Sharof Rashidov Samarkand State University, "Practical Psychology" Department, under the review of PhD Djurakulova Dilfuza Farxodovna

UNDERSTANDING THE MECHANISMS OF PSYCHOLOGICAL IMPACT OF SOCIAL MEDIA USE ON SELF-ESTEEM IN ADOLESCENTS

Davurova Durdona Akbar qizi
SamSU Psychology Master's Student
email:durdonadavurova27@gmail.com
phone number:+998934755701

Abstract: This article scientifically examines the impact of social media use on the psychological characteristics of adolescents, including the emergence of self-esteem and feelings of guilt. Adolescence is an important stage in the formation of personality, and the stability of self-esteem is necessary for mental health and social adaptation during this period. In addition, the positive and negative aspects of using social media, brief recommendations on the correct use of social media, and a conclusion are given.

Keywords: social networks, adolescents, psychological impact, cyberbullying, internet, mental health, self-esteem concept, FOMO, communication, cognitive dissonance, melatonin hormone.

Ключевые слова: социальные сети, подростки, психологическое воздействие, кибербуллинг, интернет, психическое здоровье, концепция самооценки, FOMO, коммуникация, когнитивный диссонанс, гормон мелатонин.

Аннотация: В данной статье научно освещено влияние использования социальных сетей на психологические особенности подростков, в том числе на возникновение чувства собственного достоинства и чувства вины. Подростковый возраст является важным этапом формирования устойчивости личности. уважение в этот период имеет важное значение для психического здоровья и социальной гибкости. Также даны положительные и отрицательные стороны использования социальных сетей, краткие рекомендации и выводы по правильному использованию социальных сетей.

Kalit so'zlar: ijtimoiy tarmoqlar, o'smirlar, psixologik ta'sir, kiberbulling, internet, ruhiy salomatlik, o'z-o'zini qadrlash tushunchasi, FOMO, aloqa, kognitiv dissonans,melatonin garmoni.

Annotatsiya: Ushbu maqolada ijtimoiy tarmoqlardan foydalanishni o'smirlarning psixologik xususiyatlariga, jumladan o'z-o'zini qadrlash va aybdorlik hissini yuzaga kelishiga ko'rsatadigan ta'siri ilmiy jihatdan yoritilgan.O'smirlik davri shaxsiyat shakllanishida muhim bosqich bo'lib,o'z-o'zini qadrlashning barqarorligi bu davrda ruhiy sog'lomlik va ijtimoiy moslashuvchanlik uchun zarurdir. Shuningdek, ijtimoiy tarmoqlardan foydalanishning ijobiy va salbiy taraflari, ijtimoiy tarmoqlardan to'g'ri foydalanish bo'yicha qisqacha tavsiyalar va xulosa berilgan.

Modern technologies and the widespread use of social networks have a significant impact on the minds and behavior of today's adolescents. In particular, adolescence is an important stage in the formation of a person's personality, during which the level of self-esteem is of primary importance. The impact of social networks on the emotional and psychological development of adolescents is a topic of increasing interest among researchers, teachers, and parents. The increasing use of social networks in people's lives is causing various positive and negative psychological changes.

When we talk about self-esteem, we understand the concept of self-esteem as a person's attitude towards himself and the level of his sense of self-worth. During adolescence, self-esteem is a very sensitive emotion and is influenced by external factors, including the opinions of others, social comparison, and the demands of society. Social networks lead to an increase in these factors. On the one hand, most young people use social networks and games as a bridge to maintain contact with friends and loved ones. This has become especially important during the pandemic, when educational institutions and government organizations have been closed. That is, it has served as a means of continuing social activity in society. Social networks are also an effective way for young people to communicate with other people who share common interests and characteristics. According to research, 3 billion people around the world, 40 percent of the population on our planet, use social networks. Research suggests that we spend an average of two hours a day on social networks.

The main area of   impact of the observed psychological changes is young people or adolescents. The high level of influence in adolescents and their ability to form a sense of self-awareness and assess their own capabilities is precisely due to the ideal background in the flow of social networks. The changes in them are more likely to lead to volitional processes, attention deficit, memory mechanisms, diseases of the sensory organs, hormonal changes, lack of formation of personal communication skills, attachment to unreality, inability to reveal their abilities, stress and depression, especially among girls today, dissatisfaction with their body and appearance, various criminal cases, involvement in various alien ideological movements, and the factor causing the greatest change is the weakening of the perception of time. Social networks not only affect mental health, but also lead to physiological stress. First of all, we will mention the negative effects of social media on the body; for example, social media can have a negative effect on sleep. People, especially young people, can scroll through their feed until midnight or communicate on social media at night, receiving notifications in the middle of the night. As a result, two-thirds of the average sleep time that should be spent on sleep is spent on social media. This reduces the synthesis of the hormone melatonin, which is released when a person sleeps. Melatonin is the hormone of sleep and beauty. This hormone is a neuropeptide that helps to fall asleep and wake up from sleep, and is also responsible for the frequency of sleep. Melatonin is produced not only in the pineal gland of the brain, but also in peripheral organs such as the respiratory organs, intestines, pancreas, respiratory organs, ovaries. Approximately 70 percent of melatonin is produced in complete darkness. Due to sitting in front of the screen at night and being active on social networks, there is not enough darkness for the synthesis of this hormone. Lack of sleep and a disturbed life rhythm lead to depression and discouragement. Melatonin is also called the "youth hormone" because it affects the endocrine system. It slows down the aging and oxidation processes. If the hormone is not produced in a normal and timely manner, the amount of ghrelin, which increases appetite, increases significantly. As a result, obesity and various rashes on the face are observed due to inactivity and excessive consumption. The above negative changes are now also beginning to affect the psychological state of people. One emotion that has drawn attention in this context is guilt. Here are some key points to consider about the impact of social media use on the development of guilt among adolescents:

1. Comparison and envy. Social media platforms often portray idealized versions of life, meaning that people only show their best sides in their social media posts. This leads teens to compare themselves to peers, influencers, or celebrities. Such constant comparisons can lead to feelings of inadequacy or envy when they perceive themselves as less capable, which can lead to increased guilt over their own failures or shortcomings.

2. Fear of Missing Out (FOMO). In psychology, FOMO refers to the fear of missing out on exciting and interesting events, experiences, or opportunities that others are enjoying. This feeling is often amplified by social media, where people can see what their friends or peers are doing at the same time. FOMO can lead people to go to fancy events attended by celebrities or friends, even if they don't want to or can't afford to. Social media can exacerbate FOMO, where teens feel guilty about not being part of the experiences their peers are sharing online. This can lead to anxiety and feelings of exclusion, and feelings of guilt about not participating in certain social circles or events.

3. Cyberbullying. Online bullying and criticism can undermine the mental health of adolescents and lower their self-esteem. The prevalence of cyberbullying on social media can contribute to feelings of guilt among both victims and perpetrators. Victims may feel guilty for being targeted, while bullies may later feel guilty for their actions.

4. Influence on behavior. Social media often promotes certain behaviors that teenagers may engage in (e.g., drug use, risky activities). If they later regret these behaviors, this can lead to feelings of guilt associated with giving in to peer pressure.

5. Body image issues. Exposure to edited images and unrealistic beauty standards on social media can lead to body dissatisfaction. Teens may feel guilty that their appearance does not meet the social expectations promoted online.

The increased guilt associated with social media use can contribute to more serious mental health problems, such as anxiety and depression. Feelings of guilt, in turn, can exacerbate existing problems that teens face at this stage of development and affect their self-esteem.

Below are some key points we need to consider.

Impact on self-perception. Constant exposure to idealized images and lifestyles distorts self-perception and leads to low self-esteem. Constant exposure to idealized images and lifestyles leads to a distortion of reality in a person's self-perception. He begins to try to adapt himself to ideal standards, denying the difficulties and peculiarities of real life. This causes a person to be dissatisfied with himself and underestimate his existing capabilities. In such conditions, a person loses the ability to approach life realistically and healthily. He does not appreciate his own successes or unique aspects and pays excessive attention to the ideal lives of others. Also, low self-esteem reduces the ability to freely express himself in society, causing restrictions in personal development and social relationships.

Recognition and validation: Getting "likes" or comments on social media can help teens build their self-esteem. Positive interactions and affirming comments can boost their motivation, but a lack of support or negative comments can demotivate them. For example, when they receive positive interactions or praise for their posts, it makes them feel good and gives them more motivation. In this way, they feel validated about their abilities and personal qualities. However, on the contrary, if they lack support or are exposed to negative comments or criticism, it can put them under psychological pressure. This can lower their self-confidence and increase psychological distress or anxiety. Therefore, parents, teachers, and society play an important role in monitoring social media activity and creating a positive environment for children.

Cognitive dissonance. The discrepancy between a teenager's real life on social networks and the life presented by their peers, where only positive aspects are shown, can cause cognitive dissonance, which leads them to doubt their own worth. In psychology, "cognitive dissonance" (from Latin: cognitio "knowledge" and dissonantia "incongruity", "disorder", "lack of harmony") is a state of mental discomfort caused by a clash of opposing concepts in a person's mind: ideas, beliefs, values, or emotional reactions. At the same time, we can observe that social networks also have a negative impact on cognitive processes. For example, watching a lot of short videos

on the social network "Instagram" causes a breakdown in attention. It also leads to disruption in the will process, that is, there are cases where people do not have the courage to start something or do not finish what they have started. This is because the abundance of information flow, the presence of different views, the unlimited number of opinions on social networks make decision-making difficult, the scattering of thoughts in the mind, the presence of confusing concepts, and the intensification of the state of hesitation in a person increase the level of indecision.

Naturally, since we live in today's information age, it is impossible not to use the media, the Internet and social networks. Therefore, in order to prevent the above situations, it is necessary to form the capacity of adolescents to use social networks correctly and to promote the positive and negative sides of social networks. Critical thinking skills should be developed. It is very important to develop the skills of distinguishing reliable information from false information, because social media can be a source of both accurate news and fake news.

In conclusion, while social media offers opportunities for communication and identity exploration among adolescents, it also poses risks that can negatively impact self-esteem. Understanding these psychological mechanisms is crucial for parents, teachers, and mental health professionals to support healthy development in the digital age. When adolescents use social media, there are several important aspects to consider to ensure their safety, well-being, and positive online experiences. Research shows that young people who spend a lot of time on social media have lower academic performance and have difficulty planning, organizing, and completing homework. In addition, using smartphones and other devices while doing homework significantly reduces productivity and quality. While social media provides opportunities for communication and self-expression, it also poses risks to adolescents' emotional development. Guilt, which comes in many forms – comparison culture, FOMO, cyberbullying – can have serious consequences for their mental health and self-esteem. Understanding these dynamics is crucial for parents, teachers and mental health professionals working with young people navigating the complexities of social media use. Encouraging healthy online habits and encouraging open discussions about feelings related to internet use can help mitigate some of the negative effects associated with guilt in this context. Understanding the psychological mechanisms of social media use and its impact on self-esteem in adolescents is a complex topic that spans across psychology, sociology and technology.

References:

1. Calandri E, Graziano F, Cattelino E, Testo S. Depressive symptoms and loneliness in early adolescence: the role of empathy and emotional self-efficacy. J. Early Adolesc. (2021) 41: 369-93.

2. Nesi, J. (2020). The impact of social media on youth mental health: challenges and opportunities. North Carolina medical journal, 81(2),116-121.

3. Andreeva G. M. Psikhologiya sotsialnogo poznaniya: Ucheb. posobie dlya studentov vuzov/Pod. ed. E. M. Kharlanova. — 3-e izd., pererab. i dop. — M.: Aspect Press, 2005. — 303 c.

4.https;//avitsenna.uz.

5. https://cyberleninka.uz.