SOCIETY AND INTERNET: THE IMPACT OF THE INTERNET ON MODERN SOCIETY

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MAQOLA MALUMOTI	ANNOTATSIYA:
MAQOLA TARIXI:	*This article examines the influence of the Internet on modern society, with particular attention to communication, education, and social behavior. The study highlights both the positive effects of Internet use, such as improved access to information and global connectivity, as well as the challenges it presents, including privacy concerns, digital addiction, and changes in social interaction. Based on a review of relevant academic literature, the article argues that the Internet has become a powerful tool shaping human relationships and social structures. The findings suggest that responsible and informed use of digital technologies is essential for maximizing the benefits of the Internet while minimizing its negative impact on modern society.*

In the digital age, the Internet has become an integral part of everyday life, significantly influencing how people communicate, learn, and work. Rapid technological development has transformed traditional social structures and created new opportunities for global interaction and information exchange. Today, individuals rely heavily on online platforms for education, entertainment, professional activities, and social communication.

As Internet usage continues to grow worldwide, its impact on modern society becomes increasingly complex. While digital technologies offer convenience and accessibility, they

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also raise important concerns related to privacy, online behavior, and digital dependency. Therefore, it is essential to analyze both the positive and negative aspects of Internet use in order to understand its role in shaping contemporary social life.

Previous research indicates that the Internet has a significant influence on communication, education, and social interaction. According to Johnson and Miller (2020), online learning platforms have expanded educational opportunities and improved access to knowledge for students around the world. At the same time, scholars such as Brown (2022) emphasize that excessive Internet use may lead to digital addiction and negative psychological effects.

Studies also highlight privacy and security issues associated with social media and online platforms. Davis and Clark (2019) note that users often share personal information without fully understanding potential risks. Overall, existing literature suggests that the Internet plays a vital role in modern society, offering both considerable benefits and serious challenges.

This study employs a qualitative research approach to examine the impact of the Internet on communication, education, and social behavior. Data were collected through the analysis of existing academic literature, including peer-reviewed journal articles, research reports, and online statistical sources. The selected materials focus on Internet usage, digital communication, and social media trends.

The collected data were analyzed using thematic analysis in order to identify the main patterns, benefits, and challenges related to Internet use in modern society. This method allowed for a comprehensive understanding of how digital technologies affect social interaction and everyday life.

In conclusion, the Internet plays a crucial role in shaping modern society by transforming communication, education, and social behavior. While it provides numerous advantages, such as easy access to information and global connectivity, it also presents challenges related to privacy, digital addiction, and changes in social relationships. To maximize the positive impact of the Internet, responsible and informed use of digital technologies is essential. Understanding both the opportunities and risks associated with Internet use can help individuals and societies adapt more effectively to the demands of the digital age.

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