CHALLENGES OF PSYCHOLOGY INFORMATIZATION AT THE PRESENT STAGE

Vysotska O. V., Kudlai O. I.
National Aerospace University "Kharkiv Aviation Institute", Kharkiv

The informatization of psychology is an integral part of the modern development of science and practice. However, it is accompanied by a number of significant issues that require a systematic approach to resolution.

It is digital technologies that open new horizons for research, improve the effectiveness of psychodiagnostics, and expand access to psychological assistance in the context of a rapidly changing information society.

Special attention must be given to ensuring the confidentiality and protection of clients' personal data when using digital platforms. Psychological data often include personal experiences, information about mental health, emotional state, and family or interpersonal conflicts. The leakage of such data can cause serious harm to an individual. Clients often do not read the terms of use and are unaware of where and how their data is stored. Even when "informed consent" is signed, it does not always reflect a fully informed understanding of digital data processing. Many online services do not comply with international cybersecurity standards.

The lack of a clear regulatory framework for the use of artificial intelligence (AI) in psychological practice creates risks of legal and ethical uncertainty. Most intelligent information systems operate as "black boxes"–even developers cannot always explain how a particular recommendation was generated. This complicates error analysis, legal examination, and justification of decisions made for clients.

Another critical issue is the insufficient level of digital literacy among psychologists, as well as the lack of standardized methods for assessing the effectiveness of digital diagnostic and therapeutic tools. Most digital tests and applications do not undergo the necessary psychometric validation.

Ethical codes of conduct for psychologists lag behind the pace of technological advancement, which complicates the regulation of new forms of digital interaction with clients–particularly online therapy involving chatbots and automated systems.

A necessary condition for further development is interdisciplinary collaboration among specialists in psychology, information technology, law, and ethics. The full integration of digital solutions into psychological science and practice can only be achieved through the combination of scientific validity, ethical responsibility, and technological competence.