

## THE INTERNET AND SOCIAL NETWORKS ROLE IN LIFE OF MODERN SOCIETY

### Modern Toplum Hayatında İnternet ve Sosyal Ağların Rolü

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**Öz:** Bu makale toplumun sosyal yapısı üzerine internet ve iletişim teknolojilerinin etkisi, ve de bilinç ve insanlığın düşünce yapısındaki etkilerini inceler. Tahrip edici bir ağ sisteminin ortaya çıkmasına neden olan örnekler verilmiştir. İnternet ve mobil iletişim sosyal değişim kriterleridir. İletişim teknolojilerinin bu iki anlamı birçok araştırmacının ilgi odağı olmuştur.

**Anahtar kelimeler:** İnternet, mobil teknoloji, iletişim teknolojileri, yapıcı ağ, yıkıcı ağ, sosyal ağlar.

**Abstract:** In this article the influence of the Internet and communication technologies on social structure of society, and also on consciousness and thinking of mankind is revealed. The examples of the reasons for the emergence of a destructive network system are given. The Internet and mobile communication are the criteria of a social exchange. These two means of communication technologies served for emergence of social networks, which are in the center of attention of many researchers.

**Keywords:** Internet, mobile technology, communication technologies, constructive network, destructive network, social networks.

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## INTRODUCTION

Transition of the personality from the childhood in adult life is connected with social processes opposite each other. These opposite processes became more difficult in 21 century. If the industrial revolution led to emergence of capitalist system, the revolution of information technologies gave a stimulus to the formation of the 'information society'. As the President of the Republic of Uzbekistan I. A. Karimov notes, "As the positive tendency meeting the requirements of today, the accelerated growth of communication services and information should be noted. They increased for 41,6 percent in a year. First of all, it is provided, at the expense of the increase in number of mobile communication and the Internet subscribers. It was promoted by taking measures that reduced the cost of internet service rates for the population by 22 percent in one reporting year. Today about 8 million people are active Internet users".<sup>1</sup> As it is obvious, the information process in our country, as well as around the world, has accelerated with a great force.

Productive use of computer technologies in all directions of social framework and Internet emergence, which was expected by experts, accelerated the globalization process even more. And the process of systematization and regulation of social networks, as M. Kastels noted<sup>2</sup>, in full sense, leads to societal connection to a network. Scientific analysis of Internet usage shows that there are two states. The first—constructive (positive), and the second—destructive (negative). Modern society is not only democratized, but also its social infrastructure radically becomes complicated.

The constructive element of the internet network accelerates the communication between establishments, organizations and self-government institutions in the processes of creation of civil society (social management). Also, development of communication technologies becomes the reason for emergence of its destructive character. Shortage of opportunities of the full solution of such tasks, as growth of a mental capacity of the person, entertaining, occupancy, real estate, social infrastructure are the reasons of emergence of destructive network system. For example, the disorders on streets of London in August, 2011 organized by teenagers were organized generally through "an Internet network". Included along with this were the destructive processes in such Arab countries as Egypt, Tunisia, Syria and Libya, which appeared through this network too.

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<sup>1</sup> I.A. Karimov 2012 Vatanimiz taraqqiyotini yangi bosqichga kutaradigan yil buladi. Uzbekiston Respublikasi Prezidenti Islom Karimovning 2011-yilning asosiy yakunlari va 2012-yilda Uzbekistonda ishtimoliy-iktisodiy rivojlantirishning ustuvor yunalishlariga bag'ishlangan Vazirlar Makhkamasining majlisidagi maruzasi. 19.01.2012//Uzbekiston Respublikasi Prezidentining Matbuothizmatining rasmiy web sahifasi.

<sup>2</sup> see: Kastels M. Stanovlenie obshchestva setevih struktur / Novaya postindustrialnaya volna na Zapade. Antologiya. Pod red. V.L. Inozemceva\_ 1999. S. 494 – 505.

High levels of development in technologies and its consequences completely changed social structure of society. Information and communication technologies (the Internet, mobile communication) turned into the social exchange criteria defining the social, psychological and economic character of modern society. In turn it, it gave an impetus to the formation of a valuable outlook based on needs of society members, in particular, of the young. On the one hand, there is no possibility for retreat from achievements of modern development. It is connected directly with economy. On the other hand, communication technologies are one of the last forms of development, with high speed changes in the consciousness and thinking of mankind. It began to lead to the emergence of a sharp distinction between societal generations. Reviewing the analyzed information, concerning current events in the Arab countries or disorders in the capital cities of Europe as London, Madrid or Athens, which are transferred by mass media, as the dominant cause of these events, the system of a social network created on the basis of communication achievements is shown.

Uniting with itself the young members of society, influencing their consciousness by emotional and psychological means, the system of a social network for a short time can lead to positive or negative states. To draw up a social network it is enough to have two means of communication technologies. It is the Internet and mobile cell phones. To put it in action it is enough to become the member of the special sites. Now the best-known sites, which form a social network are "Odnoklassniki", facebook, twitter. Along with mobile communication and SMS facilities, the system of a social network is formed.

For theorists of the social sphere it was always important to reflect on interrelation of individuals and the factors that give sense of social life and provide order by the implementation of actions which need to be executed under the influence of this interrelation.

By 1970, development of a network of communication became the reason for considerable changes in researches in the public sphere. It was planned to show the importance of the Internet on socialization of members of society and the analysis of people's behavior, and also structure and social norms.

In spite of the history of studying of the Internet sphere by public subjects, its occurrence within traditions of classical sociology as a social theory it is connected with a raising of structural communications on a problematic level.

At the first stages, the idea of networks had especially metaphorical and intuitive character, and later disclosure of structural phenomena began to have clearer and invariant appearance, and it, in turn, facilitated introduction of new social concepts.

Later researchers used the network principle in the analysis of all society and modern societies became frequently called post-industrial, information and network. Of the best-known researchers we can list the following: M. Kastels, D. Bell, A. Turen, A.

Toffler, J. Gelbreyt, R. Ingelgart, R. Aron, P. Draker, M. Maklyuen, 3. Bjezinskii, F. Ferraroti, A. Etcioni, E. Giddens, A. Massuda, R. Raikh, G. Shiller, U. Habermas, J. F. Liotar, J. Bodriiyar, J. Delez, F. Gvatari, T. Adorno, G. Markuze, R. Darendorf, F. Brodel, D. Nesbit, K. Errou, D. Nort, F. Makhlop, T. Umesao, R. Katc, J. Martin, M. Porat, T. Stouner, U. Daizardetc<sup>3</sup>.

Sh. Kudratkhuzhayev, D. Rashidova, N. Muratova<sup>4</sup> – are the Uzbek scientists of who study social networks in journalism of the Internet.

Despite numerous publications on a similar subject, available researches are limited generally to one certain direction. Carrying out researches in the specific interdisciplinary direction is considered relevant and attracts a large scale level of interest from experts. Besides, information is the main force and the weapon of today's process of globalization. It is impossible to disprove its role and the status in democratic society. The Internet is one of the insoluble parts of the information century and one of forces putting society into action. With the appearance of one more new forces, which can attract any person today, are social networks, at the center of the internet, irrespective of a focus of his interests. It is possible to be convinced of its power given the example of the daily expansion (increase) of its audience.

Only at the correct direction of this force, can it positively influence the political and economic life of any country.

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<sup>3</sup> Novaya tehnokarticheskaya volna na Zapade. - M., 1986, Novaya post industrialnaya volna na Zapade. Antologiya. - M., 1999, E. Toffler. Tretyavolna. - M., 1999, Brzezinski Z. Between two ages: America's role in the technotronic era. - New York, 1969., McLuhan M. The Gutenberg galaxy: the making of typographic man. London, 1962, McLuhan M. Understanding Media: The Extensions of Man. - Cambridge, 1994, J. Bodriiyar. Obshestvo potrebleniya. Ego mifi i strukturi. - M., 2006, Castells M. The Informatonal Age: Economy, Society and Culture, 3 volumes. Oxford. Volume 1: The Rise of Network Society, 2nd Edition. 2000. Volume 2: The Power of Identity. 1997. Volume 3: End of Millenium, 2nd Edition. 2000.

<sup>4</sup> Qudujratkhujayev Sh. Internet Tarihiy tuzilishi tehnik havfsizlik. Uquv uslubiy qo'llanma. T. "Uzbekistan" 2011. 96 p.; Qudratkhujayev Sh. Internet blago i zlo. Predposilki sozdaniya istoriya i tendenciya razvitiya skhojestocenok instrument v chih rukakh// Vestnik NUU. –T. Universitet 2010. №1. – p.3-5. ; Qudratkhujayev Sh. Internet va atom yaratilish tarihi rivojlanish bosqichlari zamonaviy tasirlar // Jamiyat va boshqaruv – T. 2010. №1. 16-18 p.; Rashidova D. Osobnosti formirovaniya Internetovskii jurnalistiki i specifika. Internet v kachestve globalnogo SMI. Avtoref. dis. na soiskanie uchenoy stepeni kand. fil. nauk. – Tashkent NUU. 2002. 24 p.; Rashidova D. Informacionnie tehnologii i interaktivnaya Internet-jurnalistika – T. 2003. – 96 p.; Rashidova D. Internet v Uzbekistane vozmojnosti i problemi. T. Zar Qalam. 2003 – 88 p.

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