

Communication in social networks as a new infrastructure of interpersonal relations

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Abstract: The Internet and mobile devices are the main means of organising social relations in the digital age. Today, interpersonal communications are actively organised through them, which is a new form of social communication. The dominance of interpersonal communications in social networks leads to a decrease in direct communication between two or more subjects. The increase in the types of social networks (Facebook, Instagram, Telegram, Twitter, WhatsApp, etc.), the possibility of conducting individual, group and collective communication through them generates the need to create a mechanism for organising 'digital conversation' based on moral and ethical principles. The article talks about the importance and uniqueness of communication in social networks for society and the individual, as well as the rules of its organisation.

Keywords: Social network, communication, interpersonal communication, infrastructure.

Introduction: In modern conditions, the life not only of an individual, but also of society as a whole takes place in both real and virtual forms. Today, the life of almost any member of society takes place not so much in the real world as in virtual space.

For centuries, various means - weapons (sword, shield, bow, arrows, cannon, machine gun, automatic rifle, shotgun, dagger and others) have been used to subdue, enslave and control social subjects. In the 21st century, their place is taken by seemingly safe means (modern gadgets) - the Internet and mobile devices.

In modern society, Internet communication takes a priority position as the main type of social interaction. This form of communication through social networking services is becoming increasingly popular not only among young people, but also among middle-aged and older people.

Social network is 'software and information services that facilitate the organisation of communication between users in a particular network via the Internet with the help of various technical devices' [8, - p. 137]; 'a platform, online service or website designed to build and organise social relationships'. [8, - p. 137]; 'a platform, online service or website designed to build, reflect and organise social relationships.' [4]. It is also an online place where one can post information about

oneself and exchange information, photos, messages, various files with other users. This network includes many types of services (Facebook, Instagram, Telegram, X (Twitter), WhatsApp, LinkedIn, TikTok, 'V Kontakte', 'Odnoklassniki', 'MySpace' and others), among which Facebook, Instagram, Telegram, Twitter, WhatsApp have become the most popular among users in Uzbekistan. The results of observations and surveys show that young people actively use Facebook, Instagram, Telegram and WhatsApp, while middle-aged and older people prefer the messenger Telegram. Communication, which is 'a special form of communication based on the interaction of individuals via the Internet in real time by exchanging sign (text, graphic symbols) and multimedia (videos, photos, pictures, animation and music) messages' [2, - p. 208]. [2, - p. 208], is carried out with the help of modern messengers (English 'messenger' - courier, deliveryman).

This new form of communication, like all processes of communication between people, requires compliance with certain ethical rules. A set of rules, behavioural norms that serve as a moral standard in conversations between people organised in the online environment is called 'network etiquette'. Network etiquette involves observing the rules of politeness, mutual respect, confidentiality and safety when using the Internet and

social networks (respect for the privacy of others, respect for copyright, security and confidentiality of information, correct (correct) use of e-mail, social networks, forums, etc.). [9].

The various types of resources available on social networks increase the number of their users. In particular, the social nature of social networks includes: social bookmarking (social bookmarking; an electronic tool used to mark the necessary pages on popular websites (Delicious, Pinterest)); social catalogues (Connotea, LexisNexis, CiteULike, Academic University, Academic Search Premier); social libraries (discogs.com, IMDb.com); specialised social networks (networks that group users by age, gender, interests) - 1) social networks of professional nature (LinkedIn, My Circle, Professional Circle, My Krug.com); specialised social networks (networks that group users by age,

gender, interests) - 1) professional social networks (LinkedIn, My Circle, Professional.ru); 2) corporate social networks (organisations, enterprises, institutions that operate in a certain area); services that allow working with documents; geosocial networks (Google Maps, Yandex. Maps, hybrid system of technologies like TomTom, GPS, AlterGeo); video hosting (TikTok, Likee, Yappy, Youtube) [11].

The common feature of these messengers is that they provide communication between two interlocutors or a group on a computer, laptop, netbook, tablet, mobile phone; they can be used to send an unlimited number of messages of any type, photos, videos and files. The table below summarises the characteristics and distinguishing features of messengers popular among local users. (Table 1):

Table 1: Description and peculiarities of modern messengers

№	Type	Description	The technical opportunities
1	2	3	4
1.	Telegram (Pavel Durov)	Simple, fast and secure messaging application	It is possible to create groups or channels for 3-200 users; a high level of privacy is ensured; it is possible to create 'secret' chats with the function of quick deletion of content or data given in the chat [7]
2.	Facebook (Mark Zuckerberg)	Simple, fast and secure messaging application	Applications are being created to share games, music, photos and other materials that can also be used for commercial purposes. These applications provide an opportunity to control the level of access to virtual invitations, photo albums, leaving messages on 'walls', as well as to the 'information' presented in the profile [5, - p. 15]; thanks to free tools, there is an opportunity to develop business with its help, publish scientific works, historical and life events [1]
1	2	3	4

3.	Instagram (Kevin Systrom, Mike Krieger)	Simple, fast and secure messaging application	It is possible to upload media files, edit them with a filter, create posts with hashtag and sign, send them publicly or to selected users; User can view other users' content, tag popular content, tag photos with likes, subscribe to others, add their content to their personal feed, and add media files through the Instagram website[13]
4.	WhatsApp (Jan Koum, Brian Acton).	The service of fast messaging and voice communication via IP, owned by-owned by Meta	Transfer text and voice messages quickly over IP ('Internet Protocol', a set of rules governing the format of data sent over the Internet or a local network) via Android, iOS, S40, KaiOS, as well as Windows, macOS and web applications; make audio and video calls; and provide access to images, documents, user location and other content [21]
5.	Twitter (Company X, Corp Jack Dorsey, Noah Glass, Biz Stone, Evan Williams)	A social networking (micro-blog) service for tweets (short messages) through rebranding (active marketing strategy	Provides users with the ability to communicate in short messages of 140 characters using a browser, mobile app or API (Application Programming Interface) [12]; Buffer, Hootsuite, Sendible, TweetDeck, Sprout Social platforms can be used to organise marketing, create the necessary conditions for marketers, set up individual, small and medium-sized businesses, conduct webinars for expert marketers and build a database [3]

As in any phenomenon, there are positive and negative aspects of interpersonal communication in social

networks. According to the results of familiarisation with printed and electronic materials published within

the framework of the task, conducting social surveys and questionnaires among young people, in particular respondents, studying students' attitudes towards modern gadgets and the purposes of their use, the following positive and negative aspects of

interpersonal communication carried out in social networks were identified (Table 2).

Table2. Positive and negative sides of social, health and social networks

Positive sites	
<p>1. Availability of an opportunity to keep abreast of social and political situations in the republic, region and the world by receiving information, including operational information.</p> <p>2. Exchange of messages (instant messages).</p> <p>2. Association of persons of different categories in groups on the basis of common interests, goals, life aspirations, professional or social needs.</p> <p>3. Mutual support of interlocutors, spiritual and moral.</p> <p>4. Support of persons in need of social assistance through a large number of audiences.</p> <p>5. Effective advertising of a particular activity, service or product.</p> <p>6. Organising mutual counselling on domestic, psychological and professional matters.</p> <p>7. Organising chat rooms, web conferences, online consultations on various topics.</p>	<p>1. Transmission of information of different age, gender and psychological nature without differentiated approach.</p> <p>2. Marginalisation of information about social and political life of the society, world events, personal life of people, professional activities and news of informational character.</p> <p>3. Publication of very personal data (Publication of very personal information).</p> <p>4. Failure to observe speech etiquette and norms in paired, group or collective online conversations.</p> <p>5. Extensive use of Internet terms, vulgar and jargon words in comments posted under the content.</p> <p>6. Dissemination of socially dangerous information (activities of various religious movements and sects, human and drug trafficking, materials related to violence and cruelty, pornographic materials, secret, distorted, false information about illegal activities).</p>

8. Catalogues of virtual shops, wide distribution of advertising banners	7. Virtual reality, sharply differing from real life, and propaganda of rich life.
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In most cases, socially dangerous information is an offer of 'easy, lucrative work' without a detailed, open description of the nature of the activity. When studying the activities of 'drug couriers' (persons delivering narcotic substances) detained by the system of internal affairs of the republic, it turns out that they are involved in this process because of adverts posted on social networks. *.

Social networks often contain information on the provision of various services through SMS payments to short numbers; most of such information is fraudulent, and not only young people but also members of the older generation often fall victim to fraud; therefore, do not accept (open) unknown files on social networks, as they can infect your computer with viruses; be attentive to the information you send and familiarise yourself only with reliable messages, i.e., do not use them as a source of information.

In the last months of 2023, the following SMS message spread throughout Uzbekistan in social networks: 'There is an opportunity to get a preferential loan from TBS Bank. To do this, download this application and get a preferential loan'. When contacting the phone numbers belonging to the bank, it turned out that the advertisement was not placed in social networks. As a result, many users who did not suspect that the SMS message contained false information reported that their computers were infected with viruses.

Social networks are dominated by information that is not useful; each user who wants to familiarise himself with it spends his time studying useless information; as a result, it takes several times more time to use the Internet; this negatively affects the mood, physical and psychological health of a person; the large amount of information received affects the nervous system, leading to irritability and aggressiveness.

Dependence on the Internet and social networks adversely affects the harmonious development of personality; over time, a person loses touch with the real reality; solving all issues online reduces the ability of a person to enter into social relations.

Social networks cause certain deficiencies in a person's speech and spelling; possession of a 'meagre' vocabulary, grammatical errors in oral and written speech - all this is the result of communicating via the Internet.

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On social networks, highlighting or propaganda of violence, prohibited ideas and pornography occupies one of the main places. Despite the organisation of monitoring of such negative phenomena or the blocking of such pages, they reappear and change their direction. A virtual interlocutor does not lead anyone by the hand, but it is enough for him to 'get inside' to attract the attention of the whole world. [10].

As in all types of communication, communication in social networks should be carried out in accordance with certain rules. The basic rules include the following: Knowing exactly the details of the addressee (the person to whom the message is addressed).

Thoughts in italics are those of the author of the article.

A greeting at the beginning of the message ('Assalamu alaykum'), and when replying, a return greeting ('Wa'leykum assalam').

If a message is sent to an unknown person, it is obligatory to address him/her as 'You'.

When sending a message to an unknown person, the person addressing the message should introduce himself and clearly state his purpose.

When sending a message, attention should be paid to accuracy of thought and error-free text (since any message, as well as errors in it, provides information about the personality of the author, his education, knowledge, outlook, experience and even the level of education).

Read the message and correct errors before sending it.

Various symbolic symbols may be used in your message, such as smiley faces, emoji. '絵' - picture, drawing; "文字" (moji) - sign, symbol, "language" of ideograms and emoticons), but it is not necessary to use them excessively ('do not put them in necessary and unnecessary places: do not replace words with them, do not insert them in the middle of the text and after each word; it distracts the interlocutor"). [10].

breaking it into parts.

Follow the simplest grammatical rules when sending a message: use a capital letter at the beginning of the text and when stating a new thought (after the dot), and in other cases write in lower case letters; do not write the entire text in capital letters (writing words in capital letters using the Caps Lock key in social networks is perceived as shouting or exclamation) [10].

Do not distribute any messages or photos of a personal nature without the owner's consent; Uzbek law establishes liability for this, in particular, 'Everyone has the right to the secrecy of correspondence, telephone conversations, postal, electronic and other communications. Restriction of this right is permitted only in accordance with the law and on the basis of a court judgement' (Constitution, art. 31) [15]; "It is prohibited to collect, store, process, disseminate or use information on private life or information that violates the privacy of private life or the secrecy of correspondence, telephone conversations, postal, telegraphic or other communications of an individual without his or her consent, except in cases established by law" (Constitution, art. 13) [17]; 'In accordance with the Freedom of Information (Principles and Safeguards) Act, the collection, storage, processing, dissemination and use of information on private life or information that violates the secrecy of private life or the secrecy of correspondence, telephone conversations, postal, telegraphic or other communications of an individual is prohibited [17];

'In accordance with the Constitution of the Republic of Uzbekistan, the secrecy of correspondence, telephone conversations and telegraphic messages is protected by law. Communication workers who have committed perustration of correspondence and other violations listed in the first part of this article shall be held administratively and criminally liable, except in cases provided for by the legislation of the Republic of Uzbekistan' (Article 10 of the Law of the Republic of Uzbekistan "On Communications") [16].

Illegal collection or dissemination of information on private life of a person, constituting his personal or family secret, without his consent, committed after application of administrative penalty for the same actions - is punished by the penalty from fifty up to hundred basic calculation units or compulsory public works up to three hundred hours or corrective works up to two years.

The same actions:

- a) entailed grave consequences;
- (b) Committed with mercenary motives;
- c) committed by a dangerous recidivist - shall be punishable by a fine of one hundred to two

hundred basic calculation units or compulsory community service of three hundred to three hundred and sixty hours or restriction of liberty for one to three years or deprivation of liberty for up to three years.

(Criminal Code of the Republic of Uzbekistan, art.1411) [18].

To treat adequately (correctly) the content disseminated in the network, not to give in to emotions when leaving comments, not to defame the honour of other people, not to insult them and not to undermine their reputation.

Insult, i.e. deliberate humiliation of honour and dignity of a person in an indecent form, committed after the application of an administrative penalty for the same actions -

shall be punishable by a fine of up to two hundred basic calculation units or compulsory community service of up to two hundred and forty hours or corrective labour of up to one year;

Insult in printed or otherwise reproduced form, including that posted in the mass media, telecommunications networks or the world information network Internet, shall be punishable by a fine of 200 to 400 basic calculation units or compulsory community service for two hundred forty to three hundred hours or correctional labour for one to two years.

(Criminal Code of the Republic of Uzbekistan, art. 1402) [18].

Insult, i.e. deliberate humiliation of the honour and dignity of a person, shall entail a fine of twenty to forty basic calculation units. (As of January 2024, the minimum wage is 922,959 sums[6], hence the amount varies from 18,459,000 sums to 36,918,000 sums).

(Administrative Liability Code, Article 41) [19].

The dissemination of information containing photographs and/or video images of a person's naked body and/or genitals without his or her consent, including dissemination in the mass media, telecommunications networks or the World Wide Web, or the threat of dissemination of such information, is punishable by a fine of between four hundred and six hundred basic units or compulsory community service for up to three hundred and sixty hours or correctional labour for up to three years.

The same acts committed:

- a) repeatedly or by a dangerous recidivist;
- b) by prior conspiracy by a group of persons;
- c) with respect to a person known to the perpetrator to be under eighteen years of age - shall be punished by compulsory community service from three hundred

and sixty to four hundred and eighty hours or by restriction of liberty from one to three years, or by deprivation of liberty for up to three years.

(Criminal Code, art. 1413) [18].

Not to read information inciting religious hatred, propagandising ideas of nationalism, racism, neo-Nazism, activities of various sects and mystical movements, disseminated in social networks through suspicious sites, channels and platforms, as well as not to support the opinions expressed in them (not to put 'likes').

The Committee on Religious Affairs updated the list of materials recognised as extremist by the Supreme Court as of 10 January 2024 and banned for import, production, distribution and demonstration in Uzbekistan.

The updated list includes the names of channels and groups operating on the social networks Facebook, Telegram, Instagram, Youtube, Ok.ru (Odnoklassniki) and TikTok.

The Supreme Court has ruled that the materials presented therein contain ideas of extremism, terrorism and fundamentalism, as well as arousing divisions and misunderstandings among the population, fanaticism and favourable attitudes towards the activities of extremist and terrorist organisations and their ideological leaders.

The Committee called for caution against 'liking' or sharing religious material on social networks, refraining from downloading and distributing e-books, articles and applications, and not downloading unverified photos and videos from the Internet [20].

When reading the information in the message, it became known that the names of pages and sites of the following platforms were given: Facebook (137 names), Telegram (381 names), Instagram (105 names), YouTube (46 names), Odnoklassniki (21 names), TikTok (36 names).

A user should not leave unanswered a personal address to him/her, as it demonstrates a disrespectful attitude to the person addressing him/her.

When establishing communication through a social network, each person should introduce a certain regime for himself, it is important to determine a specific time to enter into communication (the most effective time is considered to be from 19:00 to 20:30 in the evening; if there is no need, it is advisable not to enter into communication after 21:00 in the evening); therefore, disorderly communication in the network leads to a waste of time, which negatively affects professional activity, daily life, especially labour productivity and quality of rest.

In comments, it is important to refrain from using vulgar (used to swear, humiliate, insult) and slang words, as well as Internet terms.

Never insult or berate other people in comments. If a person files a complaint with the Ministry of Internal Affairs, you will have to pay a fine from 68 to 136 million soums.

In Uzbekistan, persons who insult people on social networks will be held criminally liable and will also be charged with monetary compensation for moral harm caused to the victim, in the amount requested by the victim.

Petty hooliganism, i.e. deliberate disregard for the rules of behaviour in society, expressed in foul language in public places, insulting harassment of citizens and other similar actions that violate public order and the tranquillity of citizens, is punishable by a fine of up to 5 times the basic calculation value (up to 1.5 million soums) or administrative arrest for up to 15 days.

"Tezkor habarlar / Tun-u kun" Telegram channel, January 21, 2024)

Thus, communication in social networks, acting as a new infrastructure of interpersonal relations, reflects certain aspects. Communication in social networks, in particular in Facebook, Instagram, Telegram, Twitter, WhatsApp, YouTube, Odnoklassniki, TikTok and others popular among Uzbek users, should be based on certain spiritual and moral requirements and social norms. After all, communication carried out on social media reaches a large audience of users through various groups. Failure to comply with certain moral requirements and social norms in social networks can damage the spiritual values of the general public and universal human principles. Therefore, every user should be aware of the moral requirements and social norms that ensure the effectiveness and usefulness of communication carried out in social networks.

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