

**SOCIO-PSYCHOLOGICAL ANALYSIS OF THE IMPACT OF THE
CROSSES OF PUBLIC CULTURE AND THE INTERNET ON YOUTH
BEHAVIOR IN THE PROCESS OF GLOBALIZATION**

Akhmedov Anvar Diyor ugli*

*Teacher,

Samarkand State Institute of Foreign Languages,
Samarkand, UZBEKISTAN

Email id: anvaraxmedov9614@gmail.com

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ABSTRACT

This article highlights the negative effects of popular culture on the behavior of young people in the process of globalization and the role of popular culture in the formation of deviant behavior in them. In today's society, our lives are unimaginable without Internet technology. There are pros and cons to the internet, and internet addiction is on the rise among our youth. Internet addiction is a serious psychological problem that can lead to serious psychological changes. In particular, emotional instability, aggressive behavior, indifference, difficulty in engaging in interpersonal communication and other psychological conditions can be observed. In this article, we have discussed the causes of deviant behavior and the psychological aspects of Internet addiction.

KEYWORDS: *Popular Culture, Youth, Psychological Dependence, Behavior, Socialization, Deviant Behavior, Moral Norms, Emotional Disorders, Memory Impairment*

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