

## PSYCHOLOGICAL CHARACTERISTICS OF VIRTUAL COMMUNICATION



### Abstract:

In modern society, there are many forms of communication, most of which are somehow related to technical progress, in particular, the use of the Internet. This is primarily related to the development of society in the technical field. According to statistics, the number of Internet users is constantly growing. For some people, communication in a virtual environment has become the main substitute for "virtual" communication.

### Key words:

Development of virtualization, addition, psychological characteristics, modern society, virtual communication, activity in social networks.

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**INTRODUCTION:** In the current environment, where the development of virtualization of society in the third millennium is extremely accelerating, the influence of the virtual environment on the individual and his existence is connected with the scientific understanding of the phenomenology and the need to determine the laws of its orientation to the formation and strengthening of the individual. In this rapidly developing globalization era, the Virtual environment is becoming a real field of activity, an important part of a person's life, in this environment, a person himself changes many things - style, lifestyle, habits, range of interests and communication processes. In fact, the main task of the Internet is to present the space of everyday life to you in a spatial form, because the Internet is not only able to perform the task of socialization, but also to give a certain status, importance, and prestige to events and processes in the life of society. The Internet environment becomes one of the most important megafactors in modern socialization and is considered one of the most important modern types of socialization in the form of cybersocialization.

**MAIN PART** Communication in the virtual space allows a person to play any chosen social role, which, for example, can compensate for failures in real interactions. However, social networks satisfy the human need not only for communication and information, but also for self-awareness and social status.

Currently, more research is being conducted to determine the characteristics of individuals with a high level of activity in the virtual social network. Thus, N.L. Sungurov and D.A. Mikhailova, firstly, emphasizes that there are specific features of cognitive-personal regulation of young people with different strategies of online behavior, and secondly, they emphasize that participants of virtual communication use the Internet as a means to achieve goals, which is allows.

In addition, research shows that young people actively use social networks and continue to be online despite the fear of losing something important in the real world [6]. These data are consistent with the results of studies that found that subjects prone to Internet addiction have less control over their lives and the situations that arise.

Thus, we can identify several problems that are considered in the study of the characteristics of communication in a virtual social network. First, the problem of communication on the Internet. In this information reality, all three aspects of communication are affected: social perception (often a

virtual partner), communication, interaction with participants. Second, the problem of Internet addiction. Thirdly, the issue of organizing the information environment taking into account the age-related characteristics of perception. The fourth is the aspect of analyzing the social and individual psychological characteristics of the subject of the information environment, for example, the structure of personal qualities, value sphere, personal abilities, etc.

Virtual communication is a type of communication that is carried out with the help of computers and telecommunication systems. Virtual communication refers to communication without the presence of a living person as an interlocutor, but is presented on his behalf in the form of certain signs and symbols, numbers and even images. In the information society, virtual communication serves as a basis for the formation of human language and thinking that works with important information flows and the preferred place of residence of the person where his main activity is carried out.

Features of virtual communication. The Internet is not only a source of information, but also a means of communication, which has firmly entered people's lives. Computer communication has a number of characteristics compared to real communication.

We can highlight a number of features of virtual communication:

- Complete or partial absence of non-verbal signals, as a result of which interpersonal perception is difficult and impaired. In online correspondence, we can never understand the feelings and experiences of the interlocutor, the nuances of his sarcasm, sarcasm. We can only guess, guess, clarify. We lose the ability to read experiences. Mimics, gestures, shades of voice, intonation, pauses. All this is missing in online communication.

- Idealize the interlocutor (or fill in the picture). Since a number of characteristics of the communication partner are hidden from us, we tend to attribute to him the necessary characteristics that are not always present in reality.

- Difficulty expressing emotional reactions and responses. Emotions are replaced by feelings and likes, but they do not reflect the whole range of emotional reactions. Also, everyone interprets them differently.

- Realization of various personal qualities, role playing, which is not always possible in reality. A person can invent and embody the image he wants.

- The illusion of control. Another advantage of virtual communication is that the technology is predictable and manageable, allowing for secure relationships. We can edit messages and publications, dosage information. And most of us seek comfort, peace and security, so we often tend to choose virtual communication to the detriment of real communication.

- Willingness to hear. The need for communication is one of the basic needs because we live in society. There are few people around us who listen to us sincerely and with interest. And the public space of the network creates the feeling that we are heard by many people.

It should be noted that each previous function of virtual communication is a part of any subsequent one and takes its proper place in functions. Thus, all functions of virtual communication are performed not in person, but through computer technology. The functions of real communication are set according to the content of the communication process. When studying the functional aspect of communication, it should be remembered that all the considered functions are interrelated and are expressed at different levels of interpersonal communication, for example: social-role, business and individual level.

Thus, the psychological analysis of the phenomenon of virtual communication showed that:

1. With the help of virtual communication, not only the needs of storing and transferring information, its quick and convenient use, but also the main personal needs are met - establishing relationships, developing communication skills, creative and professional identity).

2. Features of virtual communication have specific features of real space, they consist of functions implemented in the form of information transfer and digital technologies.

3. Virtual communication has a significant impact on the thinking and worldview of individuals in the Internet space. These changes are also positive (opportunity to travel, gain new knowledge about different cultures and their characteristics).

CONCLUSION In short, the invisibility of the interlocutor in the virtual communication leads to the fact that the image of the other in the virtual communication is determined not by the characteristics of the other, but by the characteristics of the perceiving subject. and the other begins to be built in his own image. That is, the image of another person is completed on the basis of the experience of the perceiver, provided with the characteristics of the subject of perception or idealized. This may explain the emergence of sympathy during virtual dating and frequent disappointment during meetings.

In addition, on the Internet, a person becomes an object of perception by an anonymous stranger. This leads to the search for social norms in the situation and the desire to conform to them or contradict them. This refers to the use of common cultural standards in Internet communication, as well as conflicts, arguments, etc. on the Internet.

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