

Psychological Characteristics Of Developing Communication Culture Among Youth On Social Networks

Salomov Shamsiddin Sabokhiddin ugli

Lecturer, PhD researcher, Department of Applied psychology,

National Pedagogical University of Uzbekistan

sh.salomov@npuu.uz

Abstract

This article examines the psychological characteristics of developing communication culture among youth on social networks. The study analyzes the socio-psychological aspects of digital communication, including communication ethics, interpersonal interaction, emotional expression, and self-presentation in virtual environments. A content analysis method was employed to investigate the communication activities of 100 young social media users. The findings revealed that visual-oriented platforms such as Instagram and TikTok dominate youth communication, while social-oriented content and positive emotional interactions prevail in online communication. At the same time, a considerable tendency toward idealized self-presentation and the presence of negative communicative behaviors were identified. The results indicate the necessity of promoting digital communication culture, online ethical norms, empathy, and communicative responsibility among young people. The article proposes psychological and educational approaches aimed at fostering constructive communication and healthy interpersonal relationships in social networking environments.

Keywords: youth, social media, communication culture, digital communication, socio-psychological factors, online communication, communication ethics, self-presentation, empathy, communicative

responsibility, social networks.

This work is Licensed under a Creative Commons Attribution 4.0 International License.

Introduction. Nowadays, social networks are becoming an integral part of young people's lives. Their activity on social media, the creation of or participation in various online groups and communities, involvement in discussions and debates, and engagement in digital communication with different groups or other social media users have made the issue of developing communication culture increasingly relevant. Open media platforms are generally free and uncensored, providing young people, particularly adolescents who own mobile devices, with opportunities for unrestricted communication. However, this may lead some young individuals to use rude language, slang, or offensive expressions without adhering to communication ethics and culture, or even become victims or witnesses of online insults and violence. Therefore, teaching adolescents communication culture, particularly the ethics of online communication, scientifically investigating and highlighting the negative consequences of failing to follow these important social norms, and proposing psychological approaches to address this issue are of great importance.

Communication culture is a system of socio-psychological characteristics manifested in the processes of information exchange, understanding, and influence within interpersonal relationships. This culture reflects an individual's style of behavior, manner of interacting with others, and way of expressing thoughts and emotions.

Literature Review. Communication directly influences an individual's personality and psychological state. The form, content, and style of communication contribute to the development of self-confidence, social skills, and interpersonal relationships. Therefore, according to the psychologist A.A. Bodalev, "When educating a person through communication, it is necessary to plan its psychological impact in advance" [3].

The active participation of young people in social networks and the implementation of their interactions in new forms differ significantly from

communication in real life. Therefore, the impact of communication on social networks should be carefully considered in advance.

First, the way young people express themselves on social networks and influence others can shape their self-confidence and social skills. If negative or offensive behaviors become widespread on social media, they may negatively affect adolescents' psychological well-being, self-esteem, and relationships with others.

Second, young people frequently interact with various groups and individuals on social networks. Such communication influences their psychological development. If negative and manipulative behaviors become prevalent on social media, disruptions in young people's behavior and psychological state may occur. They may imitate the behavior and actions of various online personalities and social media figures. Therefore, promoting accurate information exchange and healthy communication styles on social networks can protect adolescents from negative influences.

Third, mutual respect, listening, and understanding on social media strengthen interpersonal relationships. This is particularly important for young people, as they learn how to express themselves through online communication. Negative communication, insults, or humiliation on social networks can adversely affect adolescents' psychological state. Consequently, fostering a positive and respectful communication culture on social media contributes to improving adolescents' psychological well-being.

Managing communication among young people on social networks requires careful consideration of its psychological effects and the promotion of positive communication practices. This not only enhances their psychological well-being but also supports their development into healthy and socially adaptable individuals.

The concept of youth communication culture refers to a socio-psychological condition that facilitates the establishment and strengthening of effective and culturally appropriate communication among individuals. This concept is closely related to the younger generation's ability to communicate effectively, express their thoughts clearly and freely, listen to others, and adhere to ethical norms in social interactions. Effective communication, in turn, promotes positive interpersonal relationships, enables the peaceful resolution of conflicts,

and broadens intellectual horizons through the exchange of knowledge and ideas. Therefore, communication is recognized as an essential and indispensable component of human life.

Psychological literature emphasizes that communication culture is closely linked to an individual's psychological characteristics, including personality traits, behavior, upbringing, life experience, emotional state, and social experience. For example, Makarova [1] notes that environmental factors, educational influences, and family conditions play a decisive role in the formation and development of communication culture. This process becomes particularly intensive during adolescence, as young people actively seek self-identity, strive for independent thinking, and attempt to understand their place in society.

Furthermore, researcher Zhichkina [4] categorizes youth communication culture into two main groups: normative and non-normative behaviors. Normative behaviors refer to socially accepted forms of communication that comply with cultural norms and are largely shaped by family, school, peers, and mass media influences. These include politeness, respect, patience, empathy, and attentive listening. In contrast, non-normative behaviors represent communication styles that violate ethical standards and social norms. Such behaviors often manifest through indifference, aggression, offensive language, or manipulative communication strategies.

It should be emphasized that the dominant communication style of an individual largely depends on family upbringing, educational environment, psychological support, and social surroundings. A low level of communication culture may lead to alienation, misunderstandings, and conflicts among individuals, whereas a high level of communication culture fosters understanding, mutual respect, and healthy, productive exchanges of ideas.

Today, social networks have become one of the primary arenas of communication among young people, particularly adolescents. As a result, they exert a significant influence on the formation of youth communication culture. While family, school, and the real social environment previously served as the main sources of communicative experience, in the digital era much of this role has shifted to virtual spaces, especially social media platforms. This transformation has

brought about substantial changes in the quality, content, and forms of communication.

Research Methodology. Research indicates that communication on social networks is often characterized by non-normative behaviors, which negatively affect the development of communication culture among young people. Features such as anonymity, the absence of real accountability, and the ability to express opinions quickly and without control contribute to the widespread use of aggressive, hostile, sarcastic, and manipulative communication styles on social media. Such forms of communication limit the development of important socio-psychological skills among youth, including empathy, patience, respect, and active listening.

From this perspective, studying communication culture among young people requires an in-depth psychological analysis of communicative processes occurring in virtual environments. In particular, psychological characteristics typical of adolescence—such as the desire for self-expression, the need to exchange opinions with peers, and the pursuit of independence—encourage young people to be more active on social networks. At the same time, these factors significantly influence their communicative behavior and transform their communication styles in real life.

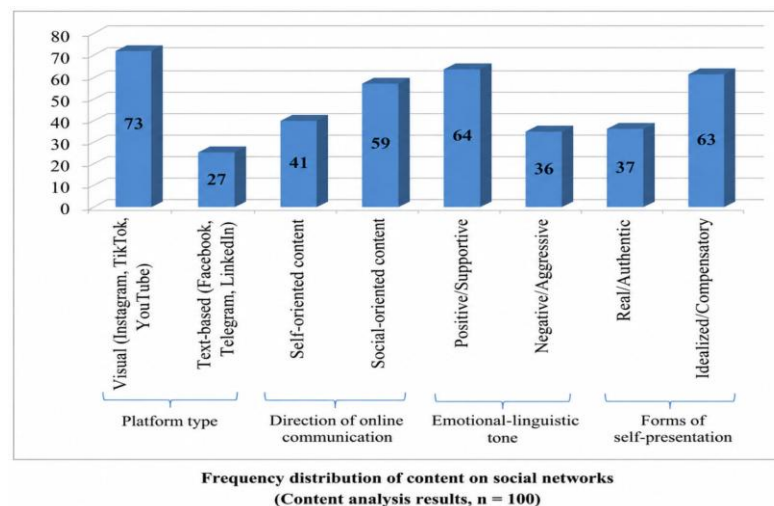
Thus, identifying the factors that positively and negatively influence the communication culture of young people communicating in contemporary society, especially in digital environments, assessing their normative and non-normative communicative activities, and examining the impact of these activities on personality development constitute one of the most relevant directions in contemporary psychological research.

The relevance of studying youth communication culture in the era of digitalization and informatization can be explained by the following factors:

- the widespread emergence of new forms of communication culture that limit face-to-face interpersonal interaction while encouraging adolescents to immerse themselves deeply in virtual network communication;
- significant differences between the communication culture of the digital generation and traditional communication culture, including differences in thinking culture, emotional culture, and speech culture;

– the growing social need to develop communication culture among young people under conditions of digitalization and informatization of society and the education system, as well as the insufficient theoretical development of approaches to fostering communication culture among the digital generation and the lack of effective pedagogical tools for this process [2].

In the present study, the content analysis method was employed to identify the psychological characteristics of communication culture among youth on social networks. The research sample consisted of open social media posts, comments, and communication activities of 100 young users ($n = 100$). During the analysis, the content was coded and classified according to platform type, orientation of online communication, emotional-linguistic tone, and forms of self-presentation.



Content analysis was used to examine young people's communication styles, emotional expression, and characteristics of virtual identity in the digital environment. This method made it possible to identify real manifestations of communication culture on social networks and to assess the main trends in communicative behavior.

Results and Discussion. The findings revealed that the majority of respondents (73%) actively communicated through visual-oriented platforms such as TikTok and Instagram. In contrast, the use of Facebook and text-based forums accounted for only 27%. This indicates that visual images, short messages, and rapid information exchange occupy a dominant position in the communication culture of young people. While such a communicative environment provides opportunities

for free self-expression, it may also contribute to the simplification and superficiality of communication content.

The analysis of communication orientation showed that socially oriented content (59%) was more prevalent than self-oriented content (41%). This finding suggests that young people use social networks not only to satisfy personal needs but also as a platform for exchanging opinions, expressing attitudes, and engaging with the broader community. Such a tendency reflects the development of civic engagement and social responsibility among young users.

The analysis of the emotional-linguistic tone demonstrated that positive content (64%) appeared more frequently than negative content (36%). This result indicates the predominance of supportive, cooperative, and positive interactions in youth communication. However, the fact that more than one-third of the content carried a negative emotional tone suggests the presence of aggressive communication, violations of online etiquette, and offensive or conflict-oriented interactions. These findings confirm the need for psychological and preventive measures aimed at fostering a healthy digital communication culture among young people.

One of the most significant findings concerned the forms of self-presentation. The analysis showed that 63% of the content reflected idealized or compensatory self-presentation, whereas only 37% represented real and authentic self-expression. This tendency can be explained by young people's desire to create a positive image of themselves in the virtual environment. From a psychological perspective, this process is associated with the need for social approval, motives of self-presentation, and the activation of mechanisms of virtual identity formation. As a result, a certain discrepancy may emerge between young people's real and virtual self-images.

Overall, the results of the content analysis indicate that the communication culture of young people on social networks is characterized primarily by social activity, positive communicative interactions, and a strong need for self-expression. At the same time, the tendency toward idealized self-presentation and the presence of negative emotional content highlight the necessity of developing targeted psychological interventions aimed at strengthening digital communication culture, communicative responsibility, and adherence to online ethical norms.

Conclusion and Recommendations. Youth digital communication culture plays a crucial role in the process of socialization. The findings of this study indicate that adolescents often encounter problems in interpersonal communication, such as difficulties in controlling negative emotions, low tolerance toward differing opinions, and a lack of appropriate social distance. These challenges highlight the importance of developing communication culture through a socio-psychological approach.

The results demonstrated that the communication culture of young people on social networks is predominantly socially oriented, characterized by a positive emotional tone and active communicative engagement. At the same time, the prevalence of idealized forms of self-presentation in virtual environments reflects young people's strong need for social approval and self-affirmation.

The identified findings indicate the necessity of developing psychological and educational programs aimed at enhancing digital communication culture, promoting online ethical norms, strengthening empathy, and fostering communicative responsibility among young people. Furthermore, the development of constructive communication skills on social media represents an important factor in supporting healthy socialization and strengthening interpersonal relationships.

Based on the theoretical approaches, scientific findings, and the views and experiences of psychological scholars discussed above, the following recommendations are proposed for fostering communication culture among adolescents in their use of social networks:

1) Developing empathy and mutual understanding. In psychological theory, empathy and mutual understanding are regarded as fundamental components of social communication. Therefore, it is necessary to organize training sessions and practical activities aimed at developing empathy, active listening, and perspective-taking skills among adolescents. Such initiatives can help young people establish effective, respectful, and constructive interactions with others on social media platforms.

2) Enhancing digital literacy. Drawing on psychological research addressing the socio-psychological consequences of digital communication, specialized educational programs should be developed to improve adolescents' ability to communicate responsibly and

appropriately in digital environments. These programs should include education on evaluating the credibility of online information, recognizing and preventing cyberbullying, and understanding the psychological effects of online behavior.

3) Promoting constructive and ethical behavior on social networks.

Psychological theories emphasize the importance of ethical behavior, responsibility, and mutual respect in online communication. Therefore, social media platforms should develop and actively promote ethical guidelines and codes of conduct for users. Such measures can encourage individuals to assume greater responsibility for their online interactions and help prevent harmful and destructive behaviors in digital communication.

References

1. Makarova, E. (2018). Comprehension of Written Utterances' Communicative Structure By Russian Learners Of English. The European Proceedings of Social and Behavioural Sciences.doi:10.15405/epsbs.2018.04.02.22.
2. Tsyvunina A.D. "The communicative culture of adolescents in the era of informatization and digitalization". "European Proceedings of Social and Behavioral Sciences" journal. 2019. DOI: 10.15405/epsbs.2020.08.02.91.
3. Turayeva D.Sh. "Muloqot san'ati inson faoliyatining eng muhim vositasi sifatida" maqola. 2024. "Yangi O'zbekiston, yangi tadqiqotlar" jurnali. <https://phoenixpublication.net>
4. Zhichkina, A. E. (2018). "Social and psychological aspects of communication on the internet". Flogiston. 2022. <http://flogiston.ru/articles/netpsy/refinf>.