



**INTERNATIONAL SCHOOL OF FINANCE TECHNOLOGY AND SCIENCE
NON-PROFIT HIGHER EDUCATION INSTITUTION**

Khayrullayeva Zarnigor Sarvar qizi

The Importance of Social Networks in the Development of Youth Aesthetics

ANNOTATION

The article analyzes the importance of social networks in the formation of young people and their aesthetics, the types of social networks and their use statistics. The role and use of social networks in the lives of young people. Online and offline aesthetic laws for the use of cellular devices. The contribution of social networks to the formation of youth aesthetics.

KEYWORDS: aesthetics, beauty, social networking, telegram, instagram, TikTok, energy, beauty, fashion, style, design, positivity, creative, content creation

A social network is an online platform used to communicate, build new relationships, create social relationships, and have meaningful time between people whose mutual interests are similar or normal. Internet and other social media platforms are being exploited by millions of people around the world today. These platforms are a great way for people to share their thoughts, feelings, artistic talents and personal stories. Social networks play a major role in shaping the aesthetics of the younger generation. Today, young people are more connected than ever before, and this has a significant impact on their perception of the world and their own creative expression. Social media platforms such as Instagram, TikTok, and Pinterest are popular places where young people can learn and discover different aesthetics by following influencers, bloggers, and artists.

It is no secret that our current activities are unimaginable without social networks. Most people's daily work involves receiving, sharing, reacting to an event from social media, expressing or interacting with one another, and being aware of daily news transmitting them to each other. All this suggests that social media users have an unparalleled opportunity to express their thoughts, views and feelings. That is why social networks can unethically attract a person of all ages.

In particular, social networks, along with the acceleration of globalization processes, have become the most important and integral means of communication between mankind. At the same time, 63% of all mankind is registered to use the Internet. Over a nearly 1-year period, the number of Internet users has increased by 200 million. The majority of Internet users (92.4%) use the Internet through mobile devices. 4,65 billion users actively use social networks. These figures once again represent how





important the online world is. There are more than 3 billion messenger users worldwide. The platforms with the most users are Facebook and WhatsApp, with more than 2.5 billion users using them. More than 100 billion messages are sent from the messenger in one day;

- The application is used on mobile devices for an average of 38 minutes a day;
- The share of users aged 26-35 is 27%;
- Women make up 46.1% of users;

The list of the most popular messengers in Uzbekistan is as follows:

Telegram – 80% of users

WhatsApp – 22% of users

Facebook Messenger – 6% of users

According to the Datareportal.com, about 70% of the population of Uzbekistan is Internet users. 18,3% of the population use social networks.

In our country, the social networking site Instagram is the most frequently used by users. Currently, there are more than 4.8 million users of this network. 34,4% of users are women. The majority of users make up young people (18-35 years old). [1]

Telegram is a quick messaging tool. In addition to text messaging, ordinary users can send each other images, videos, audio and files up to 2 GB in size each, and make voice and video calls, participate in voice and video chats on channels and groups.

Instagram is a social network that was launched in October 2010 and is designed to share images and videos. It also allows you to upload them through other social networking platforms. In addition, users have the ability to use digital filters for images and videos. The maximum duration for videos on Instagram is 60 seconds. When using Instagram, people between the ages of 18 and 29 (59%) are first, while 30-49 years old (33%) are second;

60% of users use the network every day; Each profiteer spends an average of 53 minutes a day on Instagram;

Facebook is now the social network with the most registered users: it exceeds the 2,2 billion people who sign up worldwide. Like other social networks, using Facebook has proven to be addictive. The platform has had such an impact in today's social environment that for many users it is unthinkable to stop there. These behaviors have been enhanced by the increase in mobile phones, as the social network is more easily accessible without the need for a computer.[2]

TikTok is a service for making and viewing short videos owned by ByteDance in Beijing. Launched in summer 2018, the international version is the leading video platform for short videos in China and has become increasingly popular in other





countries, becoming one of the fastest growing and downloaded applications. TikTok is known for content uploaded by singers, actors and dancers.

The app inspires users to record their songs and dances and share them with others. TikTok was developed taking into account younger demographics. The app gives users the opportunity to express themselves through syncing their lips to voice and music, acting, dancing and singing. A survey conducted in 2019 showed that 41% of users were in the 16-24 age range and were not surprising with the nature of the program. Thanks to the content creation feature, it provides an opportunity for young people to manifest themselves by attracting a younger audience. Businessofapps statistics showed that in 2019 the user spent an average of 52 minutes per day on TikTok. Users spend 6-7 minutes on the app, opening the app an average of eight times a day. 52 minutes means almost an hour of time spent uploading and creating video content or converting content that is already in existence in the program. Compared to other social networking apps, this is the average, as Instagram users spend about 53 minutes a day on the app.

Some studies have shown that seamless watching of short videos can reduce attention, especially in the developing brain.

Its creators directed TikTok to younger generations, making young people "dependents" on themselves. However, we must recognize the fact that this platform is one of the most popular places for adolescents to express themselves "creatively" or to identify themselves.

This means that many people in the real-world stop interacting and focus on interactions through the screen, which leads to bad socialization. This is of great concern, especially when observed in children and young people, because it can mean that they put aside social experience and thus explore social relationships.[3]

Many young people spend their precious time in vain and spend their main time on social media. It is becoming an interesting exercise to observe someone's life, to react to him from his own worldview, to "advise him," to share the joys and frustrations of his life.

Unfortunately, the above statistics reveal that it becomes clear that social networks cover not only young people, but also adults within their circle. The popularity of personal relationships between people, a problem that was previously considered an embarrassment, did not go beyond the wall of the house, and the public discussion of family matters became commonplace. Even showing personal issues to viewers through various shows in the window is a major aesthetic mistake. Through these shows, assign young people to awaken a positive view of family, spouses, and even Uzbek mentality. These topics, which are causing people to discuss, cause our people





to be aesthetically incomprescent, but also to be unsure of people. One innovation that comes out every day (someone falls out of 9 etaj, someone takes bribes, hits someone else's wife, kills someone, etc.) becomes a day-to-day problem and causes widespread discussion. Our lives are entrolled into such domestic problems. We are spending time learning and working on ourselves to comment and discuss such domestic problems. Why are there few observers of content devoted to science, or scientific newsletting? However, everyone is interested in the life of a famous artist, what he does on a daily scale, what he eats but what he wears. Assign this to cause mass ignorance. The fact that young people do not use social media to gain knowledge, read books, do not seek, and do not work on themselves will be a big loss in society. This is contrary to ethics in society as well as aesthetics.

An important component of any society is aesthetic culture. Its development is a specific human society that cares not only about material problems, but also about spiritual upbringing. Aesthetic culture helps you to see everything beautifully, creates yourself, rejoices in the beauty seen. Literary culture is the center of human aesthetic culture.

There is also a distinctive aesthetic culture of social media use. The place where people exchange views has become a place where a person spends his energy on a social network (telegram, instagram, facebook, twitter, etc.).

The aesthetics of using social networks can vary among people and affect various factors, such as age, culture, and personal tastes. Some people may find social networking sites aesthetically pleasing because of the visual design and location of sites, while others may appreciate the opportunity to connect with others, share their thoughts and interests.

The term energy is derived from the Greek word for energy, which means "force of action" or "workforce," and energetically it means "activity" or "operation." Energy creates a person's mood, increases his vitality, gives him a sense of urgency, makes him make certain movements, encourages him to work and eventually live.

A person's daily spiritual, intellectual, emotional, and even physical energy is being spent on social media. By spending most of his time on social networks, a person refrains from physical activity and uses unspent energy for unnecessary information on social media. This is due to the invaluable passage of time.[4]

On the other hand, social networks can negatively impact aesthetics by contributing to the spread of misinformation, online harassment, and hacking of reality through sorted posts and filtered images. In general, the aesthetics of social media use are subjective, and their impact on human life can depend on personal use habits and values.





There is also the positive impact of social networks. The Internet can make it far closer, solve problems easily, avoid the news that is happening in the world and our country, etc. Therefore, social networks should be used for purpose. It is necessary to follow the aesthetic of using social networks. We divide social media into two aesthetic types: online and offline

Interactions within different sites in the process of using online social networks;
Behavior in public places and attitudes towards others, in addition to offline social networks, the process of using mobile devices;

1. Do not attract or disturb those around you in the process of using social networks;
2. Be sensitive to those around you in public places;
3. Make the mobile operator voiceless when there is a conversation between two people;
4. Shake the cellular operator during the interview, look at the speaker indifferently, and so on.

Relationships in virtual life in the process of using online social networks:

1. Protect Your Privacy: Be careful about personal information you share online. Do not share confidential information with anyone, such as bank information, phone numbers or passwords.
2. Be respectful and attentive to people engaging in communication: treat others the way you want them to feel on the Internet;
3. Do not write unscrupulous comments, insult anyone, or make harsh jokes;
4. Avoid spreading fake news: Verify the authenticity of the information before reposting or sharing it. Share only proven or trustworthy sources.
5. Be safe online: do not disclose your personal information or click on anonymous links. Beware of fraudsters who ask for promises of money, fame or rewards.
6. Pay attention to your reputation: Keep in mind that your internet behavior can affect your reputation. Anything you post online will be visible to anyone and may be used against you in the future.
7. Manage time efficiently: Use social media normally and take the time to take offline activities. Avoid overspring to social networks, which will affect your daily activities.
8. Follow community guidelines: follow the rules and standards established by the social networking platform you use. This includes restrictions on open content, hate speech, or posts urging violence.
9. In general, social networks can be a great way to connect, share ideas, and learn from others. However, users should always remember their behavior and interactions in order to maintain a safe and positive experience for each one.



10. Pay attention to spelling errors when writing with a interviewer and try to write without errors and of course do not use words in different languages mixed;

In conclusion, social networks play an important role in the development of the aesthetics of the younger generation, allowing them to get acquainted with a wide range of styles, directions and artists, theater, art, music, sports and of course nature. They create an environment where young people can discover, express and share their creativity with a wider audience, forming a unique part of their identity. However, strict regulation is of great importance when using social networks. It is only natural for young people to waste their time, waste their energy inappropriately, and become attached to virtual life.

References

1. <https://www.statista.com/statistics/258749/most-popular-global-mobile-messenger-apps/>
2. <https://mitc.uz/uz/news/2678>
3. <https://www.terabayt.uz/uz/post/tiktok-haqida-10-statistika>
4. <https://uz.warbletoncouncil.org/energia-391>.

