



Individual Socialization and Cultural Factors In The Era Of Informatization

Ibragimov Doniyor Bakhtiyor og'li

Namangan State University, Researcher

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*Correspondence: Ibragimov Doniyor Bakhtiyor og'li

Email: d.ibragimov@mail.ru

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Abstract: This article provides a scholarly analysis of the distinctive features of individual socialization in the era of informatization, as well as the cultural factors influencing this process. The study examines the social transformations that emerge in the course of individuals' adaptation to society and the internalization of social norms and values under conditions of globalization and the rapid development of information and communication technologies. Language, traditions and customs, religious beliefs, the education system, historical memory, and national values are considered as key cultural determinants of individual socialization. The article also analyzes the interaction between virtual space and the real social environment in an information society, along with their impact on individual identification and the formation of national consciousness. The research findings are of theoretical and practical significance for a deeper understanding of the process of individual socialization and for ensuring social adaptation and cultural stability among the younger generation.

Keywords: Informatization, Individual Socialization, Cultural Factors, Social Transformations, National Consciousness, Social Identification, Historical Memory, Globalization, Virtual Environment.

Introduction

Contemporary processes of globalization and informatization are deeply penetrating all spheres of social life, fundamentally transforming the mechanisms of individual socialization. The rapid development of information technologies, the widespread use of digital communication tools, and the active influence of virtual environments on social relations have given new meaning to the processes through which individuals adapt to society and internalize social norms and values. This situation necessitates a scholarly analysis of the interrelationship between individual socialization and cultural factors.

In the context of an information society, culture, language, education, religion, traditions, and customs emerge as key determinants of individual socialization. These factors not only shape individuals' social behavior but also play a significant role in forming their worldview as well as their national and cultural identity. Especially under conditions of intensified information flows and increasing global cultural influence, the importance of cultural factors in the process of individual socialization continues to grow.

The role of cultural factors in individual socialization has been studied as an important scholarly issue within sociology, philosophy, social psychology, and cultural studies. In recent years, this issue has been interpreted through the perspectives of cognitivism, constructivism, and cultural approaches. However, the impact of cultural factors on individual socialization in the era of informatization, as well as their interconnection with social transformations, has not yet been sufficiently examined in a systematic manner.

From this perspective, the main objective of this article is to analyze the role and significance of cultural factors in the process of individual socialization in the era of informatization and to reveal their interrelationship with social transformations in society. The research findings are of theoretical and practical importance for gaining a deeper understanding of individual socialization processes, ensuring cultural stability, and fostering social adaptation and national consciousness among the younger generation.

Under contemporary conditions of globalization, the social life of society is undergoing profound transformational processes. The rapid development of information and communication technologies, digital transformation, and the widespread use of the internet and social networks have significantly influenced all areas of human activity. As a result, new principles are emerging within the system of social relations, and noticeable changes are occurring in traditional value systems. At the same time, the role of the individual in society and the nature of the socialization process are acquiring new forms.

In an information society, individual socialization manifests itself as a more complex and multifaceted process than ever before. First and foremost, the communicative space of individuals has shifted from the real environment to the virtual one, leading to significant changes in the mechanisms of social identification, value orientation, and the formation of social roles. In modern conditions, individual socialization occurs not only within the family and educational institutions but also through social networks, mass media, and digital platforms. In this context, the excessive volume of information flows, threats to spiritual security, and issues of ideological manipulation are gaining particular relevance.

Therefore, this article provides a comprehensive philosophical and sociological analysis of the social changes occurring in an information society and their impact on the process of individual socialization. Studying this issue makes it possible to identify strategies for individual adaptation to the digital era, ensure security within the information environment, and strengthen spiritual stability, thereby addressing important theoretical and practical tasks.

Methodology

The issue of individual socialization and the factors influencing it has been widely studied within the social sciences and humanities, particularly in sociology, philosophy, social psychology, and cultural studies. In classical sociological approaches, individual socialization is interpreted as the process of internalizing social norms, values, and roles established by society. The theoretical foundations of this process are reflected in the scholarly works of thinkers such as É. Durkheim, M. Weber, and T. Parsons, who

substantiated the role of social institutions and cultural systems in shaping individual behavior.

In recent decades, the problem of individual socialization has been actively examined within the frameworks of cognitivism and constructivism. Within these approaches, socialization is understood not merely as the result of external social influences, but as a complex process closely linked to the individual's active cognitive activity, including the mechanisms of perceiving, processing, and interpreting information. In particular, under conditions of informatization, the role of the information environment in shaping individual consciousness is regarded as a significant scholarly issue.

Studies conducted within the concept of the information society emphasize that systems of information production, dissemination, and consumption have undergone fundamental transformations. These changes influence individual socialization through new mechanisms, partially transforming the functional roles of traditional socialization institutions such as the family, education, culture, and religion. Researchers note that the excessive volume of information flows generates certain challenges in the processes of individual identification and social adaptation.

Cultural factors – language, customs, traditions, religious beliefs, historical memory, and national values – are recognized in numerous academic sources as the primary determinants of individual socialization. Culture is interpreted as a crucial system that shapes an individual's worldview, moral norms, and social behavior. In the context of globalization and informatization, issues of cultural identification and national consciousness have gained particular relevance.

Research conducted by local scholars has also provided in-depth analyses of the role of cultural factors in individual socialization. Their works explore the significance of national consciousness, historical memory, religious values, and traditional social institutions in the process of socialization from philosophical and sociological perspectives. At the same time, the impact of informatization processes on youth socialization, as well as the relationship between virtual space and the real social environment, has become a distinct object of scholarly inquiry.

The literature review demonstrates that although the issues of individual socialization and cultural factors have been extensively studied, the interconnection between these processes and social transformations in the era of informatization has not yet been sufficiently examined in a systematic and comprehensive manner. Therefore, further in-depth research in this area remains a pressing scholarly task.

This study is aimed at identifying the role and significance of cultural factors in the process of individual socialization in the era of informatization, as well as at conducting a scientifically grounded analysis of their interrelationship with social transformations in society. The research employs a comprehensive methodology based on the integration of socio-philosophical and sociological approaches.

Both theoretical and empirical research methods were applied in the course of the study. Within the framework of theoretical analysis, the scholarly views of local and foreign researchers on issues related to individual socialization, the information society, cultural determinants, national consciousness, and social transformations were systematically examined and synthesized. Empirical analysis was conducted on the basis of existing

statistical data, official documents, and the results of previous scientific studies, which enabled the formulation of well-founded conclusions regarding the research problem.

The study adheres to the principles of logical consistency and systematicity. Using methods of analysis and synthesis, cultural factors influencing the process of individual socialization were examined separately, and their interconnections as well as their relationships with social transformations were identified. A comparative analysis method was employed to compare the mechanisms of individual socialization before and during the era of informatization, allowing the distinctive features of each stage to be revealed.

In addition, the research is grounded in the principles of historicity and continuity. This approach made it possible to identify the uninterrupted continuity of cultural values, customs, traditions, and historical memory in the process of individual socialization. The structural-functional analysis method was used to examine the functional roles of cultural institutions – such as the family, education, religion, language, and culture – in individual socialization.

An interdisciplinary approach occupies a central place in the research methodology. Drawing on the theoretical achievements of sociology, philosophy, cultural studies, and social psychology contributed to a comprehensive examination of the process of individual socialization. The research findings made it possible to formulate logical conclusions, develop scholarly recommendations, and propose conceptual approaches within the scope of the topic.

Result and Discussion

In an information society, the formation of a new system of values influencing individual socialization, the expansion of socio-political technologies affecting human social behavior, and the emergence of various social risks contribute to the increasing complexity of understanding society as an integrated and holistic system. Within the paradigm of needs and interests, such processes lead to the intensification of migration, marginalization, and social alienation, as well as to the emergence of negative social phenomena in the dynamics of socio-cultural values.

A number of international research centers and academic institutions are conducting extensive scientific and practical studies aimed at improving the political prospects of informatization, developing social capital, identifying the objects of influence of the information space on individual socialization, and substantiating the role of socio-cultural values. These studies also focus on the rationalization of human cognitive and intellectual activity, the role and significance of ideological constructions in virtualization processes, the social implications of the virtualization of society, information crime, cybersecurity, and the philosophical foundations of the mechanisms behind the emergence of virtual values. In addition, researchers analyze the impact of virtual reality technologies on socialization processes in the context of the expansion of global information networks, as well as ways to improve the functions of social institutions in individual socialization, strengthen the role of the family and marriage in moral and ethical education, and enhance their overall effectiveness.

Classical representatives of ancient Greek, Indian, and Chinese philosophy developed scientific and practical theories concerning human life and essence, the fundamental principles of the universe, the formation and development of the state and society, the emergence of perception and cognition, and the social activity of individuals in relation to society. In particular, the Sophists of ancient Greek philosophy were among the first to place humans at the center of the world, emphasizing their perception, thinking, and social and political activity. Plato, in his work *The Republic*, argued that the true essence of the human being lies in the soul belonging to the world of ideas, while the human body belongs to the changeable physical world and represents only a faint reflection of the realm of ideas. Aristotle, in turn, defined humans as social and political beings who naturally strive to live within society.

In the context of an information society, the processes of individual socialization are examined from pedagogical and psychological perspectives through educational and upbringing components, the development of competencies that shape behavior, mentality, and the acceptance of social norms, as well as the role of family, neighborhood (mahalla), and kinship relations. Particular attention is paid to the influence of information on individual identity, mental characteristics, virtualization and online interactions, and the impact of social networks. From a sociological perspective, research focuses on individuals' participation in social relations, their position and role within the system of social relations, social status, group and stratification dynamics, and changes in social status through social mobility.

From the standpoint of social philosophy, the concept of the individual is analyzed through their interaction with society, processes of development and self-improvement, acceptance and production of socio-cultural norms, the maintenance of intergenerational continuity and succession, the formation of customs, traditions, and values, and the role of individuals in shaping collectivity. This approach also encompasses the principles of social order, the formation of behavior patterns, and the factors influencing their impact on society.

The analysis demonstrates that in an information society, individual socialization becomes a multidimensional and dynamic process influenced simultaneously by cultural, technological, social, and ideological factors. As a result, traditional socialization mechanisms are being transformed, while new forms of social interaction and value orientation are emerging. These findings highlight the necessity of strengthening cultural determinants, ensuring the stability of social institutions, and developing effective strategies for individual socialization in the context of rapid informatization.

In an information society, the process of individual socialization is a complex phenomenon, and several of its key aspects can be identified.

First, the acceleration of globalization processes has led to an expansion of information flows, significantly increasing the speed at which people receive and disseminate information. As a result, information manipulation has become widespread, and the dissemination of disinformation is steadily increasing.

Second, the internet, social networks, and mass media exert a strong influence on individual social identification. Their deep penetration into everyday life and the growing scale of their use are shifting socialization processes toward online platforms and the space commonly referred to as the virtual world. For example, approximately 66 percent of the world's population currently uses the internet. While this figure may seem modest, it should be noted that in 2005 only about 16 percent of the global population had internet access. The growth in the number of internet users has been driven by the gradual reduction in the cost of communication services, computers, and mobile devices, as well as the step-by-step development of internet infrastructure.

Third, virtualization is gradually evolving into a distinct form of society. As individuals cluster on various digital platforms, specific virtual environments emerge, each with its own norms and rules that shape the process of individual socialization. Today, widely used platforms such as TikTok, Facebook, Instagram, Bigo Live, and others operate according to their own regulatory principles. As the First President of the Republic of Uzbekistan, Islam Karimov, emphasized, "In a world where the global information space is expanding rapidly, it is neither appropriate nor effective to attempt to educate our children by simply surrounding them with prohibitions – telling them not to read this or not to watch that – or by enclosing them behind an iron wall. Such an approach does not correspond to the demands of the time or to our noble goals".

Fourth, the formation of a culture of virtual communication and changes in value systems are becoming increasingly evident. The intensification of informatization generates new mental characteristics in individual identification and creates new patterns of social interaction. As a consequence, social conflicts emerge. Phenomena such as cyberbullying give rise to new trends and challenges, including the need to preserve moral and ethical values, to develop a sense of collectivism and social responsibility, to enhance moral decision-making skills, and to counter moral relativism.

Fifth, transformations in traditional values and the intensification of cultural universalization are gaining momentum. Values that have evolved and been refined over centuries are increasingly being undermined. Mass culture is expanding, cultural universalization is intensifying, and signs of the erosion of national culture are becoming more apparent.

Whether in modern societies or in the developed world, wherever a social environment exists, socialization inevitably occurs. As noted, "the changing conditions of children's socialization in modern life require the study of new realities of socialization. In the context of Uzbekistan, cooperation among the key institutions of children's socialization – family, school, and mahalla – occupies a special place". Indeed, the collaboration of family, school, and mahalla constitutes a crucial attribute in the education and upbringing of the modern individual. Historically, these institutions have played a central role in societal development, and an individual's life has largely unfolded within their framework.

This is because "in every socio-historical period, a number of studies have been devoted to issues such as youth problems, the enhancement of spirituality, the activation of

youth participation in social life, the role of youth in society, and the development of moral qualities among young people”.

By the twenty-first century, global development has accelerated significantly. Post-industrial societies are replacing industrial ones. Human technological knowledge has advanced to the level of interplanetary research; new types of biological and chemical weapons are being developed; research related to nuclear weapons continues to expand; geopolitical tensions are intensifying; and regional conflicts are escalating.

Family and community values are weakening, while processes of universalization are gaining strength. Social changes in the information society are rapidly reaching even the most remote regions of the world. The globalized world generates complex challenges. Consequently, “under conditions of contemporary globalization, the growing interaction among peoples with diverse cultural traditions has become increasingly relevant. This requires the consistent preservation and protection of each nation’s unique identity, while simultaneously adopting the progressive elements of global culture and universal human values. These issues are directly linked to the proper resolution of the problem of forming spiritual culture among students and youth in society”.

Conclusion

In the era of informatization, profound social and cultural changes occurring in the life of society exert a significant influence on the process of individual socialization. The findings of the study indicate that under the conditions of an information society, individual socialization is carried out not only through traditional mechanisms but also under the strong influence of the information and communication environment, which makes the role of cultural factors increasingly complex.

The article analyzes cultural factors – language, traditions and customs, religious beliefs, the education system, historical memory, and national values – as the main determinants of individual socialization. It is established that these factors play a decisive role in shaping an individual’s worldview, social behavior, and national and cultural identity. Especially in the context of intensified globalization and expanding information flows, ensuring cultural stability emerges as a key condition for effective individual socialization.

The study demonstrates that informatization processes accelerate social transformations, creating both new challenges and new opportunities in individual socialization. The interaction between virtual space and the real social environment has become a significant factor in the formation of individual identity, social adaptation, and national consciousness. This situation increases the need to develop critical thinking, information culture, and a sense of social responsibility among individuals.

In summary, the scientific study of the role of cultural factors in the process of individual socialization in the era of informatization is of great theoretical and practical importance for ensuring the sustainable development of society and for shaping national consciousness and social adaptability among the younger generation. The results of this

research provide a theoretical foundation for further in-depth analysis of individual socialization, cultural transformations, and the challenges of the information society.

It can be concluded that the era of global informatization has begun. Whether we desire it or not, we inevitably receive and disseminate information in this environment. Virtual networks and internet platforms continue to develop rapidly, artificial intelligence is advancing, and, in general, the world is moving toward a digital reality. Therefore, transformations in human thinking, worldview, lifestyle, traditions, and values should be regarded as a natural phenomenon. In this context, identifying the philosophical, pedagogical, and social aspects of the factors shaping individual socialization, as well as revealing the impact of socialization on national identification, remains a highly relevant task.

The formation of an information society has marked a new stage in the development of humanity. While this process has fundamentally transformed the mechanisms of individual socialization and created new communicative opportunities, it has also generated certain risks and threats. Digital transformation has expanded individuals' opportunities for acquiring knowledge, socialization, employment, and self-expression; however, it has simultaneously created the risk of diminishing the significance of traditional values and social institutions.

The research shows that individual socialization is now closely linked to the virtual environment, making a systematic approach essential to ensuring moral stability. In particular, the formation of digital culture within the education system, the protection of young people from information threats, the enhancement of information literacy, and the strengthening of ideological immunity are of critical importance. In addition, comprehensive strategies aimed at ensuring moral and spiritual security should be developed by the state and civil society institutions.

Overall, the study of individual socialization in an information society is relevant not only from a theoretical perspective but also from the standpoint of social practice. A deeper analysis of this process is necessary for enhancing individuals' intellectual and moral potential, strengthening social stability, and preserving national values under the conditions of globalization.

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