

THE STUDY OF SOCIAL NETWORKS AS AN ACTIVE FACTOR INFLUENCING THE FORMATION OF YOUTH VALUES FROM THE POINT OF VIEW OF PSYCHOLOGY

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Abstract

The article is devoted to the phenomenon of "virtual" social media as a factor influencing the formation of markers of the value palette and preferences of modern youth. The purpose of this study is to identify among the youth audience the role of social media in the formation of value-semantic attitudes and preferences. Through the content analysis of virtual discourse, the authors determine the motives for the inclusion of young people in virtual communities and the content orientation of these virtual groups. As a result, the authors conclude that the dominant force of social networks is the self-affirmation of a personality with an active representative sample included in various communities, living and acting according to the rules of these groups and receiving social approval and support, which often leads to a break with cultural tradition and the formation of a new type of personality, which determines the novelty and relevance of the research in modern conditions of the development of a digital society.

Keywords Social networks, media communications, virtual space, representation, youth, values, the Internet, the influence of psychology.

INTRODUCTION

In the modern conditions of transformation of Uzbekistan society, the most mobile and dynamically reacting group is the youth, who perceive the most acutely changing meanings. The culture of youth and the problematic areas of this socio-demographic group are in the sphere of increased attention of Uzbekistan and Western researchers. The argumentation of such interest is due to the fact that it is the youth who is the catalyst for development and embodies in their life the possibilities of revealing the socio-cultural, socio-economic potential of the state. Young people, who

differ in the specific features of their age and "marginal" social status, are the most susceptible to changing conditions socio-demographic group. It is the youth who most easily adapts to qualitatively new social conditions, and therefore is the leader of the processes of socio-cultural change.

The shift of orientation towards the study of the features of youth with a projection on the life of older generations in modern Uzbekistan has made it an urgent task to identify the dominant values of youth consciousness.

METHODS

The modern development of Uzbekistan, accompanied by cultural pluralism and the massive spread of the Internet, has had a direct impact on the formation of the value and semantic content of modern youth culture. The problem of value and semantic orientations of young people, their dynamics, is becoming relevant especially in the context of the socio-economic and spiritual and cultural crisis of Uzbekistan society, accompanied by a reassessment of values, the imposition of values of hedonism and consumerism.

"Liberated and free from ideological tutelage, young people are active in choosing acceptable forms and styles of life, setting goals and developing a value palette that meets the needs and requirements of modernity. In this regard, the responsibility for the formation of a healthy spiritual culture falls almost entirely on the shoulders of the youth themselves."

At the same time, the most vulnerable, despite their great progressiveness, are young people in large cities. Young people in the space of a big city are looking for options for their own self-expression, consolidation with their own kind. These processes are determined by the peculiarities of the development of post-Soviet cities as a whole and affect the formation, self-determination of a modern young person, the formation of his values and orientations. The study of these processes allows for a deeper understanding of the essence of the phenomena taking place and is an important tool for understanding the world of a modern young citizen.

Comparing the value systems of generations, researchers note the most important generational shift - a change in the role and importance of personality, an increase in its activity, independence, and subjectivity. Thus, researchers single out "the acquisition of freedom by young people as a necessary condition for fruitful activity, self-affirmation of every young person and the entire socio-demographic group".

Today, young people are actively involved in the urban environment through the virtualization of everyday practices, through inclusion in the

enormous information flow and virtual urban communities. The value consciousness of the younger generation, like almost the entire modern process of socialization, takes place in social networks, where they find a circle of communication, "their own" and "strangers", make friends and feud, revealing themselves to the world through its imaginative vision.

With the comprehensive influence of "social media" on a person's daily life, each individual often finds himself in a situation of an "information vacuum" with the fixation of stable behaviors. Young people react most flexibly to transformations of this kind and accept the rules of the game in virtual reality, forming an ideal image of themselves on social media pages. At the same time, the value repertoire is dictated by an arbitrarily formed environment, the so-called "friends of friends". "Young people form their own way of communication, close in semantic perception and life attitudes to themselves", creating a positive social effect by obtaining approval for their actions, thoughts and self-presentation in the social space of the virtual world.

Practical developments in the field of creating mechanisms for the formation and destruction of certain value orientations, stereotypes formed by social media among young people are not widely represented, therefore, the relevance of the study is due to the constantly changing environment of social networks, the transformation of preferences, ideals and principles of interaction in groups that actively influence the formation of attitudes and cultural values of youth. In this article, we consider the influence of social media on the formation of value-semantic attitudes and preferences of modern youth.

It is obvious that the number of Internet users is constantly growing. Russia is ranked sixth in terms of Internet penetration in the world and ranks first in Europe (according to Internet World Stats, June 2016).

According to the Public Opinion Foundation, the share of the active Internet audience, i.e. those Internet users who go online at least once a day, by the summer of 2016 was already 57% of the

country's population. The weekly audience was 64%, and the monthly audience was 70%. The annual growth of Internet users accessing the Network at least once a month was 8%, and for the daily audience this indicator is 6%.

A sharp increase in the daily Internet audience occurred between 2008 (14% of respondents) and 2014 (50% of respondents). This dynamic is caused by the increased availability of electronic gadgets that provide Internet access (computers, mobile phones, tablets), as well as lower tariffs for Internet traffic from cellular companies. Today, more than 55% of users use a smartphone to access the Network, including 39% on a daily basis, followed by tablets - 41%.

According to the territorial structure of Internet users, the dynamics of Internet penetration is highest in the Northwestern Federal District (73%) (in particular, in St. Petersburg), the Volga and Far Eastern Federal Districts are in last place. The share of Internet users here is 64%. Interestingly, the indicators of the number of Internet audience practically do not differ in large Russian cities (about 72%) and villages (57%).

Traditionally, the most active consumers of content are young people (among 18-24 year olds). Almost everyone uses the network - 96%. 41% of young people, according to a survey by the Public Opinion Foundation on leisure practices, admitted that they spend all their free time on the Internet.

It is becoming commonplace for young people to use virtual content to build communications. The Internet is gradually becoming one of the main information sources from which people receive information of interest to them, including news. The most popular source of news on the Internet is social networks, blogs and forums: in the daily audience, 72% of the audience has recently used it.

The modern communicative world is the world of social networks. Every day, millions of people of different ages get to know each other, arrange a meeting, search for the necessary information and even earn money on social networks. Young people consider social networks as a platform for the implementation of various types of social activity inherent in them in physical reality in parallel in

two spaces. The implementation of social activity in the virtual space leads to the cyber socialization of users, the transformation of their life attitudes, value-semantic perception of reality, the emergence of new interests and life priorities.

With the global spread of the Internet and the growing popularity of social networks, the boundaries of the virtual and physical world have been erased. Virtual communications are beginning to replace live communication. Users no longer need to visit public entertainment venues, not to annoy friends with visits. All these practices can be carried out in a virtual space without significant expenditure of energy.

They started taking pictures not in order to save a pleasant moment in life, but to post these photos on a social network and see some positive comments under them and get a portion of satisfaction. The control of young people over their real lives has been lost and virtual values have been exaggerated. A person in a virtual space is perceived as a kind of "project", the purpose of which is to create an ideal subjective image in a virtual space. However, the problem lies in the fact that in real life, the creator of his "ideal self" seeks to maintain his image by transferring his value repertoire to everyday life. Today, a young person, entering a certain virtual space, a community, receives his own status, which he must follow, observing the norms and rules that exist in this community.

Based on the results of previous studies of social media content, it was concluded that "young people under the age of 24 have become the main contingent of social networks, realizing the latent function of networks - creating their own world, with their own set of communities and contacts, with the construction of a kind of communicative platform that exists according to the laws of the creator of the page. Each user expresses himself through a vector of behavior, having the ability to change behavior, block visitors or allow other visitors to enter, while constantly keeping himself in the field of attention of other users. Networks allow you to create a feeling of imaginary fullness of life".

RESULTS AND DISCUSSION

Continuing the empirical research of this audience in 2016, we obtained relevant interim results. Instagram Facebook, Twitter, and social networks such as VKontakte, Odnoklassniki, Facebook, and Twitter served as the basis for the analysis. The sample consisted of 2,500 respondents (500 people in each social network under consideration) of both sexes aged 18 to 25 years living in Perm. The sample was determined randomly using the search engines of the studied social networks. The subject of the study was the activity of young people on the Internet through the analysis of the groups in which young people belong and the entries they make on their social media pages. The number of "likes", "reposts", comments on various posts in groups and their content were analyzed.

The choice of groups in social networks is determined, on the one hand, by personal interests and inclinations of a person, on the other - by gender and age characteristics, as well as current trends in the development of society. Below are the results of the study for each social network separately.

The most popular Russian social network among young people is VKontakte, which has more than 380 million registered users. More than 80 million users visit the site daily. The resource initially positioned itself as a social network of students and graduates of Russian universities, later began to call itself "a modern, fast and aesthetic way of communicating online".

Through the content analysis of virtual discourse in the period from September to December 2016, we analyzed the personal pages of 500 subscribers of both sexes. The study considered only active users (those who visited the site at the time of the study, made "reposts" and put "likes").

According to the results of our study, more than half of the respondents are in 40-60 groups, some respondents had as many as 600 groups. However, the number of regularly visited groups averaged 10 (i.e., the groups that the respondents visited every day). An interesting pattern has been revealed that netizens join groups quite easily (more easily, for example, than adding new friends if these people

are not familiar with them).

The main component of these groups is humorous posts. These groups have a low intellectual component and are mainly aimed at quickly scrolling through the news feed with numerous photos and short explanatory captions to them. These groups are characterized by a high proportion of marginal content (low-intellectual humor, profanity).

Groups called "Dried up" are also very popular (for example, "Overheard. Perm"), where everyone can anonymously speak out on any topic of interest to them, express their "I". However, such anonymity often leads to the "clogging" of the group with statements of a nonconformist nature.

According to the results of the study, the most widely read pages among young people are public pages dedicated to the lives of celebrities, sports news, fashion, horoscopes. However, unlike other social networks, Twitter is the most information-intensive, since the message size is limited to 140 characters, so information is provided concentrated, meaningful. The top most popular topics were topped by reports on the political and socio-economic situation in the world. The most popular Twitter page in Russia belongs to Russian Prime Minister Dmitry Medvedev. 4.74 million "followers" have subscribed to his page. This is due to the unprecedented interest of citizens in Russia's relationship with the West and Ukraine. Each user considers it necessary to speak out about the acute political tension. Patriotic attitudes enrich the value repertoire of young people, but this category of values includes both a positive attitude towards the existing political course and sharp criticism. At the same time, the statements of users conceived are posted on the Network solely to attract attention, and not as their opinion and life position.

CONCLUSION

As a result, we can say that the dominant force of social networks is the self-affirmation of an individual with an active representative image, included in various communities, living and acting according to the rules of these groups and receiving social approval and support, which often leads to a break with cultural tradition and the formation of a

new type of personality. At the same time, a discrepancy in the norms and values of the network community with the value foundations of traditional society can lead to a conflict between the "network personality" and the real world.

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