

# Influence of the Internet and Social Media on Cultural Values

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## Summary:

This article analyzes the influence of the Internet and social networks on national and global cultural values. The Internet and social networks not only accelerate cultural exchange, but also lead to a change in national traditions and customs. The study will analyze the positive and negative aspects of this process, study the influence of the youth on the worldview and value system. In particular, the role of social networks in the spread of mass culture, the influence on self-awareness and problems associated with information attacks are highlighted. At the end of the article, recommendations are given on the preservation and strengthening of cultural values.

**Keywords:** Internet, social media, cultural values, globalization, national heritage, youth, popular culture.

**Introduction:** Today, the Internet and social networks have become an integral part of human life, they have become not only a means of communication, but also a place for the dissemination of information, training and cultural exchange. People living in different parts of the world can communicate freely with each other, increasing the influence of national and global cultures. This process has a significant impact on cultural values. Cultural values are the basis of society and are associated with customs, traditions, moral values and national identity.

Some values persist as a result of the popularization of the Internet and social networks, while others "change and acquire new forms" under the influence of world culture. The Internet serves as an important factor in the formation of culture among young people, its worldview and lifestyle are closely related to trends in social networks.

*President of the Republic of Uzbekistan Shavkat Mirziyoyev, paying special attention to the education of young people and the preservation of national values, says: "The education of young*

*people with comprehensively harmoniously developed personalities, their mastery of modern knowledge and professions, education in the spirit of respect for national values and the heritage of our ancestors is our primary task."* In this context, one of the topical issues is a deep study of the influence of the Internet and social networks, an analysis of their positive and negative sides. After all, along with the development of information technologies, the process of globalization is accelerating, the preservation of national values and their adaptation to new conditions remain an important task in this process. The Internet and social networks allow you to get acquainted with the culture of different people, study and promote it. For example, folk art, national customs, art and music are becoming popular on the Internet. The Internet also expands educational opportunities on a global scale and serves to preserve and popularize cultural heritage.

In addition, the Internet promotes cultural dialogue. For example, representatives of different nationalities exchange views through online platforms and strengthen cultural understanding. This will help preserve cultural diversity in the context of globalization.

### **Positive impact on cultural values**

The Internet and social networks play an important role in the development, promotion and preservation of cultural values. They allow people to experience the culture of different nationalities, spread their heritage and develop culture through modern technology. Below the main aspects of the Internet and social networks that have a positive impact on cultural values. The Internet is one of the effective means of preserving and popularizing national culture and values. Through the Internet, historical monuments, folk art, works of national customs and art are digitized. For example, museums and libraries place their collections on online platforms, giving people access to them.

Through platforms such as YouTube, Instagram and TikTok, national dance, music, crafts and other cultural elements are promoted and passed on to the younger generation. As a result, national traditions are updated in a modern style and expanded.

The Internet allows people to get information about different cultures. Thanks to this, a sense of compassion and mutual respect grows in society. For example, through international forums, virtual travel, online cultural events and communication with foreigners, people learn about the culture, customs and values of other people. This helps to get rid of stereotypes and develop intercultural dialogue.

### **Negative impact on cultural values**

However, the Internet and social networks have a negative impact on national culture and values.

First, the spread of Western culture and lifestyles over the Internet can lead to a weakening of national traditions. For example, among young people, foreign music, clothing style and lifestyle are becoming more popular, attention to national culture is decreasing.

However, the Internet and social networks have a negative impact on national culture and values. First, the spread of Western culture and lifestyles over the Internet can lead to a weakening of national traditions. For example, among young people, foreign music, clothing style and lifestyle are becoming more popular, attention to national culture is decreasing.

Second, the spread of false and distorted information on the Internet also has a negative impact on cultural values. In some cases, misinformation about national history and values spreads over the internet and can disrupt the cultural consciousness of society. In addition, excessive time on social networks leads to a weakening of family values.

Since people are more interested in the virtual world than real communication, they put family and social relationships in second place. This can lead to the destruction of the traditional family system in society.

**Conclusion:** The Internet and social media have both positive and negative effects on cultural values. Through cultural communication and knowledge sharing, they can cause national traditions and values to weaken. Therefore, when using the Internet, it is necessary to pay special attention to the preservation and development of cultural values.

It is necessary to implement measures aimed at protecting the national culture by society and the state, to educate young people in the spirit of respect for national values.

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