

Social Media Addiction And Its Psychological Negative Impacts

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Annotation: This article examines the psychological and social negative impacts of social media addiction. Issues such as depression, stress, social isolation, and low self-esteem are analyzed. Based on the philosophical views reflected in Uzbek literature, these problems are discussed. The article also highlights ways to reduce addiction and provides recommendations.

Keywords: Social media, addiction, depression, stress, social isolation, self-esteem, psychological problems.

INTRODUCTION.

Social media has become an integral part of modern life. Platforms such as Facebook, Instagram, and Telegram facilitate communication, keep people informed, and provide entertainment. However, these tools have a dual impact on human psychology. On the one hand, social media broadens people's knowledge and unites them. On the other hand, excessive use leads to addiction and destabilizes mental health. Today, social media is most popular among young people, who use it for communication, entertainment, and personal branding. However, constant emulation, idealization, and comparison within these platforms lead to negative consequences. This article analyzes the psychological negative impacts of social media and offers solutions to these problems.

Main Body: Social media platforms have rapidly evolved over the past two decades, transforming from simple communication tools to complex ecosystems that influence nearly every aspect of daily life. Initially, platforms like MySpace and Facebook served as digital meeting places. Today, Instagram, TikTok, and Telegram not only facilitate communication but also provide opportunities for

learning, business development, and global interaction. Despite these advancements, the increasing reliance on these platforms has led to significant societal challenges, including addiction, misinformation, and psychological distress.

1. **Youth and Adolescents:** Young people are particularly vulnerable to the negative effects of social media. Constant exposure to curated content, such as idealized lifestyles and appearances, can lead to body image issues, anxiety, and low self-esteem.

2. **Adults:** For adults, social media can become a source of stress due to excessive work-related communication and the pressure to maintain a public persona.

3. **Elderly:** While older adults may use social media to stay connected with family, they often face challenges like digital literacy and the potential for social isolation when real-life connections diminish.

Social media has brought about cultural shifts, influencing how traditions and values are shared and preserved. For instance, in Uzbekistan, platforms like Telegram and Instagram have become mediums for promoting national heritage, arts, and crafts.

However, excessive digitalization risks overshadowing traditional face-to-face interactions, which are a cornerstone of Uzbek culture.

Social media has created new avenues for economic growth, such as digital marketing, influencer partnerships, and e-commerce. Similarly, educational opportunities have expanded through online courses, webinars, and knowledge-sharing communities. These benefits demonstrate the positive potential of social media when used purposefully and responsibly.

Challenges in Monitoring Social Media Use

Managing and reducing social media dependency remains a challenge due to the following factors:

Algorithmic Manipulation: Platforms are designed to keep users engaged for extended periods.

Accessibility: With smartphones, users can access social media anywhere and at any time, making it difficult to disconnect.

Peer Pressure: Among teenagers and young adults, social media usage often becomes a social norm, making it harder to limit engagement without feeling isolated. By understanding these dynamics, individuals and societies can better address the balance between leveraging the benefits of social media and mitigating its negative impacts.

In today's society, social media plays a significant role. Platforms like Facebook, Instagram, and Telegram simplify work and learning processes. However, overuse negatively affects mental and physical health. People often compare their lives to the "ideal" ones presented on social media, leading to dissatisfaction and low self-esteem.

The portrayal of others' lives as "ideal" on social media causes individuals to feel dissatisfied with

their own lives, which increases stress and depression. For example, young people often feel unhappy with their lives after seeing their peers' achievements. Alisher Navoi's works emphasize the importance of self-awareness and contentment with life. These values are being overshadowed in today's social media-driven environment.

Excessive use of social media weakens real-life relationships, leading to social isolation and loneliness. This is particularly evident among young people. Hamza Hakimzoda Niyozzi's works discuss the impact of loneliness on human psychology. Social media amplifies these feelings by disconnecting users from the real world and keeping them engrossed in a virtual one.

The psychological mechanism of social media is designed to retain users' attention as long as possible. By producing dopamine, it triggers feelings of pleasure and satisfaction in the brain. This process leads to addiction, as users continuously seek to relive this enjoyment and return to social media platforms.

Ways to Combat Social Media Addiction:

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To prevent social media addiction, the following measures are recommended:

1. **Time Management:** Plan and limit time spent on social media.
2. **Strengthen Real-Life Relationships:** Spend more time with friends and family, enhancing real-life communication.
3. **Personal Development:** Engage in reading, sports, and creative activities.
4. **Seek Psychological Support:** Consult a psychologist or counselor when necessary.

Conclusion: Excessive dependence on social media can harm a person's mental and social well-

being. Problems such as depression, stress, low self-esteem, and social isolation arise from the lack of moderation in social media use. To address these issues, individuals must manage their time, focus on real-life relationships, and strive for personal growth. Uzbek literature and traditional wisdom can serve as valuable sources of guidance in this regard.

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