PSYCHOLOGICAL ASPECTS OF INFLUENCE OF THE INTERNET - COMMUNICATION ON THE SOCIAL BEHAVIOR OF THE YOUTH

Mirzaev Jamshid Turdalievich
Gulistan State University of the Republic of Uzbekistan
Lecturer at the Faculty of Psychology (Basic Doctoral Student)

Annotation: *The first developments of the Internet were made in 1969. in the USA. The Internet as we know it was born in 1992. In 2020, as of January, the number of Internet users in the world exceeded 4.5 billion, and now it will certainly be even more. This article is based on a methodological analysis of our scientific work on the topic "Psychological aspects of the influence of Internet communication on the social behavior of young people." Selected for our scientific research (questionnaire survey according to the author's methodology, Kimberly Young's test (adapted by V.A. Loskutova); based on a general scientific analysis of our methods. In the objects of research we have chosen, that is, in our respondents, we see the results of the study according to our author's methodology and "Kimberly-Young methodology" Research was conducted in the capital of the Republic of Uzbekistan and in the Syrdarya region, Jizzakh universities .*

Young people, as a special group of the population with specific age-specific behavioral patterns, are of the greatest interest for studying the relationship between Internet communication and social behavior .

Keywords: *influence of the Internet, communication, socialization, modern youth, Internet addiction, Kimberly-Young methodology*

Research relevance. In the modern world, the rapid development of social influences, the development of science and technology, the increase in the flow of information pose new challenges for the sciences related to the human factor. Especially socio-psychological stress, rapidly developing in developed countries, has an impact on the economic, political, spiritual and cultural life of developing countries.

Computer technologies, opening the door of wide opportunities for humanity, "disconnect" it from the real world. It is called " the inability to psychologically control the feeling of satiety with new information, namely the dependence on the computer . " It takes several years to develop traditional forms of addictive behavior, and Internet addiction in Internet addicts occurs 6 months after the start of using the Internet, this figure is 25%, in the next 6 months - 58%, after 1 year - 17%. . Such studies increase the possibility of preventing the formation of computer addiction.

The problem of Internet addiction in the global education system has been studied in psychology since 1994 . Today it is one of the "fashionable topics" in psychology. Many works are dedicated to him. Internet addiction has become a real problem of modern society. The causes of Internet addiction are often related to communication. Nowadays, the Internet is attracting more and more people, and therefore its influence is growing. In accordance with

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these lines of research, special attention is paid to socio-psychological research to ensure the correct perception of the use of the Internet, information, promotions, behavior on various topics among students of higher educational institutions.

In our country, strategic tasks are being implemented aimed at increasing the effectiveness of youth policy. In particular, the Law of the Republic of Uzbekistan "On State Policy towards Youth" , the creation of the Agency for Youth Affairs ,. taking politics to the next level in the context of priorities such as "Information and Communication Technology and Youth". The tasks of protecting ideas have been developed. To ensure the fulfillment of tasks in these areas, psychologists are required to study the psychological aspects of the influence of Internet communication on the behavior of young people and are looking for opportunities to find new scientific solutions to protect against various information attacks .

No. PF-60 of the President of the Republic of Uzbekistan of January 28, 2022 " On the Development Strategy of New Uzbekistan for 2022-2026 ", No. PQ-4768 of June 30, 2020 "Youth of the Republic of Uzbekistan on organizing the activities of the agency of the Ministry of Education, Culture, Sports, Science and technologies", No. PZ-3160 of July 28, 2017 "On improving the efficiency of spiritual and educational work and developing the sphere to a new level" , In the third direction "5 important initiatives to raise the morale of young people and the meaningful organization of their leisure time", adopted President of the Republic of Uzbekistan Sh.M. Mirziyoyev, "Society between the population and youth organizing the effective use of computer technologies and the Internet", "Improving the mechanisms of spiritual and educational propaganda in the formation of innovative thinking of young people and strengthening the spirit of loyalty to the national idea", Resolutions of May 3, 2019 No. PQ-4307 "On additional measures to improve the efficiency of spiritual and educational work" and the tasks defined in other legal documents related to this activity, this dissertation to a certain extent serves to ensure its implementation.

The level of knowledge of the problem. Among the urgent socio-psychological problems are the formation of information and psychological security in the world community and the attitude to this process, the role of electronic media and the Internet in the process of globalization, their influence on the processes of moral and aesthetic education.

Among foreign studies, among scientific papers devoted to the study of the phenomenon of Internet addiction, K. Young , M.Griffist , A.Goldberg, R.Davis, Noteworthy are the works of J. Grohol , D. Greenfield, K.Surratt, J.Moreichen-Martin, P. Schumacher, C. Chu and other authors. They explained the concept of "Internet addiction", clarified the evaluation criteria and tools. The results of the research work carried out served for the development of preventive measures by many practitioners. Their work determines the current state and prospects for studying the problem.

C. Young, A. Goldberg, D. Greenfield, M. Orzak (in the USA), Ch. Chu (in Asia), O. Egger, M. Rauterberg (in Europe) were among the first to start researching Internet addiction. criteria for diagnosing Internet addiction and recommendations for its treatment have been developed. On the initiative of some of them, a separate website was created for Internet addicts and a virtual clinic was introduced.

Researchers of the Commonwealth of Independent States identified the communication capabilities of the Internet in the context of the development of new educational, information, political and other technologies, looked for prospects for using the psychological features of virtual communication to implement traditional social practices (S. Bodker, D.V. Ivanov, E.B. Morgunov, N.V. Romanovsky, A.V. Chugunov, E.V. Kushina and others). When studying the nature of social behavior, we studied the subject-subject approach (Ch. Cooley, Yu. G. Mead, V. I. Thomas, F. Znanetsky, etc.), individual and group behavioral activity (L. .Leontiev, S.L. Rubinshtein, G.M. Andreeva, A.V. Petrovsky and others). others) studied. The problem of virtual communication of young people is actively studied by leading experts , among them I.A. Smirnov, E.V. Smishlyaev, E.A. Ignatiev, A.A. Zamorkin, O.V. Kretov and others.

I.N. Rozina,   A.A. Avetisova, O.N. Arestova ,   L.N.Babinina, In the works of G.U. Soldatova, E.P. Belinskaya , others studied the motives for using the Internet, social and socio-psychological causes of Internet addiction. A.E.Zhichkina presented the Scale of Internet Addiction as a result of studying the relationship between Internet behavior and the social identity of adolescent users. E. P. Belinskaya   Internet communication considered its socio-psychological characteristics, social factors and emphasizes that the family environment plays a special role in the emergence of Internet addiction.

In Uzbekistan, the phenomenon of Internet addiction has become the subject of research only in the last decade. Uzbek scientists have conducted a small number of studies in this direction, and the main attention is paid to the study of the negative impact of addiction to computer games on the mental development of a child. The problem of diagnosing and correcting teenagers' addiction to computer games in the Uzbek national environment was covered by N.M. Dolimova (2010), in which an increase in restlessness and aggression was found in adolescents addicted to computer games. Rakhimova I.I. studied computer game addiction in primary school, adolescence and early adolescence, as well as aspects of relationships with family relationships and sociometric status (2017) .

In the context of globalization, researchers in our country are trying to creatively approach political, legal, scientific and philosophical issues, issues of information leakage, information terror, the impact of information on moral and aesthetic education. Among our scientists: E.G'.Goziev, G'.B.Shoumarov, V.M.Karimova, Z.T.Nishonova, R.S.Samarov, B.M.Umarov, U.Kadirov and their students, including M.A.Utepbergenov, E.Sh.Usmanov, G.T.Adgarova, O.T.To'raeva, Sh.Sh. Salaeva, R. Kh. Dushanov, N.Kh. Lutfullaeva, A.T.Kodirova, X.X.Zhabbarov, T.B.Norimbetov, see that a number of scientific studies have been carried out, such as psychological ways of forming a healthy ideology.

Object of study how - the process of determining the psychological aspects of the influence of Internet communication on the social behavior of young people was organized.

The subject of the research is the content, methods, means and forms of the process of determining the psychological aspects of the influence of Internet communication on the social behavior of young people.

Research methods: analysis of theoretical sources, surveillance, interview, socio-psychological survey "Pupils' ideas about the influence of Internet communication on their behavior" (author), Kimberly Young test (adapted by V.A. Loskutova); Methodology "Arrest of

value" (M. Rokeach); Mathematical statistics, correlation analysis (p-Pearson correlation coefficient), Excel programs were used to process the results obtained using the "Stability in Behavior" questionnaire (R. Lazarus), the "Self-Confidence" methodology by N. Rydosny and research methods. .

Scientific novelty of the research:

theoretically analyzed the concept and features of Internet communication, types of Internet communication, their significance in modern society, socialization in psychology, interpretation of the study of the influence of Internet communication in scientific research;

psychological characteristics of Internet addicts, such as "emotional instability", "excessive indulgence", "dissatisfaction with oneself", "self-disclosure" - a psychological factor that weakens the control of the emotional experiences of young people, and their general guidelines and methods of conclusion are determined on the basis of content analysis;

It was determined that the following characteristics reflected in the behavior of the younger generation when using the Internet are demonstrative behavior, social demand, the importance of communication, the phenomena of social elasticity and openness;

actively used the types of Internet communication, studied the components of a certain group of young people, developed an author's model of social behavior of young people based on the manifestation of socio-psychological characteristics, the personality of users, age, typical signs, the social behavior of users developed.

Main part

The increase in the human population has created situations such as harmony or conflict in the distribution between them. It's like the law of yin and yang. Their widespread involvement in physical labor led to an increase in experience and the integration of this experience into civilization. Civilization has enriched people's ability to think. The intellectual development of mankind has led to a great contribution to the development of science and technology. The American futurist E. Toffler argued that the progress of science and technology occurs in waves.

The first wave is associated with the development of agriculture, and the emergence of this wave was 10,000 thousand years ago. It destroyed the forms of the primitive communal system, created a division of labor and family organizational structures. The second wave of industrialization began 300 years ago and created the most powerful, compact, expansionist social system the world has ever known. The third wave arose in the 50s of the 20th century and was associated with the "information explosion" and the growth of information, as a result of which a person could not manage its volume without the help of new information technologies. That's why it's called technological development. The "first wave" wars are for the distribution of land, the second - for physical productivity, and the "third wave" battles for the acquisition and control of knowledge. It was technological development that became the basis of the information attack.

Information security specialists have identified 5 main classifications of the danger of the negative consequences of the Internet and social networks if students do not use them positively.

1. Weakening of parental authority due to uncontrolled use of the Internet. Sometimes parents leave him alone with the global network, saying that "my child will grow up" or "my child should be busy with some business and not bother me." Such situations are considered the first step in the uncontrolled use of the Internet by children, and as a result, children do not listen to their parents, get used to deceiving them and disrespecting them.

2. Culture, ideas, ideologies opposite system. life this complex during the course of growing oneself to show and in society one's own place to adopt ways looking for an independent mood to be in need feels this way the Internet in networks spread and increase against what is being done from yes the system, other subculture currents, religious extremist in the stream of ideology is still a person as a stable formation did not have time young to a generation of great risk giving birth.

3. Anonymous Internet communications. Anonymous communication insult, discrimination and stupidity do like actions reason to release can

4. Personal information loss is the Internet - a network of users (children and adolescents) is also reliable and

happened due to openness will this circumstance Social in networks from the list transition during, online purchases during the chat and on the forums of the questionnaire to fill in during observed.

5. To the addiction games online games are very interesting, their creators children the game in the process more time during stay care for all measures seeing to put this cases until the child spiritual impoverishment, the game addicted existence to stay take will come to the games addicted existence left, a lot of children food, lesson preparation forgetful and insomniac will

That is why for young people information security to provide in order for our country to September 9, 2017 adoption made their children to health harm deliverer from information protection to do health in article 5 of the law on harm deliverer from information protection to do in the field of the state policy of the main direction set posted

Universities participating in our study and the coverage of students and youth is as follows;
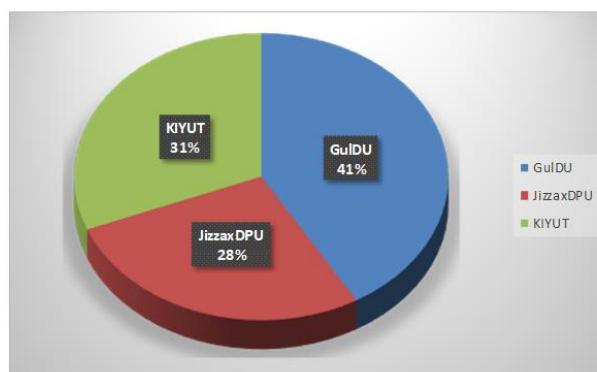

Our respondents are presented in this diagram in the section Universities: 166 students from Gulistan State University (GulDU) make up 41% of the total number of participants, from Jizzakh State Pedagogical University (JizzahDPU) 32% of 110 participants, from Toshken International University. Chemistry (KIUT) 31 out of 124 participants.

Rating of social networks chosen by respondents in our author's survey
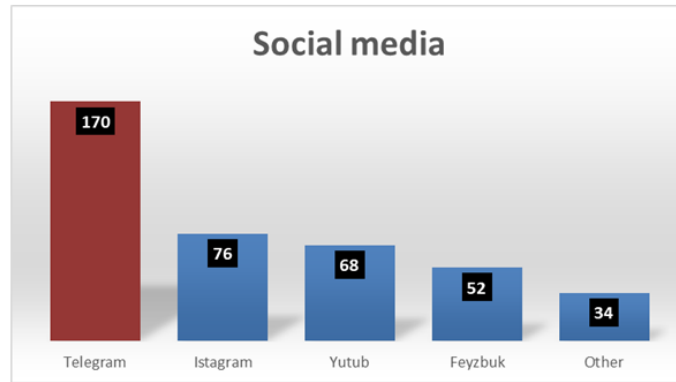
In our author's methodology, the levels of selection of the Internet competition by our youth were as follows (those who chose the Internet competition a lot, and those who chose it less).
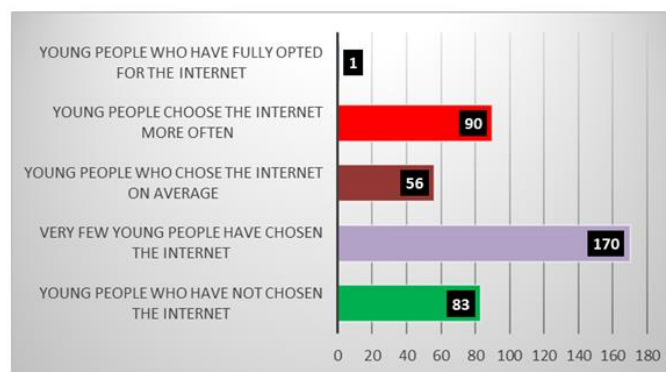
147 of our young people chose the online competition more than the respondents who took part in our survey; Separately, all the results of 1 young man who chose the Internet competition in full, 90 who chose the Internet competition more, and 56 who chose the Internet competition on average were studied. Based on these selected indicators, a model of social behavior of young people actively using the Internet was built.

The results of the Kimberly Young test (internet addiction of our respondents) are presented in our table below.

Table 1 .

The results of the study of Internet addiction among young people

OTM	Number of students	1st level No dependence 20-49 points		Level 2 internet addiction 50-79 points		Level 3 Internet addiction Risk level 80-100	
		Number	**%**	**Number**	**%**	**Number**	**%**
Members	Boys (160)	91	22.75	69	17.25	0	0
	Girls (240)	187	46.75	53	13.25	0	0
	Total (400)	278	69.5	122	30.5	0	0
GulDU	Boys (58)	24	6	34	8.5	0	0
	Girls (108)	82	20.5	26	6.5	0	0
	Total (166)	106	26.5	60	15	0	0
JDPU	Boys (50)	35	8.75	15	3.75	0	0
	Girls (60)	49	12.25	eleven	2.75	0	0
	Total (110)	84	21	26	6.5	0	0
KIUT	Boys (52)	32	8	20	5	0	0
	Girls(72)	56	14	16	4	0	0
	Total (124)	88	22	36	9	0	0

The conducted research on the psychological aspects of the influence of Internet communication on the social behavior of young people allows us to draw the following conclusions.

1. The analysis of the problem made it possible to present a model of social behavior of young people who actively use the Internet in society. Young people can be conditionally divided into groups characterized by the following behavioral characteristics: demonstrativeness, social demand, the importance of communication, social elasticity and openness. These manifestations of social behavior have socio-psychological characteristics and are manifested in the choice of a certain type of Internet connection.

2. The socio-psychological characteristics of young people are associated with the activity of using Internet communications. Highly active users highlight love and friendship as the dominant terminal value (self-respect) and note such personal qualities as cheerfulness and sensitivity as a means to achieve goals. For users of medium and low activity, the main goal is health (physical and mental), and the value is responsibility, a sense of duty, the ability to keep one's word.

3. For highly active users of Internet communication, the most attractive coping strategy is the search for social support, moderate - positive reassessment, low - problem planning. In problem situations, highly active people focus more on solving them using external resources rather than their own.

4. Online communications focused on real-time video, such as video chats and online broadcasts, are preferred by young users with visual behavior. They are prone to narcissism, the manifestation of unsportsmanlike qualities, cheerfulness as a way to achieve life goals, not to take responsibility in problem situations. This group often turns to experiments with their image, changing their appearance with the help of cosmetology.

5. Types of Internet communication that involve more formal relationships and some internal communication rules are e-mail and forums. They are preferred by active young users with high social demands. These are the norms of behavior approved by society, sociality; show more attention and tolerance for other people's opinions and, at the same time, have cases of external support in stressful situations.

6. The main types of Internet communications aimed at direct communication are instant messaging programs such as instant messengers and chats. This type of Internet communication is chosen by active young users with a high need for communication. With their help, the user can fill in the missing emotional richness of life (first of all, an active position as a value-targeted one). When a problem arises, they often seek social support, so it is important for them to have good and loyal friends. Frequent and lengthy telephone conversations, correspondence, participation in surveys, voting, training, rallies, group games are recorded.

7. Social networks as a type of Internet communication are known for their social adaptive effect among active youth. This is reflected in changing behavior (feeling of presence) by focusing on the expectations of the virtual community. This leads to the fear of being judged or not being judged. Focusing on social media (virtual news coverage) leads to a decrease in

attention, and the desire to "stay connected" leads to a distraction from the real environment and activities.

8. Aimed at the regular posting of information about the events taking place in it in the form of text, photo or video reports. This type of Internet communication is chosen by young active users striving for popularity. For them, social recognition is the goal of value. Following new fashion trends and public figures leads to an increased fantasy of imitation and fame. The ability to use an Internet resource to gain popularity determines the usual behavior: popularity, visits to unusual places, fitness clubs, flash mobs and photo shoots, an increased tendency to engage in extreme sports.

In general, the results of the study on establishing the relationship between Internet communication and the social behavior of young people made it possible to confirm the hypothesis put forward and determine further prospects for studying this problem. Certain characteristics of social behavior can become a means of building more effective communication, choosing the right means of communication, depending on the intended goals. We believe that further study of the problem is related to the deepening of the study of the role of Internet communications in the regulation of the social behavior of users in different age groups and in different areas of application.