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SOCIAL SYSTEMS OF THE INTERNET INFORMATION COMPUTER AND SOCIAL SYSTEM AND COMMUNICATIVE FEATURES OF THE INTERNET INFORMATION COMPUTER NETWORK

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Аннотация: Мақолада Ўзбекистон Республикасида Интернет миллий сегментини ривожлантириш бўйича хориж тажрибаси, Марказий Осиё давлатларида Интернет миллий сегменти сайтларини ривожлантириш борасидаги ўзига хос жиҳатлар, фарқлар, Ўзбекистонда интернет тизимини ривожлантириш муаммолари, унинг ижтимоий тизимли ва коммуникатив хусусиятлари тадқиқ қилинган.

Калит сўзлар: глобаллашув, ахборот, интернет, сайт, миллий сегмент, ахборот оқими, ахборот эҳтиёжи, ахборот макони, ёшлар.

Аннотация: В статье изучен зарубежный опыт развития национального сегмента сети Интернет в Республике Узбекистан, особенности, различия в развитии сайтов национального сегмента сети Интернет в странах Центральной Азии, проблемы развития системы Интернета в Узбекистане, ее социальные, системные и коммуникативные особенности.

Ключевые слова: глобализация, информация, Интернет, сайт, национальный сегмент, информационный поток, информационная потребность, информационное пространство, молодежь.

Annotation: The article analysis foreign experience in the development of the national segment of the Internet in the Republic of Uzbekistan, the peculiarities and differences in the development of national Internet sites in Central Asia, the problems of Internet development in Uzbekistan, its social system and communication features.

Keywords: globalization, information, internet, site, national segment, information flow, information need, information space, youth.

Introduction: The expansion of the global Internet, its coverage of all spheres of human activity and its turning into a global network has led to the recognition of this area as the main means of information exchange in the XXI century. The fact that the Global Internet is an effective instrument for human communication has led to the acceleration of human activity, raising the number of users of information published on the Internet in all countries of the world and a sharp increase in social and economic needs to expand their sites on the Internet as a virtual information space. Therefore, the number of sites in the global network that contain information of different social, economic and political content is increasing. It should be noted that these sites include a set of necessary information for the activities of the individual, ensuring the improvement of his scientific, professional and social interests. The set of information that tells about the political, moral and spiritual culture forms of a person living in a

new stage of development is also described on the Internet. In the context of development of civil society, a set of information that encourages the socialization of the younger generation i.e a set of information that supports independent knowledge in certain disciplines, reaction, independent social life, solving social problems, is posted on Internet sites.

Literature Review: E. Giddens, a sociology theorist, notes that "as a result of globalization, a new procedure of preparation, dissemination, reception and use of information has been formed in the world" [1]. The American sociologist D. Bell's book "Industrial Society of the Future" [2] has an essential scientific significance for the development of the idea of a global information society. The author divides human development society into three main levels: agrarian, industrialized and post-industrialized. According to the researcher's view, a distinctive aspect of the post-industrialization phase is the rapid development of service areas related to education, health, research and management. The sociologist gives explanation about the essence of the factors and opportunities that have emerged for the formation of the information society in the post-industrialized stage.

The term "Internet" is not clearly defined in international law. According to definition of lawyer VN Ryauzov, a member of the Union of Lawyers of the Republic of Belarus, the Internet is a global telecommunications network that computes information and resources [3]. Also, according to the researcher VN Ryauzov's commentary on the national segment of the Internet, the concept of the global segment of the Internet is a global network of resources that cannot be imagined without technical means and receive, transmit, store, draw information [3].

National segments of the global Internet cannot be imagined without technical means, and the process of using them is a source of rational information. There are a number of independent definitions of the term information technology in the global Internet. In particular, Internet technology is the technology of creation, formation and development of various information resources on the Internet, ie sites, blogs, forums, chats, electronic libraries and encyclopedias [4]

The concept of "technology" is the Greek word, "techne" - art, skill, logos - means thinking, perception, knowledge, and this mainly belongs to the field of production. According to sociologist EI Grigoreva's view, "technology is a method, form and means of socio-cultural activity, which, in addition to its use in the educational process, also helps to gain certain planned results in education and upbringing" [5].

Research Methodology: In the course of the research were used scientifically-philosophical principles and methods such as systematics, theoretical-deductive conclusions, analysis and synthesis, history and logic, hermeneutic analysis, inheritance, universalism and nationality, comparative analysis.

Analysis and Results: In the current period of globalization and information pressure, there is a increasing number of websites that show the activities of young people, which have a detrimental effect on the territory of some foreign countries, and promote their ideas of aggression, crime, drug addiction and vandalism. According to statistics, there are more than 7,000 Internet sites on the Internet, which promote moral depravity and various malicious purposes, anti-constitutional, denial of the



requirements of building a democratic society, disrupting peaceful social and economic life.

According to the information that taken from “SimilarWeb”, the Imo application is the most popular application installed on the Android operating system in Uzbekistan. “Telegram” is in second place. But, although Telegram took first rank in the Apple Store on October 6, 2018, above Instagram and IMO, it is always in the trend of downloading in the Google Play Store in Uzbekistan. Instagram and Odnoklassniki lead prior ranks among the apps on the Google Store. [6].

In the first ten months of 2018, 36.9% of Internet users in Uzbekistan were faced to cyber-attacks. According to this indication, the country ranks 27th. 69.8% of users were attacked by viruses on hard disks and USB flash drives. This means 13th place in the world. [7].

In order to protect against them, there is a need to create, develop and attract youth to the Internet, promoting the national idea, the purpose and content of civil society, the achievements of our country in the new period of development, social life, economic development, young generation’s future.

The results of sociological research conducted by the author show that at a new stage of development of society, as an important tool for sustainable development, the youth of our country are mainly using social networks effectively. Therefore, it is important to analyze the content of articles published on social networks in the global Internet, to study their essence independently, to pay attention to its direction, to which social groups of society, and the mechanisms of distribution.

In particular, the research works belong to the sociologists have divided social networks into the following types: social accounts, social catalogs, social libraries, popular network games, instant messaging systems, Internet chats, Internet forums [8].

In the period of development of civil society, the intensity of the technical capabilities of social networks, the speed of access to information, the meaning of information, difference on the ability to express it, the high logical structure that can gain the trust of users, attracts users of this information. In particular, the creation of messengers (WhatsApp, Telegram, Viber, etc.) causes young people to addicted to accessing social networks. It should be noted that websites with messenger are developing rapidly in the current virtual opportunities. The convenience and low cost of using messengers has caused to a sharp rise in the number of users with this opportunity. In particular, the most popular messenger WhatsApp has grown slightly less than three times faster than Facebook in terms of user growth over the last four years. [9].

The convenience of this information technology for users is that it is possible to send and receive text messages, pictures, videos and audio products through a single messenger. At the same time, the format of multimedia products through special programs is reduced, which leads to a decrease in Internet traffic for their download. Also, the low cost of using this information technology by subscribers attracts users. In particular, the download of WhatsApp is free for all types of smartphones and phones (iPhone, Android, BlackBerry, Windows Phone, Nokia) [10].

With the expansion of globalization, the deepening of market economy relations, the format of information available to members of society from Internet sites is

increasing. This situation shows the importance of developing the national segment of the Internet, enriching its content, working to improve it, filling websites with a comprehensive set of information in form with the content of democratic reforms in our country.

Based on the above, it should be noted that the development of youth sites in the national segment of the Internet is important. In order to fully understand the concept of the national segment in the global Internet, it is necessary to define the terms "Internet" and "national segment". In particular, the Wikipedia dictionary defines the concept of the Internet as given below: The Internet ("Internet" – ICGANG. "Interconnected network" is an acronym for "global computer network") is a worldwide integrated computer network system based on the principle of IP protocol and data transmission in packets. It consists the global information presence and serves as the technological basis for many data transmission systems (protocols). In the condition of sustainable development of society, the Internet is considered not only as a communication network, but also as the World Wide Web (WWW), i.e a set of information that can be obtained through this system. In addition to this, the part of the global Internet within certain countries is called "segment", "national segment". The word "segment" means "piece", "part" in Latin language.[11].

The organizing of new sites in the national segment of the global Internet are able to be the basis for revealing destructive ideas coming from the territory of foreign countries, to some extent, their security, their purpose. In today's information society, any information can spread to the world at a high rate and be absorbed with destructive ideas and negative thoughts, which can be cause to certain problems and social conflicts in society. As a result of the sociological study of the social causes of this problem, the factors that form them, attention is paid to the methodological foundations of the theory of the information society, the main content that development processes are considered.

The main goal of an informolized society is to ensure that every person has a set of information of a certain content on a voluntary basis, the level of legal and social security is of great theoretical and practical importance. Data about the history of the introduction of the concept of "information society" in sociology confirms that this scientific concept was first introduced into sociology by Professor Yu. Hayashi of the Tokyo Institute of Technology. The basic classification of this concept is reflected in official documents submitted to the Japanese government, including scientific studies such as "Japanese Information Society: Topic and Approach" [12]. These conclusions are explained by the fact that the development of computerization helps to ensure that people have free access to scientifically based sources of information, given the innovative level of automation of production in industrialized industries. What is more, rapid social development in production, definitely, affects the cost of products, i.e. the role of innovation, design and marketing in the value of goods. According to the author's opinion, in the new period of development, a set of innovative information, the production of its products will become the leading force of social development and continuing education.



Conclusion/Recommendations: On the researching of this topic, based on the approach of systematic analysis in sociology, the following conclusions were considered on using the following methods:

- Terminology analysis can be used effectively in the independent analysis of scientific definitions of the concept of the global Internet and national segment sites, revealing its social essence and forming the content of the concept.
- Comparative analysis is used to study foreign experience in the development and improvement of sites in the national segment of information security in the global Internet, as well as to identify effective ways to use innovative technology in the process of forming a data set.

It should be noted that the analysis of the above social terms shows that today the "national segment" is forming as a new concept and is evaluated as a site enriched with information on the social interests of young people, education. In this issue, the analysis of the theory of the information society, the problems and prospects of development of sites in the national segment of the global Internet using systematic sociological methods can be independently researched because the solution to this problem is an important resource in ensuring the security of information disseminated through the Internet.

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