

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

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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*

INTRODUCTION

In the current process of globalization, there are threats of "mass culture" among our youth, which contradicts our various national values. Today's young people are living in a time of "war of ideas", a time of crisis. The so-called "popular culture", which came from the West and has nothing to do with real culture, is trying to get everyone into the same pattern, the same look, the same way of thinking, the same way of life, to turn away from our traditions and mentality. -Our ancestors are trying to say "black" as "white", "white" as "black". Threats of "popular culture" have a significant impact on the mental development of young people, especially their emotional state. It causes irritability, stress and other psychological conditions in them.

It is well known that in the early stages of human history, the processes by which social deviations and behavioral deviations occur were considered immoral and were largely regulated by religious norms. Today, the social phenomenon known as "mass culture" is the mechanism by which people are exposed to various forms of filth. As a result, deviant behavior is becoming more prevalent in people's behavior, aimed at disrupting public life. It is true that even before the introduction of the concept of "mass culture" in the history of mankind, the phenomenon of deviance existed in various forms, and a negative attitude towards it was formed.

Today, the social phenomenon known as "popular culture" is the mechanism by which people are exposed to various forms of filth. As a result, deviant behavior is becoming more prevalent in people's behavior, aimed at disrupting public life. It is true that even before the concept of "popular culture" was introduced, the phenomenon of deviant behavior has existed in various forms in the history of mankind, and negative attitudes towards it have been formed.

The psychological approach is based on the separation of socio-psychological differences in certain aspects of a person's deviant behavior. Psychological classifications are based on the following criteria:

Types of violated norms:

- ✓ Psychological purpose in morality and its motivation;
- ✓ the consequence of this morality and the harm it caused;
- ✓ Personal-methodical description of morality.

Different typologies of deviant behavior are used in the psychological approach. Many authors, such as Yu.A. Kleyberg, distinguish three main groups of moral deviations: negative (e.g., drug use), positive (e.g., social creativity), and socio-objective (e.g., begging). One of the more complete and interesting options for systematizing the manifestations of deviant behavior in our view is S.P. It belongs to Korolenko and T.A. Donskikh. The authors divide all moral deviations into two major groups: non-standard and destructive morality.

Non-standard morality can have a new form of thinking, new ideas, as well as actions that go beyond the social stereotypes of morality. Such a form, although deviating from the norms adopted in the specific historical context, implies activity that plays a positive role in the further development of society. Examples of non-standard ethics are innovators, revolutionaries, oppositionists, the first discoverers of any field of knowledge. This group cannot be recognized as strictly deviant behavior.

The typology of destructive morality is arranged according to its purposes. In one case, it is external destructive goals aimed at violating social norms (legal, moral, cultural) and, accordingly, external destructive morality. In the second case, the internal destructive goals of self-disintegration, its regression and, accordingly, the internal destructive morality. External destructive morality, in turn, is divided into addictive and antisocial.

"Deviant behavior of a person" is divided into a very complex and multifaceted category, which is called a subordinate morality or a bond. Subordinate morality reflects a serious social problem, as it can have obvious negative consequences, such as incapacity for work, quarrels with others, and crime. In addition, this is a fairly common type of deviation, which in one way or another belongs to any family. From time immemorial, various forms of submissive morality have been called harmful or destructive habits, including pianism, overeating, gambling, and other pastimes. The term pathological habits is widely used in the modern medical literature.

The concept of connection is derived from medicine and is now a relatively new and popular term. The term dependence is broadly defined as "the desire to rely on someone or something for pleasure or adaptation." Conditionally, we can talk about normative and over-dependent dependence. All people feel a "normal" dependence on vital objects such as air, water, food. Most people find that they have a healthy bond with their parents, friends, and spouse. In some

cases, there is a violation of the normative attitude to dependence. For example, autism, schizophrenia, and antisocial behavior are tragically caused by not paying enough attention to other people.

Psychologists say that the phenomenon of Internet addiction is compared to alcohol and drug addiction. Indeed, there are reasons to be concerned in the current process of globalization. Research on Internet addiction shows that with prolonged and uncontrolled stay of young people in the network, changes in state of mind and brain activity occur. This leads to a gradual loss of the ability to learn and think deeply. According to a study by Nicholas Carr, a well-known American scientist and publicist, an expert in information management and transmission processes, and a group of other psychologists, rapid and regular browsing of sites makes the human brain lose its ability to think deeply and impulsive. turns people into mentally incompetent and causes them feelings of frustration and stress.

However, thinking processes and memory impairment are not the only negative effects of the internet on a person. Entering the World Wide Web with a head, a person gradually loses real communication skills, which leads to a certain socialization. As a result, it becomes difficult to communicate with new people, and access to a particular activity becomes stressful for an Internet addict. In addition, the person is self-contained, which affects work or study. Some unhealthy attachment to information technology can even lead to suicide. The problem of internet addiction is becoming one of the most important problems today.

According to V.A.Petrovsky, this is expressed in a specific postulate of conformity (a rule accepted without proof). Here we are talking about the initial direction of adaptation of any mental processes and behaviors. The postulates of conformity are divided into three types: homeostatic, hedonic, and pragmatic. In the homeostatic variant, the postulate of conformity manifests itself as a requirement in the form of overcoming conflicts in the relationship with the environment, reducing the level of stress, establishing balance. In the hedonic variant, a person's actions are determined by the primary affect: satisfaction and suffering; the manifestation of morality is interpreted as maximizing satisfaction and reducing suffering. The pragmatic version uses the principle of optimization, focusing on a narrow practical aspect of morality: profit, benefit, or success. The main types of deviant morality can include crime, alcoholism, drug addiction, suicide, promiscuity, prostitution, and mental disorders. Deviant morality is the result of a violation of the process of social development and socialization, which is expressed in various forms of loss of moral adaptation.

The term "Internet addiction" was coined by New York psychiatrist Ivan Goldberg (1996) to describe a pathological, intolerable desire to use the Internet, understood behavioral disorders that have a detrimental effect on work, family, financial, or psychological activities.

It is impossible to imagine modern society without Internet technologies, there are pros and cons of the Internet, which has become an integral part of our lives, and today there are psychological conditions associated with the phenomenon of Internet addiction among our youth. Internet addiction is characterized by significant changes in a person's psyche. Symptoms of Internet addiction include:

- loss of personal control;
- Behavioral changes;

- loss of emotional tone;
- Disorders of communication;
- Disorders in the process of work (study, work) and other cases.

Loss of personal control is a condition that results from constant Internet access and dependence, leaving a person uncontrollable in their behavior, which can have a serious impact on themselves and their socialization processes. As a result of Internet addiction, a person also has speech disorders, which are mainly caused by virtual communication.

In cases of emotional instability, a person is characterized by aggressive behavior towards others or other situations. In short, the phenomena of popular culture and Internet addiction are interrelated phenomena, and in order to prevent them, we consider it appropriate to form the psychological immunity of our youth and organize their time meaningfully.

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