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Technology park as an institutional complex for counteracting the destructive impact of glossy digital content on human capital development

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Abstract: The article studies the impact of the modern digital environment on the formation and development of human capital under conditions of the active spread of glossy content on social media. It is substantiated that user-generated content does not always perform a motivational or educational function, since in some cases it transmits non-reproducible symbolic capital: rapid enrichment, instant healing, psychological breakthrough, legal "life hacks," or spiritual insight. Such content may intensify social comparison, relative deprivation, impulsive decision-making, distrust of social institutions, and a decline in an individual's productive orientation. Particular attention is paid to critically important spheres – economics, medicine, law, psychology, and religion / spiritual development – where unverified information can influence a person's financial, physical, psychological, and social decisions. It is proposed to consider the technology park not only as an innovation infrastructure for the commercialization of scientific and technical developments, but also as an institutional decision-making complex in the field of virtual environment regulation in the interests of human capital development. It is shown that the technology park can integrate education, science, business, the state, the public, investment funds (including ethical mission-oriented organizations – EMOs), and information and communication technologies (ICTs). Such interaction creates a space of controlled rationality within which digital simulacra become not a cause of self-destruction or destructive comparison, but an object of analysis, verification, public control, and regulatory response. The use of the venture investment method is proposed as a way to transform trigger-induced despair caused by social comparison into constructive economic behavior. It is determined that the technology park is capable of performing not only an innovative function, but also social-regulatory, preventive, and harmonizing functions, thereby contributing to the sustainable development of human capital, enterprises, regions, and the state as a whole.

Keywords: technology park; human capital; digital environment; glossy digital content; non-reproducible symbolic capital; social media; venture investment.

1. Introduction

In the context of intensive digitalization of public communication, social media are becoming not only a means of information exchange, but also a space in which ideas about norms, success, recognition, and personal self-worth are formed. User-generated content increasingly performs the function of a social reference point, influencing self-esteem, motivation, behavior, and the perception of one's own capabilities.

So, the demonstration of attainable experience – particularly in education, sports, professional growth, and self-development – may perform motivational and educational functions. At the same time, content based on the demonstration of symbolic capital that is socially unattainable within the limits of receptive understanding in certain socially sensitive spheres – in particular, economics (e.g. enormous online earnings), medicine (e.g. recovery from an incurable disease through medical remedies in a single day), law (e.g. surrogate "life hacks" for avoiding tax, credit, or utility payments), psychology (e.g. a change in social role), and religion (e.g. tears of catharsis or spiritual breakthrough) – may have a destructive impact on human capital, understood as a person's ability to apply both

innate and acquired abilities. In such spheres, forms of experience, access, conviction, belonging, or recognition that are not universally reproducible and cannot be obtained solely through education, work, training, or professional effort are not always understandable to uninformed users. The mass demonstration of such content on social media may create, among certain segments of the audience, a need for impulsive purchases or the use of services, which may lead to poorly considered decisions in the long term. In the absence of the expected result, a person's attention begins to shift toward experiencing their own inferiority in relation to a resource that remains inaccessible to them, which has a destructive effect on productivity under realistically available working conditions. Therefore, the open demonstration of so-called non-reproducible symbolic capital on social media requires scholarly reflection as a factor negatively affecting the development of human capital and reducing a person's productive orientation toward attainable trajectories of development.

2. Object and subject of research

The object of the research is the technology park as an institutional and functional complex for the formation, development, use, and protection of human capital under conditions of active influence from the virtual environment. The technology park is considered not only as a territorial association of innovation infrastructure intended for the commercialization of scientific and technical developments, but also as a complex decision-making system that integrates educational and scientific institutions, enterprises, public authorities, the public, EMOs, investment funds, ICTs, and consumers of innovative products. The main property of such an object is its ability to ensure interaction among education, science, business, the state, and society in order to create conditions for the rational use of human capital. In this context, the technology park performs not only a production or innovation function, but also a social-regulatory one, since it contributes to information verification, the reduction of the impact of destructive digital content, the formation of professional thinking, and the support of constructive trajectories of personal and professional development. The technology park may serve as a space of controlled rationality that counteracts the chaotic influence of the glossy digital environment on a person's self-esteem, behavioral attitudes, and labor productivity.

The structure of the object includes several interconnected elements:

1) an educational block, represented by primary, secondary, and higher education, which forms basic decision-making skills, career guidance, and critical thinking;

2) a scientific block, which includes scientific institutions (research centers / high-technology institutes) capable of transforming knowledge into scientific projects and innovative developments;

3) enterprises, institutions, and organizations that ensure the practical implementation of the results of scientific activity in the production of goods and the provision of services;

4) public authorities and the public, which carry out control, coordination, support, and regulatory response;

5) a financial and investment component, including investors, funds (e.g. EMOs, in particular waqfs), capable of providing long-term support for socially important innovative projects.

The operating principle of a technology park lies in transforming human capital into a source of innovative development through the consistent interaction of education, science, investment, production, state regulation, and public control. First, educational institutions form a person's knowledge, professional skills, critical thinking, and capacity for responsible choice. Subsequently, scientific institutions and expert groups direct this potential toward the creation of research and innovation projects. Enterprises ensure the practical implementation of such projects, while public authorities and the public exercise control over their social appropriateness, safety, and compliance with the real needs of the population. As a result, the technology park becomes not only an environment for the commercialization of innovations, but also an instrument for harmonizing social relations and preventing the destructive influence of digital simulacra.

The subject of the research is the organizational-economic, social-regulatory, and information-communication relations that arise in the process of the functioning of a technology park as an institutional decision-making complex for regulating the virtual environment in the interests of human capital development. This includes mechanisms of the influence of glossy digital content on a person's self-esteem, motivation, social comparison, investment behavior, and professional activity; forms of interaction among educational, scientific, entrepreneurial, state, and public structures; as well as the possibilities of using a technology park to reduce the risks of disinformation, relative deprivation, digital radicalization, and loss of human capital. Particular attention is paid to status-demonstrative online self-disclosure based on the transmission of non-reproducible capital. Such content does not always contain signs of direct violation of users' rights, fraud, threats, or prohibited materials; however, it is capable of causing substantial harm by forming in the audience a sense of inferiority, professional inadequacy, or social exclusion. That is why the research focuses not only on the very fact of the dissemination of such content, but also on the institutional conditions under which society, the state, and business can respond to it without violating freedom of information, while taking into account the risks to human capital.

The characteristic shortcomings of the object under current operating conditions include the fragmented interaction among education, science, business, the state, and the public; insufficient financial resources to support innovation projects in crisis or depressed areas; the weak capacity of institutions to respond quickly to the destructive influence of unverified information on social media; and the imperfection of legal mechanisms for distinguishing socially beneficial motivational content, advertising, disinformation, and the manipulative demonstration of unattainable symbolic capital. An additional problem is the frequent orientation of digital platforms toward engagement metrics rather than the social usefulness of information; therefore, emotionally provocative content may spread faster than professionally verified knowledge.

Thus, the object of the research has a dual nature. On the one hand, a technology park is an innovation complex capable of ensuring the commercialization of scientific developments, increasing labor productivity, and developing human capital. On the other hand, under conditions of digital disinformation and the spread of glossy content, it requires the strengthening of its social-regulatory function, aimed at protecting individuals from unfounded comparisons, impulsive decisions, loss of professional motivation, and the destruction of trust in real social institutions.

3. Target of research

The target of the research is to substantiate the technology park as an institutional decision-making complex in the field of virtual environment regulation in the interests of human capital development, as well as to determine its role in reducing the destructive influence of glossy digital content on professional motivation, social interaction, investment behavior, and an individual's productive self-realization.

The need to set such a target is determined by the fact that, under the current conditions of the functioning of the digital environment, social media increasingly disseminate not only useful educational or professional content, but also demonstrations of non-reproducible symbolic capital. Such content may form in users a sense of inferiority, relative deprivation, professional inadequacy, social alienation, and an impulsive desire for immediate change. This becomes particularly dangerous in socially sensitive spheres – economics, medicine, law, psychology, and religion / spiritual development – where unverified information can influence a person's financial, physical, psychological, and social decisions.

To achieve this target, it is necessary to accomplish the following tasks:

- to determine the socio-economic nature of glossy digital content as a factor capable of replacing real trajectories of learning, work, professional development, and mental-ethical formation with the demonstration of a rapid and often non-reproducible result;

- to substantiate the concept of non-reproducible symbolic capital as a resource that cannot be freely replicated by the majority of the audience through ordinary learning, work, training, professional effort, or personal development;
- to identify the main risks of the influence of status-demonstrative online content on human capital, including the intensification of social comparison, relative deprivation, impulsive decisions, distrust of social institutions, and the loss of an individual's productive orientation;
- to analyze the technology park as an institutional complex that integrates education, science, business, the state, the public, investment funds (including EMOs), and ICTs for the development of human capital;
- to describe the new social-regulatory function of the technology park, which consists not only in the commercialization of scientific and technical developments, but also in the creation of a space of controlled rationality capable of counteracting the chaotic influence of the digital environment;
- to determine the role of education and scientific-pedagogical staff in the formation of critical thinking, professional competence, the ability to conduct systemic analysis, and the responsible perception of information disseminated through social media;
- to assess the importance of public and state control in the process of identifying, verifying, and providing a regulatory response to potentially harmful digital content in socially sensitive spheres;
- to reveal the significance of ethical financing, in particular EMOs, as instruments of long-term support for education, science, socially significant innovations, and depressed territories;
- to propose the method of venture investment as a way to transform trigger-induced despair caused by social comparison in the digital environment into rational investment behavior aimed at supporting bankrupt or crisis-affected business entities;
- to formulate an approach to updating the operation of the technology park, under which it functions not only as a production and innovation structure, but also as an instrument of preventive security, social harmonization, information verification, and protection of human capital from the destructive influence of digital simulacra.

As a result of accomplishing these tasks, the research should demonstrate that the technology park can function as an updated model of interaction between real social institutions and the virtual environment. In such a model, a digital trigger ceases to be a basis for self-destruction, impulsive termination of contracts, loss of professional motivation, or distrust toward entire social groups. Instead, it becomes an object of analysis, verification, public response, state regulation, and investment reconsideration.

Therefore, achieving the purpose of the research involves not only a theoretical explanation of the impact of glossy digital content on human capital, but also the development of a practical vision of the technology park as an institutional complex capable of directing education, science, business, investment, and public control toward preserving human potential, overcoming social imbalances, and ensuring the sustainable innovative development of both the region and the country as a whole.

4. Literature analysis

A systematic review of the problem of fake news, disinformation, and misinformation on social media made it possible to identify approaches to detecting and preventing the spread of false information, with an emphasis on the difficulties of automatically identifying fake content, since it often imitates truthful information and may be created using artificial intelligence technologies [1]. However, it is also important to reveal the impact of disinformation on human capital, professional motivation, and institutional mechanisms for protecting users from destructive social comparison. In this context, technology parks play a significant role, as they host enterprises, institutions, and organizations with various functional purposes [2]. Here the technology park should be considered not only as an instrument for increasing companies' innovativeness, but also as a complex that performs a potential social-regulatory function in the digital environment aimed at protecting human capital, especially in financial cooperation. It should also be noted that financial influencers not only

transmit economic information, but also shape specific frameworks for perceiving financial behavior by using different communication styles, personal stories, and emotional narratives [3]. This raises the question of how such content may provoke impulsive investment behavior, relative deprivation, and destructive comparison with financially "successful" portrayals on social media.

The *CFP Board* (2025, June 10) study showed that 57% of Americans made financial decisions they later regretted under the influence of misleading online information; 39% lost at least USD 250, while 18% lost more than USD 1,000. Younger users proved to be particularly vulnerable: among individuals aged 25–45, 64% reported making poor decisions because of online financial advice, which confirms the risk of popular digital content becoming a factor of economically imprudent behavior [4].

In addition, social media constitute an environment for the spread of disinformation that poses a threat to public health and may increase the number of offenses.

For example, in the case of Annabelle (Belle) Gibson and Inkerman Road Nominees Pty Ltd, the *Federal Court of Australia* ordered Belle Gibson to pay AUD 410,000 after finding that she and her company had engaged in unconscionable conduct related to the sale of the book and app *The Whole Pantry*. The court also found that Gibson had disseminated misleading claims about a brain cancer diagnosis, the rejection of conventional treatment in favor of "natural healing," and the donation of part of the proceeds to charity, which did not correspond to reality [5].

At the same time, the *San Antonio Express-News* reported that the Texas Supreme Court's Unauthorized Practice of Law Committee filed a lawsuit against Dalles Wielenga, known on social media as Malibu Dallas, accusing her of providing paid legal advice without a license through TikTok and YouTube. The lawsuit stated that she attracted clients through social media, offered consultations on complex court procedures, including CPS and family court cases, and allegedly advised consumers on how to behave in court and what arguments to present [6].

Such practices can influence people's decisions, including treatment and trust in authoritative institutions [7]. This problem extends also to other socially sensitive spheres, including psychology and religion / spiritual development. The believability and harmfulness of distorted messages on such topics influence their virality on social media, since not all misleading messages spread in the same way: more believable content may have significant dissemination potential even when its harmfulness is not obvious to users [8]. Therefore, the influence of seemingly "harmless" glossy content remains insufficiently studied. Although such content does not contain a direct threat, it is capable of forming in a person a sense of inferiority and provoking erroneous decisions. In this context, influencers may affect not only consumer behavior, but also social norms and the psychological state of an entire audience [9].

For Example, a *Pew Research Center* study (2023, June 2) showed that online religious practices have become a noticeable part of religious life: 27% of adults in the United States regularly watch religious services online or on television, 30% search for information about religion on the Internet, and 20% watch religious videos on platforms such as YouTube or TikTok. The study demonstrated the limitations of virtual religious interaction: only 22% of regular online viewers feel a strong connection with other online participants, while 17% of adults have unfollowed, blocked, or changed their social media settings because of other people's religious content, which confirms the risk of tension and alienation in the digital religious environment [10].

Otherwise, the *U.S. Federal Trade Commission (FTC)* reported that the online counseling service had shared consumers' sensitive data, including mental health information, with third parties such as Facebook, Snapchat, Criteo, and Pinterest for targeted advertising, despite promises to keep such data private. Under the *FTC* order, the company was required to pay USD 7.8 million to consumers and was prohibited from disclosing health data for advertising purposes. This demonstrates the risk of commercializing users' vulnerable psychological states in the digital environment [11].

It can be concluded that technology parks correspond to mechanisms of institutional response to destructive digital influence in the context of cooperation among educational, scientific, innovation, and financial institutions. A company's location in a technology park may contribute to the

improvement of its economic, social, and environmental performance, provided that appropriate internal and external conditions are in place [12]. However, disinformation and glossy content in the digital environment may affect the sustainability of technology parks through human capital and trust in institutions. A significant proportion of users experience difficulties in distinguishing reliable information from distorted one [13]. This requires additional research into institutional complexes capable of helping users not only determine the level of information reliability, but also transform digital risk into an object of professional verification and regulatory response. In this case, technology parks can contribute to improving the efficiency of regional innovation systems by supporting knowledge, entrepreneurship, and technological development [14]. Along with this, the question of how a technology park can respond to the social risks of the digital environment, in particular disinformation, social comparison, and the decline in human capital productivity, remains insufficiently resolved.

The *Guardian* investigation (2025, May 31) found that 52 of the 100 most popular TikTok videos under the hashtag *#mentalhealthtips* contained disinformation concerning psychological trauma, neurodivergence, anxiety, depression, or severe mental health conditions. Experts noted that such videos often offer "quick solutions," overgeneralize complex psychological conditions, and may make viewers feel even worse if universal advice does not work [15].

Moreover, the phenomenon of influencers as participants in digital financial culture has demonstrated their sophistication in shaping users' perceptions of money, investment, and economic behavior through digital stories, symbols, and audience engagement, thereby changing the subjective perception of economic reality [16]. For example, an entrepreneur's comparison of honestly earned profit with an "ideal" financial result encountered during random viewing on TikTok or YouTube may cause trigger-induced despair and require the institutional transformation of this impulse into constructive investment actions. An observational study of TikTok videos devoted to mental disorders made it possible to formulate ways of guiding users and specialists toward reliable information, since psychological and psychiatric content on social media may contain simplified or misleading representations of complex conditions [17]. Such content requires a more detailed analysis of broader socio-economic consequences, in particular the loss of professional motivation, trust in institutions, and human capital.

Digital disinformation is dangerous not merely because of the fact of distortion itself, but because of its ability to form false confidence among users in issues that are often poorly understood. For example, according to the *Judicial Commission of NSW* (2025, June), the pseudolegal arguments of "sovereign citizens" in Australia spread significantly, causing wasted judicial, police, and public resources, as well as additional costs for participants in proceedings [18].

As for the *KFF* (2023, August 22), at least 4 in 10 respondents had heard each of ten false claims about COVID-19, reproductive health, and gun violence, while 54% of those who use social media weekly for health advice believed at least one false claim about COVID-19 or vaccines. A similar mechanism can also be observed in the legal sphere [19].

Any similar disinformation demonstrates the substitution of professional competence with a persuasive but false digital narrative. Social comparison on social media has a significant relationship with young people's mental health, particularly in connection with self-esteem and depressive symptoms [20]. However, such comparison may develop into institutional distrust, economically irrational behavior, and the loss of human potential within real social structures, which inevitably influence the formation and development of technology parks [21]. In this case, the social-regulatory function of the technology park under conditions of digital disinformation requires further research, as such disinformation negatively affects the innovative development of the economy – from high-tech clusters to open innovation ecosystems [22].

For example, the *U.S. Securities and Exchange Commission (SEC)* charged eight social media influencers in connection with a USD 100 million securities fraud scheme promoted through Twitter and Discord. According to the *SEC*, several defendants presented themselves as successful traders,

built large audiences of novice investors, promoted certain stocks, and then allegedly sold their own shares after the prices or trading volumes increased, without disclosing their intention to do so [23].

Simultaneously, according to *AP News*, Michigan Attorney General Dana Nessel announced an investigation into the activities of the online company Twin Flames Universe, which promised to help people find their "twin flame" – a lifelong romantic partner – through a so-called "spiritual journey." Searches were conducted in the case, and allegations of possible coercive control of participants were also examined; the company sold various products, ranging from a USD 9.99 e-book to a USD 8,888 package with access to videos, meditations, and other lessons [24].

In this context, technology parks should act as institutions of preventive security capable of counteracting the destructive influence of digital simulacra on human capital. Such simulacra, in particular the visual representation of material and/or spiritual wealth, intensify relative deprivation in the viewer, which may contribute to the formation of hostility, aggressive reactions, and a sense of injustice [25]. Here, it is important to build a model of an institutional framework that could transform destructive comparison into professional analysis, public control, or constructive investment.

5. Research methods

The choice of methods is due to the interdisciplinary nature of the problem, since the study combines socio-economic, information and communication, educational, institutional, psychological and regulatory aspects. In the process of research, a complex of general scientific and special methods was applied, which allowed to reveal the essence of technology park:

1) systemic analysis – consideration of the technology park not only as a complex of technological opportunities, but also as a decision-making system capable of influencing the harmonization of social relations and the development of human capital;

2) structural-functional method – determination of the role of individual components of the technology park, where educational institutions are presented as the basis for the formation of critical thinking and professional competence; research institutions as a source of innovative developments; enterprises, institutions, and organizations as an environment for the practical implementation of the results of scientific activity; public authorities and the public as subjects of control, coordination, and regulatory response; and investment funds (including EMOs) as possible sources of long-term support for socially important projects;

3) institutional analysis – the study of social institutions in high-risk spheres, where unverified information on social media can influence a person's decisions regarding finances, health, legal behavior, psychological state, or spiritual choice;

4) content-analytical approach – the distinction between socially useful motivational information and content that provokes social comparison, relative deprivation, impulsive decisions, and a sense of personal inadequacy;

5) comparative analysis – the determination of the conditions under which digital content performs a developmental function and those under which it becomes a factor of disorientation, social tension, and reduced productivity of human capital;

6) case study – the systematization of real precedents in socially sensitive spheres, with the generalization of examples of glossy myths, systemic reality, statistical markers, and real precedents in socially sensitive areas;

7) modeling – the construction of the logic of the technology park's functioning as an institutional system and the development of a behavioral mechanism for overcoming trigger-induced despair through the method of venture investment;

8) grouping – the generalization of the social risks of glossy digital content in socially sensitive spheres, which made it possible to present the research results compactly and demonstrate their practical significance;

9) cause-and-effect method – identification of the relationship between the influence of a digital simulacrum on an individual's behavior and on the functioning of enterprises, institutions, organizations, and social groups within educational trajectories and the investment process;

10) prognostic method – determination of possible directions for updating the operation of the technology park by substantiating the need to strengthen public control, use information systems in machine-readable formats, improve the professional competence of scientific and pedagogical staff, develop ethical financing, and introduce mechanisms for verifying digital content in socially sensitive spheres;

11) graphical method – visualization of complex interrelations among the elements of the object under study, in particular through the representation of the institutional structure of the technology park as a decision-making complex and the behavioral mechanism for overcoming trigger-induced despair through venture investment.

The set of these methods made it possible to comprehensively study the technology park as an updated institutional object that combines innovative, educational, social-regulatory, investment, and preventive functions. On this basis, the possibility of improving the operation of the technology park was substantiated by transforming digital triggers from a factor of destructive comparison into an object of professional analysis, public control, state response, and constructive investment.

6. Research results

The concept of non-reproducible capital is appropriate to use as a resource that cannot be freely acquired or replicated by the majority of the audience. Unlike attainable experience – for example, in education, career development, culture, science, or sports – such content does not offer the viewer a clear trajectory of action and does not form a practical model of development. The demonstration of a scarcely accessible advantage may evoke various emotional reactions: admiration, envy, irritation, inner pain, the desire to prove one's own worth, or a sense of inner defeat. For social media algorithms, such reactions serve as indicators of engagement, which contributes to the further promotion of this content through mass views and users' responsive comments [9, p. 1202]. In this regard, digital platforms do not always distinguish between developmental motivation and the demonstration of an inaccessible symbolic advantage.

Unlike educational and developmental content, the influence of status-demonstrative content may intensify upward social comparison and relative deprivation, that is, a sense of inaccessibility to resource opportunities similar to those displayed by the individuals being highlighted. Since such content does not contain direct harassment, threats, fraud, or prohibited materials, it cannot be removed on the basis of user rights; at the same time, however, it may often cause significant harm due to its impact on users' self-esteem across various fields of work. Therefore, online self-disclosure based on the transmission of non-reproducible capital should be regarded as a significant factor of the digital environment, capable of exerting an ambiguous and, in some cases, destructive influence on the development of human capital [8, p. 4175]. Its analysis is necessary for a more precise distinction between socially beneficial motivational content and content that generates social comparison.

Widespread stereotypes emerge when, being unable to obtain the desired status, experience, or sense of belonging, users often shift their negative attitude from individual authors of articles or videos to a broader social group with which this symbolic status is associated. Such a behavior gives rise to affective polarization, whereby negative associations become attached not to specific authors, but to an entire category of people. This raises the question of whether constructive digital interaction is possible in an environment where social comparison between groups and the relative deprivation of certain individuals are only intensifying [20; 25]. Naturally, such a situation raises doubts about the sustainable development not only of a business entity, but also of an entire region and even a country. In this case, collective planning of the most important tasks may often be interrupted by conflict situations involving groups with different orientations in areas of significant risk [7; 16].

Therefore, it is important to consider the technology park as a harmonized complex of the social environment for the development of human capital, contributing to the minimization of the spread of such content on social media.

So, what exactly is a technology park? In contemporary sources, a technology park is often associated with a large-scale technological complex whose task is to commercialize scientific and technical developments. Is this really the case? Based on various sources, this formulation is fully confirmed: in general, a technology park can be regarded as an innovation complex covering a certain territory and consisting of higher educational and research institutions, industrial enterprises that produce various innovative technologies, and investment funds that support these enterprises in their innovation activities, including with the support of public institutions [14, pp. 2788–2791].

If we return to the formulation of the research question, in this situation a technology park is not merely a complex of technological opportunities; it is, first and foremost, a decision-making complex [22, pp. 689–692]. To determine what decisions are made through the application of human capital, it is necessary to examine each component of the technology park as a complex that has a significant influence on the harmonization of social relations (Fig. 1).

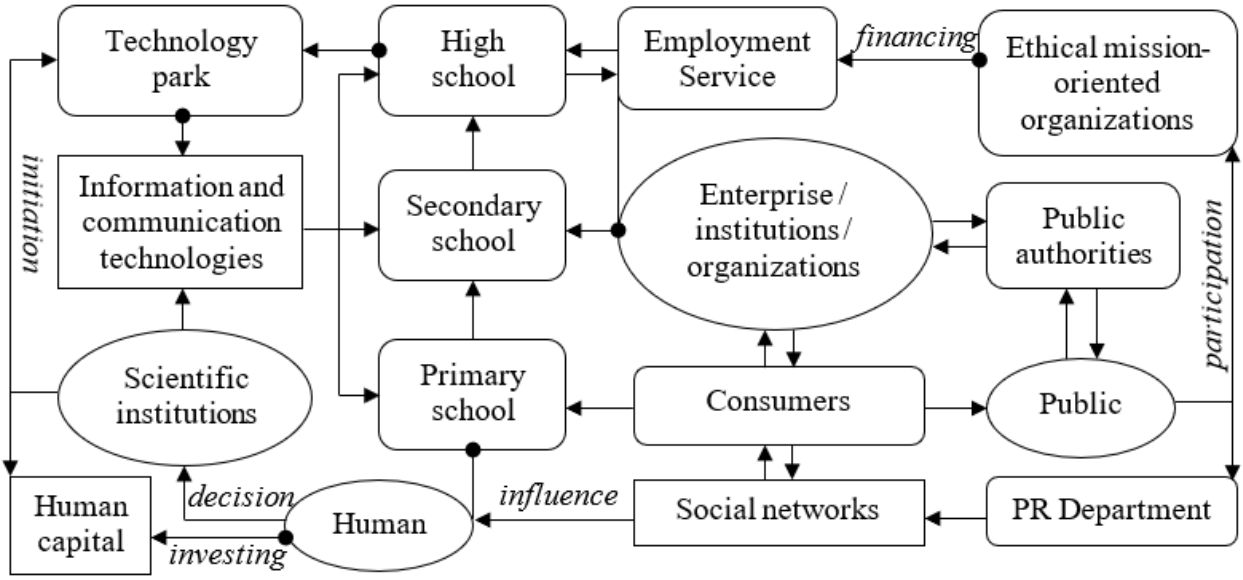

Fig. 1. Technopark as an institutional decision-making complex in the field of virtual environment regulation in the interests of human capital development

Source: developed by the author

It is well known that a higher educational institution is an establishment that trains highly qualified specialists with higher education, the formal confirmation of which, when seeking employment, is a higher education diploma. As is known, any work is connected with social interaction, regardless of the form of contact – online or offline – which also requires attention to the performance of assigned tasks on the basis of the employee's established powers. Any powers, regardless of the sphere to which they relate, require the employee's attention to the individuals making requests, who may be interested either in purchasing certain goods for a particular purpose or in receiving specific services in any field. In this case, it is scientific and pedagogical staff who constitute the primary basis for creating human capital among individuals who are only beginning to make decisions within certain frameworks of public audiences, namely students. The formation of an individual approach to each student, based on interest in presenting lecture material and conducting practical classes through interactive teaching methods – small groups, teamwork, interactive boards, role-playing games – activates the potential of each participant in the educational process with regard to the proper presentation of information about a product or service, especially through the online environment. This contributes not only to motivation for learning a future profession, but also directs

students toward making appropriate decisions in recognizing particular types of content related to purchases or the receipt of services on the basis of articles or videos viewed on social media.

It should be understood that higher education institutions admit applicants according to the results of testing (External Independent Evaluation / National Multi-Subject Test) completed in secondary educational institutions, while the latter admit pupils who are already prepared for the initial stage of acquiring knowledge on the basis of the previous stage of the child's development as an individual in primary educational institutions. And here lies the main widespread mistake made by teachers at every educational institution, from kindergarten to university: orienting the participant in the educational process toward the result rather than the learning process itself. As a consequence, the pupil or student loses interest in studying because of constant pressure from teachers regarding academic performance, including the use of the outdated practice of placing a learner in front of the entire class or audience and reading out their grades aloud. Such biased behavior on the part of teaching staff not only demotivates pupils or students from studying, but also contributes, at the subconscious level, to the development of relative deprivation in later life. This deprivation is triggered instantly by the appearance of any stimulus, causing various depressive states based on comparison with a particular result associated with that trigger, which gradually reduces labor productivity.

Therefore, with regard to triggers on social media as one of the most widespread phenomena, it is precisely a lack of knowledge about certain issues that creates a misunderstanding of the social effects arising under the influence of unattainable symbolic capital disseminated through social networks by individuals who have acquired their own experience through personal decisions. Weak awareness often creates an illusion of one's own professional or personal inadequacy among third parties who accidentally encounter such content in the online space. In this situation, the continuous improvement of the professional competence of scientific and pedagogical staff has a significant impact on students' potential, generating interest in scientific research. This, in turn, contributes to the creation of scientific projects, their commercialization within industrial enterprises, and the implementation of innovative technologies in the workplaces of qualified specialists.

In particular, the competent use of JavaScript-based information systems enables specialized professionals to examine video content on social media within the relevant field for signs of editing and for the presence of potentially harmful information for vulnerable groups of the population. If such content is detected, this makes it possible to submit complaints to the developer of the social network with a request to remove such videos. However, does legislation allowing the regulation of public information operate everywhere in the world? This issue requires further legal clarification, especially in developing countries, with a reconsideration of permission to disseminate such information on social media by persons who are not professionals, experts, researchers, or even students in the relevant fields.

In this case, it is necessary to understand that a medication, psychological or legal consultation, or method of earning income advertised by unknown experienced users who lack the relevant education may not be suitable for everyone. Moreover, the dissemination of personal experience by certain individuals in the sphere of spiritual insight – such as accepting faith, changing one's direction, ease of observance, social openness, and so forth – may not benefit all interested persons. On this basis, many users often encounter relative deprivation. The latter, in turn, may become a cause of social isolation, an inferiority complex, fixation on one's own insufficiency, and even aversion to the entire field itself due to negative association with all of its representatives.

Can such an atmosphere contribute to scientific and technological progress when a person is unable to find common ground with a particular group of people due to personal dislike? Naturally, this significantly slows down innovative development, as it substantially reduces public and state support for funds that ensure the normal functioning of business entities in depressed areas, due to personal hostility toward certain institutions – public or social – that are directly connected with these funds [2]. Financial support for enterprises operating in depressed areas is significantly reduced, which sharply lowers the level of partnership relations between universities and institutes, scientific

humanitarian and technical centers, high-technology institutes, and business entities, thereby contributing to a decrease in the number of newly created technology parks. In this situation, the technology park acts not merely as a geographical integration of infrastructure, but as a space of controlled rationality and a direct antidote to the chaos of the digital environment [14, p. 2788].

When destructive content produced by amateur influencers immerses a person's subconscious in apathy and a sense of inferiority, it automatically destroys the human capital necessary for the creation and functioning of such high-tech ecosystems.

To build a technology park, the state and business need the synergy of three elements: talented students from universities, deep analysts from research centers and high-technology institutes, and systematic entrepreneurs as producers of innovative products. At the same time, digital chaos affects every link of this chain [21, pp. 555–564]:

1. Degradation of the human-resource reserve for universities: videos about instant success without effort destroy young people's motivation for long and difficult learning. Why pursue advancement within the innovative environment of a technology park over the long term if the subconscious mind has already believed, under the influence of someone's videos, in "easy earnings" or "rapid enlightenment"?

2. Psychological burnout among scientists: researchers who are accustomed to working "under pressure" and searching for objective truth face the devaluation of knowledge. When society listens more to an uneducated blogger than to a professor, the scientific community loses social prestige, which leads to brain drain.

3. Loss of investment focus among producers: instead of financing real developments in technology parks, venture capital and business often flow into the creation of fast digital platforms and entertainment algorithms that generate speculative profit here and now.

It follows from the above that a technology park is a unique social ecosystem that "heals" society from the toxic digital environment. After all, such digital content detaches a person from reality, forcing them to search for shortcomings in their own professional activity and/or everyday life and to feel insufficiently competitive compared with polished bloggers or even ordinary users. However, in a technology park, thanks to advanced technologies, the automation of production processes for any critically important goods – including medicines, fuel and energy products, and military equipment – or the provision of personal services, including legal, psychological, and religious services, makes it possible to control the commercialization of scientific research. Accordingly, a product or service acquires real value and readiness to enter the process of sale and/or public service provision on the basis of actual human needs. Ultimately, such an automated process strengthens public control over the appropriateness of the relevant products, accelerating decision-making regarding the registration and licensing of goods and services and, consequently, permission for their advertising or promotion on social media by certified specialists, professionals, experts, or even officially approved pupils and students. The latter, on legal grounds, have the right to share their own learning experience and provide useful advice on the application of the marketed products in real life, in accordance with the direction of personal development, taking into account all their advantages and risk-related characteristics, with an emphasis on consumers' responsibility for their use.

Public control is closely linked to state control, since it encourages the public to unite into relevant groups – organizations, associations, and movements – that continuously cooperate with patronage services, including assistants, consultants, and advisers, informing public authorities through them about new goods and services in critically important fields. On this basis, the state, through the use of information systems in machine-readable formats – JSON, XML, CSV, and API – makes decisions regarding permission to publish or block particular texts, photos, or videos on official websites and, accordingly, on social media. This approach restores to the human subconscious a basic sense of control over one's own life in both working and everyday conditions, taking into account the removal of toxic content from social media [1]. As of today, such content is fully legal; however, even without any intent, it may cause substantial harm by negatively affecting the human subconscious, which significantly influences further decisions in a person's professional activity, as

well as in their social and personal life. In this case, it is critically important to review the regulatory provisions of current legislation on advertising, protection of economic competition, and access to public information, introducing amendments aimed at implementing ethical standards for the dissemination of such information and for the conduct of persons responsible for its publication, based on its influence on consumer choice [13].

Moreover, social networks show only a fragment of success, which is why any mistake made by a user may be perceived as a personal life failure due to the inability to achieve the visible result. The structure of technology parks is built in such a way that any erroneous result becomes a step toward success through continuous experiments, scientific verification, and comparison of actual data with planned indicators, thereby identifying the impacts on the current situation. On this basis, each structural element of the technology park should be continuously improved as an inseparable whole in relation to the others, based on the obtained results [12, p. 140]. In particular, universities adjust their activities in accordance with ethical standards of interaction between students and teachers in the educational environment, in line with amendments introduced to educational programs and newly implemented programs for the continuous improvement of the professional competence of scientific and pedagogical staff.

However, it should be noted that human development begins with the formation of personality. It is precisely in the process of primary education that a person learns to make constructive decisions regarding further learning and, thanks to the proper organization of the educational process and career guidance in a secondary education institution, chooses a field of activity according to a branch of knowledge when entering a higher education institution. Studying there affects the prospects of professional growth and/or scientific activity, while also being reflected in interpersonal, intergroup, and interinstitutional interaction. In this context, the exchange of professional knowledge contributes to the development of human capital, as a result of which the number of views of glossy economic, medical, legal, psychological, and religious content is significantly reduced. Such content often pushes users toward impulsive decisions with the expectation of obtaining an immediate perfect result, while influencers frequently ignore the risks associated with the goods or services they advertise [3]. If enterprises, institutions, and organizations are responsible for career guidance for pupils of secondary education institutions, students' internships, and the professional development of scientific and pedagogical staff at enterprises, institutions, or organizations, then consumers of the relevant products provided by these business entities become an initial factor in shaping the future generation, serving as role models as members of families, work collectives, and social groups.

A technology park serves as an ideal structure for harmonizing education, science, the state, and business; however, it is far from always capable of functioning effectively under crisis conditions due to a lack of financial resources [21, pp. 565–569]. When the state is unable to provide sufficient financial support, the only rescue mechanism for educational and research institutions, and producers of innovative products may be venture capital from civil society through the participation of the population in making donations to EMOs, including waqfs. However, due to exposure to glossy content on specific topics, a significant part of the population – even people with substantial wealth – has developed negative stereotypes regarding certain beliefs associated with the activities of the relevant organizations. As a result, many depressed areas remain with unmet financial needs. After all, financial assistance to socially vulnerable groups of the population – such as persons with disabilities, large families, internally displaced persons, and people forced to remain in temporarily occupied territories – for education, food provision, medical treatment, or employment becomes insufficient. Such problems freeze the development of human capital, as a result of which technology parks receive less financial support from the state due to the shortage of donor funds, since donors are forced to finance depressed areas.

Alongside this, many people often misunderstand that such contributions are not merely donations, but real investments that have a guarantee of being transformed into human capital in the long term and of benefiting every member of society. They ensure the reliability of social and medical support and, consequently, the processes of education and employment both within the country of

residence and abroad. In this context, a waqf performs the role not merely of a purely religious charitable institution, but of an analogue of long-term endowment funds. When a person transfers an indivisible asset – capital, land, or real estate – to such a fund, the asset itself cannot be sold, but the income generated from its management is continuously directed toward social needs, such as financing medical laboratories, social payments, hospital maintenance, and so on. Unlike classical investment funds, which seek quick speculative gains, a waqf is oriented exclusively toward its mission and is ready to provide "long and patient money" for fundamental science, which may not bring financial benefit to the contributor tomorrow, but can contribute to a social breakthrough in 10–20 years, provided that the population actively participates in such investment.

A contemporary problem is the creation by influencers on social media of a distorted, marginalized perception of the relevant institutions. As a result, the following arise:

1) economic constraint of capital: even prosperous individuals with significant wealth, due to cognitive biases, perceive the word "waqf" or "ethical financing" as a threat or an archaism and refuse to interact with these instruments;

2) artificial shortage for technology parks: money remains as "dead weight" in traditional banks or is transferred offshore instead of functioning as venture investment in technology park laboratories;

3) destruction of the three links: universities do not receive grants; research centers and high-technology institutes cannot purchase equipment; and certain segments of the population – for example, talented children from poor families who have experienced bullying or isolation – lose access to social mobility channels.

For instance, in the sphere of religion, amateur videos showing the "tears of purification" and catharsis of neophytes, fanatical statements by radically minded individuals, or promises of magical enrichment by practicing "gurus" create a stable rejection of any EMOs among the secular, socially secure population. This occurs because such audiences come to believe that if religion is merely a glossy manipulation of the population's subconscious – especially that of socially vulnerable people – then its financial funds are also fictitious and deceptive instruments for investing one's own money.

In other words, toxic digital content blocks the rational perception of the ethical economy. If the information space were cleared of unprofessional hype, society would perceive EMOs as powerful and transparent financial instruments for ensuring the scientific, technological, and innovative development of human capital and, above all, the sustainable development of the country. After all, when the elements of education, science, and business finally receive financial support from such institutions, they are able to fulfill their mission to the end: science develops without state pressure, while the population sees the financing of real human needs by EMOs. As a result, stereotypes are destroyed and socio-economic relations are harmonized.

The systematization of real examples with specific high-profile precedents and statistical markers for each individual socially active sphere indicates how exactly digital gloss distorts reality by replacing deep systemic work with "fast content," which often becomes the cause of mass institutional complaints due to the consequences of using such digital content.

The modern digital environment, governed by engagement algorithms, artificially canonizes vivid and extreme emotional manifestations of personal experience – for instance, inspiration from a successful win or substantial online earnings, a sense of relief after taking a certain medication or receiving psychological consultation, tears of catharsis during religious conversion, or clarity about the possibility of bypassing strict legal norms after legal consultation – presenting them as a generally binding institutional standard. Over time, this leads to the impairment of rational, balanced, and analytical thinking when a person is placed in official circumstances, causing them to unjustifiably abandon not only their beliefs, but also social groups, family, or even a lawful place of employment. The vast majority of users, failing to find the corresponding content markers in themselves, become subject to cognitive deformation, fall into depression, and show the phenomenon of "quiet exit" from the institution due to an artificially formed sense of personal inadequacy and inferiority (Table 1).

Table 1. Social risks of glossy digital content in the context of disinformation

Sphere	Glossy myth	Systemic reality	Statistics	Real precedent
Economics	Easy millions; risk-free crypto; quick wealth	Risk management, taxes, audit, compliance	The influence of FOMO on the start of investing among Gen Z investors: 41% in the US/Canada, 43% in the UK, and 60% in China	SEC case: 8 influencers were charged in a USD 100 million stock-manipulation scheme
Law	"Life hacks" against taxes, debts, and courts	Codes, procedure, evidence, deadlines, liability	International spread of nonlegal movements; courts record resource losses and harm to participants in proceedings	Malibu Dallas: court injunction against paid legal advice without a license via TikTok/YouTube
Medicine	A "miracle cure"; rapid healing without treatment	Diagnostics, protocols, risks, long-term therapy	WHO recorded up to 51% misinformation about vaccines on social media; 20–30% of YouTube videos about emerging infections were found to be misleading	Belle Gibson: false claims about cancer and "natural healing"; AUD 410,000 fine
Psychology	Trauma healed in one session; eternal positivity	Assessment, qualification, therapy, professional boundaries	Analysis of 1,000 TikTok videos from more than 16 countries: 6.3% contained disinformation and 15.7% contained partial misinformation	BetterHelp: the FTC required the company to pay USD 7.8 million for sharing sensitive data for advertising purposes
Religion / spirituality	Instant enlightenment; an ideal spiritual community	Knowledge, practice, doubt, discipline, responsibility	75.8% of the world's population identified with a religion; 62% of digital creators do not systematically fact-check information	Twin Flames Universe: online courses on "spiritual union"; investigation over alleged coercive control of participants

Source: developed by the author based on [4, 5, 6, 10, 11, 15, 18, 19, 23, 24]

On the basis of examples above, technology parks become a primary source for the formation of social groups, serving as an extremely important means of preserving a person's inner reality. This inner reality is artificially distorted by the virtual one created by unknown authors of articles or videos on the topic under discussion, who almost never disclose their real names, provide photographs, or publish contact details, as is officially required for the identification of a person authorized to disseminate this type of content.

First of all, social institutions in the studied spheres should be viewed as a constantly interacting link between real people, rather than users with pseudonyms or role-playing elements in TikTok or YouTube videos. In this context, it is necessary to take into account the critical importance of learning, which should take place exclusively in real life rather than in a virtual environment, where each participant in the educational process may, at their own discretion, become distracted by external factors, lose attention, and stop perceiving the usefulness of the information received during learning, especially for practical purposes, such as medical services or psychological training sessions. The

myth of the full equivalence of online learning in the modern Internet space creates a trap of personal atomization. Information algorithms build a hierarchy of attention in which influencers canonize their own "uniqueness" and transmit it as a general institutional standard. For uneducated users, this becomes a trigger of destructive cognitive generalization, whereby personal inadequacy is extrapolated onto the entire social institution. This frequent problem gives rise to deep structural imbalances, as a person begins to marginalize themselves through a sense of institutional "exclusion," remaining in a state of chronic Internet dependence and neurosis [16; 17].

Therefore, physical integration into a social institution helps to create a technology park as a mechanism of empirical verification that deconstructs the digital simulacrum and legitimizes natural psychological deficits in human beings – doubts in belief, fluctuations in choice, and uncertainty in decision-making. This, in turn, helps prevent the mass outflow of truly qualified personnel who are nevertheless prone to excessive self-criticism due to their mismatch with artificial screen-based standards rather than officially established requirements.

In addition, the transition from consuming public media content to personalized interactive dialogue through private digital channels using experts' contact details – messengers and email – makes it possible to restore the traditional institution of individual consultation, adapt the general standard to the individual's specific life context, and neutralize the destructive effect of digital gloss. The latter may even become criminogenic due to the distortion of reality in human consciousness, which is capable of causing an extreme form of cognitive dissonance between the virtual ideal and the real person. This may provoke an individual "obsessed" with the image on the screen to commit unlawful acts against real innocent persons in specific fields – doctors, psychologists, believers, and others – including on the basis of their external characteristics. Under such conditions, the creation of a technology park not merely as a complex for the commercialization of inventive materials, but as a scientific and technological institution for harmonizing relations among particular social groups through the application of such materials, becomes a critically important instrument of preventive security. It neutralizes the risks of digital radicalization and, consequently, various social imbalances.

7. Prospects for further research development

Considering the current lack of awareness among users regarding violations of the rules for disseminating unverified information on social media, it is advisable to develop a mechanism of economic behavior for a business partner. This mechanism may change the perception of a trigger-based simulacrum from evidence of one's own defeat into an object of careful research into a problematic situation of the present day. It refers to the method of venture investment, the application of which will help adjust the economic behavior of a business entity not to the detriment, but to the benefit of its own prospects after accidentally receiving trigger-related information that affected its internal self-esteem and awareness of the need to take immediate steps toward change.

As an example, an investor who has invested USD 100 million in a large-scale project to create a technology park understands the full responsibility involved in implementing this project over the long term, as well as the fact that the amount of profit may be influenced by both internal and external factors related to the level of training provided by scientific and pedagogical staff, as well as the presence or absence of external financial assistance obtained through lawful means (Fig. 2).

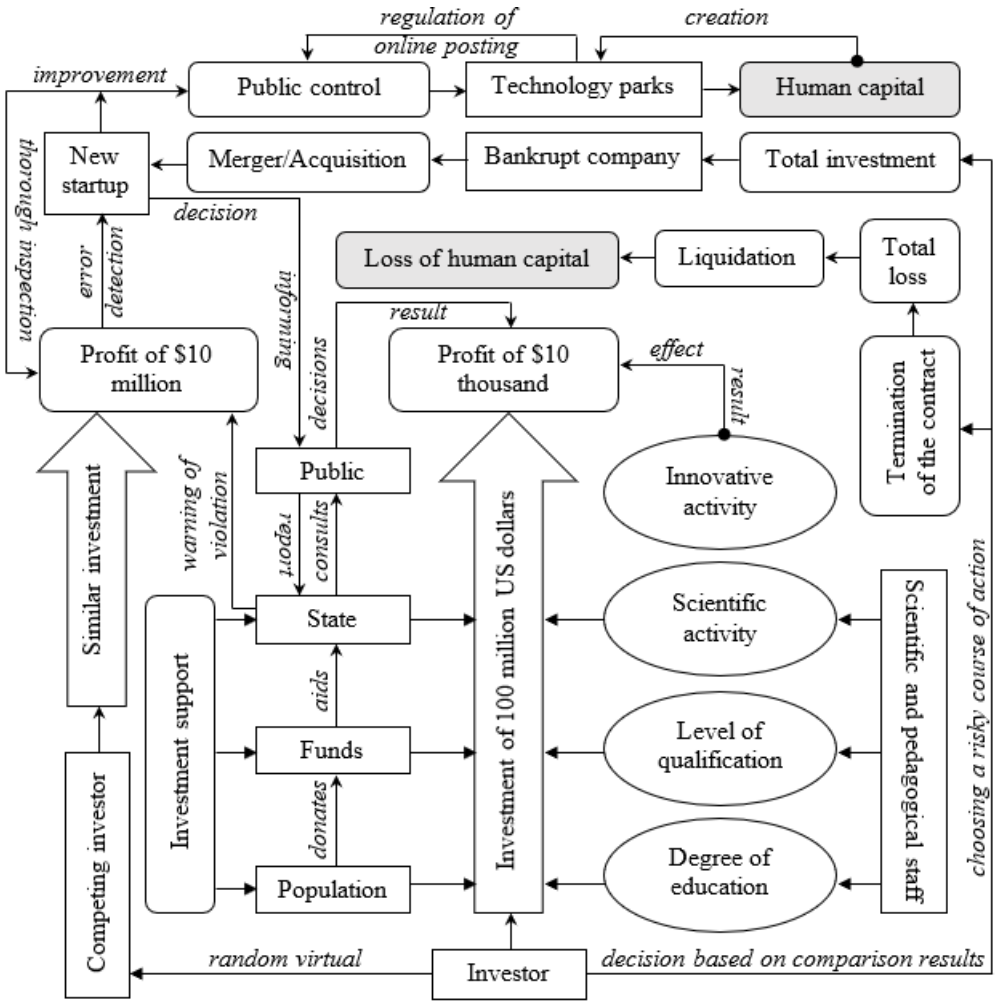

Fig. 2. Behavioral mechanism for overcoming trigger despair through social media simulacra using the venture investment method

Source: developed by the author

First of all, the investor should possess an appropriate degree in economics, confirming the knowledge acquired in the field of investment ethics when concluding agreements with investment recipients, as well as the ability to calculate benefits and forecast results. Orientation toward such results helps adjust the planned amount of invested funds and determine the maximum possible profit or benefit for both parties. The powers assigned both to an investor as an individual – including an individual entrepreneur – and to a particular company represented by specific specialists responsible for investing the planned funds should constantly change in accordance with the elasticity of demand, which arises from ongoing changes in the needs of the population. The effect investment plan requires the continuous professional development of the individual or personnel, where training provided by scientific and pedagogical staff should correspond to the disciplines established in the program for improving the professional competence of specialists in economics. Such an educational process has a significant impact on the rationality of investment decision-making and, consequently, on the appropriateness of the invested funds, forming strategic thinking skills among personnel as well as the ability to conduct systemic, comparative, and correlational analysis. The interest of such a participant in the educational process significantly influences their desire to engage in scientific activity, which increases the number of expert group members and helps ensure more appropriate decision-making both regarding the conclusion of agreements and the management of the benefits obtained after the investment period has ended. In this context, scientific activity acts as an important companion to innovation activity, the results of which determine the realization of human needs and, on this basis, the receipt of profit by the company that implements innovative products by introducing

new socially significant goods into circulation or providing necessary services to a particularly in-demand segment of the population in critically important spheres.

When speaking of external support, it should first be noted that the population itself acts as a significant factor influencing the amount of profit received by the investor and reducing the risk of investment losses caused by unforeseen circumstances that may arise at any moment over the long term. In this context, the population interacts specifically with special funds, the most responsible of which are EMOs – especially waqfs – as institutions that are guaranteed to direct public donations as assistance to the state. Since, under current legislation, public authorities are required to discuss investment projects submitted by business entities for consideration with the public during planned consultations – public hearings, meetings, including field meetings, sessions, round tables, and so on – such projects undergo preliminary coordination in advance with interested representatives of the population, expert groups, and stakeholders. These measures are aimed at enabling the state to make appropriate decisions regarding the scope of investment support to be provided by various public authorities, depending on the purpose of the project within a particular sphere.

According to the factors mentioned above, after a certain long-term period, the investor learns that the amount of profit has reached USD 10,000, which is a fairly profitable investment result. It would seem that there is already information about the completion of the investment period and about the result, with which the investor is very satisfied at the first stage, and that risks can no longer be discussed. But is this really the case? In fact, the risk of losing everything arises precisely at the moment when the responsible representative of a private business company or an individual is ready to make a responsible choice – to withdraw the profit received together with the principal amount of the investment. However, the sudden viewing of seemingly harmless information on social media about topics of interest, in the form of articles or videos, may have a destructive impact on decision-making. As a result, after spending many resources and much time on the investment process in order to obtain a profit of USD 10,000, the investor suddenly encounters information about another investor who invested a similar amount, but whose profit amounted to USD 10 million – a result that is almost impossible to achieve over a period marked by significant risk-related circumstances.

And here the danger of social networks lies precisely in an ill-considered decision against oneself, caused by despair arising from comparison with an “ideal” result that has not even been officially verified. The only signal is the confident conviction of the author of the article or video, accompanied by expressions of gratitude for support and acceptance from the staff, the widest possible choice in education, and favorable business conditions within the company. The investor, comparing their real result – USD 10,000 – with the result of an unknown competitor – USD 10 million – accidentally encountered on a social network long before the deadline for the return of the invested funds, decides to terminate the investment agreement prematurely. This decision is made by attaching blame to an “unfavorable” business environment and the “low” level of staff qualification within the company, which allegedly led to the “collapse” of the possibility of obtaining a reliable investment result. Ultimately, due to the loss of a large amount of funds – USD 100,010,000 – the company went bankrupt, on the basis of which liquidation becomes the only possible decision in the long-term perspective, acting as a factor of significant human capital losses. However, is the decision to terminate the agreement the only way to satisfy the despair of a profitable investor merely because of an unfortunate encounter with content on a social network? To prevent such consequences, it is advisable to consider a second option, which would not only satisfy the desperate impulse caused by a perceived “failure,” but also bring substantial benefit to other persons who have found themselves in unforeseen situations.

According to the example under consideration, instead of terminating the agreement, the investor may choose another path, namely total investment in a company that has actually gone bankrupt, including as a result of the similar destructive influence of trigger-based simulacra on social media. Such reinvestment may subsequently lead to the unification of two companies into a single whole through a merger or acquisition, transforming the combined company into a new startup capable of strengthening public control over the dissemination of information on social media. Based on

continuous public relations, the company's personnel will be able to carefully verify information about similar simulacra and, if certain inaccuracies are identified through systemic analysis, apply to a public authority with a request to eliminate the problem of possible abuse through unfair competition by an unknown disseminator of personal-success advertising, which substantially violates consumer rights. Upon receiving a warning from a public authority or a separate structural unit – a department or directorate – responsible for managing the relevant sphere addressed in such content, virtual influencers will significantly reduce their destructive influence on social media users.

Therefore, in critically important spheres such as economics, medicine, law, psychology, and religion, it is extremely important to unite with real natural or legal persons, including individual entrepreneurs, in order not to be left alone with unresolved financial, physical, or psychological problems. After all, such problems often push a person to seek comfort in the virtual environment by viewing similar content, which, instead of filling an internal deficit, may become the cause of serious consequences resulting from ill-considered decisions. The proposed integration through the method of venture investment will help not only to lead certain individuals out of despair, but also to turn them into factors of substantial benefit both for particular persons and for society as a whole. In this way, they may become an example of applying this method as a form of directing available resources toward depressed areas where they are most needed. Such a method will increase human-resource potential in the generation of various ideas for inventions in favor of the elasticity of investment demand. Ultimately, this will determine the creation of technology parks and, accordingly, the innovative development of the human capital of enterprises, institutions, and organizations, preceding the sustainable development of both a particular region and the country as a whole.

8. Conclusions

The modern digital environment is increasingly influencing the formation of human capital through the dissemination of models of success, recognition, belonging, and personal self-realization. At the same time, not all user-generated content has the same social effect. Educational, professional, and practice-oriented content may perform motivational and developmental functions, whereas glossy digital content based on the demonstration of non-reproducible symbolic capital is capable of intensifying social comparison, relative deprivation, impulsive decision-making, and a sense of personal inadequacy. Such content poses a particular danger in socially sensitive spheres – economics, medicine, law, psychology, and religion / spiritual development. In these areas, the demonstration of quick results, instant enrichment, miraculous healing, psychological "breakthroughs," legal "life hacks," or spiritual insight may replace complex systemic work with a simplified emotional image. In the absence of critical thinking and professional verification, such information can provoke not only erroneous individual decisions, but also broader social consequences: distrust of institutions, marginalization of certain groups, conflicts between communities, and a decline in the productive orientation of human capital.

The technology park should be considered not only as innovation infrastructure for the commercialization of scientific and technical developments, but also as an institutional decision-making complex in the field of virtual environment regulation in the interests of human capital development. Its significance lies in the integration of education, science, business, the state, the public, EMOs, and ICTs. It is precisely this interaction that creates a space of controlled rationality within which digital simulacra may serve not as a source of destructive comparison, but as an object of professional analysis, verification, and regulatory response.

An important role in counteracting the destructive influence of digital gloss is played by the level of education of scientific and pedagogical staff. The formation of human capital begins not only with professional training, but also with the development of an individual's ability to critically perceive information, distinguish attainable experience from unattainable symbolic capital, analyze risks, and make responsible decisions. In this context, the continuous improvement of teachers' professional competence, interactive teaching methods, career guidance, practical training of students, and their

involvement in scientific activity are necessary conditions for the preservation and development of human capital.

However, it is also important to take into account the financial aspect of the functioning of technology parks. Under crisis conditions, when state support is insufficient, ethical financing instruments, in particular EMOs, become especially important, as they can perform the function of long-term social investment. At the same time, glossy digital content is capable of distorting the perception of such institutions, creating distrust toward them and blocking a rational understanding of the ethical economy. Therefore, the development of technology parks requires not only investment support, but also the restoration of trust among society, the state, business, and socially oriented funds.

The technology park has a dual force, acting both as a factor and as a result of improving state regulation of the digital environment through the strengthening of public control over the reproducibility of action models disseminated by users on social media. Such control helps the relevant public authorities identify the person disseminating content on socially sensitive topics in order to verify whether that person has the appropriate level of education, permission for such dissemination, and official registration of the goods or services presented through a positive example of personal use. Such an example should not be presented as a universal standard for everyone if it goes beyond what is reproducible in a person's real life. Therefore, further regulation of the digital environment should be based on a clear distinction between socially useful motivation and advertising, on the one hand, and disinformation, manipulation, and the demonstration of unattainable symbolic capital, on the other. This can be achieved through advanced information and telecommunication systems commercialized by technology parks.

Further research should be directed toward the empirical verification of the proposed model of the technology park as an institutional complex for regulating the virtual environment. Promising areas include the development of criteria for identifying glossy digital content, assessment of its impact on users' self-esteem and productivity, analysis of legal mechanisms for responding to unverified information in different countries, and research into the effectiveness of venture investment as a method for overcoming trigger-induced despair and directing resources to depressed areas. This will make it possible to deepen the scientific understanding of the relationship between the digital environment, social security, innovative development, and human capital.

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