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SOCIO-PHILOSOPHICAL ANALYSIS OF SOCIAL NETWORKS IN A DIGITIZING WORLD

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Abstract

This article examines the socio-philosophical analysis of social networks in the digital world. Social media has become an important platform for communication, exchange of ideas and social interactions between people. The article analyzes the impact of social networks on society, as well as how they can be used to develop philosophical concepts such as social justice, equality and freedom. The negative effects of social media, such as the spread of misinformation and online bullying, are also discussed. The article also discusses issues such as digital equality, freedom of information, and protection of personal freedom. Conclusions were drawn about how social networks influence global social changes and their social and philosophical significance, as well as about the ways of future development.

Keywords

digital world, social networks, socio-philosophical analysis, freedom of information, Digital equality, individual freedom, disinformation.

Introduction. Social media The world is going digital today. And this, in turn, affects the process of globalization. In the modern world, social media has become an integral part of human life. They change the forms of social communication, causing both positive and negative changes in various spheres of society. Also, Our President Sh. Mirziyoyev attached great importance to the development of information and communication technologies, emphasizing that if this area does not develop, other industries will not move forward.[1] The following aspects are of particular importance in the socio-philosophical analysis of these processes.

Social networks have removed the boundaries of communication, people can communicate regardless of nationality, language or territorial boundaries. This brings humanity closer to the unification processes. On social media, the line between the real and virtual world is becoming increasingly blurred. This leads to

the fact that reality becomes a kind of relativity. The flow of individual information generated by algorithms leaves people in a "filter bubble" limited by their own thoughts, which limits dialogue and diversification.

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Literature review. Manuel Castells (sociologist, researcher): Social media has made it easier for people to share information on a global scale and has contributed to the development of democratic processes. He considers them one of the main elements of the "information society". Clay Shirky (Professor at Yale University): He argues that social media is a powerful tool for bringing people together, forming communities, and accelerating social action. The Arab Spring shows that Twitter and Facebook played an important role in the revolutions. Howard Reinhold (American sociologist): The fact that people can share knowledge through social media has a positive impact on education and technological progress. He considers them platforms that serve to form "smart communities". Jean Twenge (psychologist, professor at the University of San Diego): argues that excessive use of social media increases depression, anxiety and loneliness among young people. According to her research, Instagram, in particular, can cause mental health problems in young girls. Nicholas Carr (American writer and researcher): Social media weakens a person's ability to concentrate and makes it difficult to think deeply. The book The Shallows talks about how the Internet and social networks affect the functioning of the human brain. Tristan Harris (former Google engineer, founder of the Center for Humane Technology): Social networks are designed to hold users' attention for as long as possible, and this contributes to the development of Internet addiction in people. He calls these systems "manipulative technologies against human psychology."

- Research Methodology. The following quantitative (quantitative) and qualitative (qualitative) research methods of the article were used.

Quantitative methods. Using these methods, large amounts of data can be collected and analyzed statistically.

Survey (Survey). Conducting surveys among different age groups using tools such as Google Forms, SurveyMonkey. For example, "how many hours a day do you use social media? asking questions like "why?" Analyzing the results using graphs and diagrams.

Facebook Instagram, TikTok, and other platforms' global and local statistics are analyzed. Using resources such as Sensor Tower, Statista, and SimilarWeb.

Monitoring using big data and artificial intelligence – analyzing popular hashtags and trends. Text mining and sentimental analysis (content analysis of messages and comments on social networks).

Qualitative methods. These methods help to study in depth the impact of social networks on society and personality.

Interview – conducting interviews with experts, bloggers and ordinary users. Questions: "How do you use social media?", "How does this affect your daily life?"

Observation - tracking which content people are most interested in on social media. Analysis of the most popular network platforms in Uzbekistan.

Experiment – for example, restricting a group of people's access to social media and studying how their behavior is changing.

- Analysis and results. Users often share their personal information on social media, which makes privacy and security issues relevant. The form of personal self-expression in the virtual space often differs from real life, which creates a conflict between the "real Self" and the "virtual self". Social media interactions are often shallow and can weaken deep personal communication.

Social networks enable the rapid organization of social movements and the exchange of ideas. Unequal access to the Internet can increase social stratification. Excessive use of social media weakens a person's activity in real social life.

Social media offers new forms of learning, such as online courses, research groups, and live discussions of topics. False information and misinformation negatively affect the learning process. More interactive and multi-platform approaches are developing in education.

The ethics of the Internet, including the code of conduct on social networks, requires the formation of new paradigms for solving ethical problems. J situations such as threats, insults, or spreading false information on social media exacerbate ethical issues. Social networks, on the one hand, encourage the expression of personal opinions, but, on the other hand, they can cause strong pressure from public behavior.

Algorithms and artificial intelligence in social networks are reaching the level of human behavior management. This requires a balance between freedom and moral responsibility. Companies that manage social media must be aware of their responsibilities in order to benefit society.

The number of social media users worldwide is growing year after year. Since 2022, the number of social media users has increased by 3.7%, approaching the number of the Internet audience (5.19 billion people). The time people spend on

social media has also increased, to an average of 2 hours and 26 minutes per day.[2] The most popular social networks and their number of users are as follows:

- **Facebook:** more than 2.5 billion users.
- **WhatsApp:** more than 2 billion users.
- **WeChat:** about 1.3 billion users.
- **Facebook Messenger:** 988 million users.
- **QQ:** 574 million users.
- **Snapchat:** 557 million users.
- **Telegram:** 550 million users.[3]

In Uzbekistan, the number of Internet users has reached 27 million, of which more than 5.3 million use social networks. This is 20% of the total number of Internet users.

The popularity and use of social media is steadily increasing, which indicates that they are an important part of global digital communication.

The number of social media users worldwide is growing year after year. As of 2023, about 5 billion people, or more than 60 percent of the world's population, actively use social media. The average user spends 2 hours and 26 minutes a day on social media. Facebook Instagram, WhatsApp, and Instagram are some of the most popular platforms.

Social media usage rates have also increased significantly in Uzbekistan. As of January 2023, there are 27 million Internet users in the country, of which more than 5.3 million use social networks. These figures show how widespread social networks are all over the world and in Uzbekistan. Tashmukhamedova Dilorom Gafurzhanovna - "Virtual networks as a factor in shaping the social role of youth in Uzbekistan" (2024)

This study analyzes the processes of socialization and transformation of youth under the influence of virtual networks. Recommendations are also given on improving the effectiveness of youth policy implementation in the information society era. [4]

Scientists around the world have expressed different opinions about social media. Some of them highlighted the positive impact of social media on society, while others focused on the negative effects. The influence of the Internet and, in particular, social networks on the formation of young people as individuals in social relationships... The fact that social networks are a powerful media outlet today and serve as an important factor in their propaganda and the promotion of ideological and ideological threats.[4]

- Conclusion. The progress of digital technologies has led to a deep penetration of social networks into the life of society. Today, they have a huge impact on

personal life, education, business, information exchange, and political processes. Social networks are changing people's worldview, communication style, and social relationships. However, they can also create spiritual and moral problems such as spreading false information, psychological dependence, and personal information security issues that are becoming more urgent.

A socio-philosophical analysis of social networks shows that they have become an integral part of modern social life, changing the ways a person communicates with society. For this reason, it becomes important to study their influence from a scientific and philosophical point of view. Therefore, the following is recommended.

1. Development of media literacy and digital culture. Development of special educational programs for the conscious and civilized use of social networks. Develop information filtering skills to protect young people from fake news, manipulation, and malicious content.

2. Strengthening ethical and legal norms in social media. Improvement of legislation on personal data protection. Development of legal mechanisms regulating social networks to limit the spread of illegal content.

3. Overcoming psychological and social problems. Implementation of special psychological programs to reduce dependence on social networks. Strengthen the positive impact of social media among users and promote a balance with real life.

4. The use of innovative technologies in the public interest. Early detection and prevention of negative trends in social networks using artificial intelligence and data analysis. Creation of specialized platforms to enhance the positive impact of social media on the development of education, business and civil society.

5. Support the development of local content and social networks. Strengthening the national information space in Uzbekistan, stimulating the production of high-quality and useful content. Involving young people in creating a healthy environment on social media. Although social media has become an important part of the digital society, their impact has both positive and negative sides. For this reason, it becomes important to use them effectively and in a civilized manner, to ensure information security and to maintain a balance in social relations.

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