

# THE ROLE OF SOCIAL NETWORKS IN THE FORMATION OF A YOUTH WORLDVIEW

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## Abstract:

In this article, the influence of social networks on the formation of the worldview of young people is comprehensively studied. It offers a systematic framework for understanding the various ways in which social networks shape young people's attitudes, beliefs, and behaviors. The article discusses the role of social networks in revealing young people from different points of view, facilitating social communication and disseminating information. It also examines the impact of social media on self-awareness, social identity monitoring, and the pursuit of personal identity. In addition, the article explores the impact of social media on political participation, activism, and social consciousness. In general, the article emphasizes the importance of understanding the role of social networks in shaping the worldview of young people and provides valuable ideas for future research in this regard.

## Keywords

Social networks, worldview, youth, identity formation, information dissemination, peer influence, cultural norms and political participation

## Introduction

The increase in social networks among young people can be attributed to several factors, including the increase in access to smartphones and the internet, the desire for social bonding and self-expression. According to recent research, a large percentage of young people use social media every day, especially platforms like Instagram, Snapchat and TikTok are popular among young people. This trend emphasizes the importance of social media today as the main method of communication and interaction for young people.

The role of social networks in the formation of a worldview currently plays an important role. Social networks play a decisive role in shaping the worldview of young people through social communication and dissemination of information. On these platforms, people can share ideas, thoughts and experiences with different audiences. Through interactions on social media, young people are introduced to a wide variety of views, beliefs and cultures that can have a significant impact on their worldview. In addition, social media is a powerful tool in the dissemination of information, allowing young people to use news, educational content and various perspectives from around the world. The ability to quickly and easily share and consume information on social networks can lead to the formation of thoughts and beliefs that shape how young people perceive themselves and the world around them.

Two main theories that help explain how social networks influence the formation of the worldview of young people are social identity theory and social cognitive theories.

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Social cognitive theory, developed by Albert Bandura, emphasizes the role of observational learning and social modeling in the formation of behavior. According to this theory, people learn by observing the behavior of others and the consequences of these behaviors. People tend to adopt more rewarding or positively described behaviors. On social media, young people are exposed to a wide range of behaviors, opinions and lifestyles through content shared by others. They observe how others manifest themselves, interact with each other and react to different situations. Through this process of observational learning, young people can master behaviors, beliefs and attitudes that correspond to what they see on social media and thus shape their worldview [1].

Through their interactions on social media, young people develop a sense of belonging to different online communities and groups, which can shape their values, beliefs and attitudes. In addition, by observing the behavior and experiences of others on social media, young people can adopt new behaviors and attitudes that affect how they perceive themselves and the world around them. In general, these theories emphasize the complex interdependence between social media and the worldview of young people, emphasizing the importance of understanding how these platforms shape attitudes, behaviors and perceptions.

Speaking of its impact on different perspectives and cultures, social media platforms give young people unprecedented access to different parts of the world, cultures and ideas. Through their interaction on social networks, young people communicate with individuals of different backgrounds, cultures and beliefs, making it possible to expand their understanding of the world. For example, young people can follow individuals and pages that share content related to different cultures, traditions and worldviews. They can engage in posts, videos, and articles offering unique concepts and perspectives, which can introduce them to a wide range of ideas and beliefs that may not be found in their immediate environment.

Acquaintance with different views and cultures on social networks will lead to several positive results for young people:

Increased empathy and understanding: influencing different points of view can help develop empathy and understanding in young people towards others who may differ from them. By studying different cultures and experiences, young people develop more subtle concepts about the world and the people in it

Cognitive flexibility: dealing with different perspectives can increase cognitive flexibility, the ability to adapt and adjust thinking based on new information. It is more open-minded to young people and is able to accept different ideas and views.

Prejudice and stereotype depletion: exposure to different perspectives can counter stereotypes and reduce prejudices against marginal groups. By humanizing individuals from different backgrounds, social media develops acceptance and inclusion among young people.

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Cultural awareness and appreciation: social media also helps young people to value different cultures and customs more. By learning the Customs, Customs and customs of other cultures, young people become aware of the Culture [2: B.1143-1168 ].

In general, social media exposure to different views and cultures can have a huge impact on the worldview of young people, positively affecting their attitude, beliefs and behavior. Social media helps young people grow into tolerant, empathetic, and inclusive individuals by developing an understanding and appreciation of diversity.

Social networks play a crucial role in facilitating the social interaction and cognitive processes of young people. These platforms give people space to connect with others, exchange ideas, and participate in discussions, which can encourage critical thinking and thinking. For example, young people can participate in online forums, group chats and feedback, ask questions and participate in discussions. Such dialogues help young people to clarify their thoughts, express their ideas and develop their own unique views on various issues.

Communication with peers on social networks can significantly affect the results of the worldview of young people. Peer relationships there are the following ways to form a worldview:

Peer influence: young people are often influenced by peer opinion, beliefs, and behaviors. Peer pressure on social media plays an important role in shaping young people's attitudes and views on various issues.

Confirmation bias: social media can also contribute to affirmative bias where people search for information and opinions that match their existing beliefs. This will strengthen certain worldviews and limit exposure to different perspectives [3.].

In general, peer-to-peer communication on social media can have a huge impact on the worldview of young people. By communicating with peers on the Internet, young people can get acquainted with new ideas, challenge their existing beliefs and develop a more complex understanding of the world around them. Social media platforms serve as a powerful channel for disseminating information and news to a wide audience, including young people. These platforms allow individuals and organizations to share news articles, blog posts, videos, and other forms of content with their followers, allowing for rapid dissemination of information and coverage of large numbers of people. For example, news organizations use social media to share the latest news and updates, while people can share their thoughts and opinions about current events. Social media algorithms also play a role in determining which content is displayed, further influencing the information they consume, based on user interests and online behavior.

Information consumed by young people on social networks can have a significant impact on the formation of their worldview. Several effects of information consumption on the formation of a worldview are the following:

Filtering: social media algorithms can create filter bubbles in which people are exposed only to information that matches their existing beliefs and interests. This can lead to the

strengthening of the existing worldview by limiting the ability of young people to have different views.

Misinformation and disinformation: social media can be a source of misinformation and disinformation where misinformation or misinformation spreads quickly. Young people can be exposed to misinformation, which shapes their imagination and beliefs

Exposure: young people can selectively influence their existing beliefs in order to seek out information and avoid information that can discredit them. This can lead to the formation of a nonlinear worldview based on limited information.

Information overload: an excess of information on social networks can lead to an overload of information. This can make it difficult to distinguish reliable information from misinformation and affect the formation of their worldview[4: b.75-83].

Social networks play an important role in shaping the values, beliefs and attitudes of young people. Through the content and interactions they consume on social media, young people have different ideas and views that can influence their worldview. For example, young people can follow influencers, celebrities, or thought leaders who support certain values and beliefs. They can also participate in online communities and discussions where different perspectives are shared and discussed. These interactions shape the values, beliefs, and views of young people, providing them with new insights and perspectives.

Social networks also shape young people's perceptions of social problems and cultural norms. Content shared on social media can highlight specific social issues and draw attention to marginal voices and communities. This increases awareness and empathy among young people, encouraging them to act on social issues. On the other hand, social media can also contribute to the spread of misinformation and stereotypes that can disrupt young people's perceptions of social problems and cultural norms. For example, social media can perpetuate stereotypes about specific groups or communities, leading to prejudice and discrimination. In general, social networks have a complex influence on the formation of values, beliefs and views in young people. As well as being a platform for diverse perspectives and meaningful debate, it can also contribute to the spread of misinformation and stereotypes. Understanding these effects is critical for young people to critically assess the information they encounter on social media and to develop an informed and empathetic perspective on social issues and cultural norms.

Social networks play an important role in the formation of self-awareness and social identity monitoring among young people. These platforms provide tools for people to choose their online identity, show themselves in a specific form, and track how others perceive them. This process can affect how young people perceive themselves and their social identity.

Social media influences the pursuit of personal identity in several ways:

Self-presentation: social networks allow young people to carefully sort out their online characters, choose what to share and how to show themselves to others. This process of self-presentation can affect how young people perceive themselves and how they want to be perceived by others.

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Comparison and self-esteem: social networks can lead to comparisons with others, because young people compare their lives, achievements and appearance with their peers. This can affect self-esteem and the pursuit of personal identity, as young people may seek to emulate their ideals or find themselves inadequate in comparison.

Personal exploration: social media provides a platform for young people to explore different aspects of their personality, such as their interests, values, and beliefs. By interacting with others and having different perspectives, young people can gain a deeper understanding of who they are and who they want to be.

Social identity monitoring: social media allows young people to observe how others perceive them and, accordingly, change their behavior. This can affect the development of personal identity as young people seek approval and validation from their online peers

In general, social media plays a complex role in shaping self-awareness and social identity monitoring among young people. While it can be a platform for self-expression and identity learning, it can lead to the effects of comparison, self-esteem issues, and external affirmation on personal identity. Understanding these effects is essential for young people to act on social media in a way that helps them develop their personal growth and healthy self-awareness.

Social networks have a huge impact on the social and social status of young people. These platforms provide opportunities for young people to express their opinions, share their experiences, and interact with those with similar interests and values. This leads to the formation of online communities and networks that have a significant impact on the social and social status of young people. For example, social networks can strengthen the voices of marginalized groups and provide them with a platform to raise awareness of social problems. This can lead to an increase in social awareness in young people, being aware of the experiences and struggles of others.

Social media has changed the political participation and activism of young people. These platforms provide opportunities for young people to participate in political debates, express their opinions and mobilize for social change. Social media was instrumental in organizing protests, rallies, and other forms of activism, allowing young people to reach their voices on a variety of issues. In addition, social networks have also changed the attitude of young people to politics and social problems. These platforms allow young people to access rich information and resources that allow them to gain knowledge on political topics, participate in online debates and discussions.

However, social media also has disadvantages regarding political participation and activism. The spread of misinformation and the formation of echo chambers can disrupt youth perceptions of political issues and hinder constructive dialogue. In addition, social media algorithms can amplify divisive content, leading to Division and extremism among young people.

In conclusion, social networks occupy a decisive place in the formation of the worldview of young people through various mechanisms. These platforms open young people to

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different worldviews and cultures, facilitate social interaction and dissemination of information, and influence the formation of values, beliefs and attitudes.

Social networks also influence youth's self-awareness, social self-observation, pursuit of personal identity, and their political involvement and activism. However, social media can also have negative effects, such as the spread of misinformation, which can distort young people's perceptions and beliefs. Understanding the role of social networks in shaping the worldview of young people is necessary to promote educated and balanced perspectives. Recognizing the positive and negative effects of social media, it is necessary and necessary that young people use these platforms only for the right purposes in a way that develops empathy, critical thinking and social awareness.

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