

Termiz davlat pedagogika universiteti talabasi

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The role of social networks in the current era of globalization

Annotatsiya: Ushbu maqolada ijtimoiy media tarmoqlari hamda hozirgi glaballashuv davrida ijtimoiy tarmoqlarning o'rni haqida yoritib berilgan.

Kalit so'zlar: Ijtimoiy media, YouTube, Facebook, Instagram, Twitter.

Аннотация: В этой статье описываются социальные сети и роль социальных сетей в нынешнюю эпоху глобализации.

Ключевые слова: социальные сети, YouTube, Facebook, Instagram, Twitter.

Abstract: This article describes social media networks and the role of social networks in the current era of globalization.

Keywords: Social media, YouTube, Facebook, Instagram, Twitter.

Social media is a broad term describing computer-based technologies that enable the sharing of ideas, communication, and interactive virtual communities. This includes email, instant messaging, and accounts such as YouTube, Facebook, Instagram, Twitter, or Snapchat. We are surrounded by social networks every day.

Communicating with others through computerized technology connects us to loved ones that we might not otherwise have. It is also useful for work and academics. Scientists easily share articles and reports with the latest findings. Consumers buy products because of the social media marketing strategies used by businesses, which drives the economy.

Social media gets a negative stigma when it comes to assessing its effects on the brain. Of course, there are countless pitfalls of technology-based social platforms, but social media is a positive presence in many people's lives. Brain activity in many areas of the brain responds to stimuli by increasing productivity, elevating mood, and expanding.



Social media platforms facilitate open communication. The hustle and bustle of everyday life does not leave much time for face-to-face communication. Social media is the solution.

Individuals can connect across distances and create networks with people they might not otherwise have access to. Increased communication also provides an opportunity to learn social and communication skills.

Creativity is the ability to generate original ideas, techniques, or opportunities in useful ways. Divergent thinking involves ideas generated in a non-linear, free-thinking process using the brain's executive functions.

Social media is an outlet for creativity with its photos, text posts, GIFs and videos. It's a resource for learning new ideas and building on information—all while receiving constructive feedback from others.

While social media can be a source of depression as users endlessly scroll through posts and compare their lives, looks, or careers to their friends, social media can also inspire happiness. The sense of happiness from using social media comes from social connections.

Michigan State University conducted a study among Facebook users. Users who received empathic support through social media posts reported increased levels of well-being and self-esteem, whereas passive users did not.

Dopamine and serotonin, neurotransmitters that send chemical messages to nerve cells in the brain, are present when experiencing social contact. Neurotransmitter release is associated with feelings of happiness and reward.

An average person spends 144 minutes a day checking their social media accounts. While 81% say social media has a positive impact on their lives, frequent social media use has a negative impact.

In conclusion, with all the information about the impact of social media, it can be overwhelming to know what to do. But don't be discouraged! It really comes down to responsible use in moderation.



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