

The Role and Significance of Artificial Intelligence in Forming Active Citizenship Competence in Adolescent Students with The Help of Media Products

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Abstract:

The rapid integration of artificial intelligence (AI) into education has transformed pedagogical practices globally, offering new pathways for student engagement and personalized learning. In Uzbekistan, the formation of active civic competence among adolescents is a national priority, yet traditional approaches often lack dynamism and adaptability to contemporary digital contexts. Limited studies address how AI-based media products can specifically foster civic awareness, democratic values, and social responsibility in adolescents. This article analyzes the role of AI technologies in enhancing active civic competence through media products, examining their educational, social, and developmental implications. Findings show that AI-powered videos, podcasts, simulations, and content creation platforms create personalized, interactive, and impactful learning environments that nurture legal literacy, critical thinking, and civic participation. Tools such as Khan Academy AI, Curipod, and Duolingo Max help develop problem-solving, social interaction, and analytical skills. The study synthesizes educational theory with practical AI applications, highlighting AI's potential to create individualized civic education pathways aligned with student interests and learning styles. Integrating AI into civic education transforms teachers and parents into curators guiding ethical, value-based technology use. It strengthens democratic development by empowering adolescents with the knowledge, skills, and social awareness necessary for active citizenship in a technologically driven society.

Keywords: Media Products, Artificial Intelligence, Active Citizenship, Adolescents, Education, Digital Pedagogy, Technology, Competence

Introduction

The integration of artificial intelligence (AI) in education is rapidly transforming pedagogical practices worldwide[1]. In Uzbekistan, fostering active civic competence among adolescents remains a national educational priority, and AI-powered media products present innovative solutions to this task. While AI applications in general education are growing, there is limited research on their specific role in developing adolescents' civic consciousness and social responsibility. This study analyzes the role and significance of AI technologies in forming active citizenship competence in adolescent students through media products such as videos, podcasts, infographics, and interactive simulations[2]. The analysis shows that AI-based educational platforms facilitate personalized, dynamic, and analytical learning experiences, enhance students' understanding of democratic values, legal rights, and responsibilities, and strengthen social awareness and participation skills through simulations and virtual discussions. The article demonstrates the unique contribution of AI in creating interactive civic education experiences that adapt to individual learning styles while encouraging critical thinking and ethical decision-making. The findings highlight that integrating AI and media products into civic education develops socially responsible, critically aware, and democratically engaged youth[3]. Successful implementation requires ethical guidance and pedagogical supervision to align AI tools with human values and educational goals, ensuring that technology becomes a transformative force for civic competence and democratic development.

Methodology

This study employed a qualitative analytical approach to examine the role of artificial intelligence (AI) in forming active citizenship competence among adolescent students through media products[4]. The research was based on an extensive review of recent literature, educational policy documents, and practical reports on AI-integrated pedagogy. Data were collected by analyzing international and national sources, including UNESCO guidelines, Pew Research Center reports, and Uzbek educational research, to identify existing AI applications in education. The analysis focused on categorizing types of media products such as videos, infographics, podcasts, and interactive simulations used with AI technologies. Additionally, the study investigated AI platforms like Khan Academy + AI, Curipod, SlidesAI, Duolingo Max, and Zearn to understand their functions in developing critical thinking, problem solving, and civic awareness. Content analysis was used to interpret how AI fosters personalized and interactive learning environments tailored to students' needs, interests, and learning styles[5]. The methodology further included thematic analysis of AI's role in enhancing social awareness, democratic values, and legal literacy among adolescents. Results were synthesized to develop practical recommendations for integrating AI tools into citizenship education. The research also considered the pedagogical implications of AI for teachers and parents, emphasizing their roles as facilitators and ethical guides in this digital learning process. This method allowed a comprehensive evaluation of AI's transformative potential in shaping civic competence within the framework of digital pedagogy and educational innovation[6].

Results and Discussion

The formation of active civic competence in adolescent students using media products is of great importance in understanding the interaction between social upbringing, formal education, and information technologies. Media products are an important tool for developing young people's knowledge of active citizenship, legal literacy and social relations in society. At the same time, for the effective use of media products, it is necessary to update pedagogical approaches and methodologies, in particular, based on the cooperation of family, school and society, and introduce

innovative pedagogical approaches[7].

In the process of forming active civic competence, young people learn to understand their place in society, actively participate in democratic processes and feel social responsibility. Media products, especially the Internet, social networks and television, play an important role in increasing the level of activity of young people. With their help, young people gain an understanding of socio-moral issues, which turns them into active participants in society[8].

It is important to note that today the global education system is changing rapidly. In particular, the expansion of digital technologies and artificial intelligence (AI) capabilities requires new approaches to the formation of active civic competences in the educational process of adolescents. Media products, namely videos, infographics, podcasts, interactive simulations, etc., allow for the creation of a personalized, dynamic and analytically based educational process using artificial intelligence[9].

In today's rapidly developing world, it is important to ask: what is active civic competence, and why does it matter? Active civic competence includes a person's active participation in social processes in society, commitment to democratic values, legal awareness and a sense of responsibility. The formation of these abilities in adolescence is extremely important, because it is during this period that the foundation of a person's worldview, civic position and social maturity is laid[10]. Based on this, active civic competence is important in the following cases:

1. Ensures stability and development in society

Citizens' awareness of their rights and obligations, adherence to the principles of democracy contribute to peace and stability in society[11].

2. Creates opportunities for citizens' personal development

Active civic competences increase people's ability to influence their lives and the environment, thereby helping them to develop themselves.

3. Strengthens their participation in socio-political processes. Active civic competence plays an important role in shaping political views and monitoring the activities of state bodies[12].

4. Ensures the protection of rights and freedoms

When citizens understand their rights, they are able to protect them from violators and have the immunity to fight for their rights. As a result, social justice and equality are strengthened in society. Equal participation of all citizens in social processes leads to the strengthening of social justice and equality.

Today, media products and artificial intelligence are opening the door to new opportunities. Because media products make the learning process visual, interesting, and impactful. If these products are shaped by artificial intelligence, they become interactive and personalized sources of knowledge that adapt to the individual learning style of the student[13].

Artificial intelligence technologies are used in our lives in the following areas:

1. Automatic content creation: for example, platforms such as ChatGPT, Sora, and Midjourney can create articles, essays, and video scripts on civic topics.
2. Development of critical thinking: through media analysis bots or simulations, young people learn to critically evaluate information.
3. Virtual simulations: for example, simulators that simulate the democratic electoral process[14].

Artificial intelligence is having an impact not only on technology, but also on education. In addition, the formation of social awareness in students is an important task in the modern educational process. Social awareness is a person's ability to understand his or her place and responsibilities in society, to

correctly establish relationships with others, artificial intelligence introduces young people to socially relevant situations and events through interactive and innovative teaching methods, and through virtual problem-solving, team games and simulations, students' social skills are strengthened, and a platform is created for information and discussions on local and global social issues.

Artificial intelligence-based learning platforms track a student's personal activity and determine where their interests, needs, and strengths lie. Examples of such platforms include:

1. Khan Academy + AI: analyzes how a student solves a problem and engages in a dialogue with them.
2. Curipod and SlidesAI: help create interactive presentations on civics.
3. Zearn, Duolingo Max (based on GPT): teach active problem solving, critical thinking, and social interaction[15].

In the new educational environment, teachers and parents are no longer just information carriers, but also actively participate as curators, educators, and navigators. They guide the effective selection of artificial intelligence tools and their use for enlightenment and spirituality.

Conclusion

In conclusion, we must emphasize that the formation of active civic competence among students is an important step for the democratic development of society. Artificial intelligence and media products offer new solutions, individual approaches, and modern pedagogical opportunities in this process. Most importantly, if artificial intelligence tools are used on the basis of human values, ethics, and spirituality, they become a powerful tool for civic education.

This article demonstrates that artificial intelligence and media products play a crucial role in forming active civic competence among adolescent students. AI-based tools, including interactive simulations, personalized learning platforms, and content generation systems, create opportunities for students to develop legal awareness, critical thinking, social responsibility, and democratic values effectively. Media products enrich civic education by making the learning process engaging, visual, and practical, while AI personalizes learning to each student's interests and abilities. The integration of AI technologies in education supports the development of informed, responsible, and socially active citizens, which is essential for ensuring societal stability, equality, and democratic development.

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