



PSYCHOLOGY OF MODERN YOUTH PHENOMENOLOGY OF INTERPERSONAL AND INTERGROUP COMMUNICATION IN REAL AND VIRTUAL SPACE

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ABSTRACT

New trends in the process of information socialization of adolescents associated with the increasing influence of information as a new institution of socialization are considered. It is shown that the specificity of information socialization is determined by both the cognitive characteristics of adolescents and the emotional components of the search, processing and transmission of information, as well as new language forms that appear on the Internet and are widely distributed to other information spaces and spheres of communication. The results of the study of the features of interpersonal and intergroup communication of modern youth in real and virtual space are presented $\wedge = 76$). It is shown that social networks are one of the most important parts of the picture of the world of modern teenagers. Social networks are currently forming an individual, subjective space of modern youth, which is beginning to dominate the overall picture of the world.

KEYWORDS

Virtual communication, social networks, virtual space, personal space, social space, modern teenagers, modern technologies.

INTRODUCTION

Describing the space of socialization of a modern person, we can safely say that it has expanded and become more complicated. These transformations are closely related to the processes of globalization, with

the variability of modern culture, values, and norms. A sharp leap in the development of digital technologies has increased the number of information flows. Along with the expansion of the information space, the



process of socialization has also changed. Online virtual reality has become firmly embedded in the life of modern society. Technologies are developing and people are getting more opportunities for their development. Social networks are actively involved in building a social image of the world, reaching a modern audience and eliminating interpersonal barriers, opening the world to man and man to the world. However, like any complex process, social media has its pros and cons.

METHODS

The high density of digital streams surrounding modern youth allows us to talk about the information lifestyle of megacities. Studying the specifics of information socialization allows us to identify and describe the general patterns of the socialization process, to specify the features in the process of perception and processing of information, as well as the influence on this process of individual and socio-personal characteristics of modern youth. It is particularly interesting to study the role of network communication in the process of socialization of modern youth. The direction and content of information socialization can be determined based on the process of self-categorization or group identity of a modern user. And the priorities and interests of a person, an identity group, can be safely judged by choosing the most preferred and significant source of information.

Virtual space and digital technologies are of particular interest for the study of information socialization. To put a "like", "post", make a "repost", leave a comment, be "online" - today these are the usual ways of communication for modern youth. Communication is becoming more and more remote. Through modern telecommunications and gadgets, the modern user builds his communication, it is now possible to instantly

use Internet access, the ability to receive and share information. The virtual space opens up limitless possibilities for users not only in obtaining information, but also fulfills the needs for obtaining new experiences. Except for search services, another resource has been added to e-mail - social networks that allow you to post various texts and comments online, publicly share information and opinions.

Digital technologies are integrated into the communication process of young people, new forms of communication and behavior are emerging, and a different value system is being formed. The communicative experience is transformed (new forms and norms of communication appear), and after that the possibilities of obtaining and processing information (different ways of presenting information) increase, new opportunities for self-presentation (blogs, online diaries, social networks) and early professionalization (online communities of interest) of modern users appear. The Internet as a platform has forced traditional media to reconsider their approach to the production and presentation of information. Today, modern devices allow a person to receive information in their own time. The point is that now the user decides for himself at what point it is convenient for him to immerse himself in the information space and get the desired content. In addition, the user turns out to be the content producer himself. Everyone can become a journalist, everyone can try himself in the role of some kind of media, some kind of media. The user gets the main emotions while on the Internet, where information is distributed instantly, and those who are constantly "online" are in the know. Communication only in the format of correspondence ceased to satisfy user requests, and social networks provided the opportunity to watch photos and videos, share them, join various groups and communities, study and work, make purchases and make gifts. Social



networks are a resource where there is not just a link in between information (links between content elements), but connections between people who interact through this content. Knowing about a person becomes more important than direct contact with that person, it doesn't matter who you are, it's important what your profile is (you can rarely see a person, but be aware of all the events of his life).

Communication is an important mechanism of socialization of the modern young generation, but in the information space it is transformed and acquires its own specific forms and norms. The current level of development of digital technologies, including means of network communication, allows you to expand social interaction and overcome various kinds of blocks in obtaining information, reducing the time to search for the necessary data. Among the many advantages of virtual communication, there are several of the most significant:

- 1) establishing and maintaining contacts with people over long distances;
- 2) expanding the circle of acquaintances (it is easy to find a reference group);
- 3) the ability to freely express emotions and experiences (anonymity);
- 4) the ability to create a new identity that exists only on the web and differs from the real one;
- 5) testing yourself in different roles.

The use of digital technologies opens up endless opportunities for users to communicate, assert themselves and self-actualize, to increase self-esteem. The information component of network communication is being replaced by an interactive one. At the moment, the user can be in three or four bookmarks, constantly switching. On the one hand, this allows you to develop multi-functionality,

multitasking (the ability to solve several tasks at the same time), on the other hand, this leads to the fact that it becomes difficult to concentrate on one task.

In her works devoted to the study of virtual communication, E.P. Belinskaya emphasizes that the virtual information space is a verbal space where self-descriptions and self-presentations come to the fore. Internet communication turned out to be a technology of postmodernism. Thanks to multiplatformity, it becomes possible to belong to certain social groups, inform you. Social networks, blogs provoke users to external public sympathy and activity, and the recommendation system, on which the algorithmic system of the information environment is built, forms communities with certain principles, norms and values.

In her works, E.P. Belinskaya points out that belonging to various virtual communities or contrasting oneself with this community contributes to the formation of a certain content of social identity. Due to such features of network communication as anonymity, invisibility and security, it becomes possible to create a network identity completely of one's choice. In the virtual space, users can create several accounts that may not overlap with each other. It becomes possible to change the appearance, to provide deliberately false, but desired information about yourself, as a result of which it becomes possible to manage your impression of yourself. Thus, virtual identity can serve as an expression of a part of one's personality that is suppressed by society, or satisfy the need for recognition and strength.

The creation of a virtual identity that differs from the real one may be explained by the fact that people in real communication cannot express the full versatility of their "I". Some researchers believe that the multiplicity and variability of identity in the Internet



space reflects the multiplicity of identity in modern society as a whole.

RESULTS AND DISCUSSION

The modern information space, within which the development of modern man takes place, creates all new components of the leisure industry and digital means of receiving and broadcasting information. All this creates favorable conditions for human socialization and development, in particular, vocabulary enrichment, mastering a wide range of information, develops search and orientation activities. Users themselves report a lot of information about themselves and their preferences. People are becoming more open; they are forced to constantly publish something about themselves in order to build up their reputation in order to benefit themselves.

Users strive to be constantly informed, actively publish information about their preferences and interests on social media pages, indicate their professional preferences, and share their level of proficiency in certain skills. Based on the totality of this information, you can study the user's identity style. The social network is a new paradigm of existence in the Internet space. Some kind of new a parallel reality for a person, which does not replace, but complements the existing reality.

That is why social networks have become a popular service that opens up endless possibilities to users. Users can present various data about themselves not only verbally (statuses, questionnaires, coordinates, contacts), but also in visual and audiovisual (photos, images, video clips, audio clips) format. Thus, in social networks, the user can recreate his virtual self and his environment. One of the features of social networks is to search for people by a given parameter. The structure of communication between people imposes certain properties on groups of people. It is the

connections between people that allow the whole to become greater than the sum of its parts. Therefore, not only personal events have an impact on us, but also the established social communication architecture around us. A person's worldview depends on the current structure of social networks in which they are located.

In addition, social networks have recently become an important source of various information. By creating numerous interest groups and public sites, social networks provide the user with the opportunity to keep up to date with all significant events for him. The selectivity of information and the possibility of discussing and receiving feedback in real time have become available to a modern audience. The user forms the information flow for himself and decides what kind of information he wants to receive.

The analysis of social networks allows us to state that in the near future, due to the spread and development of high digital technologies, social networks will focus specifically on streaming video. The online broadcast gives the user a unique opportunity to feel the moment, to become a participant in the events taking place at a given time. Virtual and augmented reality systems will replace streaming video. Similar devices already exist, such as Google glasses or Oculus Rift, but their high cost does not yet allow this technology to become widespread.

Today, in pursuit of different goals, users have accounts on several social platforms, which have long ceased to be just a platform for communication. Billions of users and hundreds of thousands of applications make social networks a global and open space with huge opportunities for building communications and obtaining the necessary information. This variety of virtual capabilities directly affects the user's information awareness. The older



group has a variation in the level of information awareness. A high level of awareness is typical for 50% of the sample, the average level of information awareness is 37% and 13% of respondents are distinguished by a low level of information awareness. As a rule, the respondents of the second group identified no more than 3 sources of information that they use (Internet, television, the experience of friends /colleagues); 3 types of information were interesting for this category of respondents: information about politics, entertainment information, information about movies and music. Quantitative diversity was observed only when choosing Internet resources.

CONCLUSION

The data obtained make it possible to conclude that modern social networks realize not only the need of young people for information and contacts, but also the emotional saturation of this information and these contacts.

The diversity of the information space opens up endless possibilities for users and is reflected in the socio-cognitive processes associated with the search and belonging of identity. In our research, we relied on Berzonski's idea, which is based on the connection of identity style with information processing methods. Within the framework of this approach, we looked at the relationship between the need for knowledge, openness to the experience of obtaining information (using various types of social networks) with an identity style.

The data obtained allow us to state that for the first group of respondents (16-18 years old) The information style of identity is characteristic - 86.9%. With this style of identity students tend to get as much information as possible in the case of a choice situation, new circumstances, before making a decision about the importance of any goal for themselves, the significance

of a particular position and value, or a particular direction of their development.

For the second group of respondents (28-37 years old), the information style of identity is typical only for 43%. The leading identity style among this group is the normative style -53%. Having a normative identity style, a person is not inclined to search for information himself, but prefers to be guided by family traditions, social and/or group norms, i.e. follows ready-made and socially desirable patterns and solutions. Perhaps it is the normative identity style that explains the poorer choice of social networks, as well as the openness to new virtual space among the older group of respondents.

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