

# Scientific-Theoretical Issues of the Problem of Developing the Worldview of Higher Education Institutions by Means of Social Networks

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## **Annotation:**

The article examines the impact of social networks of the internet on society. The penetration of social networks into the life of society implies their socialization, influence on the upbringing of young people, their integration into the socio-normative system. Addiction to the internet as a concept has three different meanings. The article presents the results of a study of internet addiction as part of deviant behavior. Therefore, the dysfunction of the social networks of the internet can be considered as a potential area of deviance, especially in relation to the younger generation.

**Keywords:** influence of the internet, communication, socialization, modern youth, information vampirism.

**Introduction.** In the 21st century, various threats have intensified as a result of the development of the internet and its occupation of the world. Ideological threats evolved into a form of mass culture, then into a virtual culture and then into a virtual threat. Such threats have made social networks a weapon for themselves when it comes to capturing the minds of young people. As a result, various harmful vices developed through him. Students who use foreign internet resources, mobile communications, computer games, video and film products, along with the necessary information, are also faced with the propaganda of cruelty, violence and other ideas alien to our national mentality, contrary to the moral order of our society. As a result, the need to form an Information Culture in young people and develop their worldview is gaining more and more urgent importance. Today, thanks to the technical capabilities of computer technology, various types of technology and the Internet are demonstrating to us a small, at the same time, world full of various phenomena. the quality of human connection with the surrounding world influenced their understanding of the

world and the philosophy of the essence of life. In part, this is due to the influence of the Internet as a media. It appears at the disposal of individuals more effectively than in the past, and the means are more manifested than ever in the new image of a person – in his choice, decision-making and self-determination.

**Main part.** Today's era requires a modern mature person to have an independent opinion in the information field and the ability to resist external influences. This creates the need to develop knowledge, literacy, vigilance and awareness in today's virtual world and social networks, which have become its main communication tool. Today, a lot of work is being done in our country for the development of youth and their education. Developing the spirituality of the future generation, increasing the social activity of young people, and educating them as loyal and devoted people to their country, as an important pedagogical process, occupies an important place in the decree "On the Strategy of Actions for the Further Development of the Republic of Uzbekistan".

The issue of educating a mature generation has been relevant at all times. Our ancestors called the care of mankind for its offspring, their upbringing, especially their education and upbringing, their integration into society with a healthy body and soul, in a word, having a broad worldview, “the upbringing of a perfect person.”

Being a perfect person requires having many qualities and abilities, great work and constant search for oneself. In this regard, the way in which great work and research are carried out, in which field they are carried out, and the correct choice of their directions are of particular importance.

And this choice is determined by students, of course, based on their existing experience, knowledge, and worldview. The need to develop students' worldview precisely through social networks is due to the fact that social networks are taking a deep place in their lives and have a stronger influence on their way of thinking than the education and upbringing provided at school.

Currently, many different methods of virtual communication are emerging. ICQ, Jabber, Skype, chat rooms, forums.

Until recently, all of these were very popular, but now new trends are emerging in social networks. At this point, it is worth giving some definitions of social networks.

**Social network** - a platform, online service or website designed to build, reflect and organize social relationships on the Internet.

A social network is an interactive multi-user website, the content of which is filled with network participants.

About social networks Vladimir Odoevsky, a 19th-century Russian writer, philosopher and public figure who lived in 1803-1869, predicted the emergence of modern blogs and the Internet in general in his unfinished utopian novel "Year 4338", written in 1837. It mentions “magnetic telegraphs were built between familiar houses, by which people living at great distances could communicate with each other,” and “house newspapers” were published “in many houses, especially among those with many acquaintances”: these newspapers “usually reported on the health or illness of the owners of the house and news from other houses, then various opinions, thoughts, small inventions, as well as invitations, when guests were invited, and then the menu.”

The concept of “social network” appeared in 1954 and its content is not modern. A “social network” as defined by James Barnes is a social structure formed by groups of nodes, which are social objects (people or organizations) and the connections between them (i.e., social relationships).

Simply put, a social network is a specific group of people who know each other. The 20th century, the age of information technology, brought a new meaning to the concept of "social network".

The first social network associated with computer technology was e-mail technology, which appeared in 1971. This technology was used by the military on the ARPANET (Advanced Research Projects Agency Network). Later, in 1988, IRC appeared - Internet Rear Chat, which allowed for real-time communication.

The reason for the new stage in the development of social networks was the invention of the World Wide Web. Public access to the Internet appeared in 1991, and in 1995, Classmates.com - the first modern social network of its time - was created. This idea quickly gained popularity. To this day, Classmates.com is one of the most popular social networks in the world and has more than 50 million users worldwide. The emergence of Classmates.com was the beginning of the era of social media.

The world-famous Facebook network was launched in 2004. Within a few years, Facebook became the most popular social network in the world. By the end of 2011, the number of active Facebook users had reached 700 million. Constant updates and new features made social networks extremely attractive to many Internet users. In 2003-2004, LinkedIn, MySpace, and Facebook were launched in the United States. Social networks have become popular in the Russian-speaking segment of the Internet since 2006, with the social networks Odnoklassniki and VKontakte having Russian-language websites (the Russian version of Facebook appeared in 2008).

A new step in the development of social networks was the emergence of the Groupon project, that is, the creation of a collective discount service based on the principle of social networks (bring friends and get a discount). Although it was intended only for shopping, this service combined real communication and business [138]. Today, there are many social networks. Since 2008, new types of them have appeared, offering users a variety of opportunities. In this regard, it is possible to classify several types of social networks. Social networks can be divided into several groups depending on the opportunities they provide.

Personal communication (Classmates.com) Business communication (LinkedIn) News (Reddit) Video (YouTube) Audio (Last.fm) Photo (Flickr) Entertainment (MySpace) Bookmarks (Delicious) Shopping (Groupon) Blogging (Tumblr) Geolocation (Foursquare) Question-and-answer services (Answers.com) Virtual worlds (Second Life) Thematic resources (Slashdot)

There are various resources with different types of content. Such social networks are designed for different purposes, and each type firmly occupies its place. Almost all possible topics that may interest users are socialized within the network. However, thematic, that is, thematic social networks appear one after another, covering a wide range of human interests.

Social networks can also be classified by openness. (Open, closed, mixed) This criterion allows you to determine the level of "openness" of a social network. A number of social networks, including Facebook, are completely open, popular. In other words, you can enter the user's page and see any information without registering. Many criticize open networks, but there are also some advantages.

Closed projects that do not aim for openness are usually less common. This is explained by the fact that they are dedicated to a closed type of communication. As a rule, an invitation is required from an existing participant to enter such groups. Mixed networks are the most difficult to develop.

As in open networks, their task is to achieve maximum popularity, but at the same time it will be difficult for users who are not used to encountering obstacles to get used to a new type of social network.

In addition, social networks can be classified by geographical location: without a territory (InterNations), territorial unit, country (Ozone), world (hi5) This is a more accurate, clear classification. First, large social networks appeared, which attracted participants in the conversation,

regardless of their place of residence. Later, such resources appeared in separate regions, taking into account their specifics.

In addition to the region, social networks can be associated with organizations, for example, large corporations or political parties.

The most popular social networks: "Vkontakte" - created by Pavel Durov, the most popular Russian-language social network in Russia and neighboring countries. It was created by Pavel Durov in 2006. This network was originally designed as a site for searching for classmates and fellow students, but after its launch it underwent many updates, becoming more convenient and simplified. One of the main features of the resource is watching online videos and listening to music.

Registration is open to everyone. To do this, enter your mobile phone number, and you will receive a login and password to access your phone. It has more than 342 million active users per month. It is difficult to find a Russian citizen who is not registered on "Vkontakte". This social resource mainly covers the population of Russia, Belarus and Ukraine.

Facebook - The most popular social network in the world. The network, founded by Mark Zuckerberg in 2004, has 1.3 billion users, and this number is growing.

Odnoklassniki is the third most popular social network in Russia. It was developed by Albert Popkov in March 2006. It is used by more than 205 million people. Since July 4, 2013, the project is also available in English.

Instagram is one of the new social networks. The main idea of this network is to exchange photos and videos between users using various effects. Each Instagram user shows his life on the network, where he is, what he ate, what he wore today in photos.

Twitter is a system that allows users to send short text messages using a web interface, SMS instant messages or third-party programs.

A distinctive feature of Twitter is the public access to posts. This is called microblogging. Twitter is recognized as one of the 10 most visited sites in the world.

All social networks have a number of common features:

- registration (information that the user enters about himself, which can later be used to identify him);
- login (the user specifies a username, enters a password and confirms his identity);
- additional settings (for example, interesting information about yourself, your interests).

Research presented at the 119th annual meeting of the American Psychological Association showed that closed and uncontacted introverted adolescents can acquire social skills with the help of social networks.

In particular, these shy people can feel safe behind a monitor screen (or smartphone, tablet, any gadget with Internet access). In general, social networks have a positive psychological effect. Perhaps one of the most important moments is that social media introduces us to a wonderful world of communication, thanks to which relationships with other people are established and maintained. What is even more interesting in this technological world is that you can only With the click of a button, you can find a large number of like-minded people available at any time.

**In conclusion**, the scientific and theoretical aspects of the problem of developing the worldview of students of higher educational institutions through social networks have been studied in detail by Uzbek and foreign scientists. Despite the fact that the results of the studies have revealed its

significant aspects for today, during the study and analysis of these studies, the issues of the penetration of social networks into the lives of schoolchildren, their influence on the process of their socialization, the development of the student as a person and their worldview, increasing their social activity, and the formation of their immunity to various ideological influences in the global information space are among the most important tasks today.

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