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PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA ON ADOLESCENTS

Abstract

The article examines the psychological effects of social media on teenagers. The percentage of social media use among teenagers and young adults is higher than that of adults. Although this situation can be explained on the one hand by the formation of social media networks in recent decades, middle-aged and older people prefer classical media and forms of communication, psychological factors also have a significant weight here. It is mentioned here that social media has quite positive and useful functions for our daily life. However, social networks, which are growing in popularity among children and adolescents at a cosmic speed, have enough problems, addiction tendencies and signs that harm the formation of an adult individual.

Keywords: *psychological analysis, social media, adolescent, influence, young people*

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Sosial medianin yeniyetmələrə psixoloji təsirləri

Xülasə

Məqalədə sosial medianın yeniyetmələrə psixoloji təsirləri araşdırılır. Yeniyetmə və gənclər arasında sosial mediadan istifadə faizi böyüklərlə müqayisədə daha yüksəkdir. Bu vəziyyət bir tərəfdən sosial media şəbəkələrinin son onilliklərdə təşəkkül tapması, orta və yuxarı yaşlı insanların daha çox klassik media və ünsiyyət formalarına üstünlük verməsi ilə izah olunsa da, burada psixoloji məqamlar da əhəmiyyətli çəkiyə malikdir. Burada qeyd edilir ki, sosial medianın yetərinə müsbət və gündəlik həyatımız üçün yararlı funksiyaları danılmazdır. Lakin uşaq və yeniyetmələr arasında kosmik sürətlə populyarlığı artan sosial şəbəkələr özlərində kifayət qədər problem, asılılığa meyl və yetkin fərdin formalaşmasına zərər vuran əlamətlər daşıyırlar.

Açar sözlər: *psixoloji təhlil, sosial media, yeniyetmə, təsir, gənclər*

Introduction

Taking into account that our modern age is the age of very fast information and the newest communications, the process of being poisoned by the most difficult and harmful ideologies in these most difficult times of teenagers should be prevented with pre-prepared and thought-out methods. It is the growth of the population and the role of young people in the society that increases the important role and weight of the development of adolescents, which accelerates their integration into the social sphere in a suitable form. For this reason, one of the good aspects of the population growth is that the number of teenagers and young people in the population of the country has increased significantly. This nuance is evaluated as a very positive trend in terms of the development of the state and of course the country, in terms of strategic goals and development.

If we take into account that teenagers are the most dynamic and important group in the current period, we can assess that this is a very positive and admirable situation. In the education of the young generation, the spirituality is based on completely healthy and solid foundations, and it has an exceptional and important role. In the process of the possible formation of national-spiritual

education, a number of facts are among the factors that influence the appropriate thinking of the youth.

Not dealing with the education and moral qualities of the child in time, not showing the necessary care and love are among the factors that ultimately lead to very negative results. Therefore, it is necessary to take a comprehensive approach to the issue of moral education of the youth. The system of moral qualities and purely national-moral values is the concept of morality that comes from our mental consciousness. And the upbringing of the child should be given special attention not everywhere. The right mechanism should be chosen so that only teenagers become immune to the means that influence and show children's upbringing in the best possible way. We believe that many spiritual, moral and social erosions that have occurred all over the world, including in Azerbaijan, are caused by the lack of sufficient immunity and defense mechanism in teenagers.

From the moment of birth, every person inevitably enters society and participates in the process of socialization, that is, the formation of personality, gradual assimilation of the demands of society, acquisition of socially important features of consciousness and behavior that regulate relations with society. This leads to the teenager not being able to assess a certain situation correctly, and this often has a negative impact on his future. As some researchers say: "In our time, there is a global value change associated with the change in the socio-political situation in the country" (Rital, Richard, 1995:89).

The application of outdated values is now unacceptable: it will not be properly accepted by society. The way of socialization in the society during adolescence will undoubtedly affect the future social situation and the situation of the society as a whole. During this period, adolescents develop a system of norms and values that distinguish this group from many societies. It is shaped by factors such as age, ethnicity, religion, social group or place of residence. Based on the above, the following sources of problems in the socialization of teenagers can be identified:

- The contradiction between the flourishing of intellectual and physical strength and the strict time limit, the economic opportunities to meet the growing needs;
- Not appreciating life leads to pessimistic thoughts. The age not only of selfless sacrifices, but also of various exploits;
- Adolescence is characterized by a certain natural harmony. Desires and desires develop earlier than will and strength of character;
- Abstract ideals and life plans;
- Difficulty in social and psychological adaptation to current life conditions (without parental care) and the desire to quickly get rid of this care;
- He tries to find "his" ideals as something different from the values of the older generation;
- Egocentrism on the one hand, "herd feeling" on the other;
- The desire to make one's own choices, but not to be responsible for it (Mammadli, 2013:89).

We would like to focus your attention, in my opinion, on something less and sometimes more on the factor of socialization – communication with peers. During this communication, the habits of social interaction develop, his social roles increase and the idea of his own identity expands. The inclusion of peers in the society expands the adolescent's ability to assert himself, gives him new evaluation criteria and roles. As the circle of its "accessories" expands and becomes richer, it is expressed by the word "we".

Communication with peers is also a "special type of emotional contact." Gives a sense of strength and emotional well-being in a teenager. It is very important for a teenager to gain the favor of his peers for his self-esteem. For many reasons, adolescence is considered an age of crisis, so it is not surprising that teenagers in crisis lead according to their kind, because they experience the same things, they can understand better than their parents or other elders. Often, teenagers are so completely identified with a group of peers that they reject anything "foreign" that deviates from the values of this group. As a rule, this increases the severity of the crisis, makes relations with adults more tense and contradictory. But this intolerance is not limited to elders. Adolescents can be

extremely isolated in their circles and can rudely reject "outsiders" who differ from them in skin color, origin, cultural level, tastes and talents, and the funny features of clothing, makeup, gestures that are temporarily selected as a sign of identity. It is important to understand this intolerance. This stereotypical vision of themselves and the world helps adolescents cope with the crisis (Tunjel, 1999:89).

Adolescent's self-esteem, as already mentioned, is formed in the process of adapting to the moral values and requirements accepted in the peer group. When teens change their social circles, teens' self-esteem can suddenly change. This kind of instability is related to the fact that his internal foundations, the criteria that the teenager trusts when evaluating himself and others, have not yet been formed and "strengthened". The adult's task is to see these growth difficulties in time and help the teenager. An adult friend is important for adolescence (Chobanoglu, 2002:290).

In the current situation, the information factor plays an important role in the map of social and political events in the world dominated by globalization. The emergence and increasing use of new information and communication technologies has led to further improvement of communication between different layers of society, and has also caused changes in various aspects.

Information has already moved from the form of need to the form of demand in human psychology. The expression "anywhere and anytime information", which is the main feature of the globalization era, is rapidly spreading among different layers of society. From this point of view, human categories such as "rich and poor", "educated and illiterate", "young and old" in the social sphere give way to the concepts of "informed and uninformed", and at the same time act as a factor that forms these categories.

The ways of providing information in the information society, which has been formed based on the challenges of the latest era and continues to be formed, are different, but this variety is led by the Internet, new and social media tools. If we look at the formation stage of the informed society, we will see that the basis of this century was built on technology (Goksu, 2016:76).

With the development of the Internet, new media and social media concepts began to enter the lexicon. But what is the difference between these concepts? First of all, it should be noted that the concepts of communication, media and journalism need to be explained here, where one can act as a component of the other. Communication has become a more global concept and has the feature of interaction. Media is a part of it. Sometimes they confuse the media with journalism. The subtle point here is that while we refer to journalism as newspapers, magazines, radio, television, information agencies, and internet media, it is in accordance with the root of the word "medium" that has social and political effects on society, the medium that takes a middle position and forms the middle position, i.e., the element that creates public opinion, includes movies, books, posters, etc. sectors are also included. The type of media operating through the Internet is new media, and social media is one of its components, and social networks are the leading means among the tools that make up social media. Among the features of the new media, three main points are mentioned: effectiveness, the disappearance of mass and the disruption of time perception, or asynchronization. Let's explain these three features separately:

1) Effectiveness – new media and its leading branch, social media, are of great importance as a source of information-influenced influence of the new media and the transformation of new media into an arena of interaction;

2) Disappearance of mass – no matter how much the community of people gathers together in the Internet world, even though the global network serves the global, direct contact, the ability of individuals to communicate with each other, also occupies one of the main places here;

3) Disappearance of time, space perception or asynchronization – in fact, these claims refer to the perception of time and this is characterized as the disappearance of simultaneity. But we can also refer to spatial perception here.

In other words, there is basically no concept of time, receiving or responding synchronously in relationships established over the Internet. Therefore, the opposite term asynchronization is used. So whenever you type, the connection will be established and the desired connection will be active

when the other party replies. Naturally, we can relate this to spatial perception. Not being in the same place, each user communicating from different places, and the loss of this border, as well as the lack of simultaneity, causes the same spatiality to weaken and disappear (Babaoglu, 2013:90).

The depths of any science can be reached through research and an empirical base. Therefore, various research methods are used in the investigation of certain material. Research methods themselves are divided into certain categories. Among them, the most common method that gives positive results in practice is a diagnostic questionnaire, which is included in the range of empirical methods. It is clear from the statistical results that 34.8% of Turkish youth who participated in the survey have been internet users for 7-9 years. As the time spent on the Internet is limited, the point of interest is that when asked about the purpose of using the Internet, 80.30% of young people answered "following social media". Also, "what is the first thing that comes to your mind when you think of the Internet?" in response to the question, 78% of the Turkish youth who participated in the survey chose the option of social media (Facebook, Twitter, etc.). The top three of these social media tools are led by Facebook, Instagram and Twitter. This fact also corresponds to the international statistics of IWS. It follows from this that the majority of students and young people in Turkey are in close contact with the Internet, and social media occupies the most important place in their Internet world.

Elements such as people taking a role in the social sphere of the society and striving for active activity continue to be strengthened by means of social media. In modern times, especially in the formation of democracy, new directions are emerging through the internet and social media. Issues of democracy, which are the most discussed topics in the social sphere, are advancing on the path of virtualization today thanks to social media tools.

The areas covered by the Internet are divided into five categories:

- 1) an internet site designed for the public and operating in accordance with people's daily general needs;
- 2) field of journalism or online journalism;
- 3) the area where political defenses are implemented;
- 4) the e-zone used by activists as an alternative area to carry out their activities;
- 5) electronic government sphere (7).

Although Timisi, Lloyd Morrisett and other researchers accept that the Internet promotes democracy and the virtual world develops the social sphere, it is also necessary to consider the opposite. From another point of view, it should be taken into account that not everyone can be an internet user of all sections of the society. This goes back to the formation of the concept of information society. If we pay attention to the "Green Book" project, it becomes clear that one of the missing aspects of the information society and globalization is the existence of a knowledge gap in some cases between the people who make up the social sphere. Every member of the society cannot use the internet and social media tools to the same extent. There are a number of reasons for this, including socio-economic, socio-demographic, literacy, etc. factors exist. The "Green Book" was published in order to overcome this gap, to carry out education as one of the main tasks of the information society in general, for the complete self-realization of the information society. Due to the reasons that violate this mutual understanding, it is claimed that the social media and the Internet do not play an indispensable role in the formation of the social structure and cannot create the deliberative democracy that J.Habermas suggests. Social media can only deepen criticism of the shortcomings of representative liberal democracy.

Naturally, the social sphere cannot be separated from political activity, it is possible to characterize the formation of "soseitos", the public opinion of the society, the general view of events as a socio-political structure. The fact that information carries a social burden as well as a political weight, and the fact that we have lived in the age of info-imperialism in the modern era, proves that the media that broadcast information have a special place in the formation of the political structure. The creation of the info-elite as a result of the combination of political science with the information base, the transfer of the political elite to the info-elite is one of the facts that

confirm the interaction between politics and the media (8). In this field, the widespread use of the Internet, especially social media, and the direct participation of society representatives in political activities through social media tools, the increase of their political activity, and the concentration of administration in the hands of the informed class of the people are also characterized as one of the conditions for having the name of information society.

However, there are also contradictions that social media activates the political sphere. A number of points are evident here. In the interview given by Y.Morozov to "Radical" newspaper, the fact that state bodies and powers are on social media like ordinary people, preventing the creation of imbalance, and in some cases, the existence of cases where this situation leads to censorship rather than overcoming imbalance, is a contradiction. is the most important. Even in Turkey itself, this situation is a subject of discussion and there are different views. For example, in an article of the Great Britain "Reuters" information agency dated April 19, 2017 (9), information was given about the restriction of access to Wikipedia from Turkey, and as a result of the article, it became a target of criticism by citing a number of other arguments (Bashirli, Javadova, Izzateli, 2017:56).

However, the place of mass media in domestic and foreign policy should also be taken into account here, and their role in the field of information provision should not be ignored. "Do these belong to the Internet media?" and finally, the definitive answer to the question is still unknown. Today, the issue of legal regulation of the Internet is being discussed in a number of countries, but it is not accepted by the majority. Because one of the nuances required and caused by the information society is the "collision", "breakage", "change" and "modernization" of the laws of societies with a number of different legal systems, with the disappearance of geopolitical boundaries between societies and states (Jebvehi, 1992:89).

Conclusion

Another paradoxical situation is that the level of knowledge and literacy among people that manifests itself in the social sphere also occurs in political literacy and striving for political activity. Here, too, it is argued that cases of joining political activities in social media and further activation will be noticed only by those who are interested in it from the beginning, and those who do not have the potential to be represented in politics will be left out (Bekir, 1997:78).

Mathias Rorer, a representative of the Vienna Institute for the Study of Adolescent Cultural Attitudes, says that individual self-presentation and individualism are at the forefront in modern times. Social networks are becoming an ideal place for young people who are progressing towards maturity and eager to demonstrate their individual qualities. 14-18 year-olds try to prove themselves more on "Instagram", "Facebook", "Snapchat", "TikTok" and other networks than in real life.

Just as young people who consider their "self" on social networks more important than real life, gain self-confidence and boost their ego due to the "earned" likes, re-shares and positive reviews, negative feedback and hate messages lead to psychological problems. Experts also warn that communication outside of parental control can lead to deeper corruption and abuse.

Summarizing all this, it can be written that the place and role of social media in the formation of the socio-political structure of the society is considered as a guiding and moving force, although there are different approaches and contradictions.

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