

Issues of Improving The Culture of Effective Use of The Internet and Social Networks

Khabiba Naimovna Oblomuradova
Tashkent State University of Law, Uzbekistan



DOI : <https://doi.org/10.61796/ijblps.v2i6.319>



Sections Info

Article history:

Submitted: February 21, 2025
Final Revised: February 28, 2025
Accepted: March 06, 2025
Published: March 13, 2025

Keywords:

Internet
Social network
Information culture
Effective ways to increase the
culture of using social network
Immunity

ABSTRACT

Objective: This study examines strategies for enhancing the culture of effective Internet and social media usage, particularly in mitigating the negative impacts of online information on young people's consciousness and lifestyles. **Method:** A qualitative approach is employed, utilizing document analysis and case studies to assess digital literacy programs, regulatory measures, and behavioral patterns associated with social media engagement. **Results:** Findings indicate that while internet accessibility has significantly improved, the lack of digital awareness exposes users, especially youth, to misinformation, cyber threats, and manipulative content. Effective interventions, including media literacy education, legal frameworks, and ethical guidelines, are crucial in fostering responsible digital engagement. **Novelty:** This study provides a comprehensive analysis of the socio-cultural and legal dimensions of internet usage, emphasizing the role of digital literacy in countering information attacks. By integrating policy recommendations and educational strategies, the research contributes to the broader discourse on digital ethics and media responsibility in the digital era.

INTRODUCTION

In the modern information space, the deep absorption of the Internet and social networks into all aspects of society, as well as a significant impact on the lifestyle of people, motivate us to always be vigilant. Indeed, today the press and the media make extensive use of the Internet as the most effective way to convey information quickly. For this reason, everyone has the opportunity to ensure freedom of expression, to develop their social, political and philosophical thinking. In addition, the worldview of people is changing, modern thinking is being formed in them, the ability to be well-groomed from information every day, to analyze is increasing. At the same time, adapted to socio-philosophical processes, they develop the skills of pragmatic assessment of life events and impartial analysis of changes in society. But there is also a negative aspect of this process – information attacks that affect the minds of young people through the internet and endanger their lives are gaining momentum.

Social Networks are an integral part of modern information and communication technologies, providing the opportunity to communicate between people, exchange information and influence various processes. In this regard, let's consider the main features of Social Networks.

The main feature of Social Networks is the ability to quickly exchange information. Users will be able to search, use and share news, thoughts, pictures, videos and other types of content in a matter of seconds. However, it is necessary to take into account such

factors as the correctness of information, expediency and information security. Because, through information on Social Networks, a certain idea can also be a message that is being disseminated or leaked in a hidden way. Therefore, each person using Social Networks must learn to check sources of information and use reliable information.

Social Networks allow users to communicate and communicate communicatively with people around the world. Facilitates communication and cooperation between users, regardless of geographic boundaries. At the same time, the study of different cultures and languages provides opportunities for exchange of ideas on global issues.

As interactive platforms, Social Networks provide users with opportunities to comment on each other, leave comments, "like" or "rate".

In Social Networks, each user can create and distribute their own content. The possibility of creating this content can be in the form of personal blogs, videos, photos, articles or music. This, in turn, is intended to express the opinions of users and bring them to the general public.

Social Networks bring together people of different ages and social groups by their mutual interests.

Social media has become an effective digital marketing tool for businesses. They provide ample opportunities for advertising promotion, product sales, and brand promotion.

In Social Networks, there are opportunities for rapid information sharing, but the correctness and reliability of this information is not always ensured. Sometimes serious consequences are observed after the spread of leaked or false information. Therefore, each user is required to verify that the information being distributed comes from reliable sources, use official sources, and not distribute false, manipulated, or inaccurate information.

RESEARCH METHOD

This study employs a qualitative research approach, integrating document analysis and case study methods to explore the effectiveness of digital literacy programs, regulatory frameworks, and socio-cultural influences on internet and social media usage. Primary sources include policy documents, legal regulations, and reports from international organizations addressing digital safety and ethical internet use. Additionally, secondary data from academic literature and statistical reports are analyzed to assess behavioral patterns associated with social media engagement. The study applies thematic content analysis to identify recurring patterns related to misinformation, cyber threats, and ethical dilemmas in digital communication. By focusing on regulatory measures, media literacy education, and user responsibility, this research provides a comprehensive evaluation of strategies to enhance the culture of responsible digital engagement. The findings contribute to ongoing discussions on digital ethics, information security, and the role of education in mitigating the negative impacts of social networks on youth and society.

RESULTS AND DISCUSSION

A Social Network is an online platform used to communicate, meet, create social relationships between people whose interests are similar or have offline communication, as well as for entertainment (music and movies) and work purposes [1].

Vladimir Odoyevsky, a 19th-century Russian writer, philosopher and public figure who lived from 1803 to 1869, predicts the emergence of modern blogs and, in general, the Internet in his unfinished utopian novel "4338", written in 1835. It states that "magnetic telegraphs are located between familiar houses, through which long-distance residents talk to each other", as well as about "home newspapers" published "in many apartments, especially among those who are well-acquainted": these newspapers "replace ordinary correspondence", which "usually contain messages about the health or illness of the owners and other news in the house, and then various thoughts [2].

The earliest form of social media was an electronic bulletin board, the first of which was an IBM employee under the name CBBS ("Computerized Bulletin Board System"), U.Christensen created in 1978. Already in 1983, there were 800 electronic boards in the world, and in 1988-5,000 [3].

Internet social media was launched in the United States in 1995 Classmates.com began to become popular with the portal. This project was very successful, which later paved the way for the emergence of dozens of similar services [4]. However, the real "explosion" of social media has been attributed to the launch of the LinkedIn, MySpace and Facebook platforms in the United States in 2003-2004. Today, the number of such networks is increasing, and the number of users is increasing accordingly [5].

According to the 2023 statistics, the average daily use of Social Networks of people is indicated:

1. Number of Social Network users: there are 4.8 billion Social Network users worldwide, representing 59.9% of the world's population and 92.7% of all internet users;
2. Average daily time on Social Networks: on average, it spends 2 hours and 24 minutes a day;
3. Instagram Facebook, YouTube, WhatsApp and Instagram are the most used social media platforms;
4. Age groups that use social media the most: the age group that uses social media the most is 18-29 years old;
5. Gender that uses social media the most: men and women use social media equally [6].

Currently, the most popular social media platform in the world is Facebook, which has 2.989 billion active users per month. YouTube is the second most popular social media platform, with 2.527 billion active users per month [7]. WhatsApp is in third place and has at least 2 billion active users per month. Instagram is in fourth place and has 2 billion active users per month [8]. TikTok, on the other hand, is the fifth most popular social media platform, with 1.9 billion active users per month [9].

Even some organizations are causing their employees to restrict their use of social media in order to prevent the spread of Information [10].

At the same time, there are also cases of the appearance of psychosomatic diseases due to dependence on communication on Social Networks. In particular, Belgrade user Snejana Pavlović (Snezhana Pavlović) was admitted to a psychiatric clinic after her post on the Social Network "Facebook" failed to generate interest among her online friends. Clinic doctors called this condition "Snejana syndrome" and explained the patient's behavior as a simple stress caused by the lack of satisfaction of the social needs of the individual in the modern world [11].

The question of the danger of using Social Networks has been studied by a number of specialists, and let's dwell on some of them below. Including:

1. D. Based on survey material from 16 U.S. states, Boyd concluded that there are two main "fears" that arise from social media: violence and data privacy;
2. M. Larsen analyzes the content of periodicals in Denmark to compile a list of the most talked about social media problems, including: violence, intimidation and harassment, threats, etc.k.;
3. K. Fuks forms a list of the following risks from an online survey of German and Austrian students: data privacy, spam, the possibility of losing personal data, creating a negative image, internet addiction;
4. S. V. Bondarenko studied virtual network communities in the south of Russia, concluding that the following forms of deviant behavior exist: hacking, privacy violations, slander, cyberterrorism;
5. According to a survey conducted by HSE University, Social Networks are "taking over" people and suppressing live communication. "Privacy issues", the report said, "are of the least concern to users of social media. These types of fears are not related to the work of the secret services, but mainly to the fact that there is an opportunity for spammers to have easy access to contact information" [12].

Some media outlets have found that groups promoting suicide among children operate on social media [13].

Existing research and observations on the impact of Social Networks on the psyche of young people make it possible to draw certain conclusions. For example, the 2023 announcement by the Surgeon General of the United States entitled "Social Media and Youth Mental Health: the U.S. The Surgeon General's Advisory" report states that while social media provides certain benefits to children and adolescents, it can also negatively affect their mental and physical health. Especially the fact that young people prefer to communicate on the internet rather than real life can cause problems in finding their place in society [14].

At the same time, there is a possibility that improper use of Social Networks is the cause of various psychological problems and deviant behavior formation among young people [15].

CONCLUSION

Fundamental Finding : This study highlights that enhancing the culture of effective social network usage requires a multidimensional approach, including information verification, privacy protection, and adherence to ethical communication norms. Strengthening digital literacy is crucial in mitigating misinformation, cyber threats, and unethical online behavior. **Implication :** The findings emphasize the need for collaborative efforts among families, educational institutions, governmental and non-governmental organizations, and media to foster responsible digital engagement. Implementing targeted training programs, awareness campaigns, and policy interventions can significantly improve digital responsibility and information security. **Limitation :** This study primarily focuses on qualitative assessments and policy analysis, lacking empirical data on the direct behavioral impact of digital literacy initiatives. Future research should incorporate longitudinal studies and quantitative data to measure the effectiveness of interventions. **Future Research :** Further studies should explore cross-cultural comparisons to identify best practices in digital literacy education and social media governance. Additionally, research on AI-driven solutions for misinformation detection and ethical content regulation could contribute to a more comprehensive framework for responsible digital engagement.

REFERENCES

- [1] E. E.G and K. A.A, “Кризисный потенциал социальных интернет-сетей,” 2011.
- [2] Д. Таджибаева, “Обеспечение национальной безопасности в информационной сфере,” *Rev. Law Sci.*, vol. 1, no. 1, pp. 56–61, 2017.
- [3] Д. Таджибаева, “Ensuring National Security in the Information Sphere,” *Юридик Фанлар Ахборотномаси*, no. 1, pp. 56–61, 2017.
- [4] E. F. Kakharov, “Issues of Development of Legal Culture of Youth in the New Uzbekistan,” *Cent. Asian J. Lit. Philos. Cult.*, vol. 5, no. 1, pp. 27–30, 2024.
- [5] E. F. Kakharov, “Issues of Development of Legal Culture of Youth in the New Uzbekistan,” *Cent. Asian J. Lit. Philos. Cult.*, vol. 5, no. 1, pp. 27–30, 2024.
- [6] C. D. Marcum, *History of Social Networking*. CRC Press, 2014.
- [7] E. QAXAROV, “YOSHLARDA HUQUQIY MADANIYATNI YUKSALTIRISH: IJTIMOY-FALSAFIY TAHLIL,” *News NUUz*, vol. 1, no. 1.1, pp. 101–105, 2024.
- [8] D. Tadjibaeva, “Ensuring National Security in the Information Sphere,” *Rev. Law Sci.*, vol. 1, no. 1, p. 8, 2017.
- [9] T. D. Ozodovna, “‘MASS CULTURE’ AS THE MOST DANGEROUS WEAPON OF IDEOLOGICAL PRESSURE,” 2021.
- [10] E. QAXAROV, “YOSHLARDA HUQUQIY MADANIYATNI YUKSALTIRISH: IJTIMOY-FALSAFIY TAHLIL,” *News NUUz*, vol. 1, no. 1.1, pp. 101–105, 2024.
- [11] D. Tadjibaeva, “Ensuring National Security in the Information Sphere,” *Rev. Law Sci.*, vol. 1, no. 1, p. 8, 2017.
- [12] D. O. Tadjibaeva, “Modern Problems of Ensuring National Security in the Information Sector,” *Cent. Asian J. Soc. Sci. Hist.*, vol. 4, no. 8, pp. 32–36, 2023.

- [13] D. Tadjibayeva, "TASHABBUSKORLIK - RAHBARNING IJTIMOY AHAMIYATGA EGA KO'NIKMALARIDAN BIRI SIFATIDA," *Namangan Davlat Univ. Ilmiy Axborotnomasi*, no. 7, pp. 259-262, 2024.
- [14] D. O. Tadjibayeva, "MAFKURAVIY FAOLIYATDA IJTIMOY-GUMANITAR FANLARNING O'RNI," *Orient. Renaiss. Innov. Educ. Nat. Soc. Sci.*, vol. 3, no. 7, pp. 471-477, 2023.
- [15] D. O. Tojiboeva, "'MASS CULTURE' AS THE MOST DANGEROUS WEAPON OF IDEOLOGICAL PRESSURE," *Orient. Renaiss. Innov. Educ. Nat. Soc. Sci.*, vol. 1, no. 11, pp. 1106-1111, 2021.

*** Khabiba Naimovna Oblomuradova (Corresponding Author)**

Tashkent State University of Law, Uzbekistan
