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## THE INFLUENCE OF SOCIAL NETWORKS ON YOUTH THINKING AND ACTIVITY

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### ABSTRACT:

**Objective:** Consider some features of social networks. To conduct a comparative historical and comparative study of how social media influence the thinking and activities of young people.

**Methods:** historical analysis, induction, generalization, deduction, discourse, intuition

**Results:** Social networks are also created for mutual acquaintance, communication and friendship. Everyone uses them to their advantage. Some people want to enjoy it, spend their precious time and do unnecessary things. That is why every conscious person today must understand the intricacies of various media.

**Practical significance:** The main provisions and conclusions of the article can be used in scientific, pedagogical activities when considering the use of certain forms of expression, as well as in the study of thinking and activities of young people.

**Significance novelty:** the positive use of social networks is necessary for the meaningful organization of youth leisure and mass development of youth sports.

**KEYWORDS:** the young, thought, being active, social networks, the Internet.

### INTRODUCTION:

In recent years, social networks are not only changing the traditional forms of civil society, but also reflecting a new view in the near future. In fact, the main task of social networks in the early days was to connect people with distant acquaintances, to establish online communication between them. However, their functions are getting expanded in these days. Initially, it is becoming a powerful information-political means of influencing the public consciousness. In particular, the forming the portal of the President of the Republic of Uzbekistan enables the people to address their problems directly to the President and find the key to them quickly.

Social networks are formed for mutual acquaintance, communication and friendship as well. Everyone uses them according to their interests. Some people seek pleasure from it and waste their precious time and get busy with unnecessary things. Therefore, every conscious person should understand the subtleties of different types of media today. This article provides a philosophical analysis of some of the issues of how social media effects on the thinking and activity of the young.

## THE MAIN PART:

In the 21<sup>st</sup> century, the role and importance of modern information and communication technologies, in particular, the Internet in our lives is growing rapidly. Of course, it has an incomparable role in establishing fast communication with any point of the world via the Internet, obtaining urgently needed information and/or data, increasing knowledge and enlightenment. In addition, with the advent of the Internet, many areas of life, including everyday services, business and management, legal and consular services, and even public administration, have begun to move one after the other into the virtual world.

According to the experts, the dominant advantage of using social networks in modern society is freedom of communication. Actually, today, in all spheres of social, cultural, economic and political life, to ignore the limitless potential of the global network, not to use it for certain purposes, can be considered as neglecting. This issue is directly related to youth activities. What are social networks themselves? How do they affect the thought and activities of the young?

Social networks are a similar 'beehive' on the virtual world of the Internet. It has not passed much since they appeared. At first, in this network, they united by their interests or professions, then the idea expanded, and friends, acquaintances, colleagues began to join them.

Nowadays, the number of users on major social networks has reached millions even billions. They interact, post photos and videos of themselves and their loved ones on the sites, and exchange views on this or that topic. One finds their already forgotten acquaintances, childhood friends on these sites. Sometimes there are also ironic situations – two neighbours sitting next to each other talking on the Internet.

Not only friends and acquaintances, but even famous people could be found on social networks. The social stars open their pages, write interesting stories about their experience, and post photos. However, many communities have opened up within the networks - any user can open them up according to their interests and invite their friends as well. The topics of the communities are diverse - football, sewing, cars and so on. Shortly, there is everything that humanity is interested in. Within the community, its members exchange ideas. Some communities can be joined by anyone, while others are closed and can only be joined on the recommendation of one of the members or with the permission of the community administrator.

It should be noted that social networks are the most important time-killing means in these days. Especially young people are seriously conducted to social networks. At first, in our country, the social network 'однокласники' ('odnoklassniki') was popular as the main social network. In fact, the social network Odnoklassniki is a multi-language network that allows one to find and talk to classmates from lyceum (college), institute (university); relatives, colleagues, in short, close friends[3, p.6]. In 2006, the social network was launched. Its creator is Russian web-programmer Albert Popkov. The main age of users of the site is 14-55 years. In the beginning, the registration on this site was paid, but later, in 2010 it was cancelled.

In 2010, the beta version of the first games was tested by the company Jet on this social network. Since 2011, users have been divided into groups. In 2011, a music blog was launched, and in the same year a blog was developed to switch to other high-profile projects on the site (services of mail.ru Group). Today, the number of daily users has reached 40 million. The site is translated into Tajik and

English and is one of the top 10 social networks in the world.

The main thing is that social media has radically changed the traditional form of communication of young people. The advent of the ability to not only hear but also see from a distance has dramatically popularized virtual conversations. For last 15-20 years, mobile communication has become a tradition in the lives of people around the world, including the young in Uzbekistan, furthermore, now text communication via mobile devices WhatsApp, ICQ, MSN Messenger and Telegram is gaining popularity.

Especially, Facebook network has gained a reputation among users. There are about 1 million Facebook users in Uzbekistan [1], an average age of whom is 24-35. In groups in this network, different situations and problems are considered and resolved at a certain time among its users.

When we say social network, we mean the modern concept of the Virtual World. Nowadays, the number of social networks is increasing, which in turn has a huge impact on society. Social media has become so powerful that it makes a distant friend closer and on the other hand, does a closer one far. This in turn is causing confusion and chaos among members of the community. In fact, social media is also creating a wide range of opportunities for young people today. In particular, the invaluable assistance of social networks in helping young people from different countries to exchange views and find answers to their questions, to achieve great success. Therefore, if we teach the young to direct their minds and intentions correctly, we can get the desired results from social networks.

In some countries, children have their own networks, which include: voice games, cartoons, texts in large letters and texts in a child-friendly language. These sites are also accessible to adults. Explaining to children in

such network resources which have their own rules of discipline in the virtual world as well as in real life is the first task. As the social networks have positive influence upon the younger generation, majority of them waste their time on social networks, internet clubs or mobile phones playing unnecessary games, watching inappropriate and aesthetically low-quality photos and videos.

It should be noted that the network has the following dangerous effects: conducting to the Internet; overlooking reading and learning (not to do homework independently due to easy lesson plans on the Internet, easy solutions to mathematical problems); the risk of adverse effects on physical development, i.e. the child has to sit in front of the monitor for a long time without active movement, and so on.

In fact, a child who enters to online sources will be able to search for any information on the website and be given a variety of suggestions. He/she can disclose any information he/she wants. But as a result of that information retrieval, there are different types of ads on the information source or site map. He/she may see these ads even he/she doesn't want to. Then it affects the minds of young people, and thus attracts him/her to various forms of advertising. Another one is wide spreading modern PC games. As a consequence, young people are being brought up in a martial spirit. For example, if a child kills someone during a game, he/she gets 10 points, if steals a car, he/she gets 20 points, if enters a store and robs it, he/she gets 30 points, and if hits a police officer, he/she gets 40 points as an incentive. As a result, young people develop dissatisfaction not only with people, but also with officials. So they need guiding to the right direction. Because inexperienced young people, who still can't distinguish between black and white, trust their cyber friends with all the information and

secrets about their personal life, thoughts, past and future.

It should be noted that in all democratic reforms in the country, special attention is paid to youth issues and the system of socio-economic, organizational and legal measures to create conditions for the social formation of young people and the development of their intellectual, creative and other potential. In particular, the main directions of state program on youth policy are: protection of life and health; to promote the spiritual, intellectual, physical and moral development of the young; providing open and quality education for them; creating conditions for youth employment and employment; to educate them in the spirit of patriotism, citizenship, tolerance, respect for laws, national and universal values; support and encouragement of gifted and talented youth; creating conditions for the development of youth entrepreneurship; formation of aspirations of young people for a healthy lifestyle, as well as the creation of conditions for the meaningful organization of youth leisure and the mass development of youth sports; moral and material support of young families, implementation of a comprehensive system of measures to create decent housing and social conditions for them [1].

#### **CONCLUSION:**

It is worrying that young people are trying to be familiar with complete strangers on social media. This has a negative impact on the spread of ignorance, immorality and the consciousness and culture of young people in society. In order to prevent that, it is necessary to organize meaningful and interesting leisure time for young people, e.g., sports clubs, music clubs, science clubs on a regular basis and, most importantly, to attract young people, according to that it is necessary to discover their talent and bring them up. To achieve that it is vital to form some state bodies, institutions

or non-govern and non-commercial organisations, according to the interests and age features of younger generation, aiming to implement the state policy on the young basing the Law of the Republic of Uzbekistan 'On state policy on the young'.

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