THE INFLUENCE OF SOCIAL MEDIA PLATFORMS ON THE SOCIAL PSYCHOLOGICAL DEVELOPMENT OF THE PERSON

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Abstract

Social media platforms have now become an integral part of people's lives, and their development consists of several stages. Below we will consider the origin and stages of development of social media platforms.

Keywords: Social media, platforms, internet, computer, service.

Introduction

1. Origin of Social Media

The concept of social media is associated with the development of the Internet. This term emerged as an advanced form of mass media (newspapers, radio, television), based on interactive communication and user-generated content. Although the first social networks were formed in the late 1990s, their roots date back to the 1970s and 1980s [1].

2. Stages of Development of Social Media

Stage 1: Pre-social media era (1970s-1990s) During this period, the Internet and computer networks were just taking shape. In 1971, the first e-mail service was created. In the 1980s, forums such as BBS (Bulletin Board Systems) and Usenet began to become popular, these systems allowed users to exchange messages. In 1991, the World Wide Web was created, which gave impetus to the development of social media.

Phase 2: The First Social Networks (1997-2005) In 1997, the social network SixDegrees.com was launched. It was the first site that allowed users to create profiles and connect with friends. In 1999, the Blogger platform appeared, which was a new stage in the creation of content through social media. In 2002, social networks such as Friendster appeared, in 2003 LinkedIn and MySpace. In 2004,

Facebook was launched, initially aimed only at students, but later became a global platform.

Phase 3: The heyday of social media (2006-2015) In 2005, YouTube appeared, which had a huge impact on the development of social media through video sharing. In 2006, Twitter was launched, which allowed for the rapid exchange of information through short text posts. Instagram was launched in 2010 and Snapchat in 2011, which fostered a culture of visual content sharing. Facebook, YouTube, and Instagram became globally popular and had billions of users.

Stage 4: The Modern Social Media Era (2016–present) The emergence of TikTok (2016) led to the attraction of audiences through short-form videos. Platforms based on voice communication, such as Clubhouse (2020), emerged. Artificial intelligence and algorithms began to play an important role in the development of social media. The development of Metaverse and VR technologies is aimed at changing the future shape of social media [2].

Social media platforms continue to evolve. In the future, new platforms based on artificial intelligence, virtual reality (VR), blockchain, and Web 3.0 technologies are expected to emerge. Social media has fundamentally changed the way people communicate and is influencing the process of socio-psychological development. Therefore, it is important to constantly study their impact on society.

Social media today exists in various forms, each of which plays an important role in people's communication, information exchange and interaction with society. Types of social media are divided into the following main groups:

1. Social Networks

Examples: Facebook, Instagram, Twitter (X), LinkedIn

Key features: Users can create their own profiles, connect with friends or colleagues. There is an opportunity to share information, pictures, videos, articles. Provides wide opportunities for promotion, marketing and advertising.

Scope of influence: Expands a person's social relationships, but long-term virtual connections can negatively affect real-life communication. Used as a tool for businesses and entrepreneurs to build a brand and strengthen communication with the audience.

2. Media Sharing Platforms

Examples: YouTube, TikTok, Snapchat, Pinterest

Key Features: Users can upload and share photos, videos, and audio files. Often based on visual content. Allows for rapid reach to large audiences.

Scope of Impact: Effective tool for education, entertainment, and news. Popular among young people and creates new opportunities for creative content creators. However, excessive use can lead to attention deficit and internet addiction.

3. Blogs & Microblogs

Examples: WordPress, Blogger, Medium, Tumblr, Twitter (X)

Key Features: Users can create text-based content (articles, comments). Long or short-form blog posts are posted.

Scope of Impact: Effective tool for sharing ideas, disseminating information, and learning. There is a risk of spreading false information (fake news).

4. Messaging Apps

Examples: WhatsApp, Telegram, Facebook Messenger, WeChat

Key Features: Users can exchange messages in real time. Features include group chats, audio and video calls.

Scope: Provides instant communication between friends, family and business people. Spam and misinformation are a problem.

5. Online Communities & Forums

Examples: Reddit, Quora, Stack Overflow, Uzbek forums

Key Features: Allows for the exchange of ideas on specific topics. Used for group discussions and sharing experiences.

Scope: Effective tool for knowledge sharing and problem solving. Can spread inaccurate or misleading information.

6. Gaming & Virtual Reality Platforms

Examples: Twitch, Discord, Roblox, VRChat

Key Features: Provides live communication between players and viewers. Uses virtual reality technologies.

Impact: Allows for the creation of a community for young people and game enthusiasts. Excessive use can lead to internet addiction [3].

Social media platforms are increasingly being recognized as a factor that has penetrated people's daily lives and is affecting their psychological health. While

social media has strengthened people's social connections and created opportunities for self-expression on social networks, it can also have various negative consequences [4]. Positive Impacts:

Strengthening Relationships – People are able to stay in touch with friends and relatives who are far away.

Education and Information – Helps them acquire various information, courses, and new knowledge.

Self-expression – Allows you to express your creativity and thoughts freely.

Motivation and support – You can get emotional support through motivational content and social groups.

Negative effects:

Competition and self-comparison – Seeing idealized lifestyles on social media can lead to low self-esteem.

Mental health problems – Can lead to increased levels of depression, stress, and anxiety.

Reduced attention span – The constant stream of content can reduce your ability to concentrate.

Internet addiction – Being overly dependent on social media can reduce your quality of daily life. Internet addiction can lead to psychological problems such as depression, anxiety, and insomnia [5].

FOMO (Fear of Missing Out)

FOMO – "Fear of Missing Out" – can make people feel unhappy and less successful when they look at the perfect lives portrayed on social media [6].

Since the Internet combines the technological capabilities of all traditional information systems, such as telecommunications, television and radio broadcasting, and active international exchange of information, it performs several functions - a source of information and knowledge; a mass media, a system of information services related to all areas of human activity (including education, political, social, economic, cultural, tourism, etc.); a promising market and a tool that allows national companies to join the international information space and the world market in the most economical and fastest way. Today, it is difficult to imagine human life without social media networks. If we consider the daily lifestyle of people, every minute of these 24 hours is inextricably linked with social networks[7]. According to research, 3 billion people around the world, 40% of the planet, use social networks. Research suggests that we spend an

average of two hours a day on social networks. (However, our entire lives are spent on social networks). That's half a million tweets and Snapchats shared every minute. The importance of social media in our daily lives is undeniable. But we can't ignore the dangers of social media, which is not only wasting our time, but also our mental health. Since social media is a new phenomenon, it hasn't been fully researched yet. However, here are some of the studies that have been conducted so far.

Most people try to escape from everyday stress and anxiety on social media. However, studies show that social media does not reduce stress, but rather increases anxiety and depression. In a study of 1,800 volunteers, women who use social media were more likely to experience anxiety than men. Twitter, where other people share their stress and mental anguish, is the biggest source of stress among social networks, and studies have shown that women experience less mental distress than men when using it. Most men do not show this effect because they maintain a distance from social networks. Experts have suggested that men are less nervous than women when using social networks because they are more calm [8].

Today, the majority of Internet users are young people, a large part of whom are students. Therefore, it is also emphasized that these new technologies have a negative impact on the upbringing of children and young people if experts, doctors, educators, and scientists do not provide advice and instructions to young people using the Internet or if they are not completely controlled. Because today's globalization process is accelerating the "race" to actively use various information spaces to occupy the spiritual world of young people [9].

As the President of the Republic of Uzbekistan Shavkat Mirziyoyev noted, "Where there is no knowledge, there will be backwardness, ignorance, and, of course, deviation from the right path." As the wise men of the East said, "The greatest wealth is intelligence and knowledge, the greatest heritage is good upbringing, and the greatest poverty is ignorance!" Therefore, for our youth, mastering modern knowledge, becoming truly enlightened and possessing high culture should become a continuous vital need. In order to achieve progress, we need to master digital knowledge and modern information technologies. I think that just one example will be enough to illustrate. An ordinary student will have to go to the library to complete the task assigned to him, find the necessary books there, and sit there for two or three hours, reading and writing in a notebook.

According to statistics, the number of Internet users in Uzbekistan exceeded 30 million in 2023, a large part of whom are young people (MITC, 2023) [10]. Young people's interest in social networks is associated with the following main goals: Education and knowledge sharing – Online courses, free educational platforms, and scientific materials expand young people's opportunities to learn. Business and entrepreneurship – Young entrepreneurs are promoting their products and services through social media marketing. Entertainment content consumption – Music, videos, memes, and other entertainment materials have gained popularity among young people. Public activism and civic position – Young people have the opportunity to express their opinions on current issues and influence social change. According to recent studies, the number of Internet users in Uzbekistan will exceed 30 million by 2024, a large proportion of whom are young people [11]. Young people mainly use social networks for the following purposes: Learning and knowledge sharing - Online courses, free educational platforms, and scientific materials expand young people's opportunities to learn. Business and entrepreneurship - Young entrepreneurs promote their products and services through social media marketing. Entertainment content consumption - music, videos, memes, and other content are popular among young people. Social activism and civic position - Young people have the opportunity to express their opinions on current issues and influence social change [12]. In conclusion, we can say that: Social media platforms have become an integral part of human life. It is undeniable that they also have a socio-psychological impact on the individual. In addition, they have various effects on a person's psychological health. However, caution and conscious use are necessary to minimize its negative effects and take advantage of its positive aspects. Users can manage their time properly and maintain their psychological health through online information and social connections.

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