



DIGITALIZATION OF TECHNOLOGIES AND THEIR IMPACT ON INTERPERSONAL INTERACTION

Abdusalomova Saidakhon Dilshod qizi

Tashkent State University of Law

Criminal Justice Faculty, 2nd Course

E-mail: abdulalomovasaida08@gmail.com

Abstract

Digitalization of technologies is radically changing interpersonal interaction, making communication instant and accessible, but at the same time transferring it to a virtual environment. This contributes to socialization and maintaining connections at a distance, but often leads to a weakening of non-verbal skills, a decrease in the quality of live communication, anonymity and an increase in isolation.

Keywords: digitalization of technologies, interpersonal interaction, virtual environment, synchronous and asynchronous communication.

INTRODUCTION

In the first decade of the 21st century, digital transformation has finally moved from the category of purely technological processes to the sphere of fundamental social changes. The ubiquity of mobile devices and the development of artificial intelligence algorithms have changed the structure and quality of interpersonal interaction. If earlier communication was tied to physical space and time, today it is becoming indirect, asynchronous and often depersonalized.

Despite the unprecedented increase in the availability of communication channels, modern science is recording a growing crisis of "qualitative proximity". Technological progress gives rise to a paradoxical situation: with a formal increase in the number of social contacts, there is a decrease in the level of empathy, a deformation of non-verbal communication skills, and an increase in



social isolation. Researching the impact of digitalization on human relations is essential to understand the long-term consequences for society's mental health and the preservation of traditional social institutions.

The purpose of this work is to analyze the key mechanisms of the impact of digital technologies on interpersonal interaction and to identify both constructive and destructive aspects of this transformation.

RISKS AND NEGATIVE ASPECTS OF DIGITAL TRANSFORMATION OF COMMUNICATION

Within the framework of this study, several key factors are identified that negatively affect the structure of human relations, according to D. G Sergeevich:

1. Change in communication models. The digital age has changed traditional forms of communication. Young people are more likely to interact through messengers and social media, which can lead to isolation, reduced interpersonal skills and increased feelings of loneliness.
2. Influence on concentration and attention. The constant access to information and multitasking that characterize the digital age can negatively affect the ability of young people to concentrate and focus on tasks. Studies show that constant distractions and the need to quickly switch between tasks reduce the quality of work and can lead to stress.
3. The phenomenon of comparison and expectations. Social media creates an image of an ideal life that young people strive to emulate. This can lead to low self-esteem, the development of depressive states and even eating disorders, when young people begin to compare themselves to filtered and idealized images of others.
4. Dependence on technology. Increasing screen time can lead to anxiety, depression, and other mental health disorders.

5. Cyberbullying and aggression. Anonymity on the Internet gives rise to cyberbullying phenomena that can have serious consequences for mental health. Young people who experience online aggression are at risk of developing anxiety disorders and depression.
6. Lack of physical activity. Digitalization also leads to an increase in the time spent in a sitting position, which can cause not only



physical problems, but also a deterioration in the psycho-emotional state. Studies highlight the importance of physical activity in maintaining mental health.¹

Agreeing with the author's arguments about the negative impact of gadgets on live communication, we, nevertheless, consider it important to add: the key factor is not the availability of the technology itself, but the level of digital literacy of people, that is, the lack of a culture of their use in everyday life. In particular, this is manifested in the inability to distinguish between context. "You communicate. The use of asynchronous channels (messaging) to solve deeply personal, emotionally charged issues leads to the simplification of meanings and the loss of empathic connection. Where eye contact and intonation are necessary, the text is powerless, which gives rise to the crisis of "qualitative intimacy" mentioned earlier. We are convinced that the development of a culture of communication in the digital age implies the return of priority to live dialogue in those areas where the human factor remains irreplaceable.

RESOURCE OPPORTUNITIES FOR DIGITAL TRANSFORMATION OF INTERPERSONAL INTERACTION

Despite the risks, digitalization provides tools that have never been available before. Thus, the resource potential of digitalization lies in the democratization of social experience. Technologies act not as a substitute for live communication, but as a powerful amplifier of human capabilities, which makes it possible to design more flexible, open and multifaceted models of interaction who is nearby, but also with people from anywhere in the world - this, in turn, opens up unlimited opportunities for intercultural exchange of experience of citizens of different countries. The use of technology can foster communities of interest, share information, and maintain long-distance relationships, which is especially important in settings where physical encounters are difficult. Young people gain access to educational resources and opportunities for self-development, which can contribute to increased social activity and involvement in social processes. Forms and means of online communication stimulate the interaction of students in

¹ Bulletin Of Perm University. Philosophy. Psychology. Sociology 2024 Perm University Herald. Philosophy. Psychology. Sociology



project activities² Technologies have changed the world into a single space. This has radically changed the structure of family and friendship, namely, now leaving for another city for the reasons of leaving and studying does not mean the "loss" of a family member. which reduces the level of social stress.

The transformation of communication in the current decade is due to profound technological shifts, among which generative artificial intelligence and predictive communications play a key role. The introduction of large language models directly into messenger interfaces has led to the emergence of the phenomenon of synthetic sincerity. When neural networks offer answer options, adjust the tone depending on the profile of the interlocutor, and correct the style in real time, communication becomes impeccably effective, but loses its authenticity. We begin to interact not with the personality, but with its technologically optimized version. At the same time, augmented reality technologies and photorealistic avatars powered by real-time engines are trying to solve the problem of empathy deficits in text chats. The use of spatial audio and high-precision eye tracking systems returns non-verbal cues to digital dialogue, simulating the effect of physical presence even at a distance of thousands of kilometers.

Statistics show that up to seventy percent of interpersonal contacts among young people today take place in an indirect digital environment, where recommendation algorithms determine not only the content, but also the potential circle of acquaintances. However, this quantitative growth is accompanied by a qualitative crisis of intimacy: with the number of contacts increasing by a quarter over the past few years, the subjective feeling of loneliness among users continues to grow. In the corporate sector, nearly half of employees report digital burnout caused by the blurring of the lines between personal and work spaces. The concept of "always in touch" has turned from a competitive advantage into a factor of psychological degradation, which required intervention at the state level.

The advent of the Internet has made it possible for people at any distance to exchange information almost instantaneously, and has also created a space for self-expression through social networks and blogs³. Thus, the use of digital

² L. D. Timeryanova, A. Ch. Kanipova, E. S. Semenova, E. Y. Bikmetov INFLUENCE OF DIGITALIZATION ON INTERPERSONAL RELATIONS OF YOUTH // International Journal of Humanities and Natural Sciences. 2024.

³ <https://ptsj.bmstu.ru/articles/933/933.pdf>



technologies is more typical for non-verbal means of social communication than for verbal ones. Over the past decades, the range of possibilities of non-verbal means of communication has significantly expanded. But this process has not only advantages, but also disadvantages. After all, verbal means of communication are used for live communication. Therefore, the use of computer technologies often leads to a departure from live communication, to its replacement with virtual communication. However, in the field of economic management, the advantages of using new technologies to form communicative links are undeniable. It should be noted that in the era of digital technologies, the problem of competent selection of information that is required to solve specific problems in a certain field of activity comes to the fore. Without this valuable skill, the benefits of digital technology can turn into disadvantages.⁴ Ultimately, the digitalization of technology is not a threat to humanity, but its greatest evolutionary challenge. The interpersonal interaction of the future will be built on a conscious balance between algorithmic efficiency and human vulnerability. The strategic success of societies now depends not only on the speed of innovation, but also on the ability to preserve protected areas of analog purity. convergence, and not a filter that finally isolates us from each other in personal digital capsules.

REFERENCES

1. Vestnik Permskogo Universiteta. Filosofiya. Psikhologiya. Sotsiologiya 2024 Perm University Herald. Philosophy. Psychology. Sociology
2. L. D. Timeryanova, A. Ch. Kanipova, E. S. Semenova, E. Yu. 2024. №12-3 (99). Available at: <https://cyberleninka.ru/article/n/vliyanie-tsifrovizatsii-na-mezhlichnostnye-svyazi-molodezhi>
3. <https://ptsj.bmstu.ru/articles/933/933.pdf>
4. <https://ptsj.bmstu.ru/articles/933/933.pdf>

⁴ <https://ptsj.bmstu.ru/articles/933/933.pdf>