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THE ROLE OF SOCIAL NETWORKS IN THE FORMATION OF POLITICAL VALUES OF MODERN SOCIETY

Annotation. *With the advance of technologies, there is a tendency for people to spend more time sitting on digital media. In today's globalized world, many issues are handled online rather than face-to-face. This article examines how these issues are used in the formation of political merits.*

Humans have adapted to the usage of social networks for political communication. The author has comprehensively considered this issue through many examples. An attempt was made to apply the explanation of the concept of a social network. The author also focused on the main methods of her research.

Key words: *social network, political values, digitalization of political values, use of political information, expression of political opinion, political information, individual.*

Анотація. *З розвитком технологій існує тенденція до того, що люди проводять більше часу за цифровими носіями. У сучасному глобалізованому світі багато питань вирішуються онлайн, а не віч-на-віч. У цій статті розглядається, як ці питання використовуються у формуванні політичних заслуг. Люди*

приспосувалися до використання соціальних мереж для політичної комунікації. Автор всебічно розглянув це питання на багатьох прикладах. Крім того, він розкрив роль політичних цінностей у формуванні особистості. Зроблено спробу визначити пояснення поняття соціальної мережі. Автор також зупинився на основних методах її дослідження.

Ключові слова: *соціальна мережа, політичні цінності, цифровізація політичних цінностей, використання політичної інформації, вираження політичної думки, політична інформація, особа.*

Introduction. With the growth of society, the development of innovative technologies bring to the transpiration in the human brain. Technology has changed the brain and consciousness. Transferring information from one place to another has become a quick and easy process. As a result, social media nowadays is necessary tools in contemporary globe.

Complexity of world political processes has allowed its mechanisms to spread widely. One of its manifestations is that in modern times, especially in election campaigns, social networks will help to rise political activity of youth. People living in this era can also be called the «social media generation».

Having an access to the internet and advancement of technology have led to the need to reconsider the issue of personal privacy. In addition, as a result of the mass Internalization of society, ensuring communication safety has become one of the crucial issues of the nation [1]. In agreement with experience of foreign election campaigns, especially in the United States, in recent years social networks have begun to be used as a political tool for strengthening civil society. With the improvement of the civil society level citizens' political values also has changed. In everyday life, social networks have become a means of communication between people. Nevertheless, there is a tendency for some individuals to influence the formation of people's values due to their popularity in certain areas through social networks. Although this situation has a positive effect, it can also have negative consequences for society and the country. That is why this question is very applicable in our time.

Place of political values is very important in the formation of personality. And among them, the role of social networks should be important within the political science.

Any political and government officials can use social media, as well as political scientists, as a mechanism for teaching and developing concepts and responsibilities that are part of patriotism, civil rights, freedom issues, voting in elections and other political values.

In developed foreign countries such as Austria and the United States, politicians and the media have become accustomed to disseminating political news through Facebook, Twitter, YouTube and Instagram, which are especially popular among young people aged 18 to 24 years.

The big goal of this project is to estimate the main role of social networks in order to form political values in the person, which, according to Ronald Inglehard, is the foundation political changes in the world.

There is a significant demand for the study of social networks, where people have great opportunities to receive open political news, sources of information not disclosed to the public or published in government media, and to express their free political views. Because today people do not trust the above mentioned government sources of information. And currently, the number of media pages on the Internet disseminating information is quite large. To do this, it is obligatory to improve and correctly use the work of social networking portals to develop the above-mentioned values in people, as well as to enlarge the number and quality of research in political science on this topic. Because the world changes day by day.

The formation of political values is directly related to how much and how a person perceives information. Grounded on these and other mentioned issues, officially the importance of this issue is great.

The purpose of the article is to reveal the role of social networks in formation political values of modern society.

Used methods. Several years ago, social science researchers proved that the media has enormous power to influence people. And now the social network has the same power.

If a person wants to keep up with the latest news related to the ongoing war between Russia and Ukraine, nowadays he does not look on television, but primarily on the Internet because it is a fast and easy way.

In 1949, political sociologist Berelson discovered in a study that people use media to feel more linked to society.

In a social network like Facebook, a person can quickly upload his profile to his avatar, post various videos and get feedback from others by updating his daily status. This process has become a part of every person's life. This article examines the fundamental theoretical foundations of social networks and political values.

In 2007, scientists found that 93 percent of people, especially youth, use social media to make new friends. Because the social network has become a platform where a person can freely express his thoughts and emotions without being pressured or afraid.

When a new social network is introduced to the world as a technology, science begins to explore how and for what purposes people use it. Studies have proven that people use social networks mainly for free time and entertainment. The question is whether this is a sign of the level of people's values or something else. Future studies will show this.

Given all these problems, the article focused on finding reply to the next questions:

1. For what purpose do people use social networks?
2. To what extent can online forms of political participation shape political values?
3. What is the place of political values in a person's life?

Political participation can be carried out through various types of activities, such as voting in elections, expressing dissatisfaction with the state, participating in government meetings, protests.

Social networks are becoming an integral part of people's lives from year to year. For example, in 2021, there are 424 million users connected to social media, which means millions of users are added per day or 13 new users are added every second [2].

The article uses an expert research method to analyze the intensity and aspects of the influence of social networks on the formation of a person's political values. Comparative methodology is considered when studying articles.

There are still no comprehensive works in the political context of studying personal social networks. Predicated by the research made, internet is becoming the main aspect of life of the information society in new era. Therefore, due to the great influence of the Internet as an intrinsic character of the era of globalization on political, social and economic trends at the measure of the world, furthermore individual states, there is an interest and need for research by many social sciences.

Now, when it happens with the issue of «social networking», the following information shows how important it is to study this theme. On the authority of the Center for Global Digital Research, more than sixty percent of the world's population now uses the Internet. This means that more than half the planet is online. And this figure is increasing every year.

Total share of social network users in Kazakhstan In 2021 it was 63,5%. And the most active users, including those using social networks, are students aged 18 to 24 years [3].

However, from the work already examined by other social sciences, it is clear that there are many different definitions of the term «social network». One of them, British public relations specialist Sam Black, for example, defined social media as follows: «a set of communication technologies used for mutual exchange of opinions, emotions, information and other things between two subjects» [4].

The study of the network society by M. Castells, P. Bourdieu, J. Deleuze, B. is associated with the names of famous scientists. There are also scientists V.M. and K.M. Sergeevs, authors of the theory of social hierarchy and social networks.

Another scientist who undertook this research was J. Nye. He is the originator of the term «soft power», which is often used in political science today. Back in the 1990s, Joseph Nye equated social media with a soft weapon.

According to him, «soft power» is defined as the ability to influence, focusing on the realization of one's goals, persuasion and positive thinking through cooperation in certain areas. By the widespread use of the Internet, it is social media in the modern era that harnesses this important soft power potential as a means of influence. Social media

accounts for a large proportion of Internet user activity and is a critical source of news, political information, and analysis [5].

Results and comments. Nowadays, the Internet has reached a situation where society performs important tasks. For instance, additionally to communicating and sharing information, social networking appears to have become more important for people to discover themselves, get to know each other, and maintain online contacts. Communication on social networks may seem freer and easier than in real life.

As a result of this trend, what values are formed and developed in society. It is these values that are the important core of the political system, including political culture and political ideology. The topic of political values is currently being considered in foreign and domestic studies. Among them, it can be encountered in the jobs of the American political scientist Ronald Inglehard, the creator of the World Values Survey - a global network of scientists studying values in societies, the Russian scientist Elena Shestopol, and domestic political scientists Abdigalieva Gulzhan, Andrey Chebotarev.

«Political values are related to the social order established and maintained by the state. The state is considered a huge force that goes beyond society» [6].

In other words, the central basis of the political system is determined characteristically to the state in the individual, whose political values are an constitutive point of society. The formation of a person's political values is directly related to the state.

In September 2022, at the Faculty of Public Relations and Journalism of one of the prestigious universities in Almaty, a social survey was conducted among 100 students on the topic «The role of social networks in the formation of youth values». According to the survey results, more than 90% of young people use social networks. And among most of them, the term «Think Leader» was formed. It refers to any entity that can influence the attitude of a specific audience. That is bloggers. They undoubtedly play a big role in shaping the principles and values in the life of any person, based on his lifestyle in daily life [7].

From this follows the view that politicians and public figures who are in political power, various political scientists surrounded by political literacy, etc., should help

people, especially the younger generation, to form correct political values. individuals must be able to form the correct image in the eyes of a person. If they could create this image and create their social media blogs to be worthy of the aforementioned Opinion Leader status, then it would be possible to influence the development of people's political values.

Discussion. Based on the findings discussed in the article, two main functions of the social media can be distinguished: political information and sharing one's thoughts with others.

To be precise, to receive information means to be aware of daily political events, and to express political thoughts means to press the «Like» button on posts announcing socio-political processes, write posts, comment on other people's posts, send direct letters to politicians, publish stories.

The digital age brings its own value changes to social institutions [8].

The results of a survey made in Russia in 2019, conducted in question and answer form among 1,500 young people, were also compared. This study was accomplished with the proposal of the Levada Center named after Friedrich Ebert. According to the study, the adulthood of respondents answered that they were not interested in politics at all. Only 19% of respondents said that they are informed about international relations, political events and changes within the state. According to them, young people receive information about political news from social networks, which helps to form these political values, and middle-aged and older people watch news on television and share and discuss their impressions with close friends.

New values begin to appear in a person when he tells other people about what is happening in politics. With these values, a person begins to have ideas about the state and his relationship with this state.

The above comparative studies can complement each other with new information.

Conclusions. In this article, we can determine non-speaking part and position of the social network in the formation of political values. There was a discussion about how social networks like Facebook, Instagram, V Kontakte, Telegram became a soft political force. This has been proven by many studies carried around the world.

Young people, and behind them the older generation, recognize the state as the main subject of the practical implementation of their political values.

Political value means patriotism, freedom, rights and responsibilities to the state, voting in elections, strengthening leadership qualities, the ability to analyze political information, justice, tolerance, appreciation of state symbols and other feelings and actions. Therefore, the question of political values that determine the formation of these abilities in a person is important.

And in today's globalized information age, it is important to comprehensively study the influence of social networks, which most donate to the origination of these values in humans.

In conclusion, we can say that a comprehensive study of the significance of the impact of the social system on the individual, especially the younger generation, in the formation of political values in the modern global era can be transformed to one of the main directions of government activity and policy of any country following the path of democratic development.

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