

SOCIAL IMPACT IS AN IMPORTANT FACTOR OF COOPERATION OF HIGHER EDUCATION INSTITUTIONS AND "MAHALLA" INSTITUTE

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Abstract: Regardless of the direction and content, an important factor in the cooperation of various entities has social impact. Consequently, in the process of cooperation aimed at exchanging mutual experience, supporting each other, and searching for opportunities, it exerts its influence on individuals selected as objects based on the activities of partner entities. Social impact, based on cooperation between partner entities, in particular, higher education institutions (HEIs) and the Mahalla Institute, serves to determine the transformation of the personal qualities of citizens of a certain territorial unit into social behavior and a positive attitude towards the environment in their society. The article talks about the content, mechanism, types, forms, methods, ways and means of social impact based on cooperation between the university and the Mahalla Institute.

Key concepts: influence, social influence, content of social influence, mechanism of social influence, types of social influence, forms of social influence, methods of social influence, ways of social influence, means of social influence.

In many eastern countries, especially in Uzbekistan, after the family structure, the neighborhood is considered an institution of self-government of citizens, which has a social impact on the education and development of the individual. Before talking about the public influence on the personal education and development of the "Mahalla" institute, it is appropriate to get acquainted with the essence of the concept of "impact" and "social influence".

In the "Explanatory dictionary of the Uzbek language", the concept of "*effect*" means "the nature of external factors to change the state of a person or thing, and its result" [14, - p. 30] If the meaning of bread is shown, one of the electronic sources says that it is "an action performed on an object that causes its properties, state, etc. to change" [3]. It can be said that the effect is a certain process, in which the property and state of a certain animate or inanimate object will necessarily change due to the action of external factors.

In 1958, Herbert Kelman, a psychologist at Harvard University, proposed three main types of influence. They are:

conformism (according to which the individual agrees with the opinions of others, but in practice retains confidence in his own views);

identification (according to which an individual is influenced by a person with a higher position, rank, reputation, status; for example, an employee is his manager, a child's parents or another age, life experience of the family is under the influence of a person older than him).

internalization - relying on the interdependence between individuals, directly influencing their views both externally and internally

or influence through indirect consultation [15, – pp. 51-60].

The concept of "internalization" noted by Herbert Kelman can be expressed more clearly as follows, supplementing the views of the author: internalization - the norms, values, beliefs, spiritual and moral instructions, perceptions, etc. accepted by the individual in society. the

transformation of the stable internal qualities it has into external real actions through mastering [12]; acceptance of someone's confidence, values as a standard of his personal confidence, values as a specific form of adaptation [12, – p. 34].

The essence of the concept of "impact", in turn, provides an opportunity to clarify the meaning of the term "social impact".

Social influence is a social-psychological process that expresses the observation of changes in the relations with other persons, the acquisition of new meaning by external factors [8]; significant and stable changes in the lives of individuals under the influence of certain activities of external factors (state, society, other social institutions) [1]; the impact of society or individual individuals on social processes or events taking place in society; ideas that determine the worldview of a person under the influence of consciousness, norms and instructions of other members of society, as well as changes in consciousness [10]; the process of transformation of stable internal qualities into an external form of social behavior by a person's assimilation of norms, values, trust, instruction, imagination, and patterns of behavior accepted in society [2, – p. 22]; a complex, multifaceted and multi-stage process that affects the daily life of any person [7]; significant, stable changes in people's lives due to state activity [9].

Based on the opinions expressed at this point, it can be said that social influence is a specific process, which is carried out by external (in rare cases, internal) factors, in particular, social subjects. The positive or negative nature of the content of social influence creates changes in the behavior, intuition, feelings and life views of the person who is the object of influence, which are evaluated by society in a good or bad way.

By its essence, the impact on the social object can be purposeful and unpurposeful, planned and unplanned, voluntary and involuntary. Based on the opinions expressed, the concept of "social impact" can be defined as follows: social impact - social subjects: external (in rare cases, internal) that is carried out by society, a specific community or an individual with a purposeful/non-purposeful, planned/unplanned, voluntary/involuntary) positive/negative changes in the activity of another person or group of persons as a result of the impact.

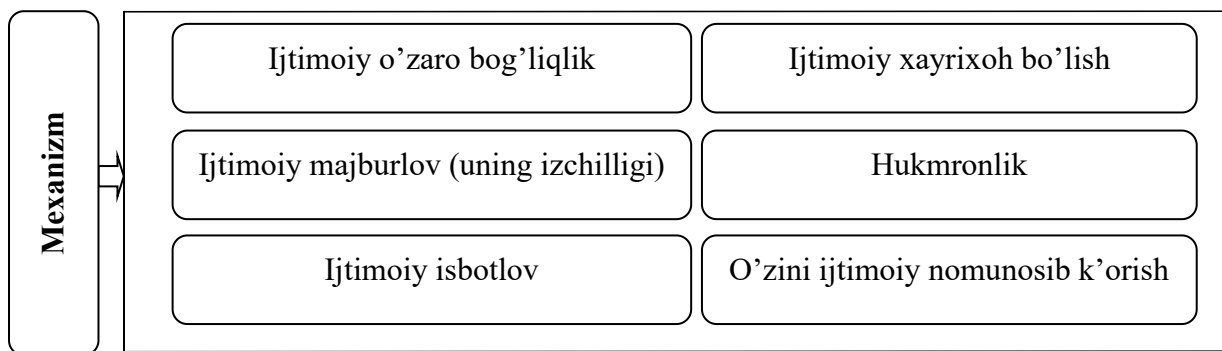
The positive importance of social influence is determined by its basis, effectiveness, stability, and positive results.

The concept of "social influence" in language use was first introduced in 1969 at a seminar on ethical responsibility for investors at Yale University. In this seminar, not only financial benefits, but also social and environmental aspects of investment activities were discussed. In 1970, the methods known as "Social Impact Assessment" (SIA) were included in the "National Environmental Policy" Act of the USA. Since 1990, the reports of the World Bank and the International Monetary Fund have strictly focused on the assessment of the social impact of their projects. The global financial crisis of 2008 confirmed once again that it is important to evaluate the social impact of each activity [1].

As mentioned above, the process of social influence is organized purposefully and without purpose, and has a manipulative character. At the same time, any social influence, either positive or negative, is important.

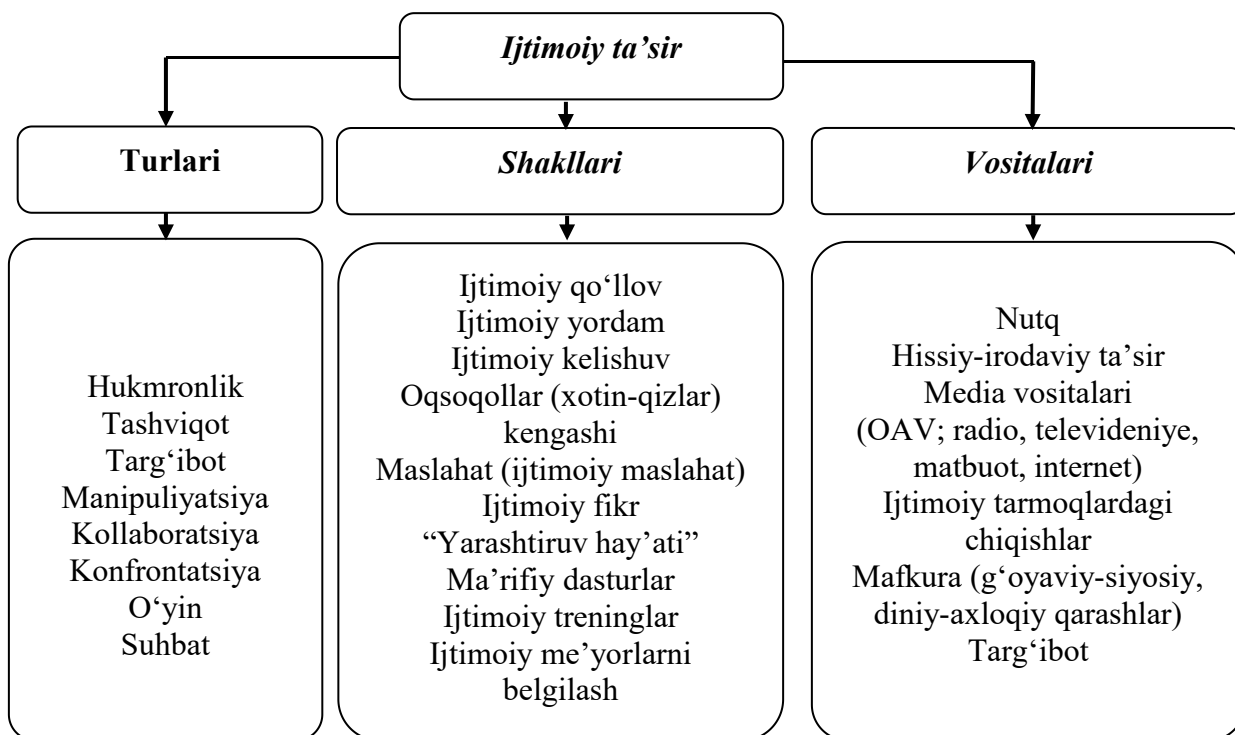
The influence of external factors on social processes is diverse in different forms it is carried out using methods and tools (weapons of influence). According to psychological, social and pedagogical approaches, the social influence on a person by various external (in rare

cases, internal; for example, internal in the process of dialogue) factors is the following mechanism [4; 5; 6] has (Fig. 1):



1-rasm. Ijtimoiy ta'sir mexanizmi

The types, forms and means of social influence based on the essence of cooperation between HEI and "Mahalla" institute [11, - p. 74-75] was found to be as follows (Fig. 2):

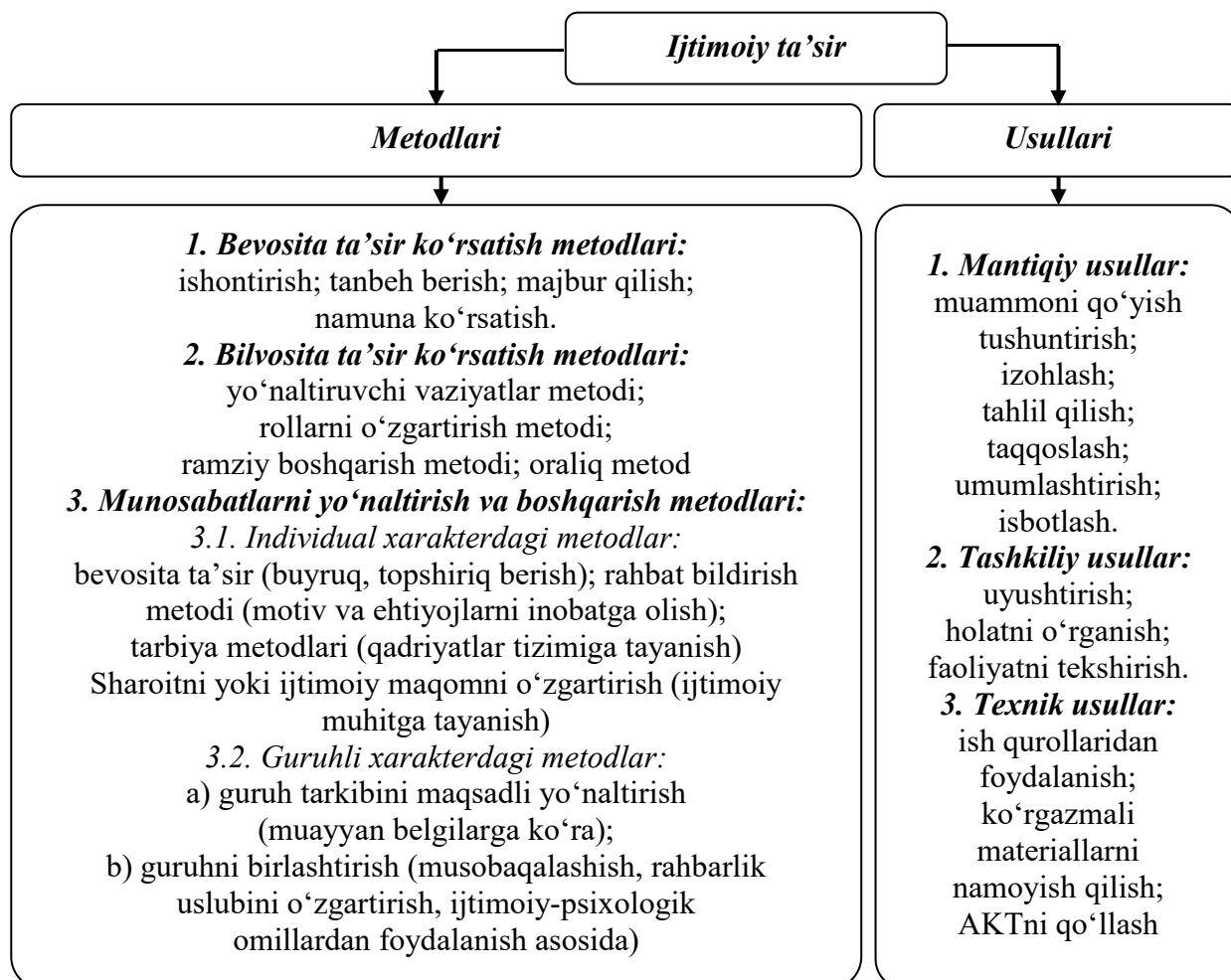


2-rasm. Ijtimoiy ta'sirning turlari, shakllari va vositalari

wa effective (Fig. 2).

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Thus, regardless of the direction and content of social influence, it is considered an important factor of cooperation between different subjects. Accordingly, this factor is of particular importance in the cooperation of the Higher Education Institution with the "Mahalla" institute.



Therefore, the collaboration of the OTM with the "Mahalla" institute is based on the social impact of the activities of the partner entities on the individuals selected as the object. The social impact based on the collaboration between the partner entities, in particular, the Higher Education Institution and the "Mahalla" institute, is to familiarize the citizens of a certain territorial unit with the foundations of the legislation of the Republic of Uzbekistan, the moral and ethical principles accepted in society, social and national values, and their serves to determine the transformation of personal qualities into social behavior, a positive attitude towards the environment in their behavior and behavior.

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