

SOCIAL NETWORKS: THEIR ROLE AND IMPACT IN MODERN SOCIETY

O'ktamova Sevara Baxtiyorjon kizi

Kokand University, Andijan Branch

Faculty of Philology and Language Teaching,

English Language Department First-Year Student

bakhtiyorjonovna07@gmail.com

Abstract: This article analyzes the role and impact of social networks in modern society. The rapid development of information technologies has made social media an integral part of human life. This study examines the influence of social platforms on education, business, communication, and culture. Furthermore, the psychological and sociological effects of social media on youth, including their advantages and disadvantages, are explored. The paper evaluates the role of social networks based on international research, statistical data, and real-life examples. Additionally, strategies for the effective use of social media and future development trends are discussed. The findings of this research contribute to a deeper understanding of the social impact of digital platforms and provide recommendations for maximizing their positive potential while mitigating risks.

Keywords: Social networks, modern society, information security, mental health, technological development, global integration, digital communication.

Introduction

The modern world is undergoing rapid technological advancements and digital transformations, with social networks being among the most significant aspects of these changes. The history of social media dates back to the late 20th century, with early platforms like Friendster and MySpace facilitating online interactions. However, the launch of Facebook in 2004, Twitter in 2006, and Instagram in 2010 revolutionized the landscape, making social media a dominant force in communication and information exchange.

According to research conducted by Kepios, a global digital consultancy firm, nearly five billion people—more than 60% of the world's population—are active social media users. Since 2022, the number of users has increased by 3.7%, approaching the total number of global internet users (5.19 billion). The average time spent on social networks has also risen, with users dedicating approximately 2 hours and 26 minutes daily to these platforms.

The Influence of Social Networks on Various Sectors 1. Business and Marketing

Social media plays a crucial role in modern business and marketing strategies. Companies leverage digital platforms for targeted advertising, customer engagement, and brand promotion. Influencer marketing and digital advertising have created new career opportunities, such as bloggers, influencers, and digital marketing specialists. Additionally, e-commerce platforms

benefit from social media integration, enabling direct consumer interaction and data-driven marketing approaches.

Education and Knowledge Sharing

Social networks have transformed education by introducing innovative learning methodologies. Online courses, webinars, and virtual classrooms have enhanced accessibility to knowledge. Platforms like LinkedIn Learning, Coursera, and YouTube facilitate knowledge exchange and professional development. However, excessive use of social media can lead to distractions and reduced academic performance among students.

Cultural Exchange and Globalization

Social networks have significantly contributed to reducing cultural barriers by fostering global interactions. People can engage with different cultures, traditions, and perspectives through online communities. Digital platforms have also facilitated international collaborations in arts, science, and politics, leading to greater global connectivity.

Psychological and Sociological Impact of Social Networks

While social media offers numerous benefits, it also poses psychological and sociological risks. Studies indicate that prolonged exposure to social media can contribute to anxiety, depression, and self-esteem issues, particularly among adolescents. The tendency to compare oneself to idealized online portrayals can lead to dissatisfaction and mental health challenges. Conversely, positive online communities can provide emotional support and social validation.

Negative Effects of Social Media Data Privacy and Security Risks: The widespread use of social networks has raised concerns about personal data security and privacy violations. Unauthorized data collection, cyber threats, and misinformation are growing challenges in the digital era. **Manipulation and Misinformation:** The rapid spread of fake news and manipulated content on social media can distort public perception and influence political and social opinions. **Social Isolation:** Excessive reliance on online communication can reduce face-to-face interactions, leading to social withdrawal and weakened interpersonal relationships. **Demographics and Usage Trends**

According to recent statistics, individuals aged 16–24, particularly women, are the most active social media users, while men aged 55–64 are the least active. The average user is connected to seven social media platforms, with WhatsApp, Instagram, and Facebook being the most popular.

Mitigating the Negative Effects of Social Media

To address the risks associated with excessive social media use, individuals should establish digital boundaries. Implementing daily screen time limits for platforms such as Instagram, TikTok, and Telegram can help users maintain a balanced digital lifestyle. Additionally, promoting digital literacy and critical thinking skills can empower users to navigate online spaces responsibly.

Statistical Overview and Economic Impact

As of early 2025, global internet users reached 5.24 billion, representing approximately 64% of the world's population. Social media platforms generated over \$200 billion in revenue, with Facebook leading as the most widely used platform, boasting 3.049 billion users. The growing influence of social media on global economies underscores its significance as a digital marketplace.

Conclusion

Social networks have become an inseparable component of modern society, influencing various aspects of life, including politics, economics, education, and culture. While they offer numerous advantages, their negative effects, such as psychological risks, misinformation, and privacy concerns, must be acknowledged. Responsible usage, digital awareness, and regulatory measures are essential to maximizing the benefits of social media while mitigating potential harm. As digital platforms continue to evolve, it is crucial for individuals and societies to adopt ethical and sustainable approaches to social media engagement.

References

1. Boyd, D. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.
2. Ahmadovna, S. D., Tohirovich, R. E., Dilmurodovna, R. D., & Odilovna, K. D. Methodology of using AutoCAD software in developing technical creativity of students. *Galaxy International Interdisciplinary Research Journal*, 10(4), 661-671.
3. Gafurov, B. Z. (2023). The main features of kinesthetic style in the learning process. *International Journal of Education, Social Science & Humanities. Finland Academic Research Science Publishers Solana, Cagayan Valley, Philippines*, 11, 61-69.
4. Касимова, Д. А., & Нематов, А. А. (2019). ПОДХОДЫ К ОЦЕНКЕ ЭФФЕКТИВНОСТИ ИММУНОПРОФИЛАКТИКИ НА ПРИМЕРЕ ГРИППА. *Интернаука*, 15(97 часть 1), 38.
5. Хамраев, А. А. (2005). Некоторые механизмы рубцевания язвы желудка при применении различных схем противоязвенной терапии. *Самарский мед. журн.*, (1-2), 75-76.
6. Akhmedova, N. A., Valijonov, A. F., & Valijonova, S. A. (2023). Early diagnosis and adequate treatment of hepatoerythroidism in systemic lupus reduction. *Open Access Repository*, 4(2), 248-252.
7. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
8. Izzatullayeva, G. (2024). ABU ALI IBN SINO VA UNING FALSAFIY

QARASHLARI. *Решение социальных проблем в управлении и экономике*, 3(5), 138-143.

9. Normurotovna, I. G. (2022). THE SPIRITUAL-PHILOSOPHICAL LEGACY OF IBN SINA AS PER NEWLY ESTABLISHED FINDINGS. *INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT, ENGINEERING AND SOCIAL SCIENCES* ISSN: 2349-7793 *Impact Factor: 6.876, 16(5)*, 143-147.

10. Shapiro, M., & Sisk, T. (2018). Social Media and Politics: A New Way to Communicate? *The International Journal of Politics and Social Media*, 12(2), 39-58.

11. Turkle, S. (2011). *Alone Together: Why We Expect More from Technology and Less from Each Other*. Basic Books.

12. Taprial, V., & Kanwar, P. (2012). *Understanding Social Media*. Bookboon.

13. Daryo.uz (2024). *Social Media Statistics and Trends*.