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## **GOING ANALOG AS A LEGAL AND SOCIAL RESPONSE TO DIGITALIZATION: THE UKRAINIAN EXPERIENCE**

In the modern world, society heavily relies on technology. We use it daily for all kinds of activities and tasks, such as full-time work, entertainment, and communication. Technological development brought humanity lots of tools we use for different purposes, but we can all agree that the Internet has become the most important one. For the past twenty years, social media have been evolving along with technological progress and have had a significant impact on society. Now it shapes opinions and behaviors. A simple post on one of the social media platforms can cause anything from a bad mood to an actual lawsuit, unemployment, or even life risks. The pressure of the digital world has become so real that a whole new trend has appeared. 'Going analog' is a lifestyle where a person chooses analog ways of living and/or limits the use of social media or smartphones overall. In Ukraine, the issue of overusing the Internet is especially relevant due to war and high digital dependence, as we all use our devices daily to simply read news or check flight paths of enemy aircraft during air raid alerts. Though it may seem that this trend aims to state that 'the Internet is bad as well as social media', it actually helps people understand themselves better, protect their individual autonomy, and secure their personal data by using social media wisely.

A 61-million-person experiment conducted on Facebook during the U.S. elections in 2010 demonstrated that voting can be influenced by online social networks. A single message, 'get out the vote', that was posted the day before the election, yielded 300,000+ more voters at the polls that year. This study shows exactly how much the media can impact people's decisions in real life, how it can affect the government and the political arena. The media also controls what information we consume and creates information bubbles. Algorithms work by collecting our personal data, analyzing it, and giving us similar results to what we liked previously and what we may like based on the information it already has. It's done to prolong usage time on that exact platform to get the most benefit for the owner of said platform [1].

For Ukrainians, digital tools are essential but, at the same time, can be very dangerous. High dependence on said tools for communication and coordination brings lots of benefits along with risks. Fake news, misinformation, and propaganda are popular ways of infecting our citizens' brains, turning them against their own country and agitating for terrorist acts against military personnel, infrastructure, or even civilians. Some FSB agents manage to recruit Ukrainian people through the media to leak important data. And those agents look for potential inner traitors through social media posts, public media, or their personal online activities.

Although the laws and SSU (Security Service of Ukraine) are actively finding and stopping those kinds of individuals, legal mechanisms are not fast or efficient enough to deal with the media world and its influence. The Law 'On the Protection of Personal Data' has been in effect in Ukraine since January 1, 2011, and was considered a huge step in personal data defense progress, yet it's not really an effective deterrent

against offenses in this area. The law itself was based on an EU directive, which was in effect before the adoption of the GDPR and was enacted way back in 1995 [2]. The GDPR (General Data Protection Regulation) is a modern legislative act on the protection of personal data and privacy [3]. But the act itself works only for citizens of EU countries. Plus, the law can't fully cover all the problematic aspects of media usage, especially algorithm influence. That's what the 'going analog' trend is for.

For Western countries, this trend is more about lifestyle. They show it by minimizing screen time, using analog activities as a way of entertaining and socializing more. But for Ukrainians, this trend is very different. It acts as a practical strategy of defending yourself from outer influence and saving your personal autonomy in the absence of fully effective legal safeguards. Avoiding sharing location, not posting data online about the location of infrastructure, buildings, military bases, and other important data, trusting personal communication more than online sources, and being careful with suspicious messages are the main rules that responsible citizens use every day. Also, avoiding media overconsumption can be helpful to those who are more sensitive to news about the Russian-Ukrainian war. Less exposure to the news may be beneficial to one's mental health.

Thus, what began as a seemingly simple trend has the potential of growing into a new common mindset that will help people live peacefully in the digital era while still keeping personal autonomy. Therefore, 'going analog' represents an early stage of societal adaptation to digital risks and problems, including the experience of Ukrainians during the war.

#### REFERENCES:

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