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GEOPOLITICAL TRANSFORMATION OF THE WORLD SYSTEM IN THE CONTEXT OF NEW MULTIPOLARITY

In the context of the current global geopolitical transformation, it is vitally important to identify points of application of multi-vector influence in the formation of new poles of the world system. This paper aimed to identify the main groups of factors influencing the shift in the geopolitical polarity of the world system, including military, biological, ecological, economic, market, energy, psychological, ideological, informational, value-spiritual, soft power, and technological factors. The potential for their application is examined, and the results of their application in changing geopolitical polarity are noted. Available sources of information served as materials for the study: scientific articles, works, forum and conference proceedings, etc. The study utilized a methodology of search, analytical comparison, and generalization of results. Comparing their transformations over time allowed us to identify changes in approaches and methods of influence. It is noted that the recent technological revolution in communications and media has significantly accelerated the transformation process, encompassing virtually the entire planet, and currently, the most effective factors are soft power, information transformation, and recoding. In total, 12 groups of factors were identified. Moreover, the same factors can contribute to both disunity and consolidation, and identifying individual groups of factors, along with well-known examples of their application, allows for a clearer understanding of the tools for transforming the geopolitical landscape through influencing factors. Given the uncertainty of global prospects in the geopolitical, environmental, and technological spheres. identifying factors influencing geopolitical entities can currently offset the uncertainties of risks.

Keywords: multipolar world order, global system, geopolitical transformation, influencing factors, technologies.

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Жаңа көпполярлылық жағдайындағы жаһандық жүйенің геосаяси трансформациясы

Қазіргі жаһандық геосаяси трансформация жағдайында әлемдік жүйенің жаңа полюстерін қалыптастыруда көпвекторлы әсерді қолдану нүктелерін анықтау өте маңызды. Ұсынылған жұмыс жаһандық жүйенің геосаяси полярлығының өзгеруіне әсер ететін негізгі факторлар топтарын, соның ішінде әскери, биологиялық, экологиялық, экономикалық, нарықтық, энергетикалық, психологиялық, идеологиялық, ақпараттық, құндылық-рухани, жұмсақ күш және технологиялық факторларды анықтауға бағытталған. Оларды қолдану мүмкіндіктері қарастырылып, әлемнің геосаяси полярлығын өзгертудегі қолдану нәтижелері атап өтілген. Зерттеуге арналған материалдар қолжетімді ақпарат көздері болды: ғылыми мақалалар, еңбектер, форум және конференция материалдары және т. б. Зерттеуде іздеу, талдау салыстыру және нәтижелерді жалпылау әдістемесі қолданылды. Уақыт өте келе олардың трансформацияларын салыстыру бізге ықпал ету тәсілдері мен әдістеріндегі өзгерістерді анықтауға мүмкіндік берді. Байланыс пен БАҚ саласындағы соңғы технологиялық революция трансформация процесін айтарлықтай жеделдеткені, іс жүзінде бүкіл планетаны қамтығаны атап өтілді. Қазіргі уақытта ең тиімді факторлар жұмсақ күш, ақпараттық трансформациялар және қайта кодтау болып табылады. Барлығы 12 фактор тобы анықталды. Сонымен қатар, дәл сол факторлар бөлінуге де, нығаюға да ықпал ете алады, ал факторлардың жеке топтарын, сондай-ақ оларды қолданудың белгілі мысалдарын анықтау геосаяси ландшафтты трансформациялау құралдарын әсер етуші айқынырақ түсінуге мүмкіндік береді. Геосаяси, экологиялық және технологиялық салалардағы жаһандық перспективалардың

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белгісіздігін ескере отырып, геосаяси субъектілерге әсер ететін факторларды анықтау қазіргі уақытта тәуекелдердің белгісіздігін өтей алады.

Түйін сөздер: көпполярлы әлемдік тәртіп, жаһандық жүйе, геосаяси трансформация, әсер етуші факторлар, технологиялар.

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Геополитическая трансформация мировой системы в условиях новой многополярности

В условиях текущей глобальной геополитической трансформации, жизненно важным является выявление точек приложения многовекторного воздействия при образовании новых полюсов мировой системы. Представленная работа была направлена на выявление основных групп факторов воздействия на смену геополитической полярности мировой системы, среди которых выделено военные, биологические, экологические, экономические, рыночные, энергетические, психологические, идеологические, информационные, ценностно-духовные, воздействие мягкой силы, технологические. Рассмотрены возможности их применения и отмечены результаты их применения при изменении геополитической полярности мира. Материалами для исследования являлись доступные источники информации: научные статьи, труды, материалы форумов, конференций и т. п. В ходе исследования использовались методология поиска, аналитического сравнения и обобщения результатов. Сравнение их трансформации с течением времени, позволило выявить изменения в подходах и методах воздействия. Отмечено, что недавняя техническая революции в средствах связи и СМИ позволила значительно ускорить процесс трансформации, охватывающий практически всю планету и на данный момент как наиболее действенными выделяются факторы мягкой силы, информационных преобразований и перекодировки. Всего было выделено 12 групп факторов. При этом одни и те же факторы могут способствовать как разобщению, так и консолидации, а выделение отдельных групп факторов наряду с уже известными примерами их применения, позволяет более четко понимать инструменты преобразования геополитического ландшафта через факторы воздействия. При наличии неопределенности глобальных перспектив в геополитической, экологической и технологической сферах, выявление факторов воздействия на геополитические образования в настоящее время могут компенсировать неопределенности рисков.

Ключевые слова: многополярное мироустройство, мировая система, геополитическая трансформация, факторы воздействия, технологии.

Introduction

We are currently witnessing a transformation of the world order from unipolarity under US hegemony to a new multipolarity with the formation of new centers of attraction, among which the European Union (EU), the United States, China, India, etc. stand out. The continuous geopolitical transformation of the world from bipolar to unipolar, from unipolar to multipolar, has been observed over the course of one generation.

The starting point of the transition to a unipolar world is conventionally considered to be 1991, and the transition to a multipolar world that has already taken place was actually announced by German Chancellor Olaf Scholz in his speech before the Davos Economic Forum on May 26, 2022, in Switzerland (Wagdy, 2022a; Wagdy, 2022b). At the same time, US Secretary of State Antony Blinken acknowledged that his country is in fierce competition with China.

In a speech at George Washington University on May 26, 2022, he stated that "China poses the most serious long-term threat to the international order and is the only country that – along with a serious desire to change the international system – possesses the economic, diplomatic, military, and technological power necessary to do so" (Wagdy, 2022a). Currently, there is a continuous transformation of the world system into a multipolar stage (Muzaffar et al., 2017).

It should be noted that contemporary geopolitics is also influenced by current factors in the development of civilization, such as information technology, transport, and changing communication capabilities, and all of these factors taken together lead to a weakening of the role of geographical spaces and a change in the quality of spatial-territorial factors.

Moreover, the formation, development and disintegration of various state entities, blocs, unions and other associations are always associated with socio-economic, demographic, political-ideological, national-ethnic, cultural-religious and other processes.

The transition from a unipolar world order to a multipolar one clearly leads to a redistribution of military-political, economic, and other resources that are no longer under the control of one pole with a global hegemon in the person of the United States of America.

Thus, processes of dispersion of global potential, development, emergence and strengthening of new independent centers of power are taking place, which in turn can be strengthened, united or destroyed under the influence of various factors.

However, despite a fairly significant number of works devoted to both the consideration of the issue of modeling various paths of development of this multipolarity (Petrakis et al., 2024; Akbarova, 2022), assessing the influence of various types of diplomacy on the formation of centers of attraction (poles) (Orujov, 2025; Boratov, 2025; Dahal, 2024; Dahiya, 2024), as well as the interaction of various geopolitical processes with other factors, including economics, technology, etc. (Dergachëv, 2012; Perskaya, 2017; Chernysheva, 2021; Muhammad, 2023; Plotnikov, 2025; Wso, 2025), the factors of influence leading to the transformations of geopolitical polarity are not fully studied, and there is no comparison of groups of factors of influence that led to the change of bipolarity and unipolarity to multipolarity of the world geopolitical system. Thus, the study of changes in the factors influencing the change in the geopolitical picture of the world is quite an interesting topic for research. Moreover, among the factors of influence, of particular interest are those that can be actively used as instruments of struggle against a geopolitical adversary, the noticeable use of which can serve as certain markers of general tension and indicate certain trends in geopolitical changes.

The purpose of the presented work is to identify the main groups of factors influencing the change in the geopolitical polarity of the world system and to identify similar impacts as a result of their application.

Literature review

In Davos, at the 55th World Economic Forum (WEF) in 2025, WEF President Børge Brende stated that according to the WEF's annual risk review (Global Risks Perception Survey 2024-2025 (GRPS)) armed conflicts between countries, including wars, terrorism, coups and civil conflicts, rank first, while geo-economic confrontation (sanctions, tariffs and economic isolation) ranks third, just behind the intensification of extreme weather events caused by climate change, which, in Brende's words, indicates an "increasingly divided global landscape", that is, a political polarization of the world system (Global Risk Report, 2025).

Also, one of the main dangers is the spread of technologies that facilitate the dissemination of disinformation and false information through social networks, the Internet, etc., posing a threat to stability and trust. These are followed by the polarization of society caused by inequality and differences in values, which leads to deepening social conflicts and economic decline (such as global stagnation or recession, declining investment, rising unemployment, weakening international trade, which leads to deterioration of economic conditions at the global and national levels). Also in the top 10 (Global Risk Report, 2025) global risks in 2025 were critical changes to the planet's ecosystems, such as biodiversity loss and environmental degradation; lack of economic opportunities, which increases migration flows and social unrest; erosion of human rights and civil liberties (through weakening freedom of speech, assembly, access to information, reduced protection of personal data, increased government control, increased censorship, and the introduction of surveillance technologies); deepening inequality due to economic and social problems.

However, the main conclusion of the report was the indication of the presence of uncertainty in the global outlook in the geopolitical, environmental and technological spheres, which suggests that one of the most uncertain periods since the Cold War has arrived, defined as the onset of "the era of the most divisive nation since the Cold War". Thus, to compensate for the uncertainty of risks, it is necessary to identify the geopolitical factors influencing geopolitical entities and their interactions leading to their transformation at the present time.

It should be noted that the subject of geopolitics is a state, a bloc of states, etc., that ensures its own interests with the help of various geopolitical instruments (otherwise known as influencing factors). In this case, the state is considered as a political factor, and the country as a set of spatial-geographical elements. In the work (Dergachëv, 2012) the concept of geopolitics of large multidimensional spaces is proposed and a definition of geopolitical polarity is

given as "the ability of some geopolitical "bodies" to exhibit certain properties with greater intensity than others.

These are the poles of the boundary energy of the multidimensional «communication space». It is emphasized that with this approach, the main factor of influence is "civilizational recoding," that is, the change (destruction) of the space of language and national culture, which is reflected in current realities. Also, modern geopolitical transformations are characterized by a number of changes in the balance of power, economic blocs and global alliances (Boratov, 2025; Orujov, 2025; Bisley, 2025). The reasons for this phenomenon are usually the redistribution of resources and zones of influence. For example, the emergence of new power centers such as China, India, and regional blocs such as BRICS leads to a decrease in the influence of the US and the EU (Wso, 2025).

Regional instability, tension, and military confrontation lead to the formation or change of alliances and unions. For example, the armed conflict between Ukraine and Russia (Blackburn, 2025) led to an increased NATO presence in the eastern EU and the EU's desire to reduce its dependence on Russia's oil and gas "needle". The attempt by a number of European countries (Finland and Sweden) to change their neutral status by applying to join NATO and the development of their own EU defense policy indicate the beginning of a reconstruction of European security (Blackburn, 2025). Indo-Pacific and China-Taiwan tensions are leading to the formation of new alliances such as QUAD (USA, India, Japan, Australia) and AUKUS (Australia, UK, US) (Bisley, 2025).

The economic rivalry between the US and China, their trade wars, technological sanctions and restrictions by the US, for example, limiting North Korea's access to high technologies such as semiconductors and Microsoft software products, leads to a desire to move from "made in China" to "designed in China", that is, there is a stimulation of China's development of its own technologies, such as the creation of its own software, chips, etc. (Wu, 2025). In addition, the One Belt, One Road initiative – China's investment in the infrastructure of countries in Asia, Africa, and Europe – strengthens its influence through lending and infrastructure development (Boratov, 2025).

The desire of new geopolitical centers for independence from foreign resources leads to the emergence of programs and initiatives such as the energy transition and the "green" transformation of Europe, which, by and large, means contributing to the environment, and is also an attempt to factor in the dependence on the Russian Federation's gas and oil "needle". The return of production facilities to the US and support for US and EU national industries is an attempt to reduce dependence on Chinese goods. The increasing influence of international organizations such as the African Union, BLICS against the backdrop of the UN legitimacy crisis is becoming increasingly noticeable (Orujov, 2025; Wso, 2025).

Investments by a number of countries in the development of AI, quantum technologies and cyber defense, especially China and the United States, indicate a new round of confrontation in the form of a technological and cyber arms race (Wu, 2025; Dieter, 2020).

At the same time, cyberattacks on infrastructure, the substitution of information flows, and interference in the information space of various countries are becoming increasingly frequent, which requires the development of new security requirements at the level of countries and international organizations. Furthermore, information warfare has changed. Now, with the development of information technology, countries are increasingly using information as a means of influence. Control of websites, information and social networks, an attempt to limit the influence of competitors.

All of the above indicates the continuation of the processes of geopolitical transformation of the world system under the influence of various geopolitical factors, the main ones of which are presented in Table 1.

Table 1
Main geopolitical factors

Group of factors	Factors included in the group	Note*
Geographical	The size of the territory, location, relief, length of borders, etc.	Changes are possible through the annexation or loss of territories as a result of capture, exchange or lease, in rare cases as a result of natural disasters

Table continued

Group of factors	Factors included in the group	Note*
Geophysical	Climate, natural, fossil and water resources, etc.	Climate change, depletion or sale of resources to foreign companies, and the discovery of new deposits are possible.
Political	State structure, regime of government, political regime, etc.	Can be changed by various factors, from voting to revolution
Social	Standard of living, degree of urbanization, social culture, etc.	Both growth and degradation are possible.
Economic	The level of economic development, the rate of economic growth, infrastructure, etc.	Both development or growth and decline or stagnation are possible
Military	The size of the army, the modernity of its weapons, the quality and combat readiness of the army, the presence of nuclear weapons, etc.	A variable value, usually changing proportionally to the level of invested funds, etc.
Cultural and religious	Confessional, national traditions, science, education, healthcare, etc.	Potential problems in the presence of several different denominations. According to the work (Dergachëv, 2012), the most powerful factor influencing
Demographic	Population size, composition, population density, birth/death rates, emigration/migration, etc.	A variable value that depends on a complex of factors
Ecological	State of the environment, etc.	Depends on many factors, including the state of the environment in neighboring countries

Note: Compiled by the authors based on works (Global Risk Report, 2025; Dergachëv, 2012; Perskaya, 2017; Chernysheva, 2021; Muhammad, 2023; Plotnikov, 2025; Wso, 2025; Boratov, 2025; Muzaffar et al., 2017; Dahal, 2024; Dahiya, 2024; Orujov, 2025; Wagdy, 2022a, Blackburn, 2025; Bisley, 2025; Malik, 2020).

It should be noted that the presented geopolitical factors may not only represent passive variables, but can also be actively used as means of interaction or influence on geopolitical allies or competitors. In the future, the study proposes to consider groups of factors of geopolitical influence.

Materials and methods

The materials for the study were available sources of information: scientific articles, works, materials from forums, conferences, news sites, etc. Data provided by ResearchGate, Scopus, Google Scholar, and analytical data from the Global Risk Report from the World Economic Forum were also used. The following keywords were used for the search: world multipolarity, geopolitical transformation, world order, global system, geopolitical transformation, influencing factors, new technologies, factors influencing geopolitical entities. The study's timeframe covered a fifteen-year period from 2010 to 2025, driven by the need to analyze current stages of transformation of the global geopolitical system and identify current trends in the formation of a multipolar world order. In some cases, earlier fundamental studies were drawn upon if they had conceptual significance for understanding the evolution of theoretical approaches.

When selecting sources, the criteria of scientific relevance, citation, compliance with the research topic and reliability of the data presented were used. Publications containing pronounced emotional and evaluative rhetoric, materials from unverified or anonymous sources, as well as texts that lack analytical or scientific value were excluded.

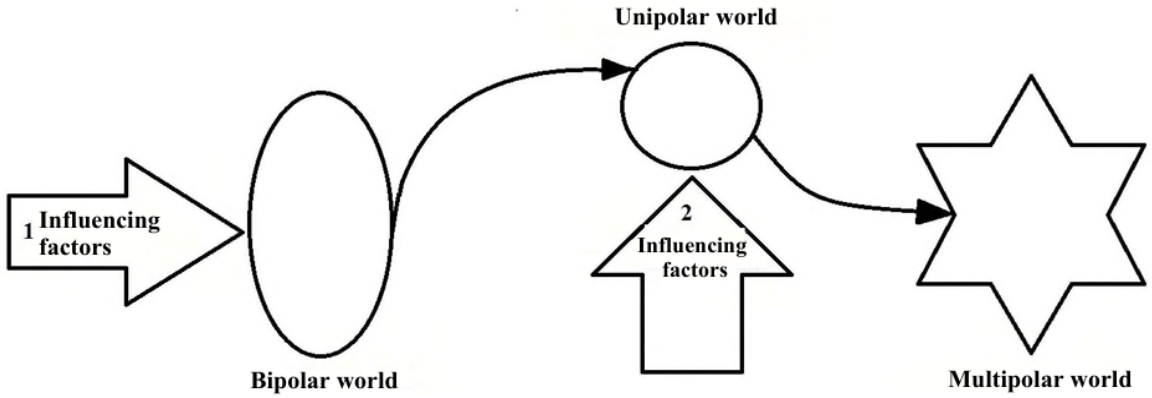
The study used the methodology of search, analytical comparison and generalization of results. The use of a comparative approach made it possible to compare different points of view on the transformation of the world order, identify key factors of geopolitical change and determine their interrelationships. The generalization method contributed to the formation of a holistic understanding of modern trends in the development of the global system and the structuring of the identified influencing factors.

Results and discussions

The changes in the geopolitical polarity of the world from the Cold War to the present day are reflected in Figure 1, which schematically shows how geopolitical polarity has changed under the influence of a complex of factors.

At the same time, some specific factors that led to the change from bipolarity to a unipolar world are already quite widely known, while at the same time, the factors leading to the current formation of multipolarity in the global geopolitical system still continue to have an impact, and experts expect the final stabilization of its poles to occur only by the middle of the 21st century.

Figure 1
Changes in the geopolitical polarity of the world from the Cold War to the present day



Note: Developed by the author

The conditionally emerging poles of geopolitics can be divided into:

- the global South, which unites developing countries and emerging market states. Geopolitically, the South includes most countries in Africa, Latin America, and Asia (except Japan, Israel, and South Korea). Currently, the influence of the global South is growing thanks to the BRICS; its combined share of global trade exceeds 50%;

- the global North, comprising developed, industrial, and post-industrial countries with high incomes. The geopolitical North encompasses the United States, Canada, European countries, Japan, South Korea, Australia, and New Zealand. They maintain influence thanks to their high standard of living and income, dominance in the global economy, and leadership in technology.

As a legacy of the previous bipolar world system, there also remains a division into:

- the global West, which is in many ways synonymous with the global North but encompasses only the United States, Canada, Europe, Australia, and New Zealand;

- the global East, including post-socialist countries, including Eastern Europe and Eurasia.

There is also such a concept as geopolitical axes, which include states united in a strategic alliance or geographic region that determines the balance of power.

To describe states that act as strongholds of influence for their satellites, the concept of the "center-periphery" axis is used.

Today, the main global vectors of confrontation and partnership include:

- the Russia-China-Iran axis. This alliance is the main opponent of dollar hegemony and Western influence in Eurasia and the Middle East;

- Eurasian and regional transport corridors designed for logistical control. The greatest influence is currently observed on the London-Kyiv-Ankara axis. A project to connect the Persian Gulf via the Levant to Europe has also been launched and is actively developing;

- the Free World Coalition, which includes the EU, the US, Japan, South Korea, etc., to create defense and economic alliances.

At the same time, despite the obvious trends towards the formation of new alliances and unions, there is an increasing impact on both potential centers of influence and on the periphery. For example, traditional values are changing, which is noted for the EU and the USA, as well as the countries of the former Eastern bloc, primarily concerning religious and family values (for

example, the adoption in France and Italy of parent 1 and parent 2, instead of the traditional father and mother, as well as permission for the blessing of same-sex couples by the Catholic Church and some other churches, permission for full recognition of same-sex marriages by the Evangelical Lutheran Church in America and the Evangelical Church in Germany).

The imposition of sanctions against political and economic opponents simultaneously leads to a decline in the well-being of those who impose the sanctions, and can also have the opposite effect on those targeted due to external incentives (for example, the imposition of sanctions against China in the software sector led to its creation of its own software resources). Trade bans also lead to the bankruptcy of companies using external resources.

The breakdown of old logistics links leads to the need to create new transport corridors and the redistribution of resources and the formation of new centers of influence.

When considering geopolitical factors as factors of geopolitical influence (Table 2), we can identify those that can be actively used as tools in the fight against a geopolitical adversary. Moreover, some of these factors have been used practically throughout the entire history of mankind, while others are something quite new, connected with scientific and technological progress, which in itself is already one of the factors changing the centers of geopolitical polarity of the world.

Table 2
Modern factors of geopolitical influence

Influencing factor	Application	Notes
Military	It is used to resolve the issue of capturing/ destroying a competitor/enemy by force.	Oldest influencing factor. In the presence of several strong geopolitical competitors, a local conflict can escalate into a global one, which, given the presence of weapons of mass destruction, is fraught with very serious consequences for the entire world.
Biological	Viruses or infections of natural or artificial origin.	The infamous Covid-19 has dealt a severe blow to the global economy and the unipolar world.
Ecological	Destruction/interception of enemy natural resources.	The Chernobyl nuclear accident was one of the factors that led to the collapse of the USSR, and the closure of water resources is one of the levers of pressure currently in place.
Economic	The creation of economic systems that suppress or ruin competitors.	Use of certain currencies for settlements, restrictions on specific industries
Market	Creating dependence of the supplier on the consumer, the consumer on the supplier depending on the needs of the opponent.	The introduction of sanctions, such as a ban on the sale of garbage to China, a ban on the sale of certain Chinese goods, etc., trade wars, embargoes.
Energy	Creating energy hunger in the enemy.	For example, an oil or gas «needle» or the destruction of energy resources
Psychological	Suppression of the enemy's psyche.	It was successfully used in 1989/1991 against the USSR.
Ideological	A method of substituting the concepts and life values of the enemy (civilizational recoding)	It was successfully used in 1985/1991 against the USSR and is widely used in the territory of the former CIS.
Information	Control of the media, the Internet, cellular communications, and other methods of transmitting information.	Control of information and public opinion, destruction or substitution of the enemy's information space.
Value-spiritual	Creating a system of values and life guidelines in the enemy that are convenient for control.	Let's go West, the West is good – USSR Same-sex love, life without children, etc. – now.
Soft power	Overall goal: to shape external behavior and identity through attraction rather than coercion. Soft power operates not simply through attraction, but also through strategic narratives that align external behavior with internal belief systems and regional self-understandings.	Examples include Korean Wave diplomacy (K-POP and cinema), Indian cultural festivals, and Chinese panda diplomacy, all of which function as tools of identity projection and soft alliance (Boratov, 2025).

Table continued

Influencing factor	Application	Notes
Technological	Suppressing the enemy by using a technological advantage (such as the transition to the sixth technological order (Alekseieva, 2021) or non-standard use of existing technologies).	For example, India's response to energy resource constraints is the use of environmentally friendly clay refrigerators based on the principles of heat exchange during moisture evaporation, or the development of AI chips by China, the transition to green energy by Europe, or the transition to distributed energy resources by Ukraine.

Note: Developed by the author

Recently, some of the factors listed above have been manifesting themselves from time to time, which indicates an active transformation of the poles of power. Thus, sabotage leading to the destruction of energy resources, for example, the recent attack on the German energy grid (January 4, 2026), the cyber-attack on the Polish energy grid (January 15, 2026), sabotage on gas pipelines leading to the EU, the destruction of energy resources of countries participating in armed conflicts, etc., an overabundance of "green" energy in the EU, which causes the formation of negative energy prices in certain periods of time, forced energy transformations taking place in Ukraine. At the same time, we are seeing an energy transformation in India and China towards the active use of "clean" energy, and the construction of new mega-projects for generating electricity in Australia.

Moreover, the use of attacks on energy systems is obviously also a means of psychological influence, and the destruction of energy systems is also a method of destroying the economy.

At the same time, against the backdrop of growing tensions between China and India, outbreaks of new viral diseases are being observed in their territories.

China's recall of its pandas from Japan and zoos in the United States is the flip side of China's panda diplomacy. China's recent ban on dual-use goods exports to Japan also indicates a growing conflict between the two countries.

The latest US sanctions against China and China against the US indicate not only an ongoing trade war, but, combined with the bans on Japan, could also indicate another round of competition for Taiwan.

At the same time, sanctions imposed by the US and the EU against other countries stimulate the development of their own production by these countries, especially in China, etc.

Control of internet resources in a number of countries is not only for the purpose of controlling and managing public opinion, but is also used as a means of countering civilizational recoding.

It should be noted that the behavior of people who have undergone civilizational recoding becomes difficult to predict.

It should be noted that migration flows caused by instability, natural disasters, military action, or general poverty in the region that is the source of migrants serve as an additional factor of destabilization. According to statistics, every fifth person on the planet lives in a country other than their birthplace. At the same time, it is predominantly socially prosperous countries that suffer from the flow of migrants.

It should be noted that the factors of influence presented in the table have, for the most part, undergone modernization towards greater sophistication and technological equipment since the Cold War. In addition, additional factors are currently being highlighted – soft power, information transformations and recoding, which, although not something completely new, are used as the most effective on the enemy/ally at the present time. At the same time, in the process of transformation of the world system as a result of changes in geopolitical interests, depending on the situation, an adversary can become an ally and vice versa (Chernysheva et al., 2021). At the same time, identifying individual groups of factors allows for a clearer understanding of the tools for transforming the geopolitical landscape through influencing factors.

In fact, a few micro-level influences can, like a small pebble triggering an avalanche, trigger macro-level changes. Furthermore, these micro-level changes can serve as markers of impending macro-level changes. For example, in the EU, the greatest number of such markers point to Germany, France, and Italy, and to a lesser extent, Poland. Among the former Eastern Bloc countries, the greatest impact points to Ukraine, Poland, Belarus, and Russia, with Kazakhstan and Tajikistan also being noted. In fact, no country in the world is currently avoiding the

emergence of at least one such marker, indicating that the current moment is one of global re-division, unfolding in continuous transformation.

Moreover, the use of these factors as markers allows for an express assessment of the state of geopolitical centers and their satellites. The presence of uncertainty in global prospects in geopolitical, environmental and technological spheres, as discussed in (Global Risk Report, 2025), anticipates further geopolitical or national divisions. Thus, identifying the factors influencing geopolitical entities and their interactions leading to their transformation at the present time can, to a certain extent, compensate for the uncertainties of risks.

Conclusions

As a result of this work, the main groups of factors influencing the change in the geopolitical polarity of the world system were identified, among which are military, biological, environmental, economic, market, energy, psychological, ideological, informational, value-spiritual, the impact of soft power, and technological.

The possibilities of their application are considered and the results of their application in changing geopolitical polarity of the world are noted. The materials for the study were available sources of information: scientific articles, works, materials from forums, conferences, etc.

The study utilized a search methodology, analytical comparison, and generalization of results. Comparison of their transformation over time made it possible to identify changes in approaches and methods of influence. It is considered that in the current conditions the transformation process is accompanied by a large scale and covers almost the entire planet thanks to the recent technological revolution in communications and media.

Thanks to them, the most effective factors at the moment are the soft power factor, information transformations and recoding.

At the same time, the same factors can contribute to both disunity and consolidation. It should be noted that the identification of individual groups of factors, along with already known examples of their application, allows for a clearer understanding of the tools for transforming the geopolitical landscape through influencing factors.

Identifying key contemporary geopolitical influence factors as a separate block allows for a clearer understanding of changes and attempts at influence, which allows for rapid, express assessments for scientists and politicians.

The prospect of using the obtained results is that in the presence of uncertainty in global prospects in the geopolitical, environmental and technological spheres, the identification of factors influencing geopolitical formations and their interactions leading to their transformation can compensate for the uncertainty of risks.

Conflicts of Interest

The authors declare no conflict of interest.

Author Contributions

Conceptualization, M. A. Altybassarova; Methodology, G. M. Kappassova; Investigation, I. A. Vetrenko; Writing – Original Draft Preparation, G. M. Kappassova and I. A. Vetrenko; Writing – Review & Editing, M. A. Altybassarova and G. M. Kappassova; Supervision, M. A. Altybassarova.

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