

SOCIAL NETWORKS, THEIR POSITIVE AND NEGATIVE CONSEQUENCES

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Annotation. Relevance and goals. These days, communication and the expansion of information are vital to human existence. This article will look at social networks as a byproduct of progress, its benefits and drawbacks, and potential growth paths. These days, social media use takes up a large amount of people's time since Internet-connected devices and the Internet itself are so widely available. As a result, we address the problem of how to spend time in virtual places in several ways. This article seeks to call attention to people's over-reliance on social media while also discussing possible problems and remedies. tools and methods. The Internet and social networks were examined, and a person's level of dependence on their use was assessed, all based on personal experience and observations. Conclusions. The article discusses the advantages and disadvantages of social media and the Internet's impact on human existence. Drawing from the author's own observations, conclusions were drawn about the level of intellectual growth and the ways in which users of the global network engage with public policy. Conclusions. You can gain a realistic evaluation of the significance and efficacy of social networks and the Internet in human existence by modeling potential future scenarios.

Keywords: reliance on social networks, social networks.

Introduction

A person is a social being who needs communication and development throughout his life. The process of communication, or information exchange, is one of the most common methods of cognition and awareness of everyday reality. The Internet and social networks as a way of storing and transmitting information. It is much easier to assimilate information that is provided to us in the form of a dialogue, i.e. verbally, but, as you know, such information is short-lived. There are two types of information: important and

insignificant. To preserve or transfer it in its original form, mankind has invented and he continues to come up with many ways. Changing methods is closely related to the development of society, they, like humanity, undergo natural selection, as a result of which outdated methods are replaced by new, progressive and more promising ones. Having a support supported by knowledge, a person can continue his development, study, invent or describe new knowledge. The invention of the computer, and subsequently the Internet, became a great impetus in the development of storage, transmission and systematization of information. At the moment, opinions about it are divided: someone believes that the Internet plays only a positive role and does not bring anything bad into our lives, while someone, on the contrary, believes that it is evil and it is not worth expecting something good from it. In our opinion, the Internet provides great opportunities for development, since a large amount of information is concentrated in its vastness. But the disadvantage of the World Wide Web is that this information may be incorrect and unreliable due to the author's illiteracy or specially falsified in order to confuse or misinform people.

Dependence on the Internet and social networks

The Internet is at the peak of popularity, the number of network users is growing every day. Russia ranks first in Europe in terms of the number of Internet users (about 60 million people). This happened due to the availability of the world Wide web. Many people have not one, but several devices for accessing the global network: a computer, laptop, phone, etc.

The first communication device (phone, smartphone) the average child appears at about 6-7 years old, when he goes to the first grade. All it starts with a stupid struggle "Who has the coolest toy?", and ends with the fact that the connection between the user and the thing develops into something more than a relationship with a toy. The thing seems to grow to a person, forgetting the phone at home, going to work or going out to the store, is a real nightmare: suddenly someone will call or send a message, and you will not be able to answer it instantly. The Internet has become an integral part of the lives of active users. Many of its consumers, without noticing it, become Internet-dependent, this

is especially vividly observed on the example of modern youth 13-28 years old. People who grew up without the Internet are more resistant to its influence, and they do not actively get used to it, i.e. there is no "withdrawal" from an unread email or a comment on a photo. Speaking about Internet addiction, it is mainly formed not from sites where a lot of useful and interesting information is posted, with which you can replenish your knowledge, but from social networks (VKontakte, Odnoklassniki, etc.). Social networks were created to communicate with people and keep in touch with those who are at a distance. To popularize social networks and attract new users, sections with audio and video recordings were created. This caused increased interest on the part of users, they began to spend every time. There is more and more free or unfree time on the vastness of social networks. In the classroom, at work, a person who has become accustomed to social networks is tempted to go to his page to check if anything new has happened there. As a result of observing people, it is possible to identify several stages of using social networks and describe the result of this activity.

The consequences are different, it all depends on the person himself, how resistant he is to the effects of social networks. The first stage is an ordinary user (registration, search for friends, correspondence). The difference between an ordinary user and an active one is that he can visit his page once a week without experiencing any discomfort. The main goal here is communication. This category of people most often includes employed people over the age of 45. The second stage is an active user. In addition to correspondence, a person begins to add photos, share topics and links, subscribe to many communities and groups, add friends with whom he did not communicate in principle and is unlikely to communicate. This category includes people over the age of 25. The third stage is a hyperactive user. The social network is becoming a second reality, the user is trying to "wind up" the "like" marks or increase the number of subscribers. Here, the line with the real life

of the user can be erased. For him, the social network is more than a place to exchange mechanical information. The user is trying to express your emotions with emoticons, music in a playlist, or pictures. The presence of a "smile" (a certain sign) or

its absence plays almost a key role in communication, correspondence with a user of another page seems more colorful and enchanting than verbal communication.

Possible consequences of excessive use of social networks

Life on the social network is in full swing, we feel needed and significant in its vastness, but this is an illusion. Going beyond it, we cannot build normal relationships with others, we develop complexes and fears. Nothing appears out of nowhere, nothing disappears into nowhere – this law is relevant for this problem as well. Regardless of any factors, a person has a soul, and his sense of self-realization depends on where he puts it – in a simulation of life or in reality, comfort in the present and the future. Falling into a hallucination can lead to the fact that we fall out of normal communication with people. We do not see the "fruits" of social networks yet, but we can observe a "rapid flowering". Let's give a simple example. While traveling by public transport, many young people go headlong into the Internet, they lose contact with reality, it does not matter to them whether a friend is sitting next to them or an elderly person is standing to whom it is desirable to give way – they are not up to it, their attention, it is concentrated on the device monitor. Of course, while not everything is so sad, examples of such hyperactive use of social networks are rare. It is worth thinking about everything two steps ahead, so you need to pay close attention to this issue, otherwise the consequences will be disastrous: in a few decades, that generation of young people will grow up who spent their entire childhood, adolescence and adolescence without sticking their noses out in their virtual world. At first glance, this is not dangerous, because what can a quiet person do, immersed in his illusory world?! Nothing. That's right, a passive personality can't do anything. We are not talking about solving some global issues of governance of the state or the universe or about the invention of some kind of nanotechnology or medicine that can cure suffering humanity from many diseases. We are talking about the simple continuation of life in society and in general of the entire human race. A person is born, reproduces and dies. This is the cycle of life from the first to the last breath, it is passed not only by man, but also by all living beings living on Earth. Procreation is one of the fundamental needs of a living being, and later, in the course of evolution, man acquired new needs – he wanted

bread and circuses. Evolution did not end there, human needs have grown and continue to grow to this day; in matters of medicine, science, education, this zeal is fine, but not in matters related to social networks. Sometimes we forget about our true purpose. For some young people, information about making changes to the smiley system plays a much more important role than, for example, the discovery of a super-durable material - graphene. Our "important" needs are being met (for example, increasing the speed of the Internet), and it seems to us that we are playing some kind of role, we are being taken care of, but this is not done so that we can have a good life. To blow the dust to the eye, to make fiery speeches about the future and how wonderful we are, that we have chosen the right course of development, etc., is easier than simple. The true purpose of stupefaction, under the influence of which we give our right to manage us and everything in general into the hands of those people who understood and realized the real value of knowledge and the management of this knowledge in time, is to educate as little literate offspring as possible. Reading quotes from groups and public sites, we receive a lot of information in small portions, most of which is meaningless. Of course, there is useful information, but its quantity is insignificant. We may also be given false information, and we will "eat" it with great pleasure. It's hard for us to learn, because learning is a painstaking and time-consuming process that our brain is not used to. Our brain is trained for short information, so when we receive a large amount of task, it quickly gets tired and refuses to work.

When we receive different emotions, often positive ones, we want to receive these emotions again every time. It's an addiction that makes us addicted. Addiction manifests itself in different ways. We do not want to learn, because we have no incentive, no goal to realize reality, which is radically different from the virtual world. With the acquisition of knowledge in "snatches", it begins to seem to us that we know a lot, that we are versatile. Although this is far from the case. Many public organizations create official groups for convenient communication with clients. More and more often, the organizers of various contests and conferences advertise on social networks to attract people to activities, develop their abilities and inclinations. Therefore, it is incorrect to say that we are not given the opportunity to develop and implement on social networks. The road will

be mastered by the person walking, but what kind of road it will be, everyone must choose for himself. When making plans for the future, it is always easier to blame someone for the unreality of your desires than yourself. We expect a lot, but we do little for in order to make it happen. Almost everyone wants to have a good, well-paid job, but not everyone wants or can work appropriately, and, as you know, you can't easily catch a fish out of a pond. To to be a highly qualified specialist, you need to have a certain amount of knowledge, backed up by the skills to implement them in business. What kind of knowledge can we talk about when a person cannot tear himself away from a page on a social network and read a book?! Yes, there are books in electronic form on social networks, but only a few of them read, and then these units, before switching to electronic versions, you should have read at least a couple of paper books. The love of books is instilled from childhood: if a child reads fairy tales and stories with colorful illustrations at night, and does not include cartoons, then the probability that in the future this person will take a book into his own hands is much higher. "People stop thinking when they stop reading." These words belong to the French writer and philosopher D. Diderot, a man who lived three centuries ago. Nowadays, these words are more relevant than ever. When we stop reading, we stop thinking; when we stop thinking, we stop thinking; when we stop thinking, we degrade! We put ourselves in such danger without even noticing it. We don't notice it because our herd reflex is working, we repeat everything after the crowd, and the crowd repeats after us, it's

a vicious circle that needs to be broken by destroying the system. If we want to change something for the better, we need to start with ourselves. There is nothing terrible about progress. The scariest thing is born after progress in our heads. We begin to create some stereotypes, invent a new bicycle, without fully learning how to use what we have already invented correctly. Both the Internet and social networks cannot be thought of only as bad or good. You need to be able to understand and define the facets of reality, what a particular object actually represents.

Social networks, their problems and solutions

A social network is an inherently insidious thing. She seems to have been created with good intentions. There is nothing wrong with a person finding his old friends and acquaintances, watching movies and listening to music, finding new people to communicate by interests. You need to use social media wisely and know the measure of everything. It is worth thinking about your behavior in them. It must be remembered that you cannot incite any conflicts or offend another user. No matter what this is still a virtual reality, the laws of harsh reality keep it under their control.

To solve the problem of human degradation, first you need to compile statistics. Having dealt with the specific time spent on the Internet, as well as on social media sites, you need to make a plan and strategy. Oddly enough, it is necessary to reduce the time spent on the Internet.

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