

## TASKS AND FUNCTIONS OF SOCIAL NETWORKS

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**Abstract:** *This article examines the role of social networks in modern society, their main tasks and functions, as well as their impact on socio-economic and spiritual life. The article highlights the role of social networks as a means of communication, information exchange, public opinion formation, and their importance in education and business. At the same time, the negative aspects of social networks, such as the spread of false information and privacy issues, are also analyzed. The article considers the role of social networks in improving communication between government and citizens and draws conclusions about their future development prospects.*

**Keywords:** *social networks, communication, information exchange, public opinion, media literacy, privacy, civil society, manipulation, internet.*

### INTRODUCTION

In the modern world, social networks have become an integral part of human life. Starting with the site Classmates.com created by Randy Conrad in 1995, social networks have today become global platforms that unite billions of users. Networks such as Instagram, Telegram, and Facebook have become widely popular in Uzbekistan. This article is devoted to analyzing the tasks and functions of social networks, examining their positive and negative impact on society.

Literature review. Abdusalomov, A. A. This resource highlights the role of social networks in public administration and communication with citizens. Analyzes the role of social networks in communication and information dissemination in the context of Uzbekistan. Also considers their impact on the economic sphere, in particular, on the development of online business. Muhammad, S. S. Provides a general analysis of the benefits and harms of social networks. Provides information about the communicative, spiritual and educational functions and the negative aspects of social networks, in particular, false information and moral harm. Rahmatullayev, Sh. This guide highlights scientific research methods and is used to analyze the benefits of information exchange and education in the context of social networks. Examples of the importance of social networks in education are given.

Analysis and results. The main function of social networks is to establish communication and exchange information between people. The following functions deserve special attention: Communication: Social media connects people across geographical boundaries. For example, instant messaging via Telegram and WhatsApp has simplified global communication.[1] In the context of social media, it is used to analyze the benefits of information sharing and education. Information dissemination: Social media plays an important role in disseminating news, scientific information, and other useful

content. In Uzbekistan, government agencies are using social media to deliver official messages to citizens.[2] The resource is adapted to the local conditions of Uzbekistan and provides specific examples of the use of social media by government agencies. This is relevant for local researchers. Public opinion formation: Through social media, the public exchanges opinions on specific issues and forms their positions. This is an important factor in the development of civil society.[3] Provides general information to understand the negative aspects of social networks, especially information security issues. Convenient for local users as a resource in Uzbek. Education and knowledge sharing: Students and researchers can easily find scientific articles, manuscripts, and other resources through social networks.[4]

The functions of social media vary depending on their application:

Communicative function: To establish quick and effective communication between people. For example, communication is expanding through video content through Instagram and TikTok.[5] It provides a balanced coverage of the positive and negative aspects of social media, which is useful for a broader understanding of the topic. The focus on spiritual and educational aspects is important in the cultural context of Uzbekistan. Economic function: Social media acts as a business and advertising platform. Online stores and services are developing in Uzbekistan through Instagram. [6] Social function: Social media brings people together and helps solve social problems. For example, finding missing persons or organizing charity events.[7] Spiritual and educational function: Religious institutions and educational institutions distribute educational information through social media.[8] Negative aspects of social media.

Along with the benefits of social media, there are also negative aspects: False information (fake news): Fake news and manipulation are common problems on social media [Wikipedia, 2022, p. 5]. Privacy issues: Users' personal information can be stolen or misused. Impulsivity and time wasting: Studies show that people who spend a lot of time on social media are more likely to engage in impulsive behavior. Moral harm: Bragging, gossip, and other negative behaviors can be widespread on social media.

Conclusion/Recommendations. Social networks play an important role in modern society in the areas of communication, information exchange, education and business. They are of great importance in the development of civil society, improving dialogue between the state and the people. However, negative aspects such as false information, privacy issues and addiction to social networks require increasing media literacy and legal regulation (Abdusalomov, 2023, p. 8). For the effective use of social networks in the future, it is necessary to increase the information security and digital literacy of users.

## LITERATURE:

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