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Human values in the age of digitalization

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Abstract

Relevance. In recent decades, digital technologies have firmly integrated into society's life. They exert significant influence on the economy, politics, law, social relations, culture, and other spheres of life. With the growth of digitalization, new challenges arise in preserving and protecting human values.

Purpose. The aim of this research is to identify the role of legal mechanisms in safeguarding human values such as freedom, equality, personal integrity, right to privacy, access to knowledge and education, social justice, in the context of the impact of digital technologies.

Methodology. The research methodology included the following methods: analytical, comparative, synthesis, systematization, and generalization.

Results. The article examined relevant studies and theories related to the legal aspects of human values, as well as highlighted key trends in the proliferation of digital technologies in the socio-legal sphere. The research findings showed that the advent of mass digital communication is accompanied by risks in the areas of privacy and personal data security. Digital power distribution and access to information can amplify inequalities and distort social justice. Additionally, ethical and moral issues become more complex in the context of the development and use of artificial intelligence.

Conclusions. The research results can be useful for legal professionals involved in the development of new laws and policies that ensure the protection of rights and freedoms in the digital environment.

Keywords: legal norms; modern technologies; moral values; protection of rights; social relations.

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Introduction

The rapid development of information and communication technologies has led to the emergence of the digitalization era, where electronic tools and resources have become an integral part of modern society's life. Digital technologies enable people to communicate, work, entertain, and access information in the most efficient and accessible manner. They contribute to expanding the boundaries of communication, creating new forms of interaction, and accelerating information exchange [1].

According to F. Butollo et al. [2], digitalization as a phenomenon has the potential to transform and improve processes and services, providing greater efficiency, convenience, accessibility, and innovative opportunities. It can accelerate information exchange, enhance communication, automate tasks, improve decision-making, and create new forms of interaction and business models. On the other hand, the process of digitalization also presents certain challenges. Some of these include issues of data privacy and security, digital inequality, ethics of technology use, and questions of social justice. These aspects require attention to the development of appropriate legal and regulatory mechanisms to protect the interests and rights of citizens, as well as ensure the effective utilization of digital technologies for the common good.

In this context, it is important to explore the meaning of the concept of "human values" and the significance these values hold in the life of society and each individual citizen. The following definition appears to be the most accurate: human values are principles, beliefs, and ideals that are considered important and desirable for both individuals and society. They serve as the foundation for moral and ethical orientations, influence people's behaviour, and shape cultural norms and standards [3].

The primary human values include honesty and truthfulness, freedom and independence, including freedom of thought, speech, religion, choice, and action, equality, respect and tolerance, family and love, education and knowledge, and environmental consciousness. Other values may exist that can vary across different cultures and societies. For instance, in some cultures, greater importance is attached to the collective, family, and group than individual interests, while in others, emphasis is placed on independence, self-sufficiency, and individual achievements. Values in society can also be influenced by religious beliefs and traditions. Furthermore, in different societies, the values of justice and equality may hold varying significance. This may include advocating for the civil rights of specific social groups, equal opportunities for men and women, combating racial or gender-based discrimination, and social justice for disadvantaged citizens [4].

Human values serve as the basis for interpersonal interactions. The protection of these values is guaranteed by the state through its legal system. Among the mechanisms that ensure the observance of human rights and freedoms, the following can be highlighted: constitutional guarantees, legislation, judicial system, regulation and supervision in various spheres of activity, international norms, and agreements. The development of digital technologies necessitates changes in legislation regarding human values, rights, and freedoms since the

internet, social networks, artificial intelligence, automation, and big data collection present new challenges and issues that require regulation and protection [5].

One of the most controversial issues in the context of ethics and morality is the use of artificial intelligence. Artificial intelligence (AI) is a field of computer science that deals with the creation of systems and programs capable of performing tasks that require intellectual abilities typically associated with human thinking. Artificial intelligence is used in various fields, including medicine, finance, transportation, manufacturing, education. Machine learning is an important component of artificial intelligence, allowing computer systems to independently learn and generalize data, identify patterns, and create models for decision-making, which gives rise to problematic questions. In particular, AI systems can make autonomous decisions, raising the question of who is responsible for the actions taken by AI. The implementation of AI can have a significant impact on the labour market and employment. Questions arise regarding how to ensure the retraining and preparation of the workforce for the changing labour market, how to address the negative social consequences of automation. The use of AI often requires the processing of large volumes of data, including personal information. How to ensure confidentiality and data protection when using AI, how to prevent abuse and unauthorized access to personal information? AI systems can be biased and reflect social inequalities. How to prevent the exacerbation of inequality and discrimination based on race, gender, age, or other characteristics? Finally, ethical questions arise regarding the use of AI in areas such as military technology, medicine, law enforcement. All these issues need to be addressed at the legislative level [6].

Based on the above, the aim of this research is to study the impact of digitalization on human values, their legal protection, and to analyse problems related to the development and application of digital technologies.

Literature Review

Many scientists have examined the issues of preserving human values in the context of digital technology development in their works. M. Nastić [5] studies the impact of information and communication technologies (ICT) on the realization and protection of human rights and analyses how ICT influences various aspects of human rights, including freedom of speech, the right to privacy, access to information, participation in public life. The article highlights the potential positive and negative consequences of ICT usage as well as digital inequality and its impact on society as a whole. The researcher proposes solutions to problems related to ICT accessibility and raises questions of data confidentiality, censorship, and state control. Overall, the work provides an understanding of how modern technologies can be used to prevent human rights violations.

J. Kiršienė et al. [7] in their article examine the digital transformation of legal services and access to justice, along with the associated opportunities for citizens. They analyse various aspects, including process automation, the use of artificial intelligence, electronic document management, and online platforms for legal support. The article also identifies problems faced by legal systems and lawyers in

the implementation of digital technologies. This includes issues of data security, confidentiality, ethics, as well as the accessibility and inclusivity of digital legal services. The authors also explore the possibilities that digital transformation offers to improve access to legal rights protection and enhance the efficiency of legal services. In the context of safeguarding human values, this article can be useful as it sheds light on the aspect of accessibility of digital justice for all individuals, regardless of their financial status, geographic location, or education.

K. Saurabh et al. [8] focus on the impact of ratification intelligence on the ethical aspect of digital transformation and propose conceptual models for the use of AI in various fields such as healthcare, education, and governance, using specific examples from practice. The authors' recommendations include ensuring data confidentiality and protection, considering ethical norms and legal constraints in data processing and analysis, as well as developing mechanisms for protecting the rights and interests of individuals. The researchers also raise ethical questions regarding robotics and argue that ethical standards should guide its development and use. The recommendations provided in the article can help professionals anticipate the social consequences of developing and using AI, as well as contribute to the creation of fair and responsible AI-based systems.

S. Seubert and C. Becker [9] explore the process of implementing human rights, which are defined by the European Union as fundamental, in the digital era. In particular, the scientists analyse the effectiveness of the legal system in safeguarding the right to privacy. They pay attention to the peculiarities of the European legal framework, including the General Data Protection Regulation (GDPR), and investigate how these privacy protection measures contribute to democratic values and principles. The article also provides examples of judicial practice and decisions related to privacy and data protection, analysing their impact on guaranteeing the rights and freedoms of citizens in the digital environment.

M.N. Taskiran and F. Pinarbasi [10] present a review of various approaches to perceiving human values in the digital era. The article explores topics such as ethical issues in digital confidentiality, appropriate data usage, moral aspects of virtual reality, responsible behaviour in social networks. The aim of their article is to integrate the findings of scholars from various disciplines, such as philosophy, law, sociology, psychology, information science to present multi-disciplinary approaches to realizing human values in the context of the digital era.

The article by M.C. Gaeta [11] is dedicated to the protection of human values concerning environmental issues. Specifically, it discusses various legal mechanisms and instruments that can be used to regulate and promote eco-friendliness in the automotive industry. The author also examines the role of digital technologies, such as autonomous and electric vehicles, in achieving environmental goals and the potential legal aspects associated with their implementation. Overall, the article explores the role of private law in ensuring a balanced approach to eco-friendliness in automotive transportation. It offers an analysis of legal instruments and recommendations for achieving environmental

sustainability in the process of digital transformation in the automotive industry.

The work by M. Chen and J. Grossklags [12] provides information on legal control in the age of digital societal transformation using the example of the Chinese Social Credit System. Social credit is a system of assessing and rating individuals or organizations based on their social behaviour, including financial obligations, social responsibility, compliance with rules and norms of behaviour in society. Social credit systems can be used as a tool for social control and regulating behaviour in society. They can incentivize conformity to norms and rules, encourage positive behaviour, and penalize negative actions or violations. However, such systems also raise ethical and legal questions regarding the collection, storage, and use of personal data. The authors of the article address common values-related questions associated with the system and examine its impact on citizens' rights. The researchers also analyse the dynamics of legal control in the context of digital societal transformation and identify various factors influencing its effectiveness and acceptability.

Materials and Methods

The research used a combination of methods as: analytical, comparative, synthesis, systematization, and generalization to achieve the research objective. The study was conducted based on information from various sources, including legislative acts, relevant legal research, and scholarly theories pertaining to human values and morality. The analytical method was useful for examining current research and theories related to the legal aspects of human values in the context of digital technologies. It also facilitated the study of legislative acts in Kazakhstan and other countries concerning human rights and freedoms, aiming to establish the legal foundation for the research. Based on the gathered information, imperfections in the legal balance between digital technologies and the protection of human values were identified, as new technologies constantly emerge in the modern world requiring legislative regulation.

Furthermore, the comparative method was employed to compare different approaches and practices regarding the protection of human values in various countries and contexts. This enabled the identification of differences and similarities in approaches to regulating digital technologies and their impact on human values. For example, legal mechanisms ensuring access to information and knowledge in different countries, including Kazakhstan, the United States, and Italy, were studied. This involved examining laws on freedom of information, open access to scientific publications, or policies promoting digital literacy. Legal mechanisms used by these countries to regulate social networks were also compared, including policies and measures aimed at protecting user privacy, combating misinformation, and restricting censorship.

The synthesis method, employed in this article, was used to integrate and analyse the gathered data from various sources, as well as to create a comprehensive understanding of the relationship between digital technologies and human values. Through data synthesis, it was determined that mass digital communication can pose risks to privacy and the security of personal data. It was

also discovered that access to personal user information in the digital environment can exacerbate inequality and distort social justice. Additionally, difficulties regarding ethics and morality in the development and use of artificial intelligence were identified. The method of systematization was used to summarize the obtained results and identify key findings and recommendations. The information gathered during the study was logically organized to identify the main factors influencing human values in the context of digital technologies and the associated challenges in their protection. Based on the synthesized results, recommendations were formulated to enhance the protection of human values in the era of digitization. These recommendations can be valuable for researchers in the field, policy developers, and legislators.

Results and Discussion

Human values: Legal regulation

Human values are fundamental beliefs and principles that individuals recognize and adhere to in their lives and within society. They reflect what people consider important and desirable, guiding their actions and choices. Human values play a crucial role in shaping an individual's identity, defining their goals and aspirations, as well as the fundamental principles of justice, freedom, and dignity for all individuals. Furthermore, values form the basis of social norms and rules that regulate human interaction within society. They determine what is deemed important and valuable for the collective good and contribute to the formation of solidarity and coherence in society [13]. There are commonly accepted human values that are widely recognized and serve as the foundation for many ethical and legal systems in different countries. Among them, the following values are distinguished (Table 1).

Table 1. Universal human values

Values	Description
Freedom	The concept of freedom encompasses individual rights such as freedom of expression, religion, movement.
Equality	The principle of equality implies that all individuals have equal rights and should be treated justly and equally, regardless of their status, race, ethnicity, gender, religion.
Personal integrity	It refers to every person's right to their individuality, physical and psychological integrity, as well as protection against arbitrary actions and violations.
Right to privacy	The notion of the right to privacy entails the protection of personal life and confidentiality of information about an individual's life.
Justice	The principle of justice requires fair treatment of all individuals without favouritism or discrimination, equal opportunities, and access to resources.
Ethics and morality	Human values also include ethical principles and moral norms that determine what is right and wrong, virtuous and non-virtuous, guiding individuals to make morally correct decisions.

Values can be diverse and vary across different cultures and societies. The formation of a values system can be influenced by historical and social contexts, as well as individuals' preferences. For example, in Kazakhstan, in addition to universal values, qualities such as hospitality and friendliness are prioritized. Family values and relationships between relatives also play an important role in Kazakhstani society. Moreover, traditional values in Kazakhstan include respect and reverence for elders and authorities. In Western countries, such as the United States of America, individual freedom and human rights are highly valued. American culture emphasizes equality before the law and society's pursuit of justice. Entrepreneurship, innovation, and the pursuit of success are also significant parts of the values system in this country. In Italy, culture stands at the forefront of societal values. Italian culture is renowned for its cuisine, art, and architecture, which are also valued and sources of pride for Italians. Italian culture places great emphasis on quality of life, enjoyment, and finding satisfaction in simple pleasures. In other words, hedonism is one of the most important values of this nation. It is important to note that these are just some general characteristics that reflect the diversity of values in each country. Values can even differ within each country depending on multiple factors, including regional, gender, religious, and socio-economic differences [10].

Human values are usually enshrined in a country's legislation. Laws and legal norms reflect societal values

that are recognized as fundamental for the society. For example, the right to life, freedom of expression, conscience and religion, equality before the law, the right to privacy are reflected in legislation through constitutional guarantees and legal mechanisms. Laws ensure the protection of these rights and freedoms and establish mechanisms and sanctions in case of their violation. Regulatory acts also reflect values related to the protection of vulnerable groups, such as children, women, persons with disabilities, migrants. Values of social justice, such as income equality, access to education and healthcare, and protection of labour rights, are reflected in legislation through social protection laws, tax legislation, labour laws, and so on. These laws aim to create equal conditions and ensure justice in society. Values related to environmental responsibility and conservation are reflected in environmental protection legislation. Laws regulate the use of natural resources, establish environmental safety standards, and impose liability for the violation of environmental standards. In some cases, laws may reflect the ethical values of society. For example, laws may prohibit illegal and harmful actions that contradict ethical norms, such as fraud, corruption, violence, and discrimination. Laws can also establish ethical standards for specific professions or areas, such as medical ethics, ethics of scientific research, or business ethics [9].

In Kazakhstan, the protection of citizens' rights and freedoms is regulated by several laws, in particular, Section I "General Provisions" (Articles 1-9) and Section II

“Human and Citizen” (Articles 10-39) of the Constitution [14]. It should be noted that the Constitution is the fundamental law of the country and guarantees the basic rights and freedoms of citizens (Article 16), including freedom of speech (Article 20), assembly, and religion (Article 19), equality before the law. Article 12 establishes the legal framework for the protection of human rights in accordance with international obligations. Article 13 of the Constitution sets out the procedures and mechanisms for citizens to seek recourse in court in case of violations of their rights. Article 14 of the Constitution states that all people should be protected against discrimination on various grounds, including origin, social status, position, property status, gender, race, nationality, language, religion, beliefs, place of residence. Articles 17 and 18 protect the inviolability of the individual, private life, savings, correspondence. The freedom of choice of language for communication, upbringing, education, and creativity is enshrined in Article 20. Article 21 guarantees freedom of movement within the country. Article 39 states that the rights and freedoms of citizens may be limited exclusively by laws and only to the extent necessary to ensure constitutional order, maintain public order, protect human rights and freedoms, as well as to ensure the health and morality of the population.

The Law of the Republic of Kazakhstan No. 94-V “On Personal Data and their Protection” [15] regulates the collection, processing, and storage of personal data of citizens. It provides citizens with rights to control and protect their personal information and establishes requirements for data processing organizations. Furthermore, the Republic of Kazakhstan has acceded to the Commonwealth of Independent States Convention on Human Rights and Fundamental Freedoms [16]. The Convention contains several provisions concerning human rights and freedoms. Article 4 of the Convention establishes that the cooperation of participating states will be carried out in the field of human rights protection, including fundamental rights such as the right to life, personal freedom and integrity, freedom of expression and assembly, as well as the right to a fair trial and other similar rights. Article 6 of the Convention emphasizes the need to respect the principles of international law in the field of human rights, including the principles of non-interference in the internal affairs of states and respect for human rights and fundamental freedoms.

In other countries, various legal mechanisms exist to regulate human rights and freedoms. For example, in the United States of America, it is the Constitution [17]. The US Constitution is the fundamental law of the country and guarantees basic rights and freedoms of citizens, such as

freedom of speech, religion, press, assembly, and the right to a fair trial. The Civil Rights Act [18] prohibits discrimination based on factors such as race, colour, gender, religious beliefs, national origin, in various areas including employment, housing, and education. The Bill of Rights [19], which includes the first ten amendments to the US Constitution, protects rights such as freedom of religion, freedom of expression, the right to bear arms, and other civil liberties according to the American Declaration of Independence. The Constitution of the Italian Republic [20] establishes the fundamental principles of the country’s legal order and protects the rights of citizens, including the right to life, freedom of speech. Italy also has laws that protect human rights, including the rights of migrants, children, women, and minorities. Like many other European countries, Italy is bound by the European Convention on Human Rights [21], which guarantees fundamental human rights, including the right to life, freedom of expression [4].

Digitalization and its impact on society

Digitalization refers to the widespread penetration of digital technologies and solutions into various spheres of society. It has a significant impact on society and carries numerous consequences. In the economy, digitalization gives rise to the creation of new digital business models, the transformation of traditional industries, and the emergence of new job opportunities. It contributes to increased productivity and efficiency while stimulating innovation and the development of new markets. Digital technologies also reshape the ways people communicate and interact with each other. They facilitate remote communication, expand access to information, and create new forms of social connection through social networks and platforms [22; 23]. In this context, digital technologies introduce new methods of learning and access to knowledge. They enable distance learning, self-learning, the personalization of educational programs, and the expansion of educational boundaries. Digital innovations in medicine and healthcare improve diagnostics, treatment, and health monitoring [24; 25]. They contribute to the development of telemedicine, electronic medical records, and mobile health applications. Digitalization allows for more efficient management of public resources and the provision of services to citizens. It fosters the development of e-government, digital identification systems, and electronic government services [26; 27]. Moreover, digitalization is accompanied by the transformation and reassessment of human values in many aspects of life (Table 2).

Table 2. The impact of digitalization on human values

Aspect of life	The impact of digitalization
Communication and connectivity	Digital technologies expand and accelerate communication methods, leading to a shift in values related to communication and social relationships. New forms of communication through social networks, messaging apps, and video calls create new expectations and standards in interpersonal communication.
Access to information	Digital technologies make information available from virtually anywhere in the world. This leads to a transformation of values associated with knowledge, education, and self-learning. People become more information-oriented and strive to develop information literacy skills.

Work and career	Digitalization influences values related to work and career. The rapid development of technology can lead to changes in the labour market, the emergence of new professions, and the need to acquire new skills. Values such as flexibility, adaptability, and learning ability become important for successful adaptation to the new demands of the job market.
Personal well-being	Digital technologies offer a wide range of opportunities to enhance personal well-being, such as improved access to healthcare, fitness technologies, self-analysis, and meditation. This can result in a re-evaluation of values related to self-care and well-being.
Digital citizenship and ethics	Digitalization also raises ethical questions and concerns about digital citizenship. Emerging technologies such as artificial intelligence and automation prompt discussions and the establishment of values related to data privacy.

According to M. Chen and J. Grossklags [12], social networks are one of the most significant manifestations of digitalization and a primary source of information for many people. They provide the opportunity to access current news, interesting articles, videos, and other content from various sources. However, it is necessary to evaluate the credibility and verify the information since social networks can also contain unreliable or distorted data. It is important to note that social networks have also become platforms for expressing opinions and ideologies. They can influence public opinion and shape public discourse on various issues. Some communities and groups use social networks to promote specific ideas and values, while others employ them for organizing activism and protests. Many scholars agree that the use of social networks can have both positive and negative consequences for mental health. Uncontrolled content consumption, comparison with others, cyberbullying, and negative comments can induce stress, anxiety, and low self-esteem. On the other hand, social networks also provide a platform for exchanging support, health information, and psychological assistance. It is undeniable that the use of online communication platforms requires detailed legal regulation to minimize the negative consequences associated with their use [28; 29].

Legal aspects of human values transformation in the age of digitalization

Digitalization introduces challenges and risks such as cyber threats, data privacy, digital inequality, and ethical issues related to the use of artificial intelligence and automation. It is crucial to consider these challenges and risks and develop appropriate policies and mechanisms to protect the rights and interests of individuals [30; 31]. In the modern digital world, cybercriminals can launch attacks on computer systems, networks, and infrastructure with the aim of gaining unauthorized access, stealing confidential data, or disrupting the normal functioning of systems. Digitalization leads to the collection of a vast amount of personal data, including location information, financial data, medical and biometric information, and other sensitive data. Safeguarding data privacy is an important aspect of protecting human rights and freedoms [1; 32]. To ensure protection against threats related to digital security, the following measures can be taken:

1. Development of robust encryption systems. Companies and organizations should employ modern and reliable methods of data encryption to ensure confidentiality and protection against unauthorized access.
2. Multi-factor authentication. To enhance user security, it is recommended to utilize multi-factor

authentication, which requires not only a password but also additional authentication factors such as fingerprints, smart cards, or one-time codes.

3. User education. It is important to provide users with training on safe practices in the online environment so that they are aware of potential threats and know how to prevent attacks, such as avoiding suspicious links and attachments, creating strong passwords, and regularly updating software.

4. Software updates. Regular software updates are crucial as they include vulnerability fixes and prevent the use of outdated versions that may be susceptible to attacks.

5. Data protection legislation. Government legislation should improve rules and restrictions regarding the collection, storage, and use of user data, require organizations to provide guarantees of data security, and establish measures of accountability in case of violations.

6. Regular audits and checks. Organizations should conduct regular checks and audits of their security systems and processes to identify and address vulnerabilities and weaknesses.

7. International cooperation. Cybersecurity threats are global, and international cooperation in this area plays a vital role. Countries should collaborate, exchange information, and develop joint measures to combat cyber threats.

Digitalization can create an artificial divide between those who have access to digital technologies and resources and those who are partially or completely deprived of it. Unequal access to digital technologies can amplify existing social inequalities and create new barriers in education, healthcare, e-commerce, and other important domains [33]. It is necessary to develop communication infrastructure and access in remote and sparsely populated areas to reduce digital inequality, as well as to enhance digital literacy, and provide accessible digital resources. In Kazakhstan, the following measures can be taken to reduce digital inequality, develop communication infrastructure and access in remote and sparsely populated areas, enhance digital literacy, and provide citizens with accessible digital resources [10]:

1. Development of broadband internet access. The government can allocate resources to the development of communication infrastructure, including the construction of wireless networks, expansion of optical fibre, and reduction of internet service costs. Such efforts will help ensure availability and access to the internet in remote and sparsely populated areas.

2. Digital literacy programs. Organizing educational programs and training on digital skills and technologies can

help the population develop skills in using digital tools and resources. This can be particularly beneficial for population groups with limited experience and access to digital technologies.

3. Support for accessible digital resources. Providing access to accessible digital resources such as online education, e-government services, and information platforms contributes to increased accessibility and utilization of digital opportunities in various aspects of life.

4. Facilitating the development of digital start-ups and innovations. Supporting local digital entrepreneurs and start-ups, particularly in the field of developing technologies and applications aimed at addressing social issues and improving people's lives, promotes innovative development and creates new opportunities in the digital environment.

New technologies, such as artificial intelligence and automation, significantly simplify human life even in their early stages of development. AI can be used for data analysis and providing information that helps people make informed decisions according to their values [34; 35]. For example, in medicine, AI can assist in diagnosis and selecting optimal treatments based on medical knowledge. AI can free individuals from performing routine and monotonous tasks, allowing them to dedicate more time to creative and valuable endeavours. For instance, process automation in manufacturing can enable people to focus on developing new ideas and innovations. AI can be applied to the development of technologies that enhance people's quality of life and align with their values. For instance, smart home technologies can provide comfort, safety, and energy efficiency, catering to people's needs and values [36; 37]. On the other hand, within the context of the researched topic, AI raises not only ethical but also legal questions. For example, how can discrimination or human rights violations be prevented when automated systems make decisions? How can automation be balanced with preserving human responsibility and empathy? These questions necessitate discussions among lawyers in collaboration with experts in sociology and ethics concerning the use of new technologies in alignment with human values and rights. In particular, according to N. Omrani et al. [38], the following measures can be implemented:

1. Development of ethical principles and regulatory frameworks. Structures and organizations, such as governments, academic institutions, and industries, can collaborate to develop ethical principles and regulatory frameworks that define the principles and standards for the use of artificial intelligence and automation, taking into account human values and rights.

2. Conducting audits and impact assessments. When developing and implementing automated systems, audits and impact assessments on ethics and human rights should be carried out. This helps identify potential risks and negative consequences associated with the use of new technologies and take appropriate measures to mitigate or eliminate them.

3. Transparency and openness. Companies and organizations involved in the development and application of automated systems should be transparent about their operations and decision-making principles. This includes providing clear explanations of the algorithms and

processes employed by the system and ensuring access to information regarding the data used and how it influences decisions.

4. Involvement of stakeholders. It is important to engage various stakeholders, including representatives of society, human rights organizations, and experts, in the development and decision-making processes regarding the use of new technologies. This helps consider diverse opinions and perspectives, as well as ensure a more equitable and values-aligned application of technologies.

5. Education and awareness. Enhancing awareness and providing education to developers, operators of automated systems, and users is crucial for ensuring responsible technology use. This involves the development of training programs and information campaigns aimed at understanding ethical issues, making conscious decisions, and using technologies in accordance with human values and rights.

Caring for the environment holds a significant place among other human values in the modern world. Legal regulation concerning ecology and resource conservation plays an important role in protecting nature and ensuring sustainable development. It aims to ensure compliance with norms and standards, environmental conservation, and maintaining a balance between resource utilization and preservation for future generations [39; 40]. The issue of environmental pollution by automotive transport is particularly relevant, especially regarding the emergence of new technologies in this industry. M.C. Gaeta [11] suggests that private law can contribute to achieving a balance by creating regulatory mechanisms and incentives that encourage companies and organizations to implement and use green and sustainable technologies in road transport. It can establish rules and requirements related to environmental sustainability and digital transformation and enforce compliance through contracts, licensing, regulation, and other means of private law. Furthermore, private law can promote innovation and the development of new green and sustainable technologies by creating mechanisms of intellectual property that protect the rights of innovators and provide them with incentives for further development and implementation of environmentally sustainable solutions. To apply private law mechanisms in Kazakhstan, the following steps can be considered:

1. Development of environmentally oriented regulatory acts. The Kazakhstani government can enact laws and regulatory acts that obligate companies and organizations in road transport to pay attention to environmental aspects and digital transformation. These acts can include requirements for the use of green and sustainable technologies, emissions and energy consumption limitations, as well as incentives and benefits for companies actively implementing environmentally sustainable solutions.

2. Facilitation of innovation and research. Support and incentives should be provided for research and development in the field of green and sustainable mobility, offering grants, tax benefits, and other support measures for innovative projects and start-ups. This can contribute to making important decisions that combine environmental sustainability and digital transformation.

3. Education and awareness-raising. It is also essential to provide educational programs and training

aimed at increasing awareness of green and sustainable solutions in road transport and their interaction with digital technologies. This may involve training on the use of electric vehicles, smart transportation, smart city systems, and other innovative approaches.

4. Collaboration and partnerships. Active cooperation with international organizations, industry, and the academic community is one of the important steps to exchange experiences in the field of green mobility.

Overall, the mentioned challenges and risks require attention and a balanced approach to the development of digital technologies. It is necessary to consider human rights and freedoms, take measures to ensure data security and privacy, reduce digital inequality, and regulate the ethical aspects of using new technologies.

Conclusions

The study has revealed that the digitization of society encompasses various factors associated with the penetration and use of digital technologies in different spheres of life, transforming the ways of interaction, communication, work, education, and entertainment. Digital technologies provide access to a vast amount of information through the internet. Digital platforms enable online shopping, bill payments, banking transactions, and electronic transfers, offering convenience, speed, and flexibility in the fields of commerce and finance. Additionally, digital technologies provide new opportunities for education and learning. Electronic technologies can enhance the efficiency and transparency of public governance. They transform industries and the business sector by incorporating automation, artificial intelligence.

Different cultures and societies attach special importance to the choice of fundamental human values as ethical and legal guidelines for citizens. These values include honesty and truthfulness, freedom and independence, encompassing freedom of thought, speech, religion, choice, and action. Equality serves as a principle that guarantees equal opportunities and respect regardless of gender, race, ethnic background, or social status. Respect and tolerance are also valuing that allow acceptance and understanding of diverse viewpoints, cultures, and ways of life. Family and love play significant

roles in shaping individuals' identities and providing support and care for loved ones. Education and knowledge are considered values that foster the development of individual capabilities and societal advancement. Furthermore, environmental consciousness and nature preservation are crucial for ensuring a sustainable future. These values may vary across different cultures and societies, but they primarily serve as guiding principles for achieving harmony and well-being. The principles and values considered important and foundational by a society are usually enshrined in the laws of the country, reflecting the fundamental beliefs and societal values protected by the state. In the context of rapid globalization, principles of justice, equality, protection of human rights, privacy, and adherence to ethical norms should be the key factors in the development and use of digital tools.

Overall, the study has demonstrated that digitization exerts a significant influence on human values. New ethical questions arise, such as those related to the use of artificial intelligence and social networks. Therefore, it is crucial to ensure effective synergy between digital progress and the preservation of human values. This necessitates the development of appropriate legal mechanisms and regulations. For instance, relevant laws and regulations need to be enacted to govern the use of digital technologies, protect people's rights and freedoms, ensure data confidentiality, and prevent discrimination. Education and raising awareness among citizens play a vital role in promoting conscious use of digital technologies. States should develop educational programs that contribute to the development of digital literacy and ethical use of digital tools. Global cooperation and partnership are necessary conditions for effectively addressing the challenges associated with human values in the era of digitization. International organizations, states, industries, and civil society must collaborate to develop common standards and regulatory frameworks.

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Conflict of Interest

None.

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Людські цінності в епоху діджиталізації

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Анотація

Актуальність. В останні десятиліття цифрові технології міцно увійшли в життя суспільства. Вони здійснюють значний вплив на економіку, політику, право, соціальні відносини, культуру та інші сфери життя. Зі зростанням цифровізації виникають нові виклики у збереженні та захисті людських цінностей.

Мета. Метою цього дослідження є визначення ролі правових механізмів у захисті таких людських цінностей, як свобода, рівність, особиста недоторканність, право на приватне життя, доступ до знань та освіти, соціальна справедливість, в умовах впливу цифрових технологій.

Методологія. Методологія дослідження включала такі методи: аналітичний, порівняльний, синтез, систематизація та узагальнення.

Результати. У статті проаналізовано актуальні дослідження та теорії, пов'язані з правовими аспектами людських цінностей, а також виокремлено ключові тенденції поширення цифрових технологій у соціально-правовій сфері. Результати дослідження показали, що поява масової цифрової комунікації супроводжується ризиками у сферах приватності та безпеки персональних даних. Цифровий розподіл влади та доступу до інформації може посилити нерівність і спотворити соціальну справедливість. Крім того, етичні та моральні питання ускладнюються в контексті розвитку та використання штучного інтелекту.

Висновки. Результати дослідження можуть бути корисними для фахівців у галузі права, які беруть участь у розробці нових законів і політик, що забезпечують захист прав і свобод у цифровому середовищі.

Ключові слова: правові норми; сучасні технології; моральні цінності; захист прав; суспільні відносини.