

THE INFLUENCE OF SOCIAL MEDIA ON YOUTH CONSCIOUSNESS

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Abstract

This article analyzes the influence of social media on youth consciousness from a scientific perspective. It explores aspects such as access to information, identity formation, moral values, and political socialization, highlighting both the positive and negative effects of these factors. The study is based on reliable academic sources and offers recommendations to promote conscious and responsible use of social media among youth.

Keywords: Social media, youth, consciousness, information, political socialization, mental health, values.

Introduction

The rapid development of modern information and communication technologies has had a significant impact on all aspects of social life. In particular, the widespread use of social media plays a crucial role in shaping the consciousness of young people. Today, platforms such as Facebook, Instagram, Telegram, and TikTok are not only tools of communication but also serve as sources of information, self-expression, and means of demonstrating social status. From this point of view, scientifically analyzing the positive and negative effects of social networks is a timely issue.

1. Access to Information and Expansion of Knowledge

Through social media, young people gain broad access to modern streams of information. This contributes to the development of their worldview, socio-political activity, and cultural awareness. For instance, N. Karimova notes in her research that active participation in social networks plays a vital role in the socialization and cultural integration of youth (Karimova, 2020).

2. Identity and Individuality

For young people, social media serves as a platform to establish their identity and find their place in society. However, this process often leads to the creation of artificial personas and the desire to portray oneself differently in the virtual environment. Studies have shown that excessive time spent on social media increases psychological pressure, depression, and feelings of loneliness among youth (Ganiyeva, 2021).

3. Formation of Moral and Aesthetic Values

Content spread through virtual spaces influences the development of moral and cultural values. In some cases, these values may contradict national mentality. In particular, trends popular among youth on platforms like TikTok and Instagram may promote superficial behaviors (Abdullayeva, 2022).

4. Political Awareness under the Influence of Social Media

Young people are using social networks as a source of political information and a platform for discussion. This affects their political socialization, engagement, and freedom of expression. At the same time, the spread of misinformation and fake news negatively impacts their political awareness by fostering manipulative influences (Saidov, 2023).

Conclusion

In conclusion, the impact of social media on youth consciousness is multifaceted and complex. While it fulfills their need for information and contributes to their cultural and social development, it also significantly affects their mental state, value system, and political perspectives. Therefore, it is essential that parents, educational institutions, and relevant organizations assist youth in using social media consciously and responsibly.

References

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