SOCIAL NETWORKS AND RISKS

The teachers of the Department of Social Sciences
at Andijan State Pedagogical Institute are
Ahmedov Abdulhay Toshto'xtayevich
Jabborova Sayyoraxon Muxammadqobilovna.
Vohidova Dilnavoz, Miryoqubova Marjona
Students of the 102nd group of the Faculty of
philology of Andijan State Pedagogical Institute

Annotation: This article discusses media literacy, social networks, risks of their use, important aspects of the field, information filtering skills, the harmful impact of mass media, the development of social networks influencing sociopolitical changes in society, understanding media functions, the main advantages of using social networks in society, information with nationalist and local sentiments, and the promotion of mass culture.

Аннотация: Эта статья обсуждает медиа-грамотность, социальные сети, риски их использования, важные аспекты данной области, навыки фильтрации информации, вредное влияние массовых медиа, развитие социальных сетей, влияющих на социополитические изменения в обществе, понимание функций медиа, основные преимущества использования социальных сетей в обществе, информацию с националистическими и местными настроениями, а также продвижение массовой культуры.

Annotatsiya: Ushbu maqolada media savodxonligi, ijtimoiy tarmoqlar, ularning ishlatilishidagi xavflar, soha bilan bog'liq muhim jihatlar, ma'lumotlarni filtrlash ko'nikmalari, ommaviy axborot vositalarining zararli ta'siri, jamiyatda ijtimoiy tarmoqlar rivojlanishining siyosiy-ijtimoiy o'zgarishlarga ta'siri, media funksiyalarini tushunish, ijtimoiy tarmoqlardan foydalanishning asosiy afzalliklari, millatchilik va mahalliy tuyg'ular bilan bog'liq ma'lumotlar hamda ommaviy madaniyatni targ'ib qilish masalalari muhokama qilinadi.

Keywords: media literacy, mass media, information, media education, information security, Egypt, Ukraine, Uzbekistan.

Ключевые слова: медиа-грамотность, массовые медиа, информация, медиапедагогика, информационная безопасность, Египет, Украина, Узбекистан.

Kalit so'zlar: media savodxonligi, ommaviy axborot vositalari, ma'lumot, media ta'limi, ma'lumot xavfsizligi, Misr, Ukraina, O'zbekiston.

Media Literacy – represents a set of skills and competencies for perceiving and evaluating mass media activities.

Media Literacy is a skill of filtering daily information transmitted through mass media and helps form understanding about where information comes from, by whom it is transmitted, for what purpose, and whose interests it reflects, enabling correct decision-making in any situation after receiving various information.

The purpose of Media Literacy is to understand the advantages and disadvantages of each media and develop skills to filter and accept necessary information, while its primary task is to help people understand the manipulative power of any consumed information and set boundaries.

Media Literacy encourages understanding media functions, evaluating the quality of these functions, self-expression, and entering into rational cooperation with media for participation in social processes.

Media Literacy is the result of media education.[1]

Media education emerged as a means of protection against the harmful influences and tendencies of mass media. The UK was the first to use this paradigm in the 1930s. In the UK and Australia, media literacy was introduced as a separate course in the humanities. In Finland, media and information literacy has been included in school and university curricula since the 1970s. When the media education component was first introduced into the school program, it was integrated into native language, history, aesthetic sciences, and ecology, rather than being an independent subject. According to the Media Literacy Index published in 2021, Finland was recognized as the country with the "highest capacity to resist the negative impacts of false news and disinformation" and ranked first in the index.

In Sweden, media education has been taught as a separate subject in educational institutions since 1980. The main goal of introducing media education was to develop young people's ability to critically perceive media reports, form their own opinions about information from various sources, and express their views about watched films and TV programs. Since autumn 2000, media education has been officially incorporated into the Swedish national curriculum.

---

[1] Boyd, D. (2014). It's Complicated: The Social Lives of Networked Teens. Yale University Press.

In some countries, media education is additionally implemented practically, normatively, either replacing some subjects or as an intermediate subject. For example, school newspapers, magazines, radio broadcasts, and audiovisual products are created outside of class time. Participants gain direct experience with various methods of media use during the creation process.

In the 21st century, the influence of spiritual, ideological, and information factors is becoming more prominent compared to material and financial resources. While **mass media** previously played the primary role in this process, today social networks are fully performing this function.

However, along with several positive aspects, the risks of social networks are increasingly growing. From this perspective, the development of social networks, which is attracting wide public interest and sometimes causing concern, significantly influencing personal psychology and socio-political changes in society, and its widespread nature on a global scale, certainly requires special investigation.

According to statistical data, in 2020 Uzbekistan's population exceeded 34 million, with internet users reaching 22 million. Over 85% of them use social networks. From these indicators, we can conclude that current social network users constitute a very large audience.[2]

Today, information wars are rapidly unfolding worldwide. In this war, the weapon and shield are only information. The space of information is the internet. Social networks are considered the most convenient mediator for distributing all types of information. Because in modern society, the main advantage of using social networks is freedom of communication.

As a result, the risks from social networks have become a global issue for every country. From this perspective, it's important to emphasize that information security is a crucial part of national security today. Leaving social networks completely unsupervised is causing numerous disruptions in the real world.

Religious Information. Circulating in networks but not permissible messages like: "If you are a believer, spread this information!", "If you love Allah, spread this information!", "If you do not spread this information, your sins will stop you!", "If you do not spread this information, you will suffer from a serious illness!" appear in such phrases.

Political Information. Various political calls exist in social networks, which attempt to make you perceive the politics of the country you live in as incorrect, fight

---

[2] Shirky, C. (2011). Cognitive Surplus: Creativity and Generosity in a Connected Age. Penguin Press.

against the current political system, replace it with a religious system or conversely, restore the old Soviet system, and discredit political figures.

Mass Culture Information. Mass culture propaganda is also very active on social networks. They mainly appear in the form of video clips, electronic images, and songs. They attempt to instill alien ideas contrary to our national identity, foreign customs, and cultures completely inappropriate to our mentality into youth ideology.

Information in the spirit of nationalism and localism. Ideas of nationalism and localism are frequently encountered on social media. They are usually conducted in the form of surveys, with questions such as: "What is your nationality?", "Which nationality do you think is the strongest?", "Which nationality is the most numerous?", "Where are you from?".

First, we must thoroughly understand the concepts of nation and people. A nation is an ethnic group with a single language and culture. A people consists of several ethnic groups, has a specific living area, and shares a common language and generalized culture.

Alarming Information. Alarming information spreads very quickly among internet users. Such information contains rumors about extreme situations at regional or global scales that could potentially be life-threatening or almost impossible to survive. The purpose of such rumors is to create unrest in a country or region through propaganda and derive material benefits.

From this perspective, it's particularly important to emphasize that the role of social networks in a country's security and stability is increasing. Social networks are indicated as the initial trigger point for horrific events in countries like Libya, Egypt, Ukraine, Syria. This is not without reason - external "neutrals" initially helped these countries' youth create "democracy" from the outside, awakening dissatisfaction with the existing system among youth.

Therefore, it is necessary to pay great attention to social networks, which are becoming the primary source of information, and develop our national social networks.

Cyber Risks and Attacks: Various cyber risks and attacks exist in social networks, such as spreading malicious software or phishing attacks (requesting users' personal information). Intrusion into Others' Lives and Violating Personal Boundaries: Some users excessively interfere in others' personal lives, which can negatively impact friendships or mutual relationships.

Psychological Impact: Constantly seeing idealized lifestyles on social networks can cause stress, sorrow, or feelings of inadequacy among users.

Additionally, spending time on social networks can increasingly lead to insomnia and isolation.

Lies and Manipulation: Incorrect information, fake news, and manipulative content are widespread on social networks. This can especially lead to choosing the wrong path when making political or social decisions.

Privacy and Personal Information Risks: Revealing personal information on social networks can expose people to fraud, identity theft, or other harmful actions. Users often share their information unknowingly, which can affect their safety.

Social networks have become an integral part of our daily lives today. They play a significant role in communicating with friends, obtaining news and information, as well as developing business and interpersonal relationships.

However, along with numerous advantages, social networks also have several risks. Negative Aspects of Social Networks:

1. Privacy Risk: Users must be cautious when providing personal information, as some platforms can create privacy risks.

2. Reliability of Available Information: Incorrect or misleading information is frequently distributed on social networks, which can lead people to make wrong decisions.

3. Time Consumption: Spending excessive time on social networks can negatively impact users' real lives and tasks.

Advantages of Social Networks:

1. Easy Communication: People can connect without geographical limitations.

2. Rapid Information Spread: News and events quickly disseminate, enabling fast information access.

3. Effective Advertising and Marketing Tool: Businesses can reach large audiences.

4. Creativity and Self-Expression: Users can demonstrate creativity through art, writing, or videos.

Social Networks are Used for Various Purposes:

1. Personal Communication: People share personal lives and find new friends.

2. Professional Networks: Platforms like LinkedIn create professional networks and job opportunities.

3. Entertainment Content: YouTube, TikTok, Instagram are popular for creating and watching entertainment content.

4.   Information Exchange: Social networks are very effective for news and information sharing.

Social networks have fundamentally transformed people's lifestyles, work methods, and communication forms. However, it's important to use them carefully, as they can lead to some negative consequences.

Scientists' Perspectives on Social Networks are based on various viewpoints. They typically study social networks from technological, social, and psychological perspectives. Different scholars have varied opinions about the positive and negative impacts of social networks. Below are perspectives of some prominent scholars:

1.   **Sherry Turkle – Technology and Human Relationships:** Sherry Turkle, MIT professor, has authored numerous works on social networks and technology's impact on human life. She believes social networks and smartphones are pushing people towards "loneliness" and "awakening" states rather than interpersonal communication. In her book "Alone Together", she emphasizes how technology alters genuine human interaction, making personal connections superficial. She demonstrates that when people aim to connect through social networks, they are often actually distancing themselves from real communication.

2.   **Manuel Castells – Social Networks and Information Society:** Spanish scholar Manuel Castells (known for "The Rise of the Network Society") views social networks as a global information network. He highlights that social networks have fundamentally transformed communication processes and helped shape economic, political, and cultural structures in modern society. Castells argues that social networks play a significant role, particularly in mass movements and political reforms. Their capabilities contributed to the spread of movements like the Arab Spring.

3.   **Clay Shirky – Social Networks and Collective Intelligence:** Clay Shirky sees social networks as a new form of collective intelligence and collaborative work. In "Here Comes Everybody", he discusses how social networks unite people in innovative ways, create opportunities for collective actions and information distribution. He describes social networks as a "collective intelligence" tool facilitating mutual cooperation. Shirky also considers social networks a means of strengthening civil society, as they enable any individual to express opinions and interact.

Scientists' varied perspectives on social networks provide a broader understanding of their social, psychological, economic, and cultural impacts. Some scholars view social networks as tools for developing social connections and

creating new opportunities, while others note associated social isolation, psychological negative impacts, and difficulties in maintaining focus.

Though numerous public materials exist about social networks, some lessknown but interesting facts can help deeper understanding. Here are some rarely discussed but fascinating facts about social networks:

1. **First Steps in Creating Social Networks Date Back to 1980s.** Many people associate social networks with platforms like Facebook or MySpace from the early 2000s. However, initial social network prototypes emerged in the 1980s. For instance, "The Well" (Whole Earth 'Lectronic Link) created virtual communities through internet forums and network communications in 1985.

2. **Facebook's "Calling" Feature.** In Facebook's early version, users could "call" each other. This was a variation of the "poke" or "nudge" function, allowing users to draw attention to each other. "Poke's" purpose was mainly initiating social interactions and simulating real-life "touching strangers". However, this feature gradually fell out of popular use and nearly disappeared by 2010.

Social Networks — These are online platforms created to interconnect people, exchange ideas, and distribute information. They occupy a significant place in society and are widely used in various fields, including business, politics, education, and daily life. Social networks facilitate human communication and create new global opportunities. However, they can also produce some negative effects, such as psychological problems, privacy risks, and the spread of false information.

It is necessary to use social networks effectively and responsibly, maximizing their positive aspects while minimizing negative impacts.

REFERENCES:

1. Boyd, D. (2014). It's Complicated: The Social Lives of Networked Teens. Yale University Press.
2. Shirky, C. (2011). Cognitive Surplus: Creativity and Generosity in a Connected Age. Penguin Press.
3. Zuckerberg, M. (2017). The Social Network: The Impact of Social Media on Society. Harvard University Press.
4. Boyd, D. (2017). "Social Media and the Risk of Cyberbullying: Understanding and Addressing Online Harassment." Journal of Adolescent Health, 60(4), 459-463.
5. Livingstone, S., & Helsper, E. (2007). "Gradations in Digital Inclusion: Children, Young People, and the Digital Divide." New Media & Society, 9(4), 671696.
6. O'Keeffe, G. S., & Clarke-Pearson, K. (2011). "The Impact of Social Media on Children, Adolescents, and Families." Pediatrics, 127(4), 800-804.
7. Andrejevic, M. (2004). "The Work of Watching: Interactive Audiences and the Exploitation of Online Privacy." Media, Culture & Society, 26(1), 19-36.