ISNN:2181-1296

SHAROF RASHIDOV NOMIDAGI SAMARQAND DAVLAT UNIVERSITETI

САМАРКАНДСКИЙ ГОСУДАРСТВЕННЫЙ УНИВЕРСИТЕТ ИМЕНИ ШАРОФА РАШИДОВА

SAMARKAND STATE UNIVERSITY NAMED AFTER SHAROF RASHIDOV

ILMIY AXBOROTNOMA

НАУЧНЫЙ ВЕСТНИК
SCIENTIFIC JOURNAL

GUMANITAR FANLAR SERIYASI

№ 2/1 (156)
2026

ISSN 2181-1296

ILMIY AXBOROTNOMA

НАУЧНЫЙ ВЕСТНИК **SCIENTIFIC JOURNAL**

2026-yil, 2-son (156/1) GUMANITAR FANLAR SERIYASI

Tarix, Falsafa, Huquqshunoslik, Siyosiy fanlar, O‘qitish metodikasi, Filologiya, Pedagogika, Sotsiologiya, Psixologiya

Samarqand viloyat matbuot boshqarmasida ro‘yxatdan o‘tish tartibi 09-25.
Jurnal 1999-yildan chop qilina boshlagan va OAK ro‘yxatiga kiritilgan.

BOSH MUHARRIR **R.I.XALMURADOV, t.f.d., professor**
BOSH MUHARRIR O‘RINBOSARI: **H.A.XUSHVAQTOV, f-m.f.d., dotsent**

TAHRIRIYAT KENGASHI:

M.Q.Muhiddinov	-f.f.d., professor (SamDU)	B.E.Ergashev	-t.f.d., professor (SamDU)
Stefano Benazzi	-Bolonya universiteti professori (Italiya)	S.A.Karimov	-f. f. d., professor (SamDU)
Simone Mantelini	-Bolonya universiteti professori (Italiya)	M.X.Lutfullayev	-p.f.d.. professor (SamDU)
Sh.Y.Ziyodov	-i.f.d. (Imom Buxoriy xalqaro ilmiy-tadqiqot markazi)	A.R.Samadov	-fal. f.d., professor (SamDU)
N.U.Arabov	-i.f.d., professor (SamDU)	Sh.A.Hasanov	-f.f.d., professor (SamDU)
Hiroaki Huziie	-Osaka universiteti professori (Yaponiya)	B.S.G‘oyibov	-t.f.d., professor (SamDU)
B.O.To‘rayev	-fal. f.d., professor (Imom Buxoriy xalqaro ilmiy-	G.B.Normurodova	-t.f.d., professor (SamDU)
A.B.Pardayev	-f. f.d., professor (SamDU)	F.Sh.Rashidova	-t.f.f.d., dotsent (SamDU)
O.Yusupova	-f.f.n., dotsent (SamDU)	D.Q.Usmonova	-i.f.n., dotsent (SamDU)
O.Qodirov	-p.f.n., dotsent (SamDU)	N.A.Isakova	-f.f.n., dotsent (SamDU)

Obuna indeksi – yakka tartibdagi obunachilar uchun - **5583,**
tashkilot, korxonalar uchun- **5584**

M U N D A R I J A
C O N T E N T S

№	Maqola nomi	Article title	Bet/page
1	Bakalavriat ta'lim tizimida fizika fanidan mustaqil ta'limni raqamli simulyatsiyalar asosida tashkil etishning ilmiy-metodik asoslari **Amonov B., Umrzoqov F.**	Scientific and methodical foundations of organizing independent learning in physics within the undergraduate education system based on digital simulations **Amonov B., Umrzokov F.**	**5-11**
2	Роль притч и легенд в контексте художественного произведения. структурообразующаяя функция жанров устного народного творчества (на материале современной узбекской литературы) **Ишниязова Ш.А.**	The role of parables and legends in the context of a literary work. the structure-forming function of genres of oral folk creativity (based on the material of modern Uzbek literature) **Ishniyazova Sh.A.**	**12-17**
3	Axborotlashgan jamiyatda virtual madaniyat va ijtimoiy tarmoqlar: axloqiy-falsafiy tahlil **Xaydarov X.S.**	Virtual culture and social networks in the information society: an ethical and philosophical analysis **Khaydarov X.S.**	**18-23**
4	Bilingvizmning kognitiv rivojlnishdagi o'rni va ahamiyati **Xushmurodova Sh. Sh.**	The role and significance of bilingualism in cognitive development **Khushmurodova Sh. Sh.**	**24-29**
5	Интеграция медиаобразования с курсом химии средней общеобразовательной школы **Исакова Д.Т., Аронбаев С.Д., Аронбаев Д.М.**	Integration of media education with a secondary school chemistry course **Isakova D.T., Aronbaev S.D., Aronbaev D.M.**	**30-35**
6	Raqamli transformatsiya sharoitida ijtimoiy tarmoqlarga qaramlik: global tendensiyalar va O'zbekiston kontekstida nazariy tahlil **Ahrorov S.**	Social media addiction amidst digital transformation: global trends and a theoretical analysis in the context of Uzbekistan **Ahrorov S.**	**36-46**
7	Talabalar bilan "Galogenlar"mavzusini o'rganishda interfaol uslublardan foydalanish **Aminov Z., Aripova M., Murodov X.**	Using interactive methods in teaching the topic "halogens" to students **Aminov Z., Aripova M., Murodov X.**	**47-50**
8	Ардашир I и основание Сасанидской державы **Зияев О.К.**	Ardashir I and the Foundation of the Sasanian Empire **Ziyaev O.K.**	**51-55**
9	Geometriya fanini o'qitishda vizuallashtirishning pedagogik-psixologik asoslari va fazoviy tafakkurni rivojlantirish mexanizmlari (Akademik litsey kontekstida) **Xoliqov L.**	Pedagogical and psychological foundations of visualization in teaching geometry and mechanisms for developing spatial thinking (In the context of academic lyceums) **Kholikov L.**	**56-60**
10	Ingliz va o'zbek madaniyatlarida tabiatning lingvistik tasviri: metaforalar va madaniy qadriyatlar **Shamsiddinova N.F., Ruziyeva S.A.**	Linguistic representation of nature in English and Uzbek cultures: Metaphors and cultural values **Shamsiddinova N.F., Ruzieva S.A.**	**61-68**
11	O'quvchi yoshlarning istiqbol hayot rejalarini belgilashda ijtimoiy raqobatning o'rni **Abduvaliyev F.**	The role of social competition in shaping the future life plans of students **Abduvaliev F.**	**69-74**

№	Maqola nomi	Article title	Bet/page
12	Umumiy o‘rta ta’lim tizimida hr texnologiyalar va pedagoglarni boshqarishning singapur tajribasi **Turikova L.M.**	HR technologies and singapore’s experience in managing educators within the general secondary education system **Turikova L.M.**	**75-79**
13	Dafn marosimlarining an’anaviy va zamonaviy talqini **Kamalova D.**	Traditional and modern interpretations of funeral rites **Kamalova D.**	**80-84**
14	O‘zbek va ingliz tillarida predloglar va bog‘lovchilarning sintaktik vazifalarining qiyosiy tadqiqi **Rasulova I.I.**	A comparative analysis of the syntactic functions of prepositions and conjunctions in uzbek and english languages **Rasulova I.I.**	**85-89**
15	Mustamlaka davrda samarqand “Yangi shahar” qismining me’moriy qiyofasi **Ergashev B.E., Davronova Z.P.**	Architectural appearance of the «new city» part of Samarkand in the colonial period **Ergashev B.E., Davronova Z.P.**	**90-96**
16	Ingliz va o‘zbek paremiologik birliklarida “Bilim” tushunchasining amalga oshirilishi **Rofeyeva Sh. D.**	The realization of the concept of "Knowledge" in english and uzbek paremiological units **Rofeyeva Sh. D.**	**97-103**
17	Ingliz va o‘zbek maqollarida son kategoriyasi: ko‘chma, ijtimoiy va falsafiy ma’nolarning qiyosiy tahlili **Usmanov S.B.**	The category of number in english and uzbek proverbs: a comparative examination of figurative, social, and philosophical meanings **Usmanov S.B.**	**104-110**
18	So‘z tartibi va sintaktik bog‘lanishlarning qiyosiy modeli: svo va sov tizimi (Fransuz va O‘zbek tillari misolida) **Eshmurodova Z.R.**	Comparative model of word order and syntactic connections: SVO And SOV system (on the example of the French and Uzbek languages) **Eshmurodova Z.R.**	**111-115**
19	Samarqandning kulollik xumdonlarining texnologik va hududiy tahlili (XI–XIII asr boshlari) **Nazarov A.A.**	Technological and spatial analysis of pottery kilns of Samarkand (11th – early 13th centuries) **Nazarov A.A.**	**116-124**
20	Umumiy o‘rta ta’lim maktablarida moduyar arifmetika tushuchalarini o‘rgatish jarayonida o‘quvchilarni tadqiqot faoliyati usullarini shakllantirish **Jurakulov M.S.**	Developing student research methods in teaching modular arithmetic concepts in school **Jurakulov M.S.**	**125-132**
21	Raqamli ta’lim platformalaridan foydalanish metodlari va vositalari **Aminov I.B., Abdusobirova M.**	Methods and tools for using digital educational platforms **Aminov I.B., Abdusobirova M.**	**133-140**
22	Ingliz va o‘zbek tillaridagi biznes kommunikatsiya formulalarining lingvo madaniy tadqiqoti **Xolboyeva F.A.**	Linguacultural study of business communication formulas within the context of the english and uzbek languages **Kholboeva F.A.**	**141-147**

UDK: 159.9.316.6 https://doi.org/10.59251/2181-3973.2025.v1.138.1.3784

SOCIAL MEDIA ADDICTION AMIDST DIGITAL TRANSFORMATION: GLOBAL TRENDS AND A THEORETICAL ANALYSIS IN THE CONTEXT OF UZBEKISTAN

S.Ahrorov
Tashkent international university of financial management and technologies, Tashkent, Uzbekistan.

S.Ahrorov Tashkent international university of financial management and technologies, Tashkent, Uzbekistan.

Received: 13.03.2026
Revised: 30.03.2026
Accepted: 12.04.2026
Published: 30.05.2026

Publisher: Samarkand State University named after Sharof Rashidov.

Abstract. This paper theoretically analyzes the role of the digital environment in shaping Social Media Addiction (SMA) — focusing on global trends and the specific context of Uzbekistan. The research problem addresses escalating addictive risks stemming from the pervasive integration of digital platforms into daily social functioning. Utilizing a conceptual synthesis of "Digital 2025" reports and an integrative interpretation of psychosocial mechanisms , the study examines platform-specific risks such as FoMO, social comparison, and validation seeking. Findings highlight the predominance of youth audiences — particularly the 18–24 student cohort — and delineate distinct addictive pathways: "communal-validation" and "agentic-escapism". The study underscores the necessity of gender-stratified analysis and psychometric integration in localized prevention strategies.

Keywords: algorithmic recommendations, digital environment, FoMO, psychosocial risk, social comparison, social media, social media addiction, university students, validation seeking.

Raqamli transformatsiya sharoitida ijtimoiy tarmoqlarga qaramlik: global tendensiyalar va O‘zbekiston kontekstida nazariy tahlil

Annotasiya. Maqolada global tendensiyalar va O‘zbekiston konteksti misolida raqamli muhitning ijtimoiy tarmoqlarga qaramlik (ITQ) shakllanishidagi o‘rni nazariy tahlil qilinadi. Tadqiqot muammosi raqamli platformalarning kundalik hayotga chuqur integratsiyalashuvi natijasida addiktiv risklarning kuchayishi bilan bog‘liq. Metodologik asos sifatida "Digital 2025" hisobotlarini konseptual umumlashtirish va psixososial mexanizmlarni integrativ talqin qilish usullari qo‘llanildi. Tadqiqotda FoMO, ijtimoiy taqqoslash va validatsiya ehtiyoji kabi platformaga xos risklar "kommunal-validatsiya" va "agentik-eskapizm" kabi addiktiv yo‘laklar ochib beriladi. Natijalar talaba yoshlarning (18-24 yosh) yetakchi auditoriya ekanligini va genderga asoslangan differensial yondashuv zarurligini ko‘rsatadi.

Kalit so‘zlar: algoritmik tavsiyalar, FoMO, ijtimoiy media, ijtimoiy taqqoslash, ijtimoiy tarmoqlarga qaramlik, psixosotsial xavf, raqamli muhit, talaba yoshlar, validatsiya ehtiyoji.

Зависимость от социальных сетей в условиях цифровой трансформации: глобальные тенденции и теоретический анализ в контексте Узбекистана

Аннотация. В статье представлен теоретический анализ роли цифровой среды в формировании зависимости от социальных сетей (ЗСС) на глобальном уровне и в контексте Узбекистана. Проблема исследования связана с усилением аддиктивных рисков вследствие глубокой интеграции

платформ в повседневную социальную жизнь. Методологической основой послужили концептуальная систематизация данных отчетов «Digital 2025» и интегративная интерпретация психосоциальных механизмов риска. В работе раскрываются специфические риски (FoMO, социальное сравнение, поиск валидации), такие аддиктивные пути, как «коммунальная валидация» и «агентивный эскапизм». Результаты подтверждают доминирование молодежной аудитории (18-24 года) и необходимость гендерно-дифференцированного анализа.

Ключевые слова: алгоритмические рекомендации, зависимость от социальных сетей, потребность в валидации, психосоциальный риск, социальное сравнение, социальные медиа, студенческая молодежь, цифровая среда, FoMO.

Introduction. The contemporary digital era has fundamentally transformed nearly all facets of social life, exerting a profound impact on modes of communication, interpersonal relationships, and the dynamics of psychological well-being. At the epicenter of this process are social media platforms; services such as Facebook, Instagram, TikTok, YouTube, and Telegram have transcended their original function as mere information-sharing tools, evolving into primary arenas for global discourse, self-presentation, and daily social engagement. University students, in particular, constitute the most active demographic on these platforms. For this cohort, social networks often function not solely as communication channels, but as pivotal psychosocial determinants that shape self-awareness, the need for validation, and the overall rhythm of their personal lives.

However, the ubiquitous integration of the digital environment is accompanied by a proliferation of adverse consequences, including time management difficulties, diminished attention spans, a sense of detachment from reality, loneliness, depression, and emotional exhaustion [1]. One of the most severe risks identified is the development of psychological dependence on social media—namely, addiction—which can exert a deleterious effect on an individual's mental health, academic performance, and overall social functioning.

Literature review. The global exacerbation of this phenomenon is corroborated by recent statistical data. According to the “Digital 2025” report, the global number of social media users has reached 5.24 billion, constituting 64% of the world's population, with a year-over-year growth rate of 4.1%. Furthermore, projections indicate that at least 210 million users are currently exhibiting symptoms of social media addiction (SMA) [1]. These figures are particularly alarming among adolescents and university students. Empirical data suggests that 46% of teenagers report being online “almost constantly”, 73% utilize YouTube on a daily basis, and more than half (54%) perceive relinquishing social media as a virtual impossibility [2]. Data from the Pew Research Center further highlights a stark generational divide in platform utilization. While 78% of users aged 18–29 report regular use of Instagram, this figure plummets to approximately 15% among individuals aged 65 and older. Similar disparities are observed on platforms like TikTok and Snapchat, where youth engagement ranges between 60-65%, compared to less than 10% among the older demographic [3]. These pronounced disparities signify that the digital environment is increasingly solidifying-particularly within the consciousness of young people—as a primary arena for identity formation, social validation, escapism, and the attainment of social status. Consequently, conducting a profound analysis of the youth demographic's attitudes towards social networks, their underlying motivational drivers for usage, and the psychosocial risk factors associated with this digital milieu remains a pressing theoretical and empirical imperative for safeguarding psychological well-being and social health.

According to the findings of a comprehensive 2024 survey, the primary motivation for social media engagement across all generational cohorts remains “maintaining contact with family and friends”. However, the proportional weight of this indicator varies considerably among distinct groups: Baby Boomers (59%), Generation Alpha (56%), Generation X (55%), Millennials (47%), and

Generation Z (45%) [2]. Concurrently, the heightened prevalence of "filling spare time" as a core motivation among Generation Z individuals demonstrates that social networks are crystallizing in the minds of youth not merely as communication conduits, but as deeply embedded functional components of everyday life (Figure 1).

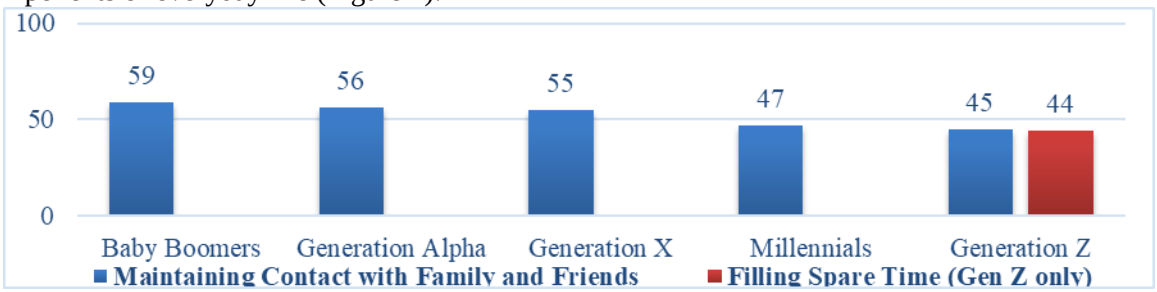


Figure 1. Primary drivers of social media engagement based on the 2024 global report)

As of 2025, Facebook retains its position as the most ubiquitous global platform, with an active user base approaching 3 billion. Concurrently, YouTube commands 2.5 billion users, while Instagram and WhatsApp each surpass the 2 billion user threshold [4]. However, platform preferences and utilization patterns are undergoing significant generational shifts. For instance, empirical data indicates that 35% of individuals aged 25–34 have decreased their activity on Facebook, whereas 45% of the 55–65 demographic maintain consistent usage [5]. These trends signify an increasing segmentation within the social media landscape.

Within the culture of digital consumption, the primacy of short-form video content is intensifying. According to HubSpot, nearly 90% of marketers evaluate short-form videos as the format yielding the highest return on investment [2]. Furthermore, a 2024 survey revealed that 81% of users exhibit a distinct preference for 15-to-60-second video content generated by brands [6]. Demographic variables concurrently exert a substantial influence on digital behavior. Data from the Pew Research Center highlights that in the United States, TikTok utilization reaches 79% among Black adolescents, 74% among Hispanic adolescents, and 54% among White adolescents. Age-based intra-group differences are also evident: Instagram usage is 72% among 15–17-year-olds compared to approximately 43% among 13–14-year-olds, while Snapchat exhibits higher engagement among older adolescents (63%) relative to their younger counterparts (44%) [7]. Such disparities illustrate that habits within the digital environment are inextricably linked not only to age but also to broader sociocultural contexts.

Simultaneously, the algorithmic recommendation systems of these platforms are explicitly engineered to maximize user retention. It is widely asserted that reward mechanisms—such as "likes", "comments", and "notifications"—amplify the impulse to continually check the platform via dopaminergic reinforcement. Over time, this catalyzes the formation of conditioned reflexes and addictive behaviors [8]. Particularly among adolescents and young users, who are driven by the developmental need for social acceptance and conformity ("fitting in"), perpetual social comparison can exacerbate low self-esteem. This dynamic frequently generates a "vicious cycle" that perpetually triggers the need for further external validation [7]. A critical psychological mechanism exacerbating this pressure is the Fear of Missing Out (FoMO), which compels the user to compulsively monitor platforms to avoid social exclusion or missing novel information [8].

Research methodology. The present article adopts a conceptual-theoretical design, employing a systematic analysis of secondary data and statistical-demographic reports to delineate the role of the digital environment in the emergence of Social Media Addiction (SMA). The primary methodological approach entailed an integrative interpretation of macro-level indicators—derived from the "Digital 2025" report outlining global trends and the "Digital 2025: Uzbekistan" report contextualizing the national landscape—synthesizing these metrics with underlying psychosocial mechanisms [1].

Furthermore, a central tenet of this conceptual synthesis involved elucidating platform-specific disparities (across Instagram, TikTok, Telegram, YouTube, Facebook, and X) by correlating them with the motivational drivers and risk mechanisms prevalent among the youth demographic. In evaluating the findings, the explanatory limitations inherent to purely statistical metrics (e.g., advertising reach, growth rates) were explicitly acknowledged. Consequently, the study underscores

the methodological imperative of incorporating psychometric assessments and motivational indicators in subsequent empirical research phases to attain a more profound understanding of the phenomenon.

Analysis results. Overall, while the contemporary digital environment affords substantial opportunities for communication, knowledge acquisition, and self-expression, unregulated consumption can exacerbate complex psychosocial issues, notably Social Media Addiction (SMA). Consequently, particularly within the context of Uzbekistan, analyzing SMA through a localized socio-psychological lens, substantiating it with empirical evidence, and developing preventative approaches remains a pressing theoretical and practical imperative.

Metrics derived from the "Digital 2025: Uzbekistan" report—prepared by DataReportal in collaboration with Meltwater and We Are Social—indicate a rapid trajectory of digital transformation in Uzbekistan, thereby substantiating the relevance of this research across multiple dimensions [9]. By the onset of 2025, the number of social media users in the country exceeded 11.7 million, encompassing approximately 32% of the total population. This figure exhibits an average annual growth rate of 15–20%, signifying that social networks are progressively evolving from mere recreational outlets into formidable social institutions. This upward demographic trend concurrently amplifies the probabilistic risk of SMA proliferation. Furthermore, the demographic data corroborates the scientific and methodological validity of selecting the university student cohort as the primary target population. Specifically, users aged 18–24 constitute the most active demographic, comprising 30–35% of the total audience. Additionally, the gender distribution within the advertising audience—44.5% female and 55.5% male—demonstrates robust digital engagement across both genders, thereby underscoring the critical necessity for a gender-stratified analysis.

The distribution of users across platforms delineates the unique characteristics of Uzbekistan's digital landscape. Notably, while Telegram maintains its predominant position as the primary arena for mass information exchange, Instagram remains a critical environment—particularly among youth, and specifically young women. It facilitates the "communal-validation" pathway through mechanisms of visual comparison, the curation of an "idealized lifestyle", and self-validation. Conversely, while TikTok's reinforcement of the "scrolling" habit—driven by short-form, impulsive content—can elevate risks associated with FoMO and attentional fragmentation, the YouTube platform exhibits the potential to amplify the "agentic-escapism" pathway among the male demographic, primarily through usage opportunities oriented toward knowledge acquisition, gaming, and escapism.

Based on our Social Media Usage Motives (SMUM) questionnaire and the proposed theoretical model, "maintaining contact with family and friends" (a communal motive) and "meaningfully spending free time" (an escapism motive) emerge as the primary drivers of engagement. Furthermore, the intensification of the "seeking new content" motive may signify cognitive states akin to impulsive scrolling and information addiction [10, 11]. Ultimately, the metric indicating that the average Uzbekistani user spends 2 hours and 30 minutes per day on social networks is evaluated as a critical indicator. This substantial time expenditure carries profound potential ramifications for time management, academic performance, occupational productivity, and overall psychological well-being.

The macro-level digital infrastructure indicators detailed in the report further suggest a potential exacerbation of SMA risk mechanisms. The existence of 33.9 million mobile cellular connections in the country—equating to 92.2% of the total population—signifies that the technical prerequisites for a "perpetual online presence" are virtually universal [9]. With 89% of the population (approximately 32.7 million individuals) actively utilizing the internet, it is evident that internet access has transitioned into an indispensable daily necessity. However, for the youth demographic in particular, this ubiquity transcends mere technological capability; it manifests as a potent catalyst that amplifies psychosocial vulnerabilities.

Within this dynamic, the mechanisms of social comparison and the Fear of Missing Out (FoMO) are particularly salient. The normalization of comparing oneself to global peers, influencers, and celebrities—against a backdrop of curated and idealized imagery—can significantly heighten dissatisfaction with one's offline reality. Concurrently, the relentless influx of digital trends and novel information solidifies the habit of continuously monitoring platforms, thereby establishing a foundation for compulsive usage patterns.

For university students, maintaining an active presence on social networks has evolved into a fundamental criterion for social integration. The absence of a digital profile is frequently perceived as

"falling behind" or a form of social isolation, a phenomenon that underscores the profound sociocultural roots of FoMO.

Uzbekistan's youthful and rapidly expanding demographic structure amplifies the necessity of conceptualizing the Social Media Addiction (SMA) problem as a psychosocial phenomenon of strategic significance. With a median age of 29.3 years and an annual population growth rate of 2%, the data indicates that a substantial proportion of the more than 700,000 new citizens integrating into the society each year consists of children and adolescents [12]. The 18–24 university student-youth cohort comprises approximately 3.6 million individuals, representing nearly 10% of the total population. Combined with the 25–34 age demographic, this establishes youth as the largest socio-demographic stratum within the nation [12]. From the perspective of psychological development, the 18–29 age range constitutes a highly sensitive transitional phase. During this period of "emerging adulthood", as conceptualized by Jeffrey Arnett, normative developmental processes—such as identity formation, the pursuit of autonomy, and role exploration—can act as catalysts for heightened engagement with social networks, thereby elevating the risk of addiction [13]. Furthermore, the near-perfect gender parity (49.6% female and 50.4% male) [14] facilitates a comprehensive analysis of SMA across both sexes. Although the phenomenon is pervasive, its underlying etiologies and behavioral manifestations likely diverge along gender lines. Finally, the relatively equitable territorial distribution (51% urban and 49% rural) [14], evaluated against the backdrop of expanding digital infrastructure, illustrates a narrowing digital divide between urban and rural youth. This convergence signifies the progressive universalization of the SMA problem across diverse geographical contexts.

A platform-specific analysis reveals that Facebook—despite occupying a central position in most global research paradigms—commands a relatively constrained audience within the localized context of Uzbekistan. Encompassing approximately 2.3 million users at the onset of 2025 (representing a mere 6.3% of the total population) and exhibiting a sluggish growth trajectory (+7%), the data indicates that the platform has been relegated to a peripheral role among the youth demographic. Conversely, platforms such as Instagram, TikTok, Telegram, and YouTube emerge as highly salient environments for the university-student cohort. While these networks facilitate the gratification of everyday psychosocial needs, they concurrently harbor a significantly elevated probability of triggering addictive risk mechanisms. This dichotomy underscores a critical methodological premise: relying exclusively on macro-level statistical metrics is fundamentally insufficient for a comprehensive assessment of Social Media Addiction (SMA). Consequently, it accentuates the imperative to methodologically integrate nuanced psychometric evaluations and an in-depth analysis of underlying motivational mechanisms into the research paradigm. According to the "Digital 2025: Uzbekistan" report by DataReportal, the digital landscape in Uzbekistan is undergoing rapid development, with social networks increasingly occupying a central role in the lives of the youth[9].

Facebook. Within this context, the role of Facebook in the etiology of Social Media Addiction (SMA) warrants distinct analysis. In global research paradigms, Facebook is frequently conceptualized as the foundational platform; notably, the development of the Bergen Facebook Addiction Scale (BFAS) by Andreassen et al. stemmed directly from the imperative to assess Facebook-specific addiction [15]. Furthermore, scholars such as M.Griffiths, D.Kuss, and others have empirically linked excessive Facebook consumption with attentional deficits, procrastination, and diminished academic motivation [16]. While O. Turel elucidates this phenomenon through the lens of systemic imbalances in self-control mechanisms [17], Ryan and Xenos (2011) delineate the primary motives for Facebook usage as the needs for social relatedness, escapism, and external validation [18]. However, the direct extrapolation of these global findings to the localized context of Uzbekistan may be constrained. At the onset of 2025, Facebook's user base in the country stood at 2.3 million, constituting merely 6.3% of the total population and approximately 20% of the overall social media audience. The platform's growth trajectory is also comparatively sluggish, registering a +7% year-over-year increase, in stark contrast to the +33.9% surge observed across the broader social media landscape.

Moreover, a pronounced gender disparity is evident, with the audience comprising 68.1% males and 31.9% females. This phenomenon can likely be attributed to Facebook functioning predominantly as a conduit for informational, political, and professional networking within Uzbekistan. Conversely, for the youth demographic—particularly young women—platforms such as Instagram and TikTok,

which amplify visual and emotional mechanisms inherent to the "communal-validation" pathway, possess a significantly higher appeal. Additionally, heightened sensitivity among women toward privacy and social control factors may precipitate a gravitation toward relatively "invisible" communication ecosystems, such as Telegram. The subsequent table elucidates how Facebook utilization can be evaluated from an SMA perspective within the Uzbekistani context.

Finally, because these macro-level report metrics are predominantly formulated based on advertising reach, assessing the true intensity of Facebook usage and its associated SMA risks solely through statistical indicators is methodologically inadequate. Given the inherent methodological limitations of aggregate digital statistics, integrating psychometric approaches is imperative for the identification and interpretation of SMA, as it facilitates a more precise and profound analysis of the actual underlying psychological mechanisms. Global research consistently corroborates the systemic impact of the Instagram platform on individual psychology. While Fardouly et al. [19] demonstrated that visual comparisons catalyze body image dissatisfaction—particularly within the young female demographic—Tiggemann and Slater [20] established a robust correlation between "selfie culture", idealized beauty standards, and the onset of anxiety and depressive symptoms among adolescents.

Furthermore, motivational drivers such as external validation and escapism, as delineated by Sheldon and Bryant [21], serve as critical psychosocial mechanisms underpinning the etiology of Social Media Addiction (SMA). Empirical studies further highlight an intrinsic link between the intensity of Instagram utilization and the FoMO syndrome, a dynamic that significantly exacerbates compulsive online engagement [22]. Ultimately, by functioning as an ecosystem that perpetually activates social comparison and validation mechanisms, the platform constitutes a primary determinant in elevating the risk of SMA. According to the "Digital 2025: Uzbekistan" report, the fact that a significant majority of the 11.7 million users in Uzbekistan are actively engaged on Instagram underscores the platform's profound relevance in the daily lives of local university students [9]. Although the platform's visual architecture affords students the opportunity to construct their virtual identities, this developmental process runs parallel to intense psychological pressure and pervasive social comparison. The 33.9% year-over-year growth in the audience epitomizes a deep integration into the digital environment, thereby establishing a foundation wherein self-evaluation criteria become inextricably tethered to external sources, heavily influenced by curated images of an "idealized life" [23; 24]. In this regard, the "communal-validation" pathway model—advanced within this dissertation—emerges as the most salient theoretical framework for elucidating addictive predispositions within the Instagram ecosystem.

While macro-level statistical metrics indicate a higher proportion of males (68.2%) in advertising reach, this anomaly is primarily attributable to elevated commercial activity and differing privacy strategies. In empirical reality, although women and girls may favor "invisible" communication modalities due to social control and cybersecurity concerns, they exhibit a heightened psychological susceptibility to validation-seeking behaviors, body image anxieties, and FoMO factors. From this perspective, a differential analysis of gender roles and usage patterns facilitates the conceptualization of mechanisms through which Instagram amplifies SMA risks, particularly within the female demographic. Ultimately, the platform's extensive penetration in Uzbekistan, coupled with its distinct motivational architecture, provides robust scientific justification for designating it as the central empirical context for investigating addictive behaviors.

TikTok. The rapid expansion of TikTok within Uzbekistan's digital ecosystem necessitates dedicated academic scrutiny, as it functions as a critical determinant directly influencing youth psychology. Although official statistical metrics at the onset of 2025 document 2.57 million users aged 18 and older, the platform's actual sphere of influence is hypothesized to be substantially broader, largely due to its pervasive penetration into the 13–17 adolescent demographic. TikTok's fundamental addictive mechanism—the algorithmic "infinite scroll" architecture—generates a perpetual content stream meticulously tailored to user preferences. This design precipitates an attenuation of cognitive control and a significant distortion of temporal perception. As articulated by Montag et al. [25], such immersive virtual engagement is frequently correlated with escapist behaviors, effectively functioning as a psychological "coping mechanism" or means of evasion for the individual. Furthermore, the identified "Impulsive-Escapist" male demographic exhibits a heightened susceptibility to TikTok's

dopaminergic reinforcement systems, particularly regarding push notifications and visual feedback elements [26].

Grounded in the neurobiological model postulated by D.Kuss and M.Griffiths [27], these reinforcement mechanisms operate as the primary drivers that consolidate obsessive checking behaviors. Consequently, extensive empirical research robustly correlates unregulated TikTok consumption with the FoMO syndrome, academic procrastination, sleep cycle dysregulation, and a broader devaluation of overarching psychological well-being [28; 29; 30]. Within the framework of statistical interpretation, the 17.9% contraction in TikTok's advertising audience is evaluated not as an indicator of waning interest in the platform, but rather as the consequence of a systemic purging of artificial and dormant accounts. Concurrently, the 2.3% growth in the authentic user base substantiates the platform's sustained popularity.

The preponderance of males (65.4%) over females (34.6%) within the gender distribution is primarily explicated by underlying socio-cultural contexts. Although the platform's visual and dynamic content holds significant appeal for female users, this demographic exhibits a profound tendency to remain statistically "invisible". This phenomenon is largely driven by prevailing social control mechanisms and heightened privacy imperatives. Ultimately, TikTok's unique algorithmic affordances, inextricably coupled with users' underlying escapism motives, converge to create an ecosystem that systematically amplifies the risk of Social Media Addiction (SMA) among the youth demographic.

X (formerly Twitter). Within the digital landscape of Uzbekistan, the X platform distinguishes itself by commanding a significantly narrower and highly specialized audience compared to other mass-market services. Statistical metrics from the onset of 2025 [9] indicate that the platform's user base comprises approximately 250,000 individuals—a figure exponentially smaller than the expansive audiences of Instagram (11.7 million) and Facebook (2.3 million). This pronounced disparity signifies that the X platform lacks sufficient appeal among the broader general public—and the university student demographic in particular—as a conduit for daily communication, self-expression, or the construction of social status. Consequently, within the localized context of Uzbekistan, this platform cannot serve as a primary subject for a representative analysis of the Social Media Addiction (SMA) phenomenon. Rather, it functions primarily as a specialized digital arena integrated with foreign information flows, catering predominantly to professional cohorts, including journalists, political activists, and ICT specialists. However, on a global scale, while researchers such as Jungherr (2016) postulate that X constitutes a vital resource for augmenting civic engagement, its excessive utilization can precipitate "information fatigue", as well as states of cumulative stress and anxiety inherently associated with political content [31; 32].

The nature of discourse on the platform is primarily mediated through concise, incisive, and frequently polemical posts; from a theoretical standpoint, this specific communication style closely aligns with a "masculine" communication paradigm [33]. The stark gender disproportionality observed within the Uzbekistani context—where 78.8% of users are male and a mere 21.2% are female—provides robust empirical support for this hypothesis. Although interpreting these metrics necessitates acknowledging the potential confounding variables of user anonymity and algorithmic estimations, the pronounced gender imbalance on the X platform serves as a vital methodological baseline within the framework of this dissertation. Specifically, it facilitates a contrastive elucidation of the disparities between the "agentic" and "communal" pathways, alongside an analysis of platform-specific functionalities. Consequently, while the core empirical analysis is predicated on mass-adoption platforms such as Instagram, TikTok, and Telegram, the X platform retains its instrumental value as a supplementary analytical resource for the comparative interpretation of user demographics and behavioral paradigms.

Telegram. The pervasive dominance of the Telegram platform within Uzbekistan's digital ecosystem functions as a strategic determinant shaping the communicative behaviors of the university student demographic [9]. The platform's functional affordances—predicated on an architecture of closed groups and broadcast channels—cultivate the phenomenon of a "psychological safe zone" within the cognitive framework of its users. This environment facilitates virtual discourse and self-expression that are largely insulated from external social pressures. However, this relative autonomy, when coupled with an asymmetric influx of information and a relentless notification system,

engenders an attenuation of temporal perception and exacerbates psychological dependency on the platform. As articulated by Voiskounsky et al. [34], an incessant flow of information precipitates a deficit in conscious behavioral control. Concurrently, Arutyunova [35] substantiates the deleterious psychological impacts of virtual peer pressure and social comparison prevalent within Telegram communities. Furthermore, the affordances of anonymity, compounded by deficient information moderation, amplify the risk of unregulated content consumption and the subsequent integration of susceptible users into maladaptive social cohorts [36]. Consequently, Telegram is systematically analyzed through the lens of the "communicative-addiction" model, conceptualized as a critical ecosystem that activates the information-oriented mechanisms driving the etiology of Social Media Addiction (SMA).

YouTube. The multifaceted role of the YouTube platform among the youth demographic is delineated by its dual utility as both a recreational outlet and a fundamental educational resource [9]. While the platform facilitates autonomous learning environments via instructional and scientific-educational content [37; 38], its algorithmic recommendation engine concurrently functions as an addictive snare, consistently inducing the phenomenon of "binge-watching" [39]. Corroborating the neuropsychological findings of O. Turel, prolonged exposure to YouTube content stimulates the dopaminergic system, thereby catalyzing the formation of impulsive viewing habits and exacerbating both the FoMO syndrome and academic procrastination [40; 41; 42; 43; 44]. Consequently, within the localized context of Uzbekistan, a pronounced dichotomy emerges: while YouTube affords substantial opportunities for intellectual development on one hand, it simultaneously engenders passive consumption and the severe depletion of temporal resources on the other, ultimately culminating in the formation and reinforcement of the "agentic-escapism" pathway.

The comparative analysis predicated on the data derived from the "Digital 2025: Uzbekistan" report (Table 1) facilitates a comprehensive evaluation of the nation's most ubiquitous platforms. This assessment transcends mere quantitative metrics, effectively correlating these platforms with the distinct psychosocial "pathways" underlying the genesis of Social Media Addiction (SMA). By systematizing the multifaceted impact of the digital milieu on the psychology of the university student cohort, this integrative approach serves to conceptually elucidate the unique addictive mechanisms inherent to each respective platform. Ultimately, the derived findings characterize social networks not merely as benign technological services, but rather as highly complex psychosocial ecosystems capable of virtually manipulating an individual's fundamental hierarchy of needs.

Table 1. Comparative Analysis of Mainstream Social Media Platforms in Uzbekistan (Based on 2025 Data)

Platform	User Base	YoY Growth	Gender Distribution	Primary Demographic	Content Characteristics	Psychological Impact	(Research Focus
Instagram	11.7 million	+33.9%	M: 68.2%, F: 31.8%	18–34 years	Visual: stories, reels	Body image concerns, validation, FoMO	Communal-validation
Telegram	~13–15 million (estimated)	Stable	N/A (Anonymous)	Diverse	Text, chats, groups	Information addiction, socialization	Communicative-addiction
TikTok	2.57 million (18+) + adolescents	–17.9% (purging)	M: 65.4%, F: 34.6%	13–24 years	Short-form video, algorithmic	Impulsivity, escapism	Impulsive-escapist pathway
Facebook	2.3 million	+7.0%	M: 68.1%, F: 31.9%	25+ years	Text, news feeds	Nostalgic communication, formalism	Peripheral context
YouTube	10+ million (approx.)	Stable	N/A	Diverse	Long-form video, educational / recreational	Passivity, infotainment	Agentic-escapism
X (Twitter)	250 thousand	+51.3% / –32.7%	M: 78.8%, F: 21.2%	Niche (IT, politics)	Concise, polemical text	Assertiveness, FoMO	Contextual analysis

Note: M = Male, F = Female; YoY = Year-over-Year; N/A = Not Available or Anonymous

As of 2025, the proliferation of social media users in Uzbekistan to over 11.7 million, coupled with an unprecedented year-over-year growth rate of +33.9%, signifies that social networks have transcended their status as mere technological phenomena. Instead, they are rapidly crystallizing into a stable, fundamental component of the overarching psychosocial environment. Crucially, the

demographic distribution—where 88% of the user base (10.3 million individuals) is aged 18 and above, with the 18–24 university-student cohort situated at the epicenter of this digital integration—indicates a significant elevation in the probabilistic risk of Social Media Addiction (SMA).

Gender disparities also emerge as a critical variable. While official statistics denote an audience composition of 68.2% male and 31.8% female, it is methodologically imperative to recognize that this pronounced disproportionality may be largely artifactual. Such skews are likely driven by sociocultural constraints, the prevalence of private (closed) accounts, and deliberate gender concealment strategies predominantly employed by female users. Furthermore, because the report's metrics are explicitly predicated on "advertising reach", relying solely on aggregate digital statistics is inherently limited. Consequently, a rigorous empirical approach—anchored in psychometric assessments, the analysis of motivational structures, and subjective user experiences—has been prioritized to complement the macro-level data. Ultimately, while these statistical findings empirically substantiate the profound relevance of the research topic, they simultaneously amplify the necessity of elucidating the intricate psychological mechanisms of SMA within a localized, culturally specific context.

Conclusion. The theoretical analysis presented herein demonstrates that the rapid expansion of the contemporary digital environment has transformed social networks into a central arena for communication, identity formation, and emotional regulation among youth, thereby intensifying the psychosocial foundations for the development of Social Media Addiction (SMA). The statistical landscape—both globally and within the specific context of Uzbekistan—indicates that the predominant share of the youth demographic, the ubiquity of "perpetual online presence", and the algorithmic reinforcement mechanisms of digital platforms collectively amplify addictive risks in a systemic manner. Consequently, conducting an in-depth investigation of the SMA phenomenon within the localized socio-psychological context, performing a differential analysis of platform-specific disparities, and developing evidence-based digital hygiene and preventative frameworks remain pressing theoretical and practical imperatives. As practical recommendations, it is deemed essential to implement phased psychoprophylactic programs tailored for the university-student cohort. These initiatives should prioritize the enhancement of time-management skills, the mitigation of FoMO and upward social comparison, the identification of underlying motivational drivers, and the integration of platform-specific risk assessments into educational curricula.

References

1. DataReportal: Digital 2025: Global Overview Report // https://datareportal.com/reports/digital-2025-global-overview-report.
2. Social Media Addiction Statistics: Facts, Stats & Trends in 2025 // https://www.cloudwards.net/social-media-addiction-statistics/#facts-expert-analysis-social-media-addiction.
3. Social Media Fact Sheet // https://www.pewresearch.org/internet/fact-sheet/social-media/.
4. Statista: Most Popular Social Media Networks Worldwide (Feb 2025) // https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/.
5. Survey: Is Facebook still relevant in 2025? https://www.expressvpn.com/blog/do-people-still-use-facebook/#:~:text=Engagement%20with%20Facebook%20is%20declining,users%-20aren't%20far%20behind.
6. Sproutsocial: 2024 Content Benchmarks Report // https://sproutsocial.com/insights/data/content-benchmarks/.
7. Pew Research Center: Teens, Social Media & Technology 2024 // https://www.pewresearch.org/internet/2024/12/12/teens-social-media-and-technology-2024/4.
8. PubMed Central: Understanding Social Media Addiction: A Deep Dive // https://pmc.ncbi.nlm.nih.gov/articles/PMC11594359/
9. DataReportal: Digital 2025: Uzbekistan // https://datareportal.com/reports/digital-2025-uzbekistan.

10. Bakan, D. (1966). The duality of human existence: An essay on psychology and religion. Rand McNally. ISBN-10: 807029696, ISBN-13: 9780807029695.
11. Eagly, A. H., & Wood, W. (2012). Social role theory. In P. A. M. Van Lange, A. W. Kruglanski, & E. T. Higgins (Eds.), Handbook of theories of social psychology (Vol. 2, pp. 458-476). Sage Publications Ltd. https://doi.org/10.4135/9781446249222.n49.
12. Ўзбекистон Республикаси ҳудудлари бўйича аҳолининг ўртача ёши // https://t.me/statistika_rasmiy/5815.
13. Arnett, J. J. (2000). Emerging adulthood: A theory of development from the late teens through the twenties. American Psychologist, 55(5), 469-480. https://doi.org/10.1037/0003-066X.55.5.469.
14. Asosiy demografik ko‘rsatkichlar // https://www.stat.uz/uz/rasmiy-statistika/demography-2.
15. Andreassen, C. S., Torsheim, T., Brunborg, G. S., & Pallesen, S. (2012). Development of a Facebook Addiction Scale. Psychological reports, 110(2), 501-517.
16. Griffiths, M. D. (2012). Facebook Addiction: Concerns, Criticism, and Recommendations – A Response to Andreassen and Colleagues. Psychological Reports, 110(2), 518-520. https://doi.org/10.2466/01.07.18.PR0.110.2.518-520.
17. Turel, O., He, Q., Xue, G., Xiao, L., & Bechara, A. (2014). Examination of Neural Systems Sub-Serving Facebook “Addiction”. Psychological Reports, 115(3), 675-695. https://doi.org/10.2466/18.PR0.115c31z8.
18. Ryan, T., & Xenos, S. (2011). Who uses Facebook? An investigation into the relationship between the Big Five, shyness, narcissism, loneliness, and Facebook usage. Computers in Human Behavior, 27(5), 1658-1664. https://doi.org/10.1016/j.chb.2011.02.004.
19. Fardouly, J., Diedrichs, P. C., Vartanian, L. R., & Halliwell, E. (2015). Social comparisons on social media: the impact of Facebook on young women’s body image concerns and mood. Body image, 13, 38-45. https://doi.org/10.1016/j.bodyim.2014.12.002.
20. Tiggemann, M., & Slater, A. (2013). NetGirls: the Internet, Facebook, and body image concern in adolescent girls. The International journal of eating disorders, 46(6), 630-633. https://doi.org/10.1002/eat.22141.
21. Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. Computers in Human Behavior, 58, 89–97. https://doi.org/10.1016/j.chb.2015.12.059.
22. Servidio, R., Soraci, P., Griffiths, M. D., Boca, S., & Demetrovics, Z. (2024). Fear of missing out and problematic social media use: A serial mediation model of social comparison and self-esteem. Addictive behaviors reports, 19, 100536. https://doi.org/10.1016/j.abrep.2024.100536.
23. Damirova G. The effect of social media on teens’ mental health // cajar. 2025. №3. URL: https://cyberleninka.ru/article/n/the-effect-of-social-media-on-teens-mental-health.
24. Tillayeva N. I. Ijtimoiy tarmoqlarning talaba yoshlar rivojlanishiga salbiy ta’sirining psixologik xususiyatlari // EJAR. 2024. №7S. URL: https://cyberleninka.ru/article/n/ijtimoiy-tarmoqlarning-talaba-yoshlar-rivojlanishiga-salbiy-ta-sirining-psixologik-xususiyatlari.
25. Montag, C., Yang, H., & Elhai, J. D. (2021). On the psychology of TikTok use: A first glimpse from empirical findings. Frontiers in Public Health, 9, 641673. https://doi.org/10.3389/fpubh.2021.641673.
26. Gapparova M. S. (2024). Maktab o‘quvchilarida ijtimoiy tarmoqlarga qaramlikni rivojlantirish muammosi. Law, Policy and Society, 2(4), 1-6. Retrieved from http://journals.uznauka.uz/index.php/lps/article/view/335.
27. Kuss, D. J., & Griffiths, M. D. (2017). Social networking sites and addiction: Ten lessons learned. International Journal of Environmental Research and Public Health, 14(3), 311. https://doi.org/10.3390/ijerph14030311.
28. Conte, G., Iorio, G. D., Esposito, D., Romano, S., Panvino, F., Maggi, S., Altomonte, B., Casini, M. P., Ferrara, M., & Terrinoni, A. (2025). Scrolling through adolescence: a systematic review of the impact of TikTok on adolescent mental health. European child & adolescent psychiatry, 34(5), 1511-1527. https://doi.org/10.1007/s00787-024-02581-w.

29. Maulida, Lida & Selviana, Selviana & Nuzula, Fidawsyi. (2024). Tiktok Social Media Addiction with Bedtime Procrastination. International Journal of Advanced Health Science and Technology. 4. 10.35882/ijahst.v4i1.312.
30. Rogowska, A. M., & Lechowicz, O. (2025). The Relationship Between Problematic TikTok Use and Depression in University Students: The Mediating Role of Insomnia. Journal of Clinical Medicine, 14(13), 4652. https://doi.org/10.3390/jcm14134652.
31. Beyens, I., Pouwels, J. L., van Driel, I. I., Keijsers, L., & Valkenburg, P. M. (2020). The effect of social media on well-being differs from adolescent to adolescent. Scientific Reports, 10(1), 1-11. https://doi.org/10.1038/s41598-020-67727-7.
32. Jungherr, A. (2016). Twitter use in election campaigns: A systematic literature review. Journal of Information Technology & Politics, 13(1), 72-91. https://doi.org/10.1080/19331681.2015.1132401.
33. Tufekci, Z. (2017). Twitter and Tear Gas. The Power and Fragility of Networked Protest. New Haven: Yale University Press 2017. DOI: https://doi.org/10.25969/mediarep/14848.
34. Войскунский А. Е. Киберпсихология: современный этап развития // Южно-российский журнал социальных наук. 2020. №1. URL: https://cyberleninka.ru/article/n/kiberpsihologiya-sovremennyy-etap-razvitiya.
35. Арутюнова К. Б., Дельцова А. Г., Карпенко Е. А., Орлова С. В., Томашевская Е. М. Влияние социальных сетей на психоэмоцианальное состояние студентов в возрасте 18-20 лет // Форум молодых ученых. 2025. №5 (105). URL: https://cyberleninka.ru/article/n/vliyanie-sotsialnyh-setey-na-psihoemotsianalnoe-sostoyanie-studentov-v-vozraste-18-20-let.
36. Корягина Т. М. Психологические предикторы интернет-зависимости студентов. 19.00.01 – Общая психология, психология личности, история психологии. Автореф. дисс. канд. психол. наук. – Москва, 2019. – 24 с.
37. Beyens, I., Pouwels, J. L., van Driel, I. I., Keijsers, L., & Valkenburg, P. M. (2024). Social Media Use and Adolescents' Well-Being: Developing a Typology of Person-Specific Effect Patterns. Communication Research, 51(6), 691-716. https://doi.org/10.1177/00936502211038196.
38. Valkenburg, P. M., Meier, A., & Beyens, I. (2022). Social media use and its impact on adolescent mental health: An umbrella review of the evidence. Current opinion in psychology, 44, 58-68. https://doi.org/10.1016/j.copsyc.2021.08.017.
39. Klobas, J. E., McGill, T. J., Moghavvemi, S., & Paramanathan, T. (2018). Compulsive YouTube usage: A comparison of use motivation and personality effects. Computers in Human Behavior, 87, 129-139. https://doi.org/10.1016/j.chb.2018.05.038.
40. Turel, O., & Bechara, A. (2016). A triadic reflective-impulsive-interoceptive awareness model of general and impulsive information system use: Behavioral tests of neuro-cognitive theory. Frontiers in Psychology, 7, Article 601. https://doi.org/10.3389/fpsyg.2016.00601.
41. Alshowkan, A., & Shdaifat, E. (2025). Fear of Missing Out, Social Media Addiction, and Personality Traits Among Nursing Students: Cross-Sectional Study. JMIR nursing, 8, e71502. https://doi.org/10.2196/71502.
42. Deniz Mertkan Gezgin. (2025). Fear of Missing Out (FoMO) and Social Media Addiction: The Moderated Mediation Role of Mental Well-being and Mindfulness, 08 May 2025, PREPRINT (Version 1) available at Research Square https://doi.org/10.21203/rs.3.rs-6322544/v1.
43. Satani, A., Satani, K. K., Barodia, P., & Joshi, H. (2025). Modern Day High: The Neurocognitive Impact of Social Media Usage. Cureus, 17(7), e87496. https://doi.org/10.7759/cureus.87496.
44. Tereshchenko S. Y. (2023). Neurobiological risk factors for problematic social media use as a specific form of Internet addiction: A narrative review. World journal of psychiatry, 13(5), 160-173. https://doi.org/10.5498/wjp.v13.i5.160.

SAMARQAND UNIVERSITETI ILMIY AXBOROTNOMASI

НАУЧНЫЙ ВЕСТНИК SCIENTIFIC REPORTS

Texnik muharrir **Sh.Xoliqulov**

Muharrirlar:

I.Sulaymonov - fil.f.d., dotsent
E.Arziqulov - f.-m.f.d., dotsent
O.Yusupova - fil.f.n., dotsent

Mas'ul muharrir:

A. Sh. Yarmuxamedov - f.-m.f.n.

Muassis: Samarqand davlat universiteti Manzil: 140104,
Samarqand shahri, Universitet xiyoboni, 15.
Telefon: (0 366) 240-38-47, Faks: (0 366) 239-13-87 e-mail:
axborotnoma.uz
SamDU «Ilmiy axborotnoma» jurnali tahririyati kompyuterida terildi. Bosishga 30.05.2026-yilda ruxsat etildi. Qog'oz o'lchami A-4. Nashriyot hisob tabog'i 10,00
Buyurtma raqami 845 Adadi 30 nusxa.

ISSN 2181-1296