

THE INFLUENCE OF SOCIAL NETWORKS ON THE MIND AND PSYCHOLOGICAL DEVELOPMENT OF YOUTH: PSYCHOLOGICAL ANALYSIS

Saida Miralimzhanovna Kurbanova Lecturer of the Department of
Psychology, Fergana State University,

Behrooz Mehrochov 3rd year student of the Psychology Department, Fergana
State University,

**Psychology Department, Faculty of Pedagogy, Psychology and Art History,
Fergana State University**

ABSTRACT

This article analyzes the impact of social networks on the psychological development, emotional state, and cognitive processes of young people. In the modern information society, social media has become an integral part of youth life. Along with educational and communicative opportunities, the study examines negative consequences such as internet addiction, stress, depression, social isolation, and decreased attention. The importance of media literacy and psychological prevention is also highlighted.

Keywords: social networks, psychology, youth, mental development, internet addiction, media literacy, emotional state.

Introduction

The rapid development of information technologies in the 21st century has a significant impact on all aspects of human life. In particular, the Internet and social networks have become important communication tools in modern society. Young people are today the most active Internet users. The role of social networks in their daily activities, communication, educational process and organization of free time is increasingly increasing.

From a psychological point of view, the virtual environment is one of the social factors that directly affects the development of the individual. In particular, the influence of the Internet environment is of great importance in the process of forming the consciousness and thinking of young people. Therefore, a scientific analysis of the positive and negative effects of social networks on the psyche of young people is one of the urgent issues.

The degree of study of the problem

The role of the social environment in personality development has been studied by many psychologists. Scientists such as Lev Vygotsky, Alexei Leontyev, Sergey



Rubinstein have substantiated the decisive role of social factors in the formation of the human psyche.

In Western psychology, D. Myers, S. Turkle, J. Young and other researchers have studied the impact of the Internet and social networks on the human psyche. Their scientific works cover the problems of virtual communication, Internet addiction, emotional instability and social adaptation.

In domestic psychology, the psychological aspects of personality development and the social environment have been widely studied in the studies of scientists such as E.G. Goziev, M.G. Davletshin, B.R. Kadyrov.

Research methodology

In the process of preparing this article, the methods of theoretical analysis of scientific literature, comparative comparison, psychological interpretation and generalization were used. The methodological basis of the research was activity theory, cognitive psychology and a cultural-historical approach.

Psychological benefits of social networks

Social networks are significantly expanding the opportunities for young people to gain knowledge. Through various electronic libraries, databases of scientific articles, online courses and video lessons, users have the opportunity to independently improve their knowledge.

In addition, social networks help develop communicative competencies. Young people have the opportunity to communicate with representatives of different countries and cultures, which enriches their social experience.

Psychologically, in some cases, social networks also serve as emotional support. In various groups and communities, a person can find a social environment that suits their interests.

Another important aspect is that social networks create opportunities for the development of young people's creative abilities. By blogging, exchanging scientific ideas, and presenting creative works, a person realizes his potential.

Negative psychological impact of social networks

In recent years, Internet addiction has become one of the global psychological problems. Internet addiction is a psychological condition that occurs as a result of a person's excessive attachment to the virtual space.

Such addiction causes the following negative consequences:

- decreased attention;
- impaired memory function;

- impaired time management ability;
- insomnia;
- emotional instability;
- decreased social activity.

Studies show that excessive use of social media can lead to increased depressive symptoms, especially as self-esteem decreases as a result of comparing oneself to the successes of others.

The widespread state of “virtual identity” among young people is also a significant psychological problem. Some users pay more attention to their virtual image than to their real-life personal image. As a result, a violation of personal identity may be observed.

Impact on cognitive processes

In psychology, attention, memory, thinking, and perception are considered the main components of cognitive processes. The rapid flow of information in social networks causes the human brain to constantly receive new information.

This situation leads to the following consequences:

- a decrease in long-term attention;
- an increase in superficial thinking;
- a decrease in the ability to deeply analyze information;
- an increase in the tendency to make quick decisions.

As a result, some problems may arise in the analytical thinking and independent thinking skills of young people.

Social networks and emotional state

Psychological studies show that the number of “likes”, comments, and followers on social networks is one of the factors affecting the emotional state of young people. Positive assessments can make a person feel satisfied, while indifference or negative thoughts can increase anxiety and stress. Especially in adolescence and early adulthood, when emotional sensitivity is high, relationships on the Internet have a strong impact on mental health.

The importance of media literacy

Media literacy is one of the important competencies of a person in modern society. It develops a person's ability to critically evaluate information, protect themselves from manipulative influences, and identify reliable sources.

The development of media literacy among young people leads to the following results:



- reduction of Internet addiction;
- development of critical thinking;
- ensuring information security;
- increased psychological stability.

Research results and discussion

Theoretical analyses have shown that social networks have a two-way effect on the human psyche. Although they expand opportunities for learning, communication, and personal development, they also cause negative consequences such as Internet addiction, depression, and emotional instability.

Especially during the period of formation of youth consciousness, due to the high influence of the media environment, it is necessary to pay special attention to the issues of psychological prevention and media literacy.

Conclusion

Social networks are an important component of the modern information society. They expand the opportunities for young people to gain knowledge, communicate and develop personally. At the same time, they can also cause negative effects such as psychological dependence, stress, depressive states and a decrease in cognitive processes.

Therefore, it is important to form a culture of rational use of the Internet among young people, develop media literacy and strengthen psychological prevention work. This will serve to strengthen the psychological health of young people and their development as a harmonious personality

References

1. G'oziev E.G'. Umumiy psixologiya. – Toshkent: O'qituvchi, 2010.
2. Davletshin M.G. Psixologiya asoslari. – Toshkent: O'qituvchi, 2008.
3. Vygotskiy L.S. Tafakkur va nutq. – Moskva, 1999.
4. Leontyev A.N. Faoliyat. Ong. Shaxs. – Moskva, 2005.
5. Rubinshteyn S.L. Umumiy psixologiya asoslari. – Sankt-Peterburg, 2008.
6. Myers D.G. Social Psychology. – New York: McGraw-Hill, 2018.
7. Turkle S. Alone Together. – New York: Basic Books, 2011.
8. Young K. Internet Addiction: Symptoms, Evaluation and Treatment. – New York, 2015.
9. Андреева Г.М. Социальная психология. – Москва, 2017.



10. Немов Р.С. Психология. – Москва: Владос, 2018.
11. Qodirov B.R. Psixologiya. – Toshkent, 2019.
12. Karimov I.A. Yuksak ma'naviyat – yengilmas kuch. – Toshkent, 2008.
13. UNESCO. Media and Information Literacy Curriculum for Teachers.
14. American Psychological Association. Social Media and Mental Health Reports.
15. World Health Organization. Mental Health and Digital Technologies Report.
16. Cyberpsychology Journal. Social Media and Youth Development Research Papers.
17. Journal of Educational Psychology. Digital Environment and Learning Processes.
18. Internet Psychology Review. Virtual Communication and Personality Development.