

ADVERSE EFFECTS OF SOCIAL MEDIA ON HUMAN LIFE

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Abstract: The rise of social media has significantly altered the way individuals interact and engage with one another. While social media offers convenience and connectivity, it also introduces emotional challenges and pressures across various spheres of life. As the landscape of social networking platforms continues to expand rapidly, the proliferation of new and enticing social media outlets further exacerbates individuals' dependence on these platforms. Given the increasing severity of social media addiction, there is a pressing need to delve deeper into the detrimental effects of social media on individuals. This study delves into the negative effects of social media on individuals by examining current research and showcasing real-life examples to underscore these challenges. Excessive use of social media may lead to isolation, creating barriers in social interactions, and promoting a dependence on a false sense of safety in the online realm. Social media has created a perpetual demand to remain current, causing stress, feelings of inadequacy due to comparisons, and emotional distress triggered by online conflicts. These consequences impact not only young individuals but also children, who are especially at risk due to the overwhelming amount of information accessible on the web.

Introduction: Many research studies have delved into the emergence and progression of social media, its uses, outcomes, and both positive and negative effects. Nevertheless, this paper focuses on exploring the impact of social media on people's lives, emotions, and children. Social media has the capacity to bring happiness and fulfillment to individuals by enabling them to share their experiences with others. Some people devote considerable time and energy to pursuing this "fulfillment." For instance, Instagram has gained widespread popularity globally, where numerous individuals have garnered substantial attention and approval through sharing their daily experiences. Without social media, achieving such levels of recognition would be unattainable. We must acknowledge that social networks can help us uphold relationships and fulfill our social needs. With the advancement and widespread use of social media, both adolescents and children will be impacted. Many individuals consume significant amounts of social media content to escape the pressures of everyday life during work and study. A lot of people waste time scrolling through their phones before going to bed, which significantly encroaches on their sleep and affects their ability to focus on work the next day. These are the adverse effects of social media addiction. This article will examine the impact of social media on individuals and uncover the emotional and lifestyle repercussions of social media usage. It is based on an analysis of literature and case studies on the emotional and social disruptions caused by social media, cyberbullying resulting from social media, and the detrimental effects on children's development. Society and individuals need to focus on dealing with the negative effects of social media, such as reducing the anxiety and social disruptions caused by excessive use, lessening the stress from online harassment, and protecting children from harm. It is important to quickly return to normal social interactions, rebuild social skills, and ensure that children are exposed to positive and healthy information. These are urgent and essential issues that require immediate attention.

This article presents how social media can cause anxiety and social disorders. The Social Network Addiction (SNA) questionnaire developed by Escurra and Salas was utilized. This instrument was used to examine the dimension of social network addiction across three different factors: a) obsession with social networks; b) lack of personal control over the use of social networks; and c) excessive use

of social networks [1]. The first factor, obsession with social networks, pertains to an individual's cognitive engagement, including persistent thoughts, anxiety, daydreaming, and concern about not having access. The second factor, lack of personal control over social network usage, involves prioritizing connectivity over other responsibilities and activities. The third factor, excessive social network use, encompasses challenges in managing usage, such as investing significant time in social networks and being unable to cut back.

I think people who are addicted to using social networks, cannot imagine their life without internet. Mentally forced to use social networks, they worry about not having access to the Internet. Lack of personal control over the use of social networks, people spend too much time on the Internet, neglecting their other duties and important activities. Due to the excessive use of social networks, people may become isolated from society, face-to-face communication with people decreases, and at the same time, using the Internet for a long time causes eye and mental diseases in people.

Escurra, M.; Salas, E. Construcción y validación del cuestionario de adicción a redes sociales (ARS). *LIBERABIT* 2014, 20, 73-91

According to Robin Dunbar, an anthropologist and evolutionary psychologist at the University of Oxford, he proposes a theory indicating that individuals can effectively manage connections with approximately 150 acquaintances, while maintaining only around 5 close relationships due to cognitive limitations. This pattern of interpersonal relationships has reportedly remained consistent throughout human history.

Kyongdal Kim and others suggest that social media fatigue is a negative evaluation of social media, involving mental and physical tiredness after encountering various experiences on the platform [2]. Humans naturally crave new stimuli and can adapt easily to changing environments. However, this desire for novelty can make them vulnerable to being captivated and influenced by the constant influx of new social media content. Consequently, an excessive amount of social media messages can inundate individuals, making it difficult for them to effectively manage multiple interpersonal relationships. That's why, college students should also take heed of this issue. If they become overly reliant on social media, they are at higher risk of becoming isolated from real-life social interactions, leading to challenges and hindrances in communicating with others. Individuals often measure their actual lives against the idealized lives that others intentionally present on social platforms such as Instagram. Comparing people's lives with the situations on Instagram causes depression. Basically believing that other people's lives are rich and fulfilling and interesting, and then feeling that their lives are so boring. It is very easy for such a psychology of comparison to cause psychological imbalance, frustration and anxiety in real life and deepen negative feelings.

Kyongdal Kim HyunJoo Kim & Young Bae. Exploring the Concept and Determinants of SNS (Social Network Service) Fatigue[J]. *Information and Social*. 2013 (26) 102-129

In my opinion, Social media causes online violence. Criminals expand their violent tendencies unchecked and attack innocent people indiscriminately. The victims are corrupted by their personal power and even lead to mental illness. Violation of privacy is not only online violence, but always social. mass media is on, social networks are controlling people's public opinion and perception. "Interpersonal communication in the field of social media is different from the complex interpersonal network in real life. In the virtual world built by the network, its safe and hidden features satisfy the psychological expression of people's real feelings and fear of harm." [3]

On social media, people think that they will not be held accountable or found guilty when they threaten other people online. Social networks have a negative impact on children when they are growing up. I think growing children lack a complete outlook on life and self-awareness. The Internet and social networks have an extreme influence on the psychology of children and they absorb a lot of negative knowledge and guidance on the Internet, resulting in deviations in their growth.

Xiao Jing Human Alienation in the New Media Environment[J]. Contemporary Communication, 2007(5)

According to the General Health Questionnaire (GHQ), both boys and girls who use social media frequently are more likely to experience psychological distress[4]. Specifically, among girls, a higher frequency of daily social media usage is associated with an increased likelihood of encountering psychological distress. I think that Early childhood experiences play a crucial role in shaping the development of the brain regions responsible for social interaction, empathy, and interpersonal relationships. Excessive screen time can hinder the development of these areas by limiting opportunities for meaningful interpersonal experiences during this critical stage of growth. Online friendships and support cannot fully substitute in-person interactions and communication, which are essential for children to develop complete social experiences and skills.

The General Health Questionnaire (GHQ). Children's Physical and Mental Health Survey

Conclusion: This article explores the detrimental effects of social media on individuals, highlighting negative emotional impacts, online violence, and harm to children. Drawing on research and case studies, it concludes that social media can lead to feelings of anxiety, stress, and social isolation, potentially fueling addiction. People may compare themselves to others' curated online personas, leading to dissatisfaction and anxiety about their own lives. Cyber violence can have severe consequences, violating privacy and even leading to tragic outcomes like suicide. Excessive reliance on social media for validation can result in addiction, social disconnection, and difficulties in face-to-face communication.

Children, in particular, are vulnerable to these influences due to their developing worldview and inability to discern between real and fake information online. Children should always be supervised when they use the Internet and what shows they watch. People do not use social networks excessively, sitting in front of many screens has a negative effect on human health.

REFERENCE

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