, with long-established and developing concepts of human relationships, accepted behavioral models, an ideology that is stable in the minds of people, and a developed identity.

Various researchers, for example, Thorstein Veblen and Martin Heidegger, as early as the 1920s, emphasized the importance of understanding the essence of the concept of "technology" and how society perceives it. They identified two possible responses to new technology: *technophobia* (a negative reaction) and *instrumentalism* (the ability to coexist and develop harmoniously). In the 21st century, Neil Postman developed this idea within the media field, calling the coexistence of these two stances a *Faustian bargain* – where it becomes impossible to determine which consequences are more significant for the audience and its transformation [3]. Regardless of whether the consequences are positive or negative, critical changes are occurring not only in the familiar information environment, but also in cognitive processes and the perception of information.

Digital technologies, which are actively being introduced into the socio-cognitive space, urgently pose the need to consider the relationship between modern methods of transmitting and processing information and ways of its perception by the audience, as an interaction between information activities and a social institution.

For example, artificial intelligence, robotics, the Internet of Things, and smart technologies are rapidly changing the world of effective communications. Do these configurations occur in a digital information environment, taking into account the patterns of responsibility of the information market for the material offered to a modern audience? To achieve this, it is need to conceptualize the concept of a modern digital society, considering the specifics of its modern modification in the context of the requirements of fact-checking, analyzing the reliability of information and maintaining social responsibility while using the latest achievements of the digital market.

Special attention in such research should be given to psycho-socio-cultural approaches, which allow for the examination of shifts from the era of the industrial revolution to digital era within the context of personal and interpersonal transformation – including self-identification, personality concepts, fundamental experiences, mental abilities, communication styles, thinking patterns, social interactions, behavior, mental health, personal development. These changes, triggered by the ongoing digital transformation, operate on multiple levels. In this case, different communicative and personal mechanisms are used.

They also encompass various approaches that should be structured and analyzed. These include: independent education and personal growth, self-identification, tolerance and cultural adaptation, the ability to analyze information, critical thinking, socialization and empathy, acceptance and the ability to build and accept personal boundaries, as well as a lack of empathy, anonymity as a phenomenon of online personality, predictability of reactions to information, the emergence of defensive reactions, including those taking into account digital pressure, neurolinguistic processes, and the psychology of digital information perception.

## **2. Research**

The digital relationships that have surrounded humanity and transformed the familiar, everyday world into a digital one have given rise to the development and implementation of not only internet technologies, such as the now familiar and integral social networks, but also the so-called Internet of Things. This, in turn, leads to changes occurring not only around us, but also within us, in our consciousness, our personality, and the way we think and perceive information.

The rapid development of such a metaverse, within which various virtual communities are developing, complementing, and sometimes surpassing or transforming, the familiar physical world, ultimately inevitably leads to the real world simply blending with virtual or augmented reality. This is precisely what we are witnessing in our digital environment. But a logical question arises: how does this influence audience perception and the development of their ability to reinterpret information?

The merging of these two realities demonstrates the transition from the creation and establishment of the digital generation to its development in a world where physical and virtual reality begin to coexist in their final stages, akin to the ideas of surrealism, when the perception of reality is erased through blurred boundaries between what is fantasy and what surrounds the audience in reality. What is unique about this is that digital surrealism fully meets the specific needs of short-form communications so sought after by modern audiences.

Digital media, by adapting their interactions with audiences, have acquired the capabilities and rich infrastructure for their progressive development. They have become more able to collaborate not only with their target audiences but also with the communities they create, which in the digital world have very clearly defined boundaries of interests. These interests are easily varied through targeted approaches, which in turn influences participants with similar values and interests. Participants in the digital world are also able to quickly change their beliefs under the influence of digital media and the communicative field. This is a very interesting phenomenon of the modern digital personality. This phenomenon may be invisible in the current situation, but since the digitalization process itself is inevitable, global, and consuming existing space, its impact on society and the individual is also inevitable and global. Assessing its full scope may require considerable time and extensive research, but even at the initial level, it is quite clear that the impact of digitalization on the consciousness, reason, and worldview of the younger generation will only intensify and, perhaps, acquire a dominant position, linking open source databases with the ability to perceive rather than comprehend them.

Researching such a topic, which must be recognized as truly complex, multifaceted, and profound, requires engaging interdisciplinary fields of knowledge that encompass various disciplines. The field of communication science should coexist with the field of exact science. Artificial intelligence should

support research approaches in the study of the digital archetype and the psychology of sociolinguistic relations. Research structured in this way will facilitate a more transparent and legitimate analysis of the "digital archetype" in terms of ongoing changes in the "digital personality" and will enable the development of trajectories to mitigate potential negative or destructive impacts on its consciousness. This will also help develop preventative measures if researchers or stakeholders pursue such objectives.

These studies, whether scientific, fundamental, or applied, may include various methods of conducting them using sociological, psychological, and effectively measurable methods. But in any case, they may have clearly defined goals that can be measured by the possible effects of digital reality on a person.

For example, studies that show that smartphone use can reduce cognitive and social communication skills are still not convincing enough in their conclusions about the unconditional impact of these gadgets on a decrease in personal capabilities or absolutely negative consequences. Whereas research conducted at interdisciplinary levels will allow us to see a more diverse picture. And to draw conclusions that changes in the brain, even in physiological terms, may depend on changes in the external communicative environment, as it, under the influence of digital transformations, begins to affect social cognition, memory, attention, social adaptation, and ultimately behavior.

Combining the possibilities of mental processes and information technology in research in order to find common conclusions on possible consequences, scientists draw attention to the fact that problems can be based on multitasking. Neuroscientists, for example, urge us not to forget about evolution, which shaped the human brain as an organ designed to solve individual tasks, and each must be solved at its own pace and with its own effective results.

It is believed that if you put a person in multitasking mode, they will perform worse on tasks where memory and attentiveness should be used. Different studies and different literature approach this issue from different points of view, but cognitive abilities are considered mainly from the point of view of active pressure on them, especially among young people [4]. Those who are actively multitasking people show reduced efficiency. The need for a quick exchange of information or messages, working with computer programs can reduce the brain activity necessary for critical analysis of information.

The audience of digital networks carefully protects their personal space, taking it away from interpersonal communication and blocking access to objective mental activity. We privatize our own comfort zone with the help of gadgets and isolate it from our presence on a social level. De-socialization due to the possibilities of anonymity in the digital world leads to information manipulation.

Proxemics, as a proven theory of communicants, is giving way to new forms of interpersonal distance. In this case, new types of distance are being formed in the digital world, which have developed in different directions and allowed people to take a fresh look at their regulation. Modern forms of digital interaction allow subjects to maintain optimal interpersonal distance or, conversely, enter into hyperpersonal relationships. This phenomenon is due to the fact that computer-mediated media have paradoxical ambiguity and can distort the perception of social intimacy for various reasons.

In fact, it becomes proof of the manipulation of interaction between people, when everyone has a sense of control over the situation, because they are confident in their rightness, gleaned from online sources. The line between perception and possibly incorrect information is blurring, and this is further facilitated by the fact that in the digital world the boundaries between personal opinion and opinion provided on the Internet, including by ambassadors and influencers, are blurring.

Information comes to us from the digital world often without much study and most often without analytical thought. Although, it is worth recognizing that audience segmentation is necessary here. But even in this case, it is worth recognizing that the digital world has defeated the physical world due to instant access to information. Perhaps the joy of this accessibility, which has become a habit,

has made humanity less discriminate against in its responsibility to information, but this is becoming a problem for professional media or equivalent platforms.

But in today's world, almost every second is devoted to creating digital sources, whether it's a virus, meme, trend, or messenger, which can become a base for rumors. The audience simply does not have enough time to adapt to each of them and distinguish, for example, fake and reliable information. That, in fact, becomes a source of misinformation in the networks. When there is more and more multitasking, the audience simply does not have time to draw conclusions and allows others to draw them, reserving the right to simply believe what they have been presented with ready. There is no time left to check the facts, and, more importantly, there is no desire. It is easier to simply use the anonymity provided by the online space to take the position of existing social groups without bothering with unnecessary details of self-regulation and social responsibility. This is how the influence of the digital world on the digital personality works.

And besides, this influence has created another phenomenon. The fear that others will get more useful experiences that will allow them to stay on trend, not miss fashion trends, and please their followers on social networks. This fear forms new formats of thinking, thinking forms behavior, behavior forms groupings. It turns out that it is digital orientation that can have a serious impact on the social adaptability, consciousness and behavior of a person who can be classified as a digital personality.

This is undoubtedly due to the risks of media quality, because the impact on the audience through the construction of reality is based on existing events that can shape the information agenda. When constructing social facts and forming systems of meanings, communications offered to the audience in the form of information undoubtedly affect the perception of events all the more significantly the more actively this information is introduced into consciousness using various communicative techniques, considering the cognitive traits most characteristic of a digital audience. By appealing to emotional, irrational, and volitional elements of consciousness, it is possible to reinforce moral, spiritual, and social values. But just as easily, specific approaches may be mobilized to shape society's views of the world and its ethical norms – modified by the semantic weight of a virtualized and often misleading information space.

According to UNESCO studies, misinformation appears not only on social media but also in reputable news sources. Nearly half of internet users regard the information they receive as not entirely trustworthy [5].

Particular attention should be paid to the issue of “information inequality”, which is global in nature – especially concerning the means of societal influence. This problem affects not only individuals but entire countries and regions. There is also the issue of information security, tied in part to shortcomings in the legal frameworks governing Internet services. As the Internet has developed, other challenges have emerged: privacy intrusion, the rise of e-commerce, and tax regulation in this area. Many scholars are concerned that the Internet is leading to a standardization of human thinking.

Over time, information technologies have permeated every sphere of life – professional, political, economic, and cultural. Not only has society changed, but our very behavior has transformed. Today, with a growing number of technological, political, and legal initiatives being introduced, discussions about the consequences of these technologies sometimes obscure more fundamental problems. We must not lose sight of core democratic values and principles.

The ongoing technological revolution should primarily serve citizens and promote their participation in democratic life. This is one of the key goals of information support for governance through mass media [6]. For digital technologies to be effectively integrated into the relationship between the state and civil society, it is essential to “strengthen human rights” and “make democratic institutions more transparent”.

By contributing to the creation of free, open and active communication, the Internet space, in the form to which we are already accustomed, simultaneously opens up new opportunities for regulating and playing with the opinion of society, since this opinion has already changed due to the emergence of new communication formats based on new technologies, and the emergence of new formats of

thinking based on the perception of the new digital reality thinking (fragmented, nonlinear perception of information). In extreme cases, excessive and intensive use of the Internet is possible. At the same time, it should be recognized that the Internet affects behavioral disorders in people, as this can lead to Internet addiction, which is recognized as a painful and multifaceted problem. This condition is also associated with a range of socio-demographic and psychosocial factors, as well as accompanying symptoms and mental health disorders in both adolescents and adults. These include issues related to personality traits, mood, behavior, and cognitive abilities. Internet addiction can be considered a form of heterogeneous and complex behavioral problems, linked to various online activities such as gaming and gambling, each with its own etiology and consequences.

Current data show a correlation between excessive internet use and mental health problems, including mood disorders, sleep disturbances, and behavioral issues. However, the causal pathways and underlying mechanisms of these relationships require further research. One of the key sources of media-related risks is the potential transition of informational risks into informational threats.

This is particularly important to understand, as the model of digital identity is constructed based on the way the younger generation perceives and interacts with current information flows. Online media content has the capacity to shape targeted opinions within its audience – opinions that can exist autonomously within the digital environment and are formed according to the preferences and habits of its consumers.

One of the most alarming phenomena of recent years has been the emergence and spread of deepfake content—synthetically generated video and audio materials that can convincingly mimic a person's face, voice, and behavior. These technologies, based on deep learning methods, not only unlock new opportunities for visual creativity, but also pose significant risks to society, undermining trust in media content, shaping false perceptions, and influencing public opinion.

Experts and researchers argue that the sheer number of social networks and messaging apps, which have become a defining feature of our information age, have practically turned into official mass communication channels for modern information consumers. As a result, it is becoming increasingly difficult for users to distinguish between official information from reliable sources and someone's subjective opinion or outright lies. Given that nearly every media outlet –TV channel, newspaper, or news agency – now has its own presence on social media, people have grown accustomed to receiving information primarily through the Internet and social networks. They often transfer their trust in information to the platform through which it is delivered, rather than to fact-based credibility, and stop visiting official media websites. Information is now perceived as valid simply by virtue of being present online.

Audiences often learn news through social networks, such as Facebook, and then share it via messaging apps like WhatsApp or Telegram, which have effectively replaced traditional media for many, but remain breeding grounds for rumors, which in turn become tools of disinformation. This creates an endless "newsfeed reality" in which truth is mixed with fakes, and lies blend with half-truths, leading users to increasingly bombard each other with misinformation.

The emotional sphere, which plays a crucial role in the study of the phenomenon of false information, It can be viewed from both a positive and a negative point of view, having a diverse impact on a person. On the one hand, it may contribute positively when considering the communicative potential of online sources. On the other hand, it may have a negative impact when analyzing the audience from the perspective of developing psychological dependency, which manifests as absolute trust in any information found online [7]. In this context, the concept of "personality components" becomes especially significant.

The psychological functionality of social media users depends very much on whether they tend to identify themselves with the digital world in which they spend their time and how important the importance of celebrity, the so-called "opinion leader" is to them. Are they ready to treat his messages with full confidence, without thinking about whether their idol is right or not? This attitude to other people's opinions, which is already fully prepared for the digital audience, affects the information process, speeding it up and leaving no freedom of analysis, as the possibilities of information perception expand to a very large size. In such cases, the assessment of the veracity of information

loses its importance and becomes insignificant in the audience's mind. Information, having lost its objective factual significance, turns into an abstraction that can be used for a variety of purposes. It begins to move into the category of a virtual world or manipulation.

As part of the study, a survey was conducted among young people aged 18 to 25, which aimed to identify or refute the existence of a steady dependence of the modern audience on digital communications and the opinions disseminated in them. 90 people, students and undergraduates, took part in the survey. Most of them noted that they trust the news they learn from social media. Most of them noted that if the news is offered to the official media, they will not double-check it, but if some celebrity refutes it, they will most likely believe him, not the journalists. It turned out to be important for young people that the "opinion leader" had a lot of subscribers, as in their opinion, this is an indicator that people trust him. However, the majority found it difficult to answer the question: What if subscribers are collected through entertainment content, and the blogger is trying to influence an acute social or political situation without being an expert in this matter? The survey results are summarized in Table 1.

**Table 1**  
Example of Simulated Input Data and ORB-SLAM Behavior

Question	Answer			
1. A source of trust in the news Question: Which news source do you trust the most?	Social Media – 55%	Official Media – 30%	Rumors / Personal contacts – 10%	Other – 5%
2.Information verification Question: If the news is published in the media, will you double-check it?	No, I trust the media – 60%	Yes, if in doubt – 25%	I depend on the reaction in social networks / bloggers – 15%	
3. Who is more trusted: journalists or celebrities? Question: If a blogger or celebrity refutes the news to the media, who will you believe?	To celebrities / bloggers – 50%	To journalists – 30%	I find it difficult to answer – 20%	
4. The influence of subscribers on trust Question: Is the number of followers of a blogger important to you in order to trust his opinion?	Yes – 65%	No – 25%	Never thought about it – 10%	
5.Trust in bloggers outside their field Question: If a blogger entertains but talks about politics without being an expert, do you trust him?	Yes – 10%	No – 25%	I can't answer – 65%	

This experiment made it possible to identify key aspects that often go unnoticed by the modern audience but actually form the foundation for the construction of the digital individual's own virtual world. A world in which media risks frequently pass unnoticed by the audience itself, yet leave a dangerous imprint.

The psycho-emotional state of the digital personality comes to the forefront: people willingly allow opinion leaders to make pressing decisions for them and to lead them on various issues. This occurs because digitalization socializes the audience as a unified mass. While such approaches are not a novel discovery – having been previously addressed through propaganda and marketing – it is precisely in the era of digital content, with the unprecedented scale of socialization via the internet, that the modern audience has entered a paradoxical phase. The possibility of defining oneself as an

individual, with freedom of choice and opinion on the World Wide Web, has dissolved into the mass of majority opinions, trends, and digital fashions on a wide range of topics.

This became the source of the fake news problem. This problem is based not only on the capabilities of modern information technologies, but also on the psycho-emotional component of the digital personality.

Fake, false and made-up information has a negative impact on the consciousness of the audience and leads to a violation of human relations, accepted norms and rules in society, values and traditions. If false information is found not only in social networks, but also in the news of serious media, especially information sites, this will lead to the fact that the consumer of the content will stop analyzing the information and will accept it blindly, believe it.

Unreliable information is usually distorted in such a way as to touch the sore points and cause maximum emotions.

The official media adhere to the ethics of professional activity, and social networks are usually devoid of this and are quite subjective, and where there are strong feelings, there is little reason. Therefore, emotionally motivated people actively share information that affects them, without thinking about how reliable it is, psychological experts say. Researchers cite lack of time as another reason why people believe fakes. Verifying information requires time, which, as usual, is not enough, so a person follows the shortest path, that is, he accepts the first information as true[8], which ultimately affects the reliability of the information field and creates media risks in which visual fake information becomes increasingly important as a potential information threat.

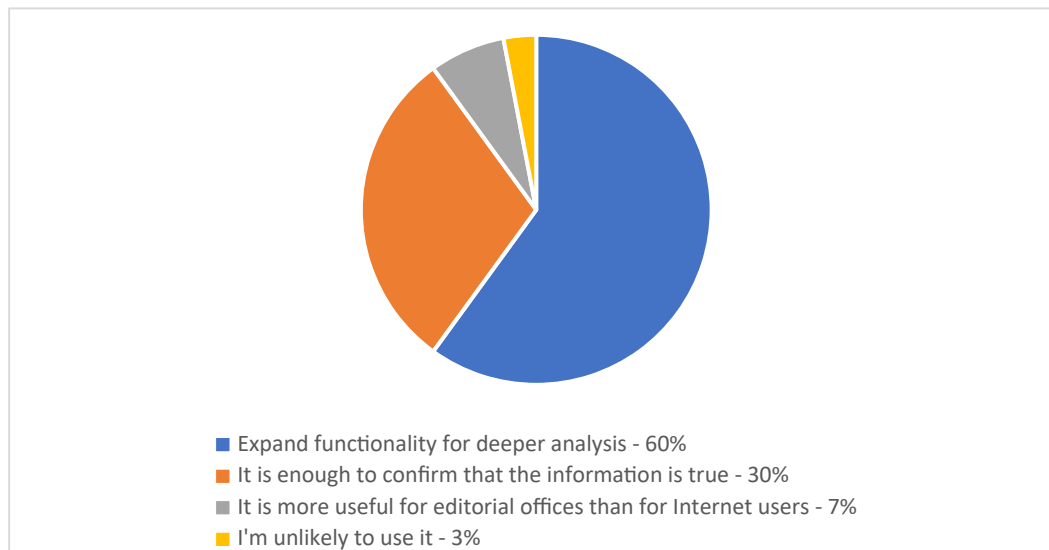
Timely processing and analysis of information, taking into account information technology, the ethical capabilities of the media, and public relations methods, can help increase the effectiveness of information process management, which always contains objective prerequisites for the emergence of special audience requests that generate false information. Since such a request arose initially, it should receive a motive – justification of behavior, development, a kind of ideological spring or economic and political orientation. The motivation of the audience's disbelief is usually ambivalent, as it reflects two or more approaches to the problem studied by the audience itself and is characterized by participants in the confrontation from different conceptual positions. Any participant in the conflict relies to varying degrees on the external and internal sides of motivation. Moreover, both of them are extremely important, since they perform both purely propagandistic and motivating functions, which themselves can become the most important motive for confrontation.

In the second part of the experiment, the same group of young people was asked to decide on the importance of self-analysis of the information offered on the Internet. The main message was as follows: "Are you ready to be responsible for the information that you receive independently from various sources and promote further?" Most of the respondents decided that they needed an assistant, for example, in the form of a chatbot that would check information, even from the official media. Trust in the "opinion leaders" decreased by almost 25% when the question of their own responsibility arose. And the number of those who would like to use digital tools to verify information has increased. During the experiment, the participants were asked to use a Telegram bot developed by the students of the department during the graduation design.

Over the course of three days, participants sent both real images taken from news sources and pre-prepared deepfake photos obtained using neural network generators to the bot.

Most of the respondents expressed interest in expanding its functionality by adding video analysis, text news, and the introduction of a "Submit for review" button in the browser. Some participants noted that the bot could primarily be useful in the daily practice of editorial offices; there were also those who were willing to fully rely on the results of checking information without further analysis, as well as those who were not interested in the experiment.

The survey results are shown in the Diagram – Figure 1. The results of a survey of Telegram bot users.



**Figure 1:** The interest of the test participants.

In addition, students and teachers who are specialists in information security systems, teachers who are specialists in information security in the field of mass communication were asked questions: "Is the introduction of artificial intelligence that creates information of various types really safe and absolutely necessary for the audience?" and "Do you trust artificial intelligence and how much?". The answers were very interesting. 91% of respondents are ready to use artificial intelligence all the time, but 22% fully trust it. They believe that artificial intelligence is capable of making serious mistakes – 70%, and at the same time, a person is able to fully control the generation of its further development – 56%.

Teachers representing different approaches to the use and study of artificial intelligence, representatives of technical and social fields, were unanimous in their conclusions – interaction with artificial intelligence and its capabilities, including content generation, is to a large extent a philosophical issue, a foundation laid in childhood. The same information security systems are aimed at educating people who will resist illegal actions performed using artificial intelligence, since its use is closely linked to the digital society.

In general, this experiment allowed us to consider the understanding of the mechanisms influencing the digitization of personality and its possible consequences. These processes are twofold, as the inner essence of a person is changing in accordance with the increasing processes of digitalization, forming a new concept of "I". This concept is also dual, as "I" am a physical person and as "I" am a digital person. The junctions of these worlds, absorbing the duality of consciousness, form a new personality, whose psychological and communicative abilities are interpreted depending on her attitude to the surrounding physical and virtual realities.

Such a personality becomes a kind of combination, by analogy with the accepted structures proposed by Z. According to Freud, when "Ego", "SuperEgo" and "Id" become a structural model of an individual's mental life. In the same way, the various concepts of "I" become elements of digital and physical life, interchanging and complementing each other. The digital model is becoming an integral part of self-awareness and psychological balance, allowing a digital personality to exist in the real world. The changes we have considered and the reasons for these changes, which structured the original consciousness adapted to the physical world in its basic needs, are gradually adapting to the dominance of the digital world, painting a picture of migration to it from the physical world. The main reason is self-awareness and the ability to create a selective image when physical experiences or emotions find their own adapted response in the digital world, thereby creating new forms of consciousness where the worldview adapts to the desires and sensations chosen by the individual.

Consciousness, which has basic settings in the physical world, adapts to the possibilities of digital space, in turn modifying these settings and replacing them with others. This affects the creation of new forms of personality, which are already growing with the awareness of new rules and conditions

that can be independently built in the digital world. Thus, the younger generation is turning from physical to digital. Digitized self-awareness, while preserving physical existence, at the same time changes all approaches to audience segmentation research, which may have consequences for various types of technical, communicative, and marketing research, since the formation of a new form of digitized archetype will lead to changes in personal consciousness in the era of digitalization. [8, p.43].

Further, the fundamental elements of a person's self-awareness will gradually be "digitized" due to the influence of virtual reality, which will surround us more and more and be introduced into our lives through neural networks, the Internet of things, smart applications, changing reality, experience and skills. Everything that is available to a person in the physical world will be transferred to the digitized world, as did the memories that migrated from family albums to social networks and cloud storage, creating bridges between online and offline status. The blurring of boundaries between cultural traditions or different generations, although it depends on the original archetype, needs to be understood taking into account the fundamental nature of man and his universal qualities. This will make it possible to link digital formats and ethical analysis together. Subsequently, scientific research and studies, programs that would include the efforts of various stakeholders, specialists, scientists and researchers, information technology experts and entrepreneurs, as well as policy makers, would become a way to solve this unique and global problem related to human existence. It is necessary to pay timely attention to such problems before the possible undesirable consequences of the digital world on individuals become irreversible.

The questions that should concern everyone are: What percentage of the basic and natural archetype will retain its identity and remain in the personality as such? What type of people will prevail in reality? How and from what perspective should the personality be defined, and what will be hidden under the concepts of humanity, values, and self-awareness? How and within what framework should the term "digitized archetype" be defined in the future? The hypothesis of the transformation and development of the digital personality requires further consideration and in-depth analysis. This format needs to be further explored in order to study the impact of the digital world from a scientific and practical perspective, as well as the possibilities for controlling it in light of its interaction with the unique individual characteristics of humanity. In this context, journalism comes into play as an institution of public responsibility.

She is faced with the need for instant verification of information in an information noise environment. The faster unreliable or potentially dangerous content spreads, the higher the risk that it will become a "new truth" in the public consciousness. The influence of such content is not limited to the digital environment: it influences political views, public sentiment, elections, and even the everyday decisions of citizens seeking satisfaction in their actions[9].

At the same time, in terms of social responsibility, the specifics of changing the presentation of information have a completely different direction and there is a fusion of methods of presentation and consumption of information. This is due to the man-made changes that we discussed above, especially the factor when consumers themselves dictate the conditions and topic of media content to the information market. The most common cases of changing channels and ways of transmitting information, including in the media field of Kazakhstan, include the use of messengers, the use of rumors, the use of stylistic means to ensure that the reader, viewer or listener accepts the point of view of the author (publication) and further acts and thinks in accordance with it. Communication in this case, and as we discussed earlier, the media today is more of a communicative institution than an informative one, is not a dangerous tool capable of causing social tension, but at the same time begins to perform a very serious manipulative function[10]. Manipulation in this case can be both conditionally positive and persistently destructive. It should be emphasized that the fundamental differences between possible manipulation in the republican and regional media lie in its causes and, as a result, in the methods used. The study showed that most publications use manipulative technologies in their publications in order to attract more audience attention, and the use of such techniques does not actually speak about misinformation or false facts, but nevertheless, it makes it

possible to talk about pressure on the audience and its opinion. The presence of a subjective assessment automatically reduces the principles of fact-checking.

It can be noted that when more pressing issues are raised, it is often vague, if the picture is created by the average reader, due to the lack of a clear structure and analysis of the issue of information security in relation to various kinds of unreliable information that can exert pressure or threaten internal security, since fake information carries such a threat. To solve this problem, it is necessary to develop an analytical direction that will help to critically convey information to all social strata, and such a measure is less likely to lead to contradictions in society and to personal contradictions of the digital individual.

As for such a segment of the information market, which is particularly susceptible to the active manifestation of audience sentiment in terms of social, socially significant, political and other issues, such as social networks, they are primarily susceptible to manipulative technologies. It is quite easy to manipulate the opinion of the audience on social networks, since they represent the illusion of freedom of speech. Their full-fledged equating directly with the media from the point of view of a professional, legal, and social approach has not yet taken place, but if we consider them as a source of information and a means of disseminating information that has a direct impact on creating public opinion on a particular issue, then it is necessary to consider this issue without separating it from the problems of media risks and problems digital identity.

### **3. Conclusion**

Since the beginning of the era of digitalization, Since the dawn of the digital era, we have defined the ongoing changes as irreversible, owing to the impossibility of stopping the rapid growth of information technology, the relentless introduction of artificial intelligence into work and life processes, big data technologies, and telecommunications. The digital world has a profound and comprehensive impact on all these spheres of state and social activity, encompassing all aspects of productive life, from economics and education, to industry and healthcare, to the entertainment industry, not to mention finance, logistics, and, of course, the preparation, processing, and dissemination of information.

This life, which is primarily the physical proof of humanity's existence, is closely intertwined with virtual communities, and the world is filled with a space of interaction between the external and virtual environments. Modern people, exposed to rapid information exchange, often fail to adapt to its pace and are unable to rationally comprehend the constant changes in communication formats. This is especially true for audience groups that, due to age or social factors, lack the psychological and communicative skills to select and adequately absorb a vast information flow.

It should also be borne in mind that the Internet plays a significant role in the formation and functioning of civil society and can contribute to the expansion of public oversight instruments over government activities through the use of network communication technologies, as the Internet is a global information system that accumulates, stores, and transmits virtually unlimited volumes of data, providing rapid access to a wide range of users [11]. Just as the information space has the ability to explain and interpret social order and draw clear parallels between civic responsibility and social legitimacy, it can negatively impact the level of rational consciousness, reducing it and the reality of the physical world. Constantly and closely interacting with the surrounding world through digital processes, modern people are simultaneously, partly consciously and partly unconsciously, subject to digital influences that shape elements of their personality. This is an irreversible process, just as the further development of digital technologies in the world is irreversible.

When considering the formation of a digital identity, we must define it as a structure consisting of several stages. Initially, digital identity develops through a voluntary and purposeful process, as engaging in online communication is a conscious step. Subsequently, the digital persona gradually begins to come to the fore as control over one's place within the digital world begins to weaken. This is due to the active dissemination of operational information around the clock, satisfying the

consumer and always readily accessible. Real-life identity begins to give way to a digital one. Over time, the individual adapts conscious choices to the technologically shaped digital persona. The true essence becomes increasingly evident in the digital space, sometimes intentionally, sometimes involuntarily. As our "digital personality" grows, an increasing portion of our authentic self is embodied in our digital persona, which becomes a reflection of our identity. The gradual strengthening of a person's presence in the digital space leads to elements of their true essence being increasingly extracted, articulated, and represented in the virtual environment. The rise of the "digital personality" is making the digital image not just a reflection, but a part of an individual's true identity.

This confirms that the technological tools that have become an integral and important part of our lives will inevitably lead to the emergence of new types of communicative relationships and, consequently, new communication formats, information delivery, and a shift in the information landscape. This, in turn, serves as a catalyst for the formation of a completely different mass audience, one that has absorbed the principles of digital relationships, the experience of instant information exchange, and the constant renewal of meanings. While the previous century and the beginning of this one shaped stable meanings through traditional mass communication channels, both electronic and print, modern technological developments have transformed the information landscape, thereby forcing a shift in its consumer.

By greatly increasing the speed with which information reaches its consumers, mass communication has begun to transform its audience. Key values have become large, open data sets, concise information, its focus on quick memorability, visualization, and the rapid evolution of trends. Increased influence has accelerated the transition from the physical world to a digital archetype. As we noted, this has a dual effect: the renewal of virtual platforms leads to a constant renewal of digital audience types, when human consciousness is not simply shaped by online communications but, in turn, shapes a digital identity that can pursue different goals and seek different paths to achieve them. Predicting the consequences of this shaping is important for researchers and opens up opportunities for the positive development of digital culture.

A structural approach and constant research are needed for the constructive development of modern society, when Internet communications, first of all, will be able to support the momentum for the development of a modern audience, providing an effective dialogue between the "digital personality", one's own self and the modern digital world.

## **Declaration on Generative AI**

The authors have not employed any Generative AI tools.

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