ASSESSING THE CURRENT STATE OF THE FORMATION OF ADOLESCENTS' MORAL AND ETHICAL IMMUNITY IN THE CONTEXT OF THE IMPACT OF SOCIAL NETWORKS ON GLOBAL EDUCATION

Feruz Rustamov
Uzbekistan state world languages university

Abstract: This article examines the current state of the formation of adolescents' moral and ethical immunity in the context of the influence of social networks on global education. The rapid expansion of social networks and their integration into the educational process pose significant challenges to the moral and ethical development of adolescent students. Drawing on a review of contemporary research and educational practices, this study explores the psychological, pedagogical, and social factors that contribute to adolescents' resistance to harmful content and negative behavioral influences online. The article also outlines practical strategies for educators, parents, and policymakers to support the development of a robust moral-ethical foundation among students. By fostering critical thinking skills, empathy, and responsible online behavior, this research emphasizes the need for a collaborative approach to ensuring students' moral and ethical well-being in the global information environment.

Keywords: adolescents, moral-ethical immunity, social networks, global education, psychological factors, pedagogical strategies, online behavior, digital literacy, value formation.

INTRODUCTION

In the 21st century, social networks have become an integral part of everyday life and a primary means of communication and information exchange among adolescents. Platforms such as Instagram, TikTok, and YouTube shape their perceptions of the world, providing both valuable educational content and potentially harmful material. In this digital environment, adolescents face numerous risks that can adversely affect their moral and ethical development. The process of global education—characterized by cross-cultural exchange, accessibility of knowledge, and virtual communication—is rapidly evolving under the influence of these platforms. This new landscape demands careful consideration of how social networks influence adolescent students' behavior, values, and worldviews. The issue of forming moral and ethical immunity is particularly urgent because adolescents are still developing their identity and capacity for critical self-regulation. Without proper guidance, they may be vulnerable to negative influences such as cyberbullying, hate speech, fake news, and unethical behavior promoted by some online communities. In contrast, responsible use of social networks can help nurture empathy, cultural tolerance, and civic engagement, making it essential to help students navigate this complex environment. Despite increasing interest in this area, the existing research is often fragmented and limited to isolated case studies. Furthermore, many existing educational policies do not yet fully address the psychological and pedagogical processes necessary to protect adolescents' moral-ethical wellbeing. This article aims to fill this gap by providing a holistic assessment of the current state of moral-ethical immunity formation in adolescent students as shaped by social networks. It will also explore strategies that educators, parents, and policymakers can implement to strengthen adolescents' resilience against harmful digital content and to foster responsible, value-driven online participation. By emphasizing a collaborative and interdisciplinary approach, this study seeks to contribute to the ongoing dialogue on ensuring a safe and supportive global educational environment for all students.

MAIN BODY

The formation of adolescents' moral and ethical immunity in the context of the impact of social networks on global education is a complex, multifaceted process influenced by a diverse set of psychological, social, and educational factors. The rapid digitization of educational spaces, especially over the past decade, has created new opportunities for learning, self-expression, and intercultural communication. However, these opportunities come with considerable risks that require systematic pedagogical intervention. One of the most significant factors affecting adolescents is the accessibility of diverse and often contradictory content. On one hand, social networks can expose students to a broad spectrum of cultural perspectives and ethical values, encouraging tolerance and empathy. On the other hand, they can also introduce harmful behaviors such as cyberbullying, hate speech, unethical content sharing, and the normalization of dishonesty or extremism. Adolescents, still in the developmental stage of moral reasoning, may struggle to critically evaluate what they encounter online without proper guidance. This underscores the need for educational strategies that help them distinguish between credible, ethically sound information and misleading or harmful content. Psychological research highlights the importance of self-regulation, critical thinking, and emotional resilience as core components of moral-ethical immunity. These qualities enable adolescents to recognize manipulative or unethical influences and to respond appropriately. Furthermore, strong moral-ethical immunity supports healthy social interactions and reduces the likelihood of engaging in unethical behavior, either as victims or perpetrators. Research suggests that this immunity can be strengthened through the deliberate integration of digital literacy into school curricula, as well as through counseling, mentorship, and parental involvement. Pedagogical strategies that aim to bolster adolescents' moral and ethical immunity include collaborative learning projects, debates on moral dilemmas, role-playing exercises, and media literacy workshops. Schools can create supportive environments by fostering open dialogues about online safety, encouraging respectful digital behavior, and providing students with clear guidelines for responsible social network use. Importantly, these strategies must reflect an interdisciplinary approach—drawing on psychology, ethics, information science, and education—so that they address the full complexity of adolescents' social and cognitive development. In addition, the role of teachers and parents is critical. Teachers need ongoing professional development to recognize emerging social media trends and to guide students toward responsible engagement. Parents, meanwhile, must establish an active partnership with schools to monitor their children's online activities and promote family discussions around integrity and respect in digital communication. The collaborative involvement of educational institutions, communities, and policy makers ensures that efforts to enhance moral-ethical immunity do not occur in isolation, but as part of a coherent and sustainable educational process.

Finally, national and international educational policies can support these goals by investing in research on adolescent behavior in digital contexts and creating curricula that integrate moral education with practical social media competencies. By examining successful local and global initiatives—and adapting them to specific cultural and educational contexts—educators and policy makers can help adolescents navigate the evolving challenges of the globalized information landscape with integrity and resilience.

CONCLUSION

In summary, the formation of adolescents' moral and ethical immunity in the context of the impact of social networks on global education is an increasingly critical issue that demands sustained

attention from educators, parents, policymakers, and society at large. Throughout this article, we have seen that social networks exert a profound and multidimensional influence on students' values, behavioral patterns, and interpersonal interactions. These platforms can serve as catalysts for cultural exchange, collaborative learning, and skill development, but they also expose adolescents to potentially harmful content and manipulative online practices that may challenge their developing sense of integrity and moral responsibility. Given these dynamics, fostering moral and ethical resilience requires a systematic, multi-layered approach. Educational initiatives must go beyond traditional moral instruction to integrate media literacy, digital ethics, and critical thinking into the core curriculum. Schools must also encourage active student participation in meaningful dialogues, provide safe spaces to explore ethical dilemmas, and promote cooperative learning projects that help adolescents reflect on their personal choices and shared responsibilities. Parents and educators, equipped with up-to-date knowledge and practical tools, can play a transformative role by modeling positive behavior, guiding adolescents through online experiences, and cultivating an environment of trust and support. Finally, policy and curriculum reforms must reflect this new educational reality, recognizing the transformative power of social networks and ensuring that adolescents receive not only academic knowledge but also the ethical competencies necessary for their future. Future research can contribute by examining the effectiveness of targeted interventions, assessing emerging social media trends, and developing best practices that promote sustained moral-ethical immunity across diverse cultural contexts. By investing in these efforts, we empower adolescents to navigate the global educational landscape responsibly, ethically, and with the confidence to make sound decisions in an ever-changing digital world.

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