

THE IMPACT OF SOCIAL NETWORKS ON STUDENTS' DAILY LIVES

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ANNOTATSIYA:

This article analyzes the impact of social networks on the lives of students in the modern age of globalization and digital technologies. Currently, social media platforms are becoming an important and inseparable part of university students' lives. The article analyzes the positive and negative aspects of social networks' influence on the daily lives, academic activities, mental, and physical health of higher education students. In this regard, many scholars, including Sampasa-Kanyinga and Lewis, Woods and Scott, Jamil, have studied how much social networks affect students' lives. It is also highlighted that these can play a positive role in supporting the educational process.

Introduction: For the youth of the 21st century, including students, social networks have become not only a means of communication but also a broad platform for obtaining information and entertainment. Their daily life, preparation for lessons, social relations, and even sleep patterns are becoming dependent on the level of social network use. The significant increase in the time students spend on social networks has both positive and negative effects on their lifestyle. Consequently, this situation is a topical research subject not only for educational institutions but also for the entire society. Social media tools offer many conveniences to university youth, providing a positive impetus to their academic performance. They facilitate collaborative group work and projects, as well as the timely exchange of necessary literature, lecture notes, and other information. Furthermore, they

enable the conduct of online conferences, online professional development, and audio communication. For example, in many universities, especially in fields like engineering or IT, students use various applications. Through these, they exchange ideas and quickly get advice from the teacher, which would take a considerable amount of time offline. In these respects, the internet is currently surpassing television programs, radio, and other media in attractiveness. In addition, a number of scholars have emphasized the impact of the internet. In particular, Sampasa-Kanyinga and Lewis studied the relationship between social network use and psychological distress. They found that using social networks for more than 2 hours a day was associated with a higher level of psychological distress. Banjanin et al. investigated the relationship between excessive social network use and depression, but no statistically significant association was found between these two variables. Frison and Eggermont studied the link between different patterns of Facebook use, the feeling of social support on social networks, and the mood of male and female students. They found a positive correlation between both passive and active use of Facebook and depression. Furthermore, social support on social networks was identified as a mediating factor in this relationship. Gender was also noted as a factor influencing this correlation. Vernon et al. studied the relationship between changes in negative emotional investment in social networks and changes in depression and externalizing behaviors. Their research indicated that excessive attention to social networks led to increased depression among adolescent students, which was linked to levels of sleep disturbance. Barry et al. studied the link between adolescents' social network use and their psychological adjustment. The results showed that social network activity had a moderately positive association with depression and anxiety. A study conducted by Li et al. in China demonstrated the mediating role of insomnia in the relationship between social media addiction and depression among high school students. In the same year, they investigated the association between time spent on social networks and anxiety among high school students. They found that using social networks for more than 2 hours had a significantly positive association with increased anxiety levels. However, along with its many useful aspects, the internet also exhibits negative consequences. These often affect mental health, especially by potentially intensifying feelings of depression, anxiety, and loneliness. Specifically, there is a term called FOMO, which stands for "Fear of Missing Out." This is a strong anxiety that arises when one sees others achieving success and feels unable to participate. In short, the internet is causing various illnesses.

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Conclusion: In conclusion, social networks today have a great influence on the upbringing of young people. Therefore, cultivating a culture of conscious use of social networks in a way that serves their goals and values is a key factor for students to lead a successful and healthy daily life.

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