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SOCIOLOGICAL RISKS AFFECTING THE WORLDVIEW AND LIFE POSITION OF YOUTH IN THE CONTEXT OF MODERN INFORMATION REALITY

Annotation

The rapid spread of global information flows, social networks, and mass media has significantly transformed the worldview and life positions of contemporary youth. This article analyzes the sociological risks that influence youth identity, values, and social integration in the context of globalization and digital information reality. Special attention is paid to the challenges of identity crisis, value confusion, media manipulation, psychological stress, and the growing influence of misinformation. The study highlights the importance of strengthening critical thinking, media literacy, and social regulation mechanisms to minimize risks and to support the positive formation of youth life positions.

Key words: Youth, information reality, sociological risks, globalization, identity crisis, media literacy, social regulation, misinformation, life position, socialization.

СОЦИОЛОГИЧЕСКИЕ РИСКИ, ВЛИЯЮЩИЕ НА МИРОВОЗЗРЕНИЕ И ЖИЗНЕННУЮ ПОЗИЦИЮ МОЛОДЕЖИ В УСЛОВИЯХ СОВРЕМЕННОЙ ИНФОРМАЦИОННОЙ РЕАЛЬНОСТИ

Аннотация

Динамичное распространение глобальных информационных потоков, социальных сетей и средств массовой информации существенно повлияло на мировоззрение и жизненные позиции современной молодежи. В статье рассматриваются социологические риски, воздействующие на идентичность молодежи, ее ценностные ориентиры и социальную интеграцию в условиях глобализации и цифровой информационной среды. Особое внимание уделяется таким проблемам, как кризис идентичности, дезориентация ценностей, манипуляции средствами массовой информации, психологическое давление и возрастающее влияние дезинформации. В исследовании подчеркивается необходимость развития критического мышления, медиаграмотности и эффективных механизмов социального регулирования для минимизации рисков и содействия позитивному формированию жизненной позиции молодежи.

Ключевые слова: Молодежь, информационная реальность, социологические риски, глобализация, кризис идентичности, манипуляции СМИ, дезинформация, социальное регулирование, медиаграмотность, жизненная позиция.

ZAMONAVIY AXBOROT REALLIGI SHAROITIDA YOSHLARNING DUNYOQARASHI VA HAYOTIY POZITSIYASIGA TA'SIR ETUVCHI SOTSIOLOGIK XAVFLAR

Annotatsiya

Global axborot oqimlari, ijtimoiy tarmoqlar va ommaviy axborot vositalarining jadallik bilan kengayishi zamonaviy yoshlarning dunyoqarashi va hayotiy pozitsiyasiga chuqur ta'sir ko'rsatmoqda. Mazkur maqolada globallashuv va raqamli axborot muhitida yoshlarning o'zligini anglash, qadriyat yo'nalishlari va jamiyatga integratsiyalashuviga ta'sir etuvchi sotsiologik xavflar tahlil qilinadi. Ayniqsa, identifikatsiya inqirozi, qadriyatlar dezorientatsiyasi, ommaviy axborot vositalari orqali manipulyatsiyalar, psixologik bosim va yolg'on axborot ta'sirining kuchayishi kabi muammolarga alohida e'tibor qaratilgan. Tadqiqotda xavflarni minimallashtirish hamda yoshlarning ijobiy hayotiy pozitsiyasini shakllantirish uchun tanqidiy fikrlash, media savodxonligi va samarali ijtimoiy tartibga solish mexanizmlarini rivojlantirish zarurligi ta'kidlanadi.

Kalit so'zlar: Yoshlar, axborot realligi, sotsiologik xavflar, globallashuv, identifikatsiya inqirozi, OAV manipulyatsiyasi, yolg'on axborot, ijtimoiy tartibga solish, media savodxonligi, hayotiy pozitsiya.

Introduction. The development of modern information reality has intensified the social and cultural impacts on youth, shaping their worldview and life positions in unprecedented ways. With the expansion of social networks, mass media, and global information flows, young people are increasingly exposed not only to their national values but also to diverse cultural norms and stereotypes. In this context, sociological risks play a decisive role in determining how youth perceive themselves and their place in society. Understanding these risks is crucial, as they can either weaken or strengthen youth's ability to balance between national identity and global integration[1].

Global and national researchers have emphasized that globalization and digitalization have created both opportunities and threats for youth. Scholars such as Anthony Giddens, Ulrich Beck, and Zygmunt Bauman stressed the transformative power of globalization on individual identity and social structures[2]. In the Uzbek context, studies on youth in the information society emphasize the dual challenge of preserving cultural heritage while adapting to global influences. The literature consistently underlines the increasing role of mass media and social networks as powerful agents of socialization, capable of shaping not only knowledge and attitudes but also behavioral patterns.

The methodological basis of this study is grounded in the principles of sociological analysis, risk theory, and interdisciplinary approaches to understanding youth in the context of modern information reality. The research applies both qualitative and quantitative methods in order to provide a comprehensive analysis of the sociological risks that shape youth worldview and life positions.

First, a theoretical analysis was conducted, drawing upon the works of classical and contemporary sociologists such as A. Giddens, U. Beck, Z. Bauman, and M. Castells, whose theories of globalization, risk society, and network society provide a conceptual framework for understanding the transformation of youth identity and values[3].

Second, the study utilizes comparative analysis, examining similarities and differences between global, regional, and national contexts in terms of how young people are affected by digitalization and information flows. Special emphasis is placed on the experience of Uzbekistan within the broader trends of globalization.

Third, empirical evidence is considered through the use of secondary data sources, including sociological surveys, UNESCO and World Bank reports, and national statistical data on youth engagement with information technologies, education, and social activities. These sources make it possible to trace the dynamics of youth socialization and the risks they face in the digital environment[5].

Fourth, the study employs content analysis of media, online platforms, and policy documents in order to evaluate the influence of social networks, misinformation, and media manipulation on the worldview of youth. This method helps to identify the extent to which information flows shape perceptions of identity, values, and social roles.

Finally, the research is supported by an interpretive approach, which emphasizes the subjective meanings that young people attach to their experiences within the information society. This perspective is important for understanding how youth interpret risks, adapt to them, or resist them through their life choices[6].

Overall, the methodology combines sociological theory, empirical data, and interpretive perspectives in order to provide a multidimensional understanding of the risks influencing the worldview and life positions of youth in the global information reality[7].

The sociological risks influencing youth in the digital era manifest in several directions:

Identity Crisis: The unlimited flow of information often distances youth from national culture and values, causing confusion in self-identification[8].

Value Confusion: The collision of diverse value systems leads to weakening of traditional values and moral disorientation.

Spiritual Impoverishment: Overconsumption of superficial online content results in reduced adherence to moral and ethical values[9].

Media Manipulation: Fake news, advertising, and biased information influence decision-making and may foster radicalization and extremism.

Psychological Stress: Constant comparisons on social networks trigger feelings of inadequacy, anxiety, and low self-esteem.

Social Isolation: Excessive online engagement reduces face-to-face interactions and weakens social and emotional skills.

Inequality and Economic Pressure: Global information exposure increases awareness of inequality, potentially leading to social exclusion and pessimism.

Information Overload: Cognitive fatigue hampers independent decision-making and critical analysis of information[10].

Anomie: The erosion of traditional norms creates normative uncertainty, weakening adherence to social rules[11].

Technological Dependency: Overreliance on gadgets and online platforms diverts youth from real-life development.

Rise of Individualism: Globalization fosters individualism at the expense of community solidarity and collective values.

Radicalization Risk: Vulnerability to extremist groups exploiting information flows poses a danger to social stability[12].

Moreover, misinformation deeply affects youth decision-making, social trust, and identity formation. It can lead to misjudgments in education, career choice, and interpersonal relations. Repeated exposure to false information reduces trust in institutions and fosters social disengagement.

The findings indicate that sociological risks in the information age pose significant challenges to youth development, socialization, and integration. In order to minimize these risks, several strategies are recommended:

Enhancing critical thinking and media literacy among youth to enable them to differentiate between reliable and false information[13].

Strengthening state policies and social regulation mechanisms to protect youth from harmful digital influences.

Promoting positive cultural values and national identity as a foundation for balanced global integration.

Encouraging youth participation in socially beneficial projects and community life to reduce isolation and foster solidarity.

Developing institutional support systems that provide psychological, educational, and social assistance in navigating the complexities of digital reality.

The article emphasizes that addressing these challenges requires a joint effort by state institutions, educational systems, families, and civil society organizations to create a safe and empowering environment for youth in the global information era.

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