THE CONCEPT OF SOCIAL MEDIA AND ITS SOCIO-PSYCHOLOGICAL IMPACT

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Abstract

As the world is developing globally, people's needs are increasing day by day, communication tools are developing, as a result, the people of the world are getting closer to each other. Their closeness is reflected not only in communication, but also in lifestyle, culture, social and personal life, language, religion, business, development and even food. Today, regardless of where we are in the world, there is a tool that connects us firmly and has eliminated thousands of kilometers. This important discovery is called "social media" in modern parlance. This article describes social media, the definitions given to it by several scientists, the functional blocks that make it up, and the functions of these functions on the platform.

Keywords: Social media, internet, social network, socio-psychological impact, virtual environment, personality, types of social media, stress, education, positive and negative aspects, FOMO.

Introduction

Social media platforms have now become an integral part of people's lives, and their development consists of several stages. Below we will consider the origins and stages of development of social media platforms.

1. Origins of Social Media

The concept of social media is related to the development of the Internet. The term originated as an advanced form of mass media (newspaper, radio, television) based on interactive communication and user-generated content. Although the first social networks were formed in the late 1990s, their roots go back to the 1970s and 1980s.

2. Development stages of Social Media

Stage 1: The Pre-Social Media Era (1970-1990)

During this period, the Internet and computer networks were just taking shape. In 1971, the first electronic mail (E-mail) service was created. Forums such as BBS (Bulletin Board Systems) and Usenet became popular in the 1980s, allowing users to exchange messages. In 1991, the World Wide Web was created, which spurred the development of social media.

Stage 2: The First Social Networks (1997-2005)

In 1997, the SixDegrees.com social network was launched. It was the first site that allowed users to create profiles and connect with friends. In 1999, the Blogger platform appeared, which was a

new step in creating content through social media. Social networks such as Friendster appeared in 2002, LinkedIn and MySpace in 2003. In 2004, Facebook was launched, at first it was only intended for students, but later it became a global platform.

Stage 3: The Social Media Boom (2006-2015)

In 2005, YouTube appeared, which greatly influenced the development of social media through video sharing. In 2006, Twitter was launched, allowing quick information sharing through short text posts. Instagram launched in 2010 and Snapchat in 2011, which fostered a culture of sharing visual content. Facebook, YouTube and Instagram have become popular globally and have billions of users.

Stage 4: The Modern Social Media Era (2016-present)

The emergence of TikTok (2016) led to audience engagement through short-form videos. Voice-based platforms such as Clubhouse (2020) have emerged. Artificial intelligence and algorithms began to play an important role in the development of social media. The development of Metaverse and VR technologies aims to change the future shape of social media.

Social media platforms continue to evolve. New platforms based on artificial intelligence, virtual reality (VR), blockchain and Web 3.0 technologies are expected to appear in the future. Social media has fundamentally changed the way people communicate and is influencing the process of social and psychological development. Therefore, it is important to constantly study their impact on society.

Today, social media exists in various forms, and each of them plays an important role in the formation of communication, information exchange and interaction with society. Types of social media are divided into the following main groups:

1. Social networks (Social Networks)

Examples: Facebook, Instagram, Twitter (X), LinkedIn

Key features: Users can create their own profiles, connect with friends or colleagues. It is possible to exchange information, pictures, videos, articles. It offers a wide range of opportunities for promotion, marketing and advertising.

Scope: Expands a person's social relationships, but long-term virtual attachment can negatively affect real-life communication. It is used as a tool for creating a brand and strengthening communication with the audience for enterprises and entrepreneurs.

2. Media sharing platforms (Media Sharing Platforms)

Examples: YouTube, TikTok, Snapchat, Pinterest

Key Features: Users can upload and share photos, videos and audio files. Mostly based on visual content. Allows you to quickly reach a large audience.

Scope: An effective medium for education, entertainment and news delivery. Popular among young people and creating new opportunities for creative content creators. However, excessive use can lead to attention deficit and internet addiction.

3. Blogs and Microblog Platforms (Blogs & Microblogs)

Examples: WordPress, Blogger, Medium, Tumblr, Twitter (X)

Main features: Users are able to create text content (articles, reviews). Long or short form blog posts are posted.

Scope: Effective tool for exchange of ideas, dissemination of information and education. There is a risk of spreading false information (fake news).

4. Messaging Apps

Misollar: WhatsApp,   Telegram,   Facebook   Messenger,   WeChat

Key features: Users can exchange messages in real time. Features include group chats, audio and video calling.

Scope: Provides fast communication between friends, family and business people. Spam and disinformation are a problem.

5. Online communities and forums (Online Communities & Forums)

Examples: Reddit, Quora, Stack Overflow, Uzbek forums

Key Features: Allows you to share ideas on specific topics. Used for group discussions and experience sharing.

Scope: An effective tool for knowledge sharing and problem solving. False or misleading information may be disseminated.

6. Gaming platforms and virtual reality (Gaming & Virtual Reality Platforms)

Examples: Twitch, Discord, Roblox, VRChat

Key features: Provides live communication between players and spectators. Uses virtual reality technologies.

Scope: Creates a community for youth and game lovers. Excessive use can lead to internet addiction.

Social media platforms are gaining attention as a factor that has penetrated deeply into people's daily lives and affects their psychological health. Social media, on the one hand, has strengthened people's social connections and created opportunities for self-expression in social networks, but on the other hand, it can cause various negative consequences. Positive effects:

Strengthening Connections - People have the opportunity to stay in touch with friends and relatives who are far away.

Education and information acquisition - Helps to acquire various information, courses and new knowledge.

Self-expression - allows you to show creativity, freely express your thoughts.

Motivation and support – Motivational content and social support can be found through social groups.

Adverse Effects:

Competition and Self-Comparison – Seeing an idealized lifestyle on social media can lead to low self-esteem.

Mental health problems – Depression, stress and anxiety levels may increase.

Decreased attention span – A continuous stream of content can decrease the ability to concentrate.

Internet Addiction – Being overly attached to social media can reduce the quality of your daily life. Internet addiction can lead to psychological problems such as depression, anxiety and insomnia.

FOMO (Fear of Missing Out)

FOMO - "Fear of Missing Out" - People can feel unhappy and less successful by looking at the perfect lives shown on social media.

In conclusion, it can be said that social media platforms have become an integral part of human life. Undoubtedly, it will not have a social and psychological impact on the individual. In addition, it has various effects on the psychological health of a person. However, careful and conscious use is necessary to reduce its negative effects and use its positive aspects. Users can manage their time properly and maintain their psychological health through information and social communication on the Internet.

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Additional Resources:

1.Statista, Pew Research Center, Digital 2023 Report – Social Media Statistics and Trends.

2.Google Scholar (scholar.google.com) – Scientific articles on social media and personal development.

3.ProQuest Dissertations & Theses Global – Academic Dissertations on Social Media.