

**SOCIAL MEDIA ADDICTION: ITS MENTAL HEALTH CONSEQUENCES AMONG
THE YOUTH AND LEGAL APPROACH TO IT**

Dusiyarova Barno Shuhratovna

The master student of Media Law

Tashkent State University of Law

Firstly, very frequent and prolonged stay on social networks leads to the so-called attention deficit disorder. This means that a person loses the ability to concentrate on one thing for a long time. To explain this, it's enough to remember how we receive information on a social network - quickly and in small portions. People dependent on it become so accustomed to this "portioned" mode of receiving information that after a while they can no longer, for example, spend a long time solving any given task. After all, on the Internet we often have to switch our attention from one thing to another: here we are listening to music, then reading a short article, and now writing a message. Over time, even reading your favorite book can become difficult because the brain, out of habit, begins to constantly "look" for reasons to switch to something else. Of particular concern in this sense are the younger generations, who have been "involved" with the Internet and social networks almost since childhood. Their thinking is very flexible and very easily influenced. Therefore, dependence on networks poses a special danger for children and adolescents, which is becoming extremely difficult to avoid in the modern world.

Secondly, prolonged use of social networks eventually causes information addiction. Continuously receiving "pieces" of information becomes a kind of habit for the brain, which is difficult to break. Thirdly, very often "abuse" of social networks causes constant fatigue syndrome, as well as stress. Although scientists say that the human brain's capabilities are almost limitless, it still needs some rest. At a minimum, in order to process and structure the information received. When a person is constantly online, the flow of information to the brain practically never stops. This causes the brain to become overloaded. Therefore, a person begins to feel constant fatigue and is in a stressful state. Fourthly, overly active communication on social networks often leads to the loss of "live" communication skills. This is perhaps the most obvious negative consequence of this addiction. Constantly communicating on social networks, we very often lose the emotional component of our communication with friends and loved ones. There is simply no time for emotions online. Music, comments, "likes", news, and only

in between – a message written by touch. And finally, fifthly, as a result of all the above consequences, a person receives a general decrease in intelligence¹. Here, of course, the same features of “network” information play a decisive role. A person loses the ability to concentrate on one thing, find a solution to an important problem, or seriously think about the task at hand. His brain can no longer work effectively. He gets used to simply receiving an endless stream of information without analyzing it in any way. It turns out that a lot of information is received, but it is not absorbed and as a result the person knows nothing.

I would also like to note that most people suffering from addiction to social networks also have alcohol or at least nicotine addiction, and those who have not yet encountered this are on a direct path to alcoholism or drug addiction, taking into account the fact that social networks are now not only a mass media, but also a trading platform for alcohol and drug dealers, the latter, in turn, are actively promoting goods on the Internet, which can already be purchased for a long time practically without leaving home. And the majority of well-known and famous people, whom modern youth are now so accustomed to looking up to, in their creativity make alcohol and drugs an integral part of life, leading to “success”, which, with one click, immediately ends up on social networks, and therefore in mass access. Then it may happen that we will have to face more than just one bad habit. Modern life is such that very few people do not have a profile on one or more social networks. Twitter, Facebook, Odnoklassniki, VKontakte, Instagram. There are also narrower social networks - for doctors, programmers, webmasters, lawyers, and educators. Do you need social networks? Here are just some examples of the positive influence of social networks in our lives:

- social networks help us exchange information, experience, communicate with friends, like-minded people who are hundreds of thousands of kilometers away from us, and always be aware of everything that is happening in their lives;
- they allow you to quickly find out about new vacancies, since many companies post them on their pages, and even get a job if you strive for this;
- thanks to social networks, a lot of people have found new friends, and some have found their soulmate;

¹ G‘oziev E. Ontogenez psixologiyasi-Nazariy-eksperimental tahlil. Monografiya Toshkent: Ўз.Мил. Универ., 2010.-Б 222

- help you travel by saving money on booking travel and accommodation;
- it is social networks that help many talented young people gain popularity, receive support, recognition from complete strangers;
- For some, social networks have become a source of income; they also help those in need raise money for treatment;
- Social networks nowadays provide assistance to law enforcement officers: very often there are notes in the press that the police managed to find some escaped person through correspondence on social networks².

Development of society takes place through broad-minded, capable, talented personnel. As a result of the growth of young people's worldview, their confidence in building a free and prosperous country, a free and prosperous life, a democratic, civil society with their own strength and opportunity will increase. Every country relies on the social psychology of its growing generation, which encompasses many qualities, in its national development. In the ancient East and West, in the Middle Ages, in the development stages of the classification of sciences, in industrial and today's post-industrial, informational societies, the trust, faith, psychology and worldview of the successor generation are the main issues to be solved correctly. considered. In order to raise a mature, knowledgeable generation, attention is paid to the formation of their worldview and way of thinking, to their education in secondary, special and higher educational institutions. The point is that there is no exact number or amount of dopamine release with social media addiction. Looking at the other part of the coin, dopamine can give an instant gratification, the rest of the process can be absolutely down. This is the scientific prove of this neurotransmitter: when one feels oneself extremely high and there is always the point to be extremely down. So in a nutshell, we can say that social media addiction gives a short-period of happiness but at the end of the line we will not finish the day happily anyway. Unfortunately, there is not any kind of law module which suits for the protection from social media addiction. The main reason for that is scientists and researchers including professors are still discussing the word of "addiction" in the context of social media. Some say, with the amount of dopamine it is plain as a day that social media overuse is definitely addiction.

People involved in developing the functionality of social networks do everything to make them better, more interesting, and more colorful every

²<https://www.hawley.senate.gov/sites/default/files/2019-07/Social-Media-Addiction-Reduction-Technology-Act.pdf>

day. So that when a person goes to the site, he spends as much time there as possible, and preferably also forks out money and buys something (a person who does not control himself shows all the signs of oniomania). Some people view social networks not only as a source of obtaining necessary information, communication, and self-realization. They can log in and wander aimlessly through profiles (web surfing), add acquaintances and strangers as friends, participate in discussions, read news, watch and post photos, and play games. Of course, there are discussions in which people share their experiences, where they are helped to get an answer to an important question. But there is also a lot of "talking about nothing," monosyllabic comments, emoticons, and sometimes banal rudeness³.

People who are insecure and have a limited circle of friends are predisposed to becoming dependent on social networks. Those who would like to communicate, only their opinion in real life is not valued by others. If a person has a serious hobby to which he wants to devote all his free time, then he is unlikely to look through 20 albums, but if there are no hobbies and there is a lot of free time, then this is a sure way to forming such an addiction. Gradually, spying on someone else's life, instead of living your own, becomes a habit, and then it's not far from addiction. But the biggest risk group is children and adolescents. Very often, people suffering from loneliness in real life become addicted to social networks. They have few friends and have difficulty making contacts and communicating. Such people may have low self-esteem, a lack of faith in themselves and their attractiveness to others. A very large number of them are teenagers who find it very difficult to find a common language with their peers. Young mothers who spend all their free time on the Internet are also susceptible to addiction to social networks. It can be almost impossible to notice the line separating a passion for social networks from addiction. You know you're addicted when you can't go an hour without checking your messages or scrolling through your news feed. When thinking about people living virtual lives, I would like to focus on three types:

➤ Passive type: you constantly observe the lives of other people, look at their news and photographs: perhaps nothing interesting is happening in your life, for you it is boring and unattractive, you are very dissatisfied with it. Or, on the contrary, you want to abstract yourself from real life, it is unbearable for you, there is a lot of discomfort in it: uninteresting work, difficulties in the family, problems with parents, spouse or children.

³ I. Vaghefi and L. Lapointe, "Can IT hurt productivity? An investigation of IT addiction," presented at the Proceedings of the 34th international conference on information systems, Milan, Italy, 2013.

➤ Active type: you put your life on display, hourly sending your photos and making various posts to social networks: perhaps you lack approval from loved ones, their support and praise in something. And then you strive to make up for this deficiency in virtual life. Perhaps you carefully hide your loneliness, anxiety, your own discomfort from real life, investing so much in creating an image on the Internet.

➤ Mixed type: you spend a lot of time on the pages of other users, while also investing a lot in your own account: perhaps you are a narcissistic person who is distinguished by a pronounced competitiveness. It is important for you to be visible, to be noticed, but you do not suffer defeat; you cannot bear the feeling of losing to other people in something. The constant process of comparing oneself with others is not under conscious control; it occurs on an unconscious level⁴.

Social media addiction is an overindulgence in activities on one's page, a constant need to increase time spent on the computer, and continuation of the activity despite harmful consequences. This addiction means that a person loses control and spends most of his time on the Internet. The decline in productivity, critical thinking, and problem-solving abilities is perhaps one of the mass media's most alarming negative effects. Social media, a widely used form of mass communication, is infamous for its ability to draw attention away from its intended audience. The continual interruptions and overload of information, according to scientists, prevent our brains from thinking deeply and hardly ever improve our long term memory. Although mass media has a significant global impact, its drawbacks exceed its benefits. People's perspectives on the world are changing quickly as a result of technology, and there are countless opportunities to quickly and easily access information. According to media psychology, "mass media influence" refers to how the media affects people's behavior, thought processes, and decisions. This effect may be harmful or beneficial. People may experience poverty, crime, nudity, violence, poor mental and physical health disorders, and other catastrophic outcomes as a result of the harmful effects of the media on society. For instance, it's very uncommon for a crowd to attack innocent people after being enraged by rumors that have circulated online. The biggest illustration of how the mainstream media has a harmful impact on society is these

⁴ I. Vaghefi and H. Qahri-Saremi, "Personality Predictors of IT Addiction," in Proceedings of the 51st Hawaii International Conference on System Sciences, 2018.

unreported news headlines⁵. Whether through direct or indirect sources, people typically learn diverse facts about the world, but the impact of the media on society is undeniable. This wave includes both educated and illiterate individuals, which increases the media's and the regulating authorities' obligations. They need to be more cautious when it comes to the method and timing of news dissemination. In some circumstances, the influence of mass media—whether good or bad—can be extremely important. This is one of the main reasons why during some delicate situations in the city or state, residents may experience situations where news broadcasts and internet service are prohibited. By texting each other online, personal communication and relationships suffer. Addicts often resort to paid resources and unknowingly spend money. Gradually, a person ceases to fulfill his duties, take an interest in the problems of loved ones and everyday affairs. The disorder is accompanied by disturbances in behavior, habitual routine, insomnia, etc. Constant presence in the virtual world leads to the formation of persistent psychological dependence. During communication, euphoria, pleasant emotions, and a feeling of excitement appear. There is a strong need to return to a harmful hobby for pleasure.

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