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# PSYCHOLOGICAL ASPECTS OF COMMUNICATION IN VIRTUAL REALITY SOCIAL NETWORKS AMONG YOUNG PEOPLE

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**Annotation:** The article presents various points of view on the problem of defining the concept and studying "virtual reality" in modern psychology. The phenomenon of social networks in the context of post-non-classical science is revealed in detail. A study aimed at studying communication on the Internet in social networks is described.

**Keywords:** virtual reality, virtual psychology, social networks, Internet.

#### **INTRODUCTION**

Recently, there have been many psychological problems associated with the interaction of people in the information society in the post-non-classical era. New concepts have emerged: "virtualism", "social networks", "virtual psychology". Psychologists do not have an unambiguous attitude to these problems. In this regard, the task of our work was to solve these contradictions and try to determine the share of youth participation in social networks.

The world is changing and man's understanding of the world is changing. Literally in the last 30 years, a new type of psychology has emerged, called "post-non-classical"; new approaches in science have emerged (synergetics, ecology, etc.); information technologies have emerged that have given rise to new professions and changed many types of practical activities.

The modern stage of the development of science is characterized by a turn to the study of complex, multidimensional objects, the possibility of considering which is realized within the framework of a single joint activity of many disciplines aimed at studying such objects, and which have absorbed many sciences and scientific directions. One of these complexes has become virtualism, which includes engineering, philosophical, psychological, cultural and many other areas. This complex was formed relatively recently - in the 80s and 90s of the XX century, and participation in the further study of numerous issues related to virtual reality is one of the urgent tasks that psychology faces with particular acuteness.

#### MATERIALS AND METHODS

The concept of "virtual reality" can be considered in two aspects:

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1. As a computer model or imitation of the real world (these include computer works of art, helmets, special glasses, exercise equipment, etc.).

2. As a conditioned environment of human activity, in which he makes and implements his own decisions, satisfies certain needs.

The concept of artificial reality was first introduced in the late 1960s by the American computer artist Myron Krueger. He was a pioneer in the field of virtual reality research. And, perhaps, it is not surprising and even significant that the creation and description of the "other", essentially fictional world, belongs not to a scientist, not to an engineer, but to a man of art. Although it cannot be said that Myron had nothing to do with science, because at the time when he was working on a large number of different interactive works of art, he was studying computer science at the University of Wisconsin. Another artist, but now from the pen, Stanislav Lem in 1964 in his book "Sum of Technologies" under the term "Phantomology" describes the tasks and essence of the answer to the question "how to create a reality that for intelligent beings living in it would not differ from normal reality, but would obey other laws?".

One of the first virtual reality systems was the Aspen Movie Map, created at the Massachusetts Institute of Technology in 1977. This computer program simulated a walk through the city of Aspen, Colorado, giving you the opportunity to choose between different ways to display the area. The summer and winter versions were based on real photos. A more advanced virtual reality model, currently considered a kind of standard, was invented by Dan Sandin, Tom DeFanti and Carolina Cruz-Neira. In 1992, they developed The Cave project, a virtual cave where the viewer, wearing stereoscope glasses, got into an artificial three-dimensional reality. The illusion was so authentic that the visitor could even "touch" virtual objects.

Thus, at the very beginning, the concept of virtual reality was understood as artificial reality or electronic reality (from Latin. virtus - potential, possible and Latin. realis is a real, existing; English virtual reality, VR) or a world created by technical means (objects and subjects), transmitted to a person (a visitor to this world) through his sensations: sight, hearing, smell, etc.

At the moment, virtual reality technologies are widely used in various fields of human activity: engineering and design, mining, military technology, construction, simulators and simulators, marketing and advertising, entertainment industry, etc. The market volume of virtual reality technologies is estimated at 15 billion per year.

Reality (from Latin. res, realia - business, things), in the traditional natural science understanding is interpreted as "the totality of all material around us, the world around us, perceived by our senses and independent of our consciousness." In addition, in any language, any word manifests

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its meaning in comparison with a word having the opposite meaning, and the antonym of the word reality is the concept of "fiction". In general, reality is defined as an objective being. But where should the "being" of a computer be attributed? The problem is that virtual is both really existing (objective) and imaginary (imaginary). Let's call the reality that is "really" a natural reality, and the "reality in the mind" a virtual reality.

Virtual reality is by no means a product of the computer age. Based on the meaning of the term "virtual", all literature, for example, is virtual. Every idea is a virtual reality. So, the design of the machine, made in drawings and calculations, is a virtual reality. So, natural reality is embodied virtual reality. Or more precisely: natural reality is an embodied product of consciousness.

#### RESULTS AND DISCUSSION

It is very difficult to imagine at the moment the real life of a human being who would not have a computer tied up. Informatization and computerization in modern society are becoming more widespread. Computers are entering more and more new areas of human life, changing not only individual actions, but also human activity as a whole, influencing all mental processes. When a person interacts with new information technologies (computers, software, new types of mass media), activities are mediated by new sign systems and means. In modern works on psychology devoted to the consequences of computerization, the subject of research often turns out to be skills, specific actions, individual mental processes (studies by M. Cole, S. Papert, O. K. Tikhomirov). At the same time, not enough attention is paid to the problems of generalization and global personal changes. At the same time, issues related to this topic are studied mainly in theoretical terms, very few experimental studies have been conducted.

Virtual psychology is a field in psychology that has been around for a long time, but has gained great popularity in wide circles. And this is primarily due to the fact that an increasing number of spheres of our existence are becoming directly connected with technical means, and in particular with the computer and the Internet. By definition, this field of psychology studies the interrelationships of psychological phenomena and the field of activity in which the interaction of objects is mediated by electronic media.

In the "human - virtual reality" system, virtual psychology deals with such issues as:

- psychological characteristics of a person in various virtual worlds and cybernetic spaces,
- stereotypes and attitudes of people regarding activities in which the interaction of objects is mediated by electronic media,
- the psychological essence of this field of activity,
- Education and upbringing mediated by electronic media,



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• Human and social behavior at the intersection of psychology, philosophy, history, sociology, cybernetics and ethology.

Virtual psychology is based on general psychological methodological principles and uses general psychological methodology and theory. The basic philosophical idea of virtual psychology is the idea of polyonticity, which involves considering the psyche as a set of ontologically heterogeneous, irreducible realities.

Meanwhile, the Internet, which has become the second, no less real virtual reality, is a space inhabited by people and it is impossible to imagine it in isolation from people. The virtual world was created by man and for man. People are the main measure of this world and its main wealth. It is no coincidence that it is almost impossible to imagine a site without a visit counter. Human activity on the Web is largely social and is often inextricably linked to interpersonal communication. Social networks have become the main tool for communication in the virtual reality of the Internet.

Modern society is characterized by the rapid development of computer information technologies and telecommunications systems. In recent years, there has been a qualitative leap in this area, which has manifested itself to the maximum extent in the process of forming and functioning the Internet, which has ceased to be just a system for storing and transmitting extremely large amounts of information. It has become a new layer of our daily reality and the sphere of activity of a huge number of people. As a result, computer network users who spend a significant part of their life time in virtual space have new interests, motives, goals, attitudes, as well as forms of psychological and social activity directly related to this new space.

A kind of intermediary environment has emerged between the natural world and man, which eventually turns into a self-sufficient reality, replacing the same reality. Technologically produced "virtual reality" loses the status of an appropriate exclusive of non-technological phenomena and becomes a "metaphorical reality" that allows us to define the contours of the realities of the socio-philosophical, anthropological and cultural order that a person encountered in the Postmodern era and the study of which is undoubtedly relevant.

At the moment, there is a rapid growth in the number of Internet users in our country, the main catalysts of this process are undoubtedly economic development and technological breakthroughs. Broadband Internet is being implemented, and technologies such as Wi-Fi, ADSL, and WiMAX are also actively developing and being massively implemented by many providers. Mobile operators are not far behind, which began to develop and master EDGE technology and 3G construction. At the same time, the cost of a megabyte of traffic is

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systematically reduced for the listed forms of connection to the World Wide Web, as well as budget unlimited tariff plans are introduced. All these factors, as well as the availability of a personal computer, both home and laptop, as well as a PDA, smartphone, communicator or mobile phone, have allowed about 60 million users or 42% of the population of our country to become active Internet users today. Such data for 2010 is provided by the monitoring company Pingdom. With this indicator, Russia is among the top ten countries with the largest number of Internet users, ranking seventh in this list. The largest number of Internet users (420 million) live in China. The United States and Japan are in second and third place on the list, with figures of 234 and 99 million people, respectively. The Internet audience has grown by 31% over the past year, and is also actively moving to mobile devices - the coverage of high-speed mobile Internet (3G) has grown by 81% over the year and reached 5% of the audience. This mass character and accessibility made it possible to make the network a new information and communication space.

#### **CONCLUSION**

Our research, despite the fact that it was conducted on a fairly small contingent, gives us the right to assert that the Internet, as the "fifth dimension", virtual reality and a new sphere of human activity, has taken place. And this reality will soon play an increasing role in the daily activities of every inhabitant of the planet. Therefore, the tasks of modern psychology include a comprehensive study of this new reality of modern man.A detailed analysis of theoretical and empirical material on the latest trends in the field of social networks is needed - specialized resources for searching and communicating with people (classmates, classmates, acquaintances, friends, work colleagues) on the Internet. It is also of particular relevance to study the influence of the field of information technology on the personality in the youth, since in the youth, the individual has the greatest sensitivity to changing conditions, including the influence of information technology.

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