

# PSYCHOLOGICAL ASPECTS OF THE INFLUENCE OF INTERNET COMMUNICATION ON THE SOCIAL BEHAVIOR OF YOUNG PEOPLE

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**Abstract.** *The first developments of the Internet were made in 1969 in the USA. The Internet as we know it began in 1992. In 2020, as of January, the number of Internet users in the world exceeded 4.5 billion, and now there are likely to be even more. This article is based on a methodological analysis of our scientific work on the topic “Psychological aspects of the influence of Internet communication on the social behavior of young people” Selected for our scientific research (questionnaire survey using the author’s methodology, Kimberly Young’s test (adapted by V.A. Loskutova); based on a general scientific analysis of our methods. In the research objects we have chosen, that is, in our respondents, we see the results of the study according to our author’s methodology and “Kimberly-Young methodology” Research was carried out in the capital of the Republic of Uzbekistan and in the Syrdarya region, Jizzakh universities.*

*The number of social media users worldwide is 4.22 billion, 53% more than the world's population, up 13% from 490 million in the last 12 months. The impact of ideological and political conflicts is expanding and attracting younger generations.[1]*

**Keywords:** *internet influence, communication, socialization, modern youth, Internet addiction, Kimberly-Young methodology.*

## **Introduction:**

Relevance of the topic: The problem of Internet addiction has been studied in educational and scientific institutions around the world since 1994. Today this is one of the “fashionable topics” in scientific psychology. Many studies have been devoted to this problem. Particular attention is paid to scientific research to identify the influence of Internet addiction on the psychological, social, cultural and moral qualities of an individual, the formation of students' abilities to rationally work on the Internet, strengthening interdisciplinary integration, improving the legal, socio-psychological aspects of rational use of the Internet.

Today, the free Internet is expanding significantly, it makes people's lives easier and saves a lot of time: with the help of computers we can find any information, communicate, make purchases, transfer money and do millions of other urgent matters without leaving home. even operate a computer mouse from a chair.[3]

Subject of research; is the influence of Internet communication on the behavior of young people.

Level of knowledge of the problem. In the works of such scientists from the Commonwealth of Independent States as A.A. Avetisova, Yu.I. Alekseeva, O.N. Arestova, L.N. Babinin, E.P. Belinskaya, A.V. Gogoleva, A.E. Zhichkina, N.V. Koritnikova, V.A. Loskutova, M.I. Rosenova, I.N. Rozina, G.U. Soldatova, E.R. Faustova, A.Yu. Egorov and other researchers, such questions such as the role of the computer in the lives of students, motives for using the

Internet, socio-social and psychological causes of Internet addiction, socio-psychological characteristics of Internet connections, behavior of Internet users in adolescence, characterological characteristics of students addicted to the Internet, prevention of addictive behavior, Internet addicted individuals and their psychological health, identification of social factors of the Internet addiction scale as a result of studying the relationship between Internet addiction arising in a family environment and social identification.

Research methods. During the research, interview methods, observation, as well as Kimberly Young’s “Internet Addiction” test adapted by V.A. Loskutova, M. Rokeach’s “Value Orientation” test, Richard S. Lazarus’ test “Identification of coping strategy”, methodology were used. S.Rydos “Self-Confidence”, a socio-psychological questionnaire developed on the basis of the authorship. Studying ideas about the influence of Internet communication on the behavior of young people.

**Main part**

Empirical research includes two main stages:

- through a survey using our own method, extracting the results of our testers (not groups) into the 2nd group (from the Internet) active user and inactive Internet user).

- Our youth have a high level of Internet addiction; carefully study the results separately, i.e. personal characteristics. Questionnaire “Resilience in Behavior” by researcher R. Lazaruski (R. Lazar) to study changes in their behavior.[4]

The results of the study show that 42.5% of boys and 49.15% of girls completely chose the online competition. These results showed that girls, compared to boys, use the Internet more as a means of communication.

We used Kimberly Jung’s technique adapted by V.A. Loskutova, which is widely used in scientific research to identify students’ propensity for the Internet and addiction to it. The results obtained are shown in Table 1.

**Table 1.**

**Indicators of manifestation of propensity for Internet addiction**

	Number of students	Total	level 1		level 2		level 3	
			Average Internet Users 20 – 49 points		Users who turned the Internet into a hobby 50-79 points		Internet addicted users 80-100 points	
			Number	%	Number	%	Number	%
participants	Boys (160)	160	84	52,5	76	47,5	-	-
	Girls (236)	236	112	47,45	124	52,54	-	-
	Total (396)	396	196	49,49	200	50.50	-	-

To study the manifestation of values in the social behavior of active users of Internet communication, we used M. Rokeach’s “Value Orientation” methodology. The more time a person spends online, the more “love” (spiritual and physical closeness with a loved one), “productive life” (full, emotionally rich life), “rationality, happiness of others” (well-being, development and improvement of other people) are considered important to him to a certain extent.

Data analysis showed that the dominant terminal value for young people switching to active online communication is love, as well as having good and loyal friends. Correlation and factor

analyses were carried out between the methods. The results obtained were subjected to psychological analysis.

The results obtained using the “Coping Behavior” questionnaire (Behavioral Ability to Fight) by Richard S. Lazarus allowed us to identify the following specific features of the coping strategies of active Internet users.

Summing up the results of our research, we see that the following new characteristics are being formed in the behavior of young people who actively use Internet communication.

### **Conclusion**

The results of the study conducted on the topic “Socio-psychological characteristics of the personality of students who are active Internet users” allowed us to draw the following conclusions:

1. Students who actively use the Internet are characterized by the importance of such values as the happiness of others, truthfulness, emotional sensitivity, social status, and position ownership.

2. Among the personal qualities of students who actively use the Internet, important priority components are engagement in communication, social demandingness, adaptation, demonstrative behavior, and transparency.

3. Among the socio-psychological and personal qualities of students who actively use the Internet, social inclusion, sensitivity, not being left out of attention, dependence on the opinions of others, as well as such psychological factors as conformism, imitation, and the desire for fame are of great importance.

4. As a result of the influence of Internet communication on the social behavior of student youth, gender differences in the level of expression of the danger of Internet addiction appear and the social differentiation of Internet users is reflected.

5. There is a priority nature of entering into communication due to an active life, richness of emotions, the power of self-realization in online relationships in accordance with the correlations among active Internet users between values and social behavior.

In order for a person to feel that the day will come when he will feel that his computer has lost its old addictive power, and for this to happen, someone must support him, help him, because for this he has relatives and friends.[2]

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