

# INTEGRATION OF UZBEK SOCIETY INTO THE GLOBAL INFORMATION SPACE (SOCIOLOGICAL ANALYSIS)

Kim Larisa Antonovna

Senior Lecturer of the Department of Social Sciences and Humanities and  
Languages of the Almalyk branch of the Tashkent Technical University,  
Republic of Uzbekistan,

## Abstract

The article provides a description of the basics of the sociological approach to the study of the Internet as a complex socio-technical phenomenon and an integral element of modern Uzbek society; the role of formal and informal communication in the structure of the Internet space is analyzed; the functional features of network Internet communities are studied, the specifics of their influence on everyday physical reality are shown; methodological and methodological problems of empirical sociological analysis of informal elements of the Internet space are investigated.

**Keyword:** Internet; information society; sociological approach; social transformation; society; social system.

## Introduction

Today we are standing on the threshold of the information society – a new stage of human development. It is impossible to imagine an information society not connected by the global information network, which is the Internet. The Internet is firmly integrated into the communication system, develops social interaction, and, consequently, helps an individual to better understand the processes occurring in modern society at any of its levels [5; 3].

The global computer network Internet determines profound changes in the social system, as well as its various subsystems. Modern society is experiencing a real communicative revolution, the importance of new mass media, primarily computer communication in the Internet space, is growing every year. The relevance of the study of network Internet communities is due to the fact that with their emergence and active development, not only communicative, but also social and cultural reality is being transformed. A new differentiation of society is taking place according to the criterion of inclusion or non-inclusion in network Internet communities. The process of growth of social significance of blogs and online communities requires sociological understanding, as new, previously unknown to science and practice, social and structural elements appear, which are virtual in nature, but have the potential to significantly influence physical, everyday reality.



### **Literature Review**

There are many works in the scientific literature devoted to the study of social transformations, the analysis of new information technologies. Here it is appropriate to highlight the works of D. Bell, Z. Brzezinski, J. Galbraith, M. McLuhan, J. Martin, E. Masuda, J. Pelton, P. Drucker, R. Inglehart, M. Castells and others.

The studies of the place and role of the Internet in the modern information society, blogs as a significant element of the Internet space are devoted to the works of foreign and domestic scientists. Among the most famous researchers are I. Wallerstein, N. Wiener, E. Giddens, M. Castells, J.-F. Lyotard, M. Castells, V.G. Afanasyev, V.M. Glushkov, E.V. Grishai, O.N. Vershinskaya, I.S. Melyukhin and others.

The works of D. Barlow, W. Galston, V. Gehring, L. Introna, H. Nussbaum, R. Wachbroyt, E. Uslaner, T. Hild and others are devoted to the analysis of the specifics of the virtual environment, the role of the global computer network in maintaining connections between people, as well as the potential of a new social, economic, political space, etc.

### **Materials and Methods**

When studying the structural elements of the Internet space, emphasis was placed on the conceptual views of M. Morris and S. Ogan. The analysis of the features of the virtualization of the Internet space, including in the blogosphere and online Internet communities, was carried out based on the theory of virtualization (A. Crocker, A. Bühl, M. Weinstein, M. Paetau, D.V. Ivanov). The methodological aspects of the analysis of Internet social networks were based on the conceptual ideas of the classic of world sociology - M. Castells (Internet as a network of social networks).

The theoretical and applied analysis of social changes in modern society, which laid the foundation for the growth of the social significance of the Internet, was carried out based on the concept of post-industrial society (D. Bell. M. McLuhan, E. Toffler. Z. Brzezinski).

### **Results and Discussion**

The beginning of the 21st century coincided with the next round of scientific and technological revolution, as a result of which the capabilities of computers, cell phones, various gadgets and the availability of Internet communication led to the creation of a new image of society, where virtual structures cease to be "defiantly original" and begin to systematically integrate into the new society. Technical and technological changes in the field of "high information technologies" had such a serious impact on social institutions, subsystems, phenomena and processes that gave grounds for most sociologists-researchers to talk about the irreversible process of integration of Uzbek society into the space of the global, post-industrial world. It is worth noting that one of the characteristic features of our time is the unprecedentedly high speed of development of mass media. At the same time, the technical and technological characteristics of the new mass media are unique in their essence, allowing to overcome spatio-temporal limitations. Thanks to the progress of mass media, information for the first time in the history of mankind becomes a real social resource. In light of the transformation processes catalyzed by informatization and globalization, the characteristics and model of the country's development are of great importance. It is obvious that Uzbekistan as a whole is characterized



by lagging development (in comparison with the leading "players" of the global post-industrial world). This situation is determined by a number of objective factors and circumstances that have socio-historical roots in the country, a relatively small experience of the market system and democracy. In some aspects, the development of Uzbek society coincides with global trends, and in some respects it does not coincide fundamentally. In particular, Uzbek society is characterized not only by "chronic" technical and technological backwardness, but also by insufficient development of scientific research, information services and other indicators of the information society. In order to better understand the specifics of the integration of Uzbek society into the global information space, it is necessary to consider in more detail the general theoretical aspects of social changes in recent decades.

Uzbek society has de facto found itself included in the context of the impact of the main technology of social change - the Internet. However, the nature and direction of the changes that occurred as a result of this fact represent the essence of a rather acute epistemological problem, to which no clear solution has yet been found.

The growing influence of the Internet is explained by the general vectors of social changes, the movement from industrial to post-industrial society. In particular, the society of the early 21st century as a result of large-scale, deep, intensive transformations is characterized by high speeds of social changes, forming a fundamentally new image of the social system, as well as a completely different matrix of social needs. An attributive characteristic of modern society has become the fact that social institutions designed to satisfy social needs (primarily in the political, economic, spiritual and social spheres) do not have time to adequately respond to the processes of their expansion and intensification. As a result, there is a crisis state of the institutional system of the transforming society as a whole. A rather difficult situation developed at the end of the 20th - beginning of the 21st century in the field of social communications (on a global scale). On the one hand, during this period of time there are consequences of the scientific and technological revolution, the rapid entry of information technology and computers into social life. The social "weight" of innovative media - the global computer network Internet - is growing. On the other hand, not only has the efficiency of the communication system not increased, but, on the contrary, there has been a deterioration in the indicators for a number of significant characteristics. This primarily concerns the growth in the number of unreliable messages, information overload, information "clutter" (entropy), the growing intensity of the use of consciousness manipulation technologies, etc.

The emergence and growth of the social significance of the Internet became, on the one hand, a response to the existing social expectations in society, the growing contradictions in the sphere of social communications (at various levels - mass, interpersonal, group). On the other hand, the Internet, being a unique social, information, communication technology, gave rise to many problems of "innovation risk" associated with high speeds of social changes - in this case, in the sphere of mass communications and management of communication flows. In the current situation, the social management system was simply unable to perform its basic functions, which creates additional tensions in the social system. It is worth noting that the Internet is an important element of the communication system, as well as of the communication culture, which has a number of features. Firstly, this is the fragmentation of information flows, the mediation of interpersonal contacts, the "transfer" of the emphasis of everyday communication



to virtual reality. Its active penetration into social life leads not only to changes in the strength and lifestyle of people. The Internet seriously influences the worldview, value orientations, and worldview of its audience (which is expanding every year).

Secondly, it is worth noting the information overload that influences the socio-cultural situation. Under the critical pressure of formal communications, a fragmented, mosaic type of culture arises, in which there is a chaotic layering of various elements. A person included in this culture integrates elements of other cultures, thanks to the globalization and informatization of society.

Thirdly, it is impossible not to note Internet addiction (including Internet gaming addiction), which is expressed in a person's withdrawal into the "virtual world", in the rejection of real interpersonal and group interactions, ignoring social activity. All these arguments allow us to assert that the global computer network Internet should be considered a key element of modern communication culture. The Internet is developing as a self-regulating social system, and it performs the function of socialization, as an information resource from which one can "draw knowledge about the world, and as a social structure, interaction in which is similar to a real-life simulator" [6; 4].

From a sociological point of view, the Internet is an element of the information environment of society. The information environment – along with the natural, spatial-geographical, social, cultural, landscape-architectural, etc. – plays an increasingly significant role in the professional activity and everyday life of a modern person.

The information environment, often referred to as the noosphere, is heterogeneous; recently it has become customary to distinguish the Internet environment, or the so-called "cyberspace". The latter is characterized by specific chronotopes, within which specific forms of human behavior are carried out. This kind of "environmental" behavior is not limited to searching, processing and transmitting information, acquiring and transmitting knowledge [9; 3 ]. In cyberspace as an element of the information environment, a whole conglomerate of human activities is carried out, the basis of which is cognitive, gaming and communicative activity. Specific features of the flow of activity in the Internet environment as an element of the information environment are the subject of an ever-expanding front of research. The global nature of the changes occurring, associated with the development of Internet technologies and network innovations in Uzbekistan, determines new areas of research and poses new problems. The Internet "plays" with the traditional "source - message - recipient" scheme, sometimes preserving it in its original form, sometimes giving it a completely new character. Communication via the Internet can take on completely different forms, ranging from global websites run by major news organizations to listservers discussing folk music and ending with personal correspondence between friends and colleagues [1; 10].

It should be noted that information on the Internet has a number of specific features. These include:

- efficiency, i.e. focus on covering, first of all, current events;
- covering the life of society, and not the creators of the resource's own activities;
- universality, or versatility, of topics, even if it is a specialized channel;
- genre and type diversity of materials[8].



The Internet exacerbates the problem of social identity – identifying oneself with certain social communities. There is a point of view that if traditional communications (letters, books, telephones) “broke” space-time barriers, then the latest means go further: they break the boundaries of identity.

### **Conclusion**

The processes of transformation of modern society have an unprecedented, previously unseen in history, nature of progressive changes. It is appropriate to position the Internet as a communicative and socio-cultural phenomenon of the 21st century. Its emergence and rapid development at the end of the 20th century significantly changed the situation in society. The global information computer network has become a kind of symbiosis of formal and informal communication, an innovative mass communication system of a planetary scale.

The Internet allows to realize the urgent social need of self-informing the society. This is especially important in the modern conditions of "information noise", communication overload, when various social actors, elite groups strive to exert propaganda, advertising, manipulative, agitation influence on multimillion audiences. The problem is that people, having become the "target" of aggressive communication influence, have long adapted to this, adapted, learned to "ignore" untrustworthy information.

In modern society, attention is drawn to the tendency of increasing social significance, increasing popularity of Internet resources of an informal orientation. We are talking about blogs, social networks, as well as forums, chats, etc. It is becoming obvious that people, tired of intensive communicative influence, strive for more trusting communication, which is characteristic of group and interpersonal communication. Network Internet communities, as a phenomenon of the information and communication culture of the 21st century, are increasingly replacing everyday reality with a virtual one. Communication, choosing a sexual and/or marriage partner, finding a job, developing hobbies and interests, political activity are transferred to the space of the global Internet. This is where we see significant changes in spiritual culture caused by the functioning of social networks. However, these changes are not always positive. Among the negative social consequences of the growing importance of online communities, the following are increasingly noted: the growth of Internet addiction, escapism trends (withdrawal from reality), neuroses, frustrations, expansion of criminal activity, etc.

In the current situation, it is necessary to pay increased attention to the symbiosis of quantitative and qualitative methods of sociological research in relation to informal structural elements of the Internet space, and also to consider the possibilities of indirect scientific analysis, which is relevant precisely in relation to complex objects, such as a virtual informal structure. In methodological terms, it seems important to ensure an organic combination of elements of comparative sociological research.

### **References**

1. Efimova T.V. Some aspects of the influence of the Internet on traditional social institutions // Bulletin of the Chelyabinsk State Academy of Culture and Arts. - 2012. - No. 4.
2. Kastells M. Internet Galaxy: Reflections on the Internet, Business and Society. Ekaterinburg, 2004.



3. Kim L.A. The Internet as an Element of Modern Communication Culture // Modern scientific challenges and trends: a collection of scientific works of the International scientific conference (7-9 May, 2021) - Warsaw: Sp. z o. o. "iScience", pp. 150-157
4. Kim L.A. Indicators of environmental culture of students. Eurasian journal of social sciences, philosophy and culture, 2(13), 24–29. <https://doi.org/10.5281/zenodo.7414310>
5. Rodionov A.A. Internet: essence and social functions (sociological approach): dis. ... cand. soc. sciences. Saratov, 2000.
6. Silaeva V.L. Internet as a social phenomenon // Socis. - 2008. - No. 11. - P. 101-107.
7. Sheremet A.N. Internet as a means of mass communication: sociological analysis: author's abstract. diss....cand. soc. sciences. Ekaterinburg, 2003. - P.61-62.
8. Cheremisin A.G. Internet as a new social environment // Psychological problem of the modern Russian family. Conference abstracts. - M., 2005.
9. Tselepidis N.V. Features of the Internet as a means of intercultural communication: dis....cand. cultural sciences. - Moscow, 2009.

