

THE IMPACT OF INFORMATION NOISE ON HUMAN DAILY LIFE

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Abstract. *In modern society, information noise has become an integral part of today's human life. The real state, when information flows become more accessible, when a person constantly receives a considerable amount of various news, fake news, spam, advertising, gossip, e-mails, messages on social networks of various content, different directions, where their information flow does not end, but on the contrary is continuously updated, and how it is important to filter what actually has real meaning. The importance of paying attention to awareness is increasing, how to concentrate in the case when it is necessary to reduce anxiety from information flow overload, information manipulations, so that a person is able to control and analyze the current situation at the moment. Such approaches become a mechanism for influencing human consciousness to avoid information noise as much as possible and maintain emotional balance in the real conditions of today.*

In the scientific community, many foreign and domestic scientists have recently been dealing with information noise issues, who from various directions research and analyze information noise, types of information noise, and eliminating symptoms of information overload.

The results of the study confirm that a person needs skills to personally protect himself from information noise, information manipulation, how to deal with the

existing root causes of information overload and prevent the consequences of information overload in the future.

It is obvious that the main effective source of the ability to reliably protect people from the negative impact of information noise is the regulatory and managerial role of state bodies, which have numerous response capabilities in their arsenal, including administrative, financial, economic, political, etc. Improving and streamlining the activities of such bodies will provide significant priorities in the future in promptly and effectively overcoming the consequences of the impact of negative information noise.

Keywords: *information noise, information flows, information space, information society, information overload, information manipulation.*

Problem Statement. Today, there is no doubt that the modern world is oversaturated with information. First of all, the excessive flow of data, information noise, is determined by the presence of unimportant or secondary information in its composition [1].

This includes information containing data (statements, photos, videos, etc.) about strangers on social networks, a large layer of various news located on numerous sites and entertainment channels, etc. In other words, this information does not meet the needs of a particular person in terms of its content, but is present in his surrounding information space of everyday life and requires appropriate attention and a certain amount of time to determine the degree of "usefulness" in solving the issue under consideration.

Analysis of Recent Research and Publication. Many foreign and domestic scientists paid significant attention to the study and consideration of this topic in their scientific research.

The issues of information noise were addressed by such domestic scientists as: O. Zolotar (2012) studied the phenomenon called "Information noise" in the conditions of the formation of an information society. M. Ostroha (2023), A. Yurchenko (2023), A. Korovai (2023) substantiated the problem of identifying

information noise for an ordinary person through the prism of the need to observe information hygiene. V. Voronka (2014) studied the manifestations of information noise as a specific communication barrier in reference publications. O. Lysenko (2025) and D. Rozhkov (2025) investigated the identification of philosophical and political features of the functioning of freedom of speech in conditions of information noise. L. Chuprina (2014) considered the problems of information noise when using operational Internet information for the preparation of information and analytical materials, etc.

These materials offer a vision of information noise, symptoms of information overload and how to deal with it.

Purpose and Objectives of the Article. The purpose of this article is to study the impact of information noise and the elimination of symptoms of overload on human consciousness. By analyzing the conditions of a particular person's daily life, it is possible to determine the level of impact of information noise on their consciousness, as well as the signs of information overload and how to prevent negative consequences.

Main Text. In today's environment, the topic of information noise is quite relevant. It should be noted that a type of information noise is information noise, a deliberate overload of the listener with insignificant, unimportant information in order to distract attention from reliable data. At the same time, subspecies of information noise are various fake messages, scary news, yellow press, spam, gossip, obscure shows, all kinds of propaganda advertising, etc [2].

That is, regardless of the content of new information (negative, positive, etc.) that a person receives, it always carries a corresponding "load" on his brain. Thus, the human brain, by its physiological properties, tries to study the surrounding situation, determine (review) ways to solve the issue in essence, or simply has the functions of memorizing information, including visual ones. All this requires significant stress from him, which over a long period of time can lead to fatigue or mental exhaustion of a person.

Undoubtedly, an excess of unnecessary, distorted, or intrusive information overloads and confuses the perception of what is actually important, valuable news [3].

Along with this, the following noise factors can be distinguished that affect the volume of information distribution and use:

- physical (caused by the presence of negative reasons that contribute to the obstruction of the flow of information);
- semantic (arise in case of misunderstanding of the received information by the user);
- pragmatic (are created in case of receipt of significant volumes of unnecessary information for its consumer) [4].

There is no doubt that to ensure the proper functioning of the information and management process, only the information that outlines its real state is needed. At the same time, everything that is superfluous belongs to the category of information noise.

In this context, it is necessary to note the negative role of information barriers, which, first of all, are caused by the presence of objective and subjective factors aimed at threatening the proper dissemination, receipt and use of information.

In turn, information barriers are divided into the following types:

- historical (have signs of temporal remoteness of past historical facts and events, which affects the veracity of the receipt of information about them);
- geographical (are caused by the presence of significant remoteness of the source of information from its recipient);
- departmental (are introduced according to separate rules for the use of their own information, created in separate institutions, institutions, etc.);
- qualification (depend directly on the level of preparation of the recipient of information);
- language (arise in the case of a language variant between the source of information and its user);
- regime (are created to prevent the undesirable influence of information);

- economic (are based on the presence of problems related to the possibility of proper financial and economic provision of the user of information with a high-quality source of its receipt);
- psychological (associated with the personal attitude to the content of the information on the part of its user);
- terminological (depend on the level of evaluation of terms that are similar in meaning) [Right there].

Thus, having considered the conditions of daily life of a certain person, it is possible to formulate the degree of influence of information noise on his consciousness, namely by the following indicators of information overload:

- a person receives, studies and consumes a large amount of information, being constantly online to receive it;
- the emergence of signs of a lack of concentration of the person's attention to solving important issues that he is studying, considering or worrying about;
- a person began to pay more attention to links that do not have useful information content for him;
- a person began to have certain disorders with sleep, fatigue and nervous disorders (irritability, apathy, etc.) in everyday life;
- useful information for a person does not arouse interest in his consideration [5].

It is obvious that information overload is dangerous for a person, and it is necessary to try to combat the emergence of causes and problems of information overload in order to avoid information overload in the future and practice managing one's own verified use of information. Behavior in the information space is especially important, where first of all a person must think, reflect, and then engage in searching and analyzing the information received [6].

Therefore, in order to eliminate the symptoms of information overload, a person needs to pay attention to the following recommendations: focus on the reasons that influence the distraction from solving the problem that worries him; limit or exclude from a person's life the possibility of receiving unnecessary

information that comes with the help of technical means (mobile communication, the Internet, television, etc.); determine the list of applications that need to be left to ensure the person's daily use; delete applications that will continue to receive various notifications that are unnecessary for the person; create a separate list of things that directly affect the reduction in the level of personal attention; exclude the possibility of receiving unnecessary notifications that will come via communication means, including a mobile phone; conduct an "audit" of the applications that are used in order to remove unnecessary ones; find an opportunity to stay in a state of peace, mental balance and meditation for some time; introduce a rule to prevent the use of mobile communication devices a few hours before bedtime and during meals; gain personal experience aimed at the ability to apply methods for "screening out" unnecessary information at the subconscious level, the ability to "filter" it; it is necessary to concentrate on the main, leading aspects, such as determining your information priorities, it is important not only to receive the necessary, appropriate information, but also to know how to process it in order to avoid information overload. [7].

Considering the latest research conducted by the NGO "Detector Media" to find out the level of people's ability to properly perceive information, conduct its detailed analysis for the purpose of further generalization and interpretation of the results of the received content, how it uses numerous sources of information, it is noted: recently, society has become more experienced in analyzing any information, researchers say. This has been observed for the last four years. The part of the Ukrainian population that notices disinformation by looking for a link to the source in the material is 44% (in 2021 it was 30%), focuses on video / photo confirmation – 37% (22% in 2021), on the presentation of different points of view in the material – 31% (27% in 2021).

The importance of the problem of disinformation is emphasized by 55% of the audience (compared to 62% in 2024 – a statistically significant difference). 19% noted that they can always recognize fakes and not notice them. The share of Ukrainians who check information for accuracy is 44%. This data has remained at

the same level as last year (42%). The other part of people who do not check information for accuracy has noticeably decreased from 37% to 30% [8].

Conclusions and perspectives of further development. Thus, it takes some time for a person to acquire the necessary skills for their personal protection from information noise. At the same time, special attention should be paid to the fact that information noise does not carry any useful information and is not subject to its appropriate consideration and processing. Acquiring such skills will be useful for every person in their everyday information life.

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