INTERNAL TRANSFORMATION: THE RESHAPING OF HUMAN PERSONALITY IN THE CONTEXT OF TECHNOLOGICAL CHANGE

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ABSTRACT

This article examines the profound transformations occurring within the human inner world—personality, identity, and psyche—against the backdrop of 21st-century technological advancements. Both the positive and negative impacts of technology are analyzed, including digital fatigue, identity crisis, and the development of conscious awareness. The study emphasizes the critical importance of managing internal transformation and preserving psychological stability in an increasingly digitalized world.

KEYWORDS: Internal transformation, technological change, personality, identity, digital fatigue, conscious awareness, creativity, ethical crisis, psychological health.

INTRODUCTION

Transformation is a process that not only affects external social structures but also deeply influences the human inner world. Particularly in the 21st century, technological progress has reshaped individual identity and personality on a fundamental level (Toffler, 1980). Alvin Toffler, in The Third Wave, analyzes transformations through historical stages, demonstrating that technological changes influence not only economic and political systems but also the thinking patterns, values, and cultures of society. He argues that in adapting to a new technological environment, individuals undergo constant psychological change, making his ideas critical to understanding internal transformation in the digital age.

Forms of Internal Transformation

Under the continuous pressure of technological advancement, significant shifts are taking place within human psychology. One of the most prevalent manifestations is the identity crisis. Modern individuals often struggle to define who they are, what values they hold, and what their place in society should be, as the digital environment presents them with thousands of identity options. The ambiguity between "who one could be" and "who one should be" intensifies this crisis.

Another widespread phenomenon is digital fatigue. The constant flow of information, fragmented attention, and detachment from the physical world lead to inner exhaustion, resulting in social isolation, loneliness, and emotional decline.

However, transformation is not purely negative. Many people are turning toward mindfulness, meditation, and digital detox as ways of fostering self-awareness and psychological resilience. Movements focused on inner awakening are gaining momentum as individuals seek to reclaim their sense of self.

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Positive and Negative Consequences of Internal Transformation

Positive outcomes include:

- Enhanced adaptability: Individuals are developing greater flexibility and the ability to learn new skills in response to rapid environmental changes.
- Expansion of creative expression: Through blogs, video content, and virtual art, people can express themselves in novel forms.
- Increased interest in psychological well-being: There is growing attention toward personal development, introspection, and mental health.
- Negative outcomes include:
- Dependency on external validation: Individuals increasingly seek confirmation from external sources, leading to psychological vulnerability and diminished self-confidence.
- Prevalence of social comparison syndrome: People assess themselves primarily through the lens of others' success.
- Ethical uncertainty: Technologies such as deepfakes and manipulative algorithms force a reevaluation of moral boundaries.

Through artificial intelligence, digitalization, and metaverse technologies, individuals are becoming more distanced from independent decision-making, contributing to the passivization of consciousness (Harari, 2018). Yuval Noah Harari critically examines the deep integration of algorithms into human life, arguing that such trends risk undermining human subjectivity as algorithms are viewed as more efficient and smarter decision-makers than humans themselves. Similarly, virtual identities formed on social media increasingly conflict with individuals' real selves, triggering identity crises (Turkle, 2011). Sherry Turkle's research highlights how people attempt to "construct" themselves in virtual spaces, distancing themselves from their authentic identities. She terms this phenomenon "alone together", interpreting it as a superficialization of personal identity and human connection.

In the digital environment, many core values are being redefined. Prioritizing success, visibility, and visual perfection has become common (Bauman, 2000). Zygmunt Bauman describes modern society as existing in a state of "liquid modernity", where values are unstable and constantly changing. Digital tools and consumer culture encourage people to base their values on appearance, popularity, and social approval—factors that undermine internal stability.

Moreover, symptoms such as information overload, scattered attention, and digital fatigue are common signs of neuropsychological strain in the digital age (Carr, 2010). In The Shallows, Nicholas Carr provides scientific evidence that excessive internet use negatively affects brain function, weakening deep thinking and sustained focus.

Nevertheless, these processes are not entirely negative. Modern individuals are increasingly exploring methods of mindful living and psychological resilience (Kabat-Zinn, 2015). Jon Kabat-Zinn emphasizes mindfulness as a healthy form of internal transformation, enabling individuals to manage stress and technological pressures effectively.

Technology also opens new avenues for self-expression and creativity (Florida, 2002). Richard Florida links the rise of the creative class to technological progress and urbanization, suggesting that today's individuals possess broader opportunities for creativity and personal fulfillment.

CONCLUSION

In the context of rapid technological change, preserving personality and moral consciousness is emerging as one of humanity's greatest challenges. Antonio Damasio's research underlines

the integral connection between emotions, bodily processes, and moral reasoning, suggesting that technological environments may distort ethical frameworks (Damasio, 1999).

Therefore, understanding internal transformation from psychological, cultural, and scientific perspectives is essential for harmonious development alongside technology. Ziauddin Sardar describes the current era as a postnormal period, marked by uncertainty and complexity, emphasizing the need for deep introspection and critical analysis of one's inner world (Sardar, 2010).

In conclusion, technological progress in the 21st century is not merely an external phenomenon; it is fundamentally reshaping human consciousness, identity, and psychological health. Managing internal transformation consciously and ethically will be key to sustaining personal integrity in the digital age.

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