



PSYCHOLOGICAL IMPACT OF SOCIAL NETWORKS ON PERSONAL BEHAVIOR

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A B S T R A C T

This article describes the concepts that influence the personality and behavior, the changes that occur in people in the current globalization period, the psychological developments, the study of the causes of the difficulties that arise, the personality of an individual as a result of certain factors. aimed at studying the mechanisms that cause change. The main topic is ways to create the right social environment during the period of a number of changes that occur in adolescents. In addition, the article also talks about preventing pedagogical and psychological problems that arise in the youth of individuals.

K E Y W O R D S

globalization, environmental impact, peer group, behavior, aggression, mass media, unconscious state, physiological impact, mental health, violence, aggressive behavior, depression and suicide.

Introduction

Today, in the era of technology and globalization, the process of searching for effective conditions and mechanisms for raising and educating the young generation capable of communicating with other cultures is becoming more active. It is clear that there are many factors affecting the behavior of young people and their negative impact is significant.

A person collects patterns of aggressive behavior based on the following three main sources:

1. Unhealthy family environment. In some families, the lack of a positive psychological climate in the relationship between parents and children, disagreements between children, conflicts in the family, conflicts, and the lack of family harmony lead to the formation of aggressive behavior in children. The manifestation of aggressiveness in children depends on the level of influence of the family environment.
2. Peer group. Children also internalize aggressive behavior in their relationships with their peers outside the family. In many cases, children try to behave aggressively by observing the behavior of peers. Excessively aggressive children are ostracized by their peers. Such children feel humiliated and find a place in a group of aggressive children like themselves. And this does not lead to problems after problems.
3. Recently, the opinion that the mass media is the most powerful weapon influencing the increase of aggressiveness of children has been recognized recently. At this point, it is noted by experts that various

militant films and shows that are shown around the world influence the formation of aggressive characteristics in children. It is an undeniable fact that the influence of the Internet is unique in this regard. Children are getting acquainted with information that does not correspond to their age and psychological characteristics through the Internet, and by playing various games that promote and form militancy and aggression, they cause the formation of aggressive behavior in their subconscious. [1] According to the opinion of many people, it is noted that the problems related to children with difficult upbringing are frequent and their number has increased dramatically. Also, this problem can be attributed to a number of external reasons, i.e. the current high flow of information (watching TV continuously, simulating episodes of various games on the computer, reading all kinds of inappropriate information through unofficial sites on the Internet). learning) or being ignored by adults, crisis in the family, etc. Without denying this factor, the root causes of this problem should be sought in the mental development of the child.

It's no secret that today's children are different from their peers twenty years ago. Today's young people are impressionable, have a high tendency to independence, and at the same time are relatively indifferent, they do not want to spend their time on meaningful socially useful activities. However, a person is naturally inclined to easy and entertaining activities. It should be taken into account that most of the structure of human behavior is under the pressure of natural instincts. Correct coordination of these pressures requires willpower from a person. This situation can also be explained as the effect of the development of modern technology. In most cases, neglect and indifference to these changes in children can be the primary cause and basis of negative deviations in the behavior of teachers.[2]

Another benefit of the Internet for users is privacy. Psychologists say that some people prefer to sit on the Internet because they hesitate to reveal their feelings in real life. According to statistics, women make up 52% of those who write their feelings in blocks (daily notebooks on the Internet), and men make up 48%. Many of them are Internet addicts (those who cannot live without the Internet) because they are bored with real life and prefer to enter the virtual life - the Internet. According to psychologists, those who cannot relate to others feel free on the computer. Because no one can oppress them. The high use of the Internet by young children brings with it a number of negative aspects as well as positive aspects. A simple example is that parents forbid their children to watch any obscene or scary movies on TV. But they allow to play the bloodthirsty, shooting, murder and bloodshed games like "Fear.2", "Doom3", "Wanted" on the computer. Over time, many of our experts have mentioned that these games have a negative effect on the child's physiological and psychological aspects. According to psychiatrists, this disease is called "ludomania" in science. It is mainly found among children and adolescents. Symptoms such as sleep disturbances, changes in behavior, irritability, restlessness, total addiction to computer games, refusal to study and housework are felt. If we look at it from a physiological point of view, there is a possibility that due to light exposure, it may cause blurred vision, decrease in physical activity, disruption of the blood circulation system in the body, and even have a negative effect on the offspring.[3]

Mass media can have both positive and negative effects on adolescent mental health. Positive effects include increased knowledge and awareness of important issues, improved social connections, and increased creativity. However, negative effects include increased stress, depression and aggression, as well as problems with self-esteem and body image. Social media is one of the most popular forms of media used by teenagers today. Social media platforms such as Facebook, Instagram, Twitter and Snapchat allow teenagers to connect with their peers, share their experiences and express their opinions.

However, social networks can also have a negative impact on the mental health of adolescents. Studies have shown that excessive use of social media can lead to loneliness, anxiety, depression and low self-esteem.

Television and movies are other media that can affect a teenager's mental health. Exposure to violent content in movies and TV shows is associated with increased aggression and desensitization to violence. In addition, unrealistic beauty standards portrayed in the media can lead to body image concerns and eating disorders.

Video games are another form of media that has become popular among teenagers. While video games can improve cognitive skills such as problem-solving and decision-making, they can lead to addiction and aggression. Studies have shown that playing violent video games can increase aggressive behavior and decrease prosocial behavior.

The influence of mass media on the mental health of adolescents is complex and multifaceted. Mass media have a positive effect

It is important to recognize the potential negative impact on adolescent mental health.

Below are some of the ways media can affect the mental health of teenagers:

1. Adolescents exposed to violent content in movies, TV shows, and video games exhibit aggressive behavior and become desensitized to violence.
2. Teens exposed to unrealistic beauty standards in the media are more likely to have body image problems and eating disorders.
3. Teenagers who spend a lot of time on social networks tend to compare themselves with others, which leads to low self-esteem and increased anxiety.
4. Teens who spend a lot of time playing video games develop addictions and can have negative consequences such as poor academic performance and social isolation.
5. Teens who use social media are at risk of experiencing cyberbullying, which can increase anxiety, depression, and suicidal ideation.[4]

Cyber Racism refers to the phenomenon of online racism. The expression of racism on the internet is common and frequent and is facilitated by the anonymity which is offered by the internet. Racism may be expressed through racist websites, photos, videos, comments and messages on social networks.

Internet addiction is a relatively new form of dependency, which is under review by the scientific community. Essentially it refers to the increasing number of people who report more and more involvement with the Internet to raise the feeling of satisfaction and a systematic increase in the time spent for pumping this feeling. The Internet addiction although not officially recognized as a clinical entity is a condition that causes significant reduction in the social and professional or academic functioning of the individual. Experts of mental health are increasingly invited to approach therapeutically people with problematic Internet use.

In conclusion, we can say that, comparing the negative and positive effects of mass media, we can see that the negative effect is higher. It is true that it is impossible to delay social networks, and it is also impossible to censor in modern developed countries. Therefore, any society should protect its citizens from such harmful effects and reduce the harmful effects on their behavior. It is necessary to form immunity against these negative factors. For this, it will be necessary to carry out campaigning and promotion work among the young generation. For example, organization of agencies promoting healthy lifestyle of young people and encouraging their activities. In addition, in the educational system, it is

necessary to increase sports activities that encourage students to think creatively in educational programs.

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