



CAUSES AND FACTORS OF VIRTUALIZATION IN THE LIVES OF YOUNG  
PEOPLE

**Alimardonova Ezozkhan Isroil kizi**

*Termez State Pedagogical Institute*

*1st year student of Foreign Language and Literature*

**Annotation:** *This article proposes an attempt to describe the impact of virtual reality on the lives of today's youth. The article considers approaches to the definition of virtual reality, describes the main features that exist in the modern sociological discourse on the representation of virtual reality on the Internet, and analyzes the specific characteristics of virtual space. When considering various approaches, the definition of virtual reality in modern life is given.*

**Keywords:** *Virtual reality, involvement in virtual reality, modern youth, Internet, everyday life, information society, virtual space, social networks, information technology.*

The article puts forward theses on the difference between electronic virtual reality and its other manifestations. The authors present the results of a pilot study on the place of virtual reality in the daily life of modern youth. The study was conducted by the authors through an online survey among the youth audience. Technological innovations play an increasingly important role in the life of modern society. The development of programming, the rapid improvement of IT technologies and microcircuits, the development of special means of transmitting information to a person (stereoscopic displays, gloves and suits with built-in sensors that transmit information about movements) - all this creates a new quality of perception of experiences - virtual reality. In the modern world, the development of information technology makes it possible to create both technical and psychological phenomena, which in our everyday life we call "virtual reality", or in popular and scientific literature it is called "imaginary reality". For the sociology of personality, the topic is a particularly relevant field of research.

We cannot deny that involvement in virtual reality affects the personality of a modern person in the most direct way: on the behavior of the individual, on his worldview, on the speed of operational reactions, on the specifics of interactions between individuals, on the lifestyle in general. In the modern information society, virtual reality is taking an increasing place, giving rise to many ambiguous consequences for the individual: as an example, we can recall the discussion about addiction (the formation of dependence on virtual reality), which is formed within the framework of involvement in virtual reality, about the problem of multiple personalities created by one person in different areas of virtual reality, as well as the problem of correlating human behavior in the virtual space and the real social world. As examples of research in this subject area, we present the following.





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First, let's try to answer the question: what is virtual reality? Despite the fact that almost every one of us today is familiar with various incarnations of virtual reality - from the World Wide Web to popular video games - a concrete idea of what exactly virtual reality is, how exactly it works, what place in everyday life it occupies a person's life, does not exist. And this is not surprising - after all, the phenomenon itself virtual reality appeared quite recently - in the last century, the term itself appeared at the dawn of the 90s. It is also important that, having arisen, electronic virtual reality began to develop at a very fast pace. That is, virtuality is developing much faster than we can study all its aspects.

The maximum number of hours spent on the Internet among young people is all 24. The minimum number of hours per day is 1 hour. That is, modern youth interact with virtual reality every day. We asked a question about the purposes for which respondents use the Internet. In descending order of importance, the following answers are listed: Social networks 91.6% Information sites 70.1% Watching films 66.4% Listening to music 61.7% News portals 51.4% Ordering goods and services 42.1% Thematic forums 24.3% Blogging 10.3% Dating sites 1.9% We also found out whether the respondents use the Internet for work or study. 84.1% of the respondents use the network in their work, and 86.9% in their studies.

According to the data of our survey, it is easier for representatives of today's youth to communicate and get acquainted in real life than in the virtual space (respectively - 67.3% versus 18.7%). In our opinion, this does not detract from the importance of virtual reality in everyday life, but only indicates that young people prefer to communicate "live" because of the advantages of real, physical communication: the ability to observe the facial expressions and gestures of the interlocutor, for example. Overwhelming majority of respondents, when using the Internet, are not afraid to indicate their real name (70.1%), have their own page in social networks (98.1%). Today's youth also appreciate the convenience of online shopping - 44.9% of respondents make online purchases every month. The level of confidence of today's youth in information provided on the Internet is average, as noted by 53.3% of respondents. Thus, we can highlight the following characteristics of virtual Internet reality in the daily life of young people. Internet reality as a kind of virtual reality occupies a significant place in the daily life of modern youth.

The most important place in electronic virtual reality for young people is occupied by social networks. Almost all respondents have their own page on social networks, where they indicate their real name and surname. Although it is easier for young people to communicate in real life, in Social networks communicate with almost everyone and almost always. Modern young people actively use Internet resources to help them work and study. To reinforce the above information, we contacted a specialist from the field of information technology. In summary, the results of our interview are as follows. Virtual reality is a modified augmented everyday reality with elements of what is difficult to implement in ordinary reality. In essence - it about augmented reality, that is, in ordinary reality, for example, you do not You can travel in time, but you can in virtual. It is a product of human work, human thought, technology, which is constituted with man.





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It is an integral part of any human life. Any person, if he has access to technical means. A person, being included in virtual reality, can change his behavior, can make his own image, which will absolutely not coincide with his social role and life status. Let's define the main features of modern virtual reality: • anonymity of communication in the virtual world (the Internet does not belong to anyone, is not controlled or managed - avoiding the supervision of social institutions); • loss of social reality, its certainty and stability (lack of "true name");

the possibility of "playing" in different roles and building a multiple image of "I" in the Internet; • the reality is multiple, requiring a person to constantly switch to different social situations (discontinuity of everyday life); • the only reality of the personality in virtuality is the reality of self-presentation (creation of WEB-pages), the staging of one's individuality, the personality manifests itself only through the "mask" of I. What connections can we make between virtual and social reality? Connections like least interaction. For example, if a person is, let's say, quite lonely in real life, he may well have many friends in virtual life. Thus, he, even communicating only in the realm of virtuality, avoids many of the mental problems associated with depression and everything else in reality. It should be mentioned that the specific features of Internet communication, such as efficiency, the actual lack of direct perception of a partner/opponent, anonymity and often exposure only through the text, the difficulty of emotional coloring of messages, all this allows you to create a special space for communication and opportunities for socializing influence on the individual.

The specific characteristics of the virtual space determine the essence of the psychological experiences of the "consumer" (or inhabitant) of this newly appeared social reality: - Limited sensory experience. Sensory Impressions of Online Meetings - Seeing, Hearing and Combination hearing and vision (touch and smell) are still limited, mostly communication takes place through the printed word, there will never be a chance for physical contact - you will have to forget about business handshakes, friendly pats on the back, there will be no gentle hugs or kisses. The limited sensory experience in cyberspace brings with it a number of significant disadvantages. Due to the immaterial nature of the virtual environment, the representation of the material subject acting in it is specific character. - Identification, plurality of personality and anonymity. The name or "Nick" reflects the change in the "personal pattern" when a person enters the virtual environment, firstly, it is a sign of the presence of this personality in the communicative space, and secondly, it carries a certain semantic content that informs the interlocutor about a number of essential features of the virtual personality, her communicative strategy or role played. - Equalization of statuses. - blur spatial boundaries. - Stretching and condensation of time. - Unlimited contact availability. - Permanent fixation.

Virtual reality also bears no small danger for modern man and society, since it is an "uncontrolled technology". Its scale is already large, it continues to be developed, and all modern trends in the creation of artificial intelligence can be included here. Now we see that virtual life replaces, and sometimes completely displaces for some time, our real life. We take





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on many risks when we are involved in such a process. At least here talk about the risks associated with problems in work, school, family and mental health.

That is why virtual reality can be called "uncontrolled technology", which must be dosed. Thus, the big problem of addiction pops up. The main criteria that fully explain why people have a kind of dependence on virtual reality can be called easy access and lack of professional competencies to use it. Plusom is that it is a great tool not only for finding information, but also, perhaps, for everyday life simplification. A tool that helps make life more comfortable. Even at the expert level, when people are engaged in work, and at the user level, the Internet is still a subject that makes life easier and more convenient. However, it is worth noting that electronic virtual reality is increasingly captivating modern people, which cannot but influence the formation of their personality.

The second criterion is the ability to consciously manage one's own behavior - conscious mediated behavior, which involves the consciousness of motives, the consequences of one's actions, that is, behavior that presupposes the presence of self-consciousness. The formation of personality is inseparable from the concept of the process of socialization. We are talking about the assimilation of norms, values, patterns of behavior, ways of acting in society, but it is important take into account that the development of these competencies should, as a result, give the individual the opportunity to form new motives and needs, as well as transform and subordinate them.

The second "birth" occurs in adolescence, the main milestones of which are the emergence of the desire and ability to realize one's motives, to carry out active work on their subordination and resub ordination, that is, a person is capable of self-awareness, self-guidance, self-education. How exactly the involvement in virtual reality affects the formation of modern personalities is a question for further research, but even now we can say with confidence that virtualization has a huge impact on the psychological processes taking place in the psyche of people, as well as on the social processes taking place in society. With the advent and accelerated development electronics and technology, behavior patterns, values and many social institutions have begun to change, and where exactly these changes will lead is not yet clear. Virtual reality is a consequence of progress that we cannot deny. It has become an integral part of human life for any person, who has access to technology. Involvement in virtual reality is changing our everyday life.

That is why we can talk about the duality of the benefits of virtual reality: on the one hand, we have the opportunity to draw information from an inexhaustible resource, because it is a tool that helps us make our lives more comfortable. On the other hand, virtual reality is very addictive and causes a certain dependence. We perform daily tasks using the Internet, which leads to automated, mechanical actions. We can observe at the moment that the popularity of virtual reality leads to problems in real life (poor academic performance, lethargy) in many people. It is necessary to study this phenomenon in more detail, to conduct both qualitative and quantitative research in this area, since now the need for virtual reality is supported by the majority of the world's population.





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