

PSYCHOLOGICAL CONDITIONS FOR DEVELOPING SOCIAL RELATIONS THROUGH SOCIAL NETWORKS

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Abstract: In recent years, one of the most important priority directions of state policy in Uzbekistan has been ensuring that every student and young person finds their place in society, develops a broad worldview, and continuously enhances their knowledge. The legal and regulatory framework for this has been established. Significant governmental policies are being implemented to ensure information security, protect young people from various threats, and prevent external influences that may negatively affect their worldview, particularly in terms of their correct use of information.

Keywords: In modern society, Social networks, social connections.

Introduction

In modern society, the internet has become an integral part of our lives. It is now difficult to imagine one's daily existence without visiting social network pages at least several times a week. Social networks, having emerged relatively recently, quickly attracted great interest among internet users, offering opportunities for communication, finding information and like-minded friends, exchanging news, listening to music, and viewing videos and photos.

However, after gaining access to such useful opportunities, many begin to misuse social networks, leading to a specific form of addiction, uncontrolled entertainment, and the blurring of boundaries between reality and illusion, ultimately causing internet dependency. The influence of social networks on people, especially students and youth, is attracting increasing attention from researchers.

According to current statistical data, more than 95% of students communicate with each other through social networks, and they rarely engage in entertainment activities without virtual communication. Among young people, the average daily time spent on social networks exceeds 3.5–4 hours. This situation may become a risk factor in the formation of students' personality and psyche, as they are in a developmental stage and largely influenced by their surrounding environment.

Literature Review

As noted by G.M. Andreeva, the main psychological essence of social interaction is the process of mutual understanding, emotional empathy, and social support [8]. Although this process occurs through digital means in social networks, it still satisfies a person's psychological needs for recognition, attention, and affection.

Modern studies (N. Ellison, C. Lampe, R. Boyd, 2019) show that students who are active in social networks demonstrate higher results in expanding their social connections, increasing academic motivation, and expressing social activity [24]. At the same time, excessive virtual activity may lead to communicative isolation, emotional exhaustion, and a decline in real-life communication skills [10].

The formation of relationships through social networks is a complex psychological process that arises from the interaction of self-awareness, communication needs, social learning, and emotional experience. Several theoretical approaches are important for understanding this process.

First, from the perspective of Social Identity Theory (H. Tajfel, J. Turner), every individual strives to perceive themselves as a member of a certain social group. In social networks, this process is expressed through indicators such as “like,” “subscriber,” “friend,” and “follower” [11]. The individual associates themselves with a certain audience, thereby determining their social status and evaluating themselves.

Discussion

Social networks have created a new virtual environment for this process. Interpersonal communication is no longer face-to-face, but rather takes place in an online format. Therefore, relationships formed through social networks are governed by specific psychological patterns.

Psychological characteristics of social networks

Social networks influence a person psychologically in three main directions:

Communicative dimension – satisfies the need to establish communication, exchange ideas, and feel social support.

Cognitive dimension – expands the individual’s worldview and enables the acquisition of new knowledge and information.

Emotional dimension – through likes, comments, and reposts, individuals feel either valued or ignored, which directly influences their emotional state.

Thus, social networks represent a complex system that integrates both positive and negative effects on the individual’s psychological world.

Psychological Conditions Influencing the Development of Social Relations

Results

The formation of social relations in the virtual environment is creating new forms of human activity. In modern psychology, this process is referred to as the “transformation of social communication.” Processes that previously took place exclusively through direct face-to-face communication are now occurring via social networks. This directly influences a person’s psychological state, identity, and social adaptation.

When an individual presents their social “self” on social networks, they gain the opportunity to develop important psychological components such as self-evaluation, critical thinking, and communicative competence. However, these opportunities yield positive results only if psychological conditions are properly organized.

Formation of Information Culture

Information culture determines an individual's online behavior, critical thinking, and emotional stability. It includes:

Ability to select reliable information;

Adherence to information ethics;

Cyber-psychological immunity against negative online influences.

Communicative Activity and Openness

Qualities such as openness, cooperation, and emotional intelligence contribute to positive online interaction and strengthen real-life social relationships.

Social Identification

On social networks, individuals identify themselves with various groups (students, professional, national, religious). Proper identification strengthens the sense of "we," while incorrect identification may lead to cyber aggression or social exclusion.

Virtual Empathy and Emotional Sensitivity

Empathy—central to social relationships—is expressed online through emotional signs (emojis, supportive comments). Users with well-developed empathy contribute to a healthy virtual environment.

Psychological Conditions for Developing Social Relations in Social Networks

Psychological Safety

Safe environments allow users to express their opinions freely. This includes:

Protection of personal data;

Security from cybercrime;

Ethically regulated communication.

Motivational Foundations

Constructive motivations (learning, cooperation, and positive experience sharing) lead to more stable and meaningful social connections.

Clarity of Social Roles and Statuses

Clear definition of roles (leader, observer, organizer) helps maintain harmony in virtual relationships.

Dynamics of Information Exchange

Active participation in discussions, comments, and content sharing strengthens the user's social integration.

Conclusion

The development of information and communication technologies has transformed all spheres of human activity, including the system of social relationships. Social networks have become an important socio-psychological factor in the daily lives of students. This section analyzed the psychological mechanisms of social networks in shaping students' social relations, their positive and negative aspects, and the methods for organizing this process effectively.

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