



THE INFLUENCE OF INSTITUTIONAL SOCIAL FACTORS ON THE FORMATION OF YOUTH LIFE POSITIONS BASED ON INFORMATION USE

Ahmedova Mohinur.

Uzbekistan journalism and mass media
university of communications.

Abstract

The rapid development of globalization and digital technologies has significantly increased the role of information in shaping the worldview, values, and social behavior of young people. In modern society, information has become one of the most influential social resources affecting the formation of youth life positions. At the same time, the process of information use is strongly influenced by institutional social factors such as family, educational institutions, mass media, state policy, religion, civil society organizations, and digital communication systems. These institutions determine the mechanisms through which young people receive, interpret, and apply information in their social lives. This article analyzes the sociological aspects of the influence of institutional social factors on the formation of youth life positions in the context of information use. The research examines the role of social institutions in youth socialization, value orientation, media behavior, and adaptation to the global information environment. Particular attention is given to the interaction between traditional social institutions and modern digital communication systems. The study also considers international experience and the socio-cultural context of Uzbekistan regarding youth development and information policy. The article is based on sociological theories, comparative analysis, and contemporary empirical observations. The findings demonstrate that institutional social factors play a decisive role in shaping socially active, responsible, and information-literate youth in the digital era.

Keywords: youth, life position, information use, institutional factors, socialization, global information environment, education, family, media, digital communication.

Introduction.

The contemporary stage of social development is characterized by the increasing importance of information and communication technologies in all spheres of human activity. The emergence of the global information environment has transformed traditional mechanisms of social interaction and significantly influenced the process of youth socialization. Today, young people receive information not only through family and educational institutions but also through social networks, online media, virtual communities, and digital communication platforms[1].

In sociological understanding, a life position refers to a stable system of values, beliefs, social attitudes, and behavioral orientations that determine an individual's participation in



social life and interaction with society. The formation of youth life positions is a complex social process influenced by cultural norms, social institutions, political conditions, and economic opportunities.

Information use has become one of the central mechanisms shaping youth consciousness and social behavior. Information affects young people's worldview, political activity, educational aspirations, cultural identity, and future goals. However, the influence of information does not occur independently. It is mediated through institutional social factors that organize, regulate, and direct the process of socialization[2].

Family, educational institutions, mass media, religious organizations, civil society institutions, and state structures play a crucial role in shaping how young people perceive and utilize information. These institutions create social norms, transmit cultural values, and influence behavioral models within the information environment. The relevance of this research lies in the necessity of understanding how institutional social factors affect the formation of youth life positions under conditions of globalization and digital transformation. This issue is especially significant for Uzbekistan, where modernization processes and youth-oriented reforms are actively developing[3].

The sociological analysis of youth life positions and information use is based on several theoretical approaches. One of the central perspectives is the theory of socialization, which explains how individuals internalize social norms, values, and behavioral patterns through interaction with social institutions. According to Émile Durkheim, social institutions play an essential role in maintaining social cohesion and transmitting collective values. Educational institutions, family structures, and moral norms contribute to the integration of individuals into society[4].

Another important theoretical perspective is structural functionalism developed by Talcott Parsons. Parsons considered society as a system of interconnected institutions that perform specific social functions. In the process of youth socialization, institutions such as family, education, religion, and media influence personality formation and social adaptation.

The symbolic interactionist approach proposed by George Herbert Mead emphasizes the role of communication and symbolic interaction in identity formation. In the digital era, online communication and virtual interaction increasingly shape young people's perceptions of reality and social identity. The theory of the network society developed by Manuel Castells is also important for understanding contemporary information processes. Castells argues that digital communication networks transform social structures, cultural interaction, and power relations. Information technologies therefore become central institutions influencing youth consciousness and social participation.

Methodologically, this research is based on comparative sociological analysis, interpretation of international reports, theoretical generalization, and analysis of institutional mechanisms influencing youth information behavior.

The global information environment has fundamentally changed the process of youth socialization. In previous historical periods, family and educational institutions represented the primary sources of knowledge and social values. In contemporary society, however, digital media and online communication systems increasingly influence the formation of youth consciousness[6].



Young people today actively use social networks, internet platforms, and digital technologies in education, communication, entertainment, and self-expression. Platforms such as YouTube, Instagram, Telegram, and TikTok have become central spaces where youth consume information and construct social identity[7].

Information use significantly influences value orientation, political participation, cultural behavior, and professional aspirations. Digital communication systems provide opportunities for self-development, access to educational resources, civic engagement, and global interaction. At the same time, however, they also create risks related to misinformation, ideological manipulation, cyber dependency, and cultural homogenization[8]. The influence of information on youth behavior largely depends on institutional social factors that regulate and direct information consumption. Social institutions shape the criteria through which young people evaluate information reliability and determine acceptable social behavior.

The Role of Family in the Formation of Youth Life Positions
Family remains one of the most influential institutions in the process of youth socialization. Even under conditions of digital globalization, family continues to shape moral values, cultural identity, communication patterns, and behavioral orientations. Parents influence children's attitudes toward education, social responsibility, work ethics, and information use[9]. The family environment affects the development of critical thinking skills and determines the degree of supervision over digital activity.

In many societies, including Uzbekistan, family traditions and cultural norms continue to play an important role in regulating youth behavior within the information environment. Respect for national values, social responsibility, and collective identity are often transmitted through family socialization. At the same time, globalization and digital technologies create new challenges for family institutions. The increasing influence of online communication sometimes weakens traditional forms of intergenerational interaction. Young people increasingly receive cultural models and behavioral standards from virtual communities rather than family structures[10].

Therefore, strengthening the educational and communicative role of family institutions becomes an important condition for forming socially responsible youth life positions.

Educational Institutions and Information Culture
Educational institutions represent another key institutional factor influencing youth life positions. Schools, universities, and academic organizations not only provide professional knowledge but also shape civic consciousness, social values, and information culture. In the modern information society, educational institutions are expected to develop media literacy, digital competencies, and critical thinking skills among students[11]. Young people must learn how to evaluate information reliability, identify manipulation, and use digital technologies responsibly.

The educational process increasingly integrates online learning systems, virtual communication platforms, and electronic educational resources. Digital education expands access to knowledge and creates opportunities for global academic cooperation. However, the effectiveness of educational institutions depends on their ability to combine technological innovation with moral and social education[11].

Sociological research demonstrates that education should support not only professional development but also ethical responsibility and social integration. Countries with advanced educational systems actively implement media literacy and



cybersecurity education programs. These approaches contribute to preparing youth for safe and productive participation in the digital environment. Mass Media and Digital Communication Systems. Mass media and digital communication platforms have become powerful institutions influencing youth consciousness and social behavior. Contemporary media not only distribute information but also shape public opinion, cultural norms, and social expectations.

Digital media influence young people's political views, cultural preferences, lifestyle choices, and interpersonal communication patterns. The rapid spread of information through online platforms creates conditions for both social mobilization and ideological manipulation.

Media institutions therefore play a dual role in the formation of youth life positions. On one hand, they provide educational opportunities, access to global knowledge, and platforms for social participation. On the other hand, they may contribute to misinformation, cultural standardization, and psychological pressure. Algorithmic systems on social networks often determine which information becomes visible to users. This process influences public consciousness and affects how young people interpret social reality.

Consequently, the development of media literacy and responsible information consumption becomes increasingly important in contemporary society. The Role of State and Civil Society Institutions State institutions and civil society organizations also significantly influence the formation of youth life positions. Government policies related to education, youth development, digital transformation, and information security shape the social environment in which young people develop[11].

Many countries implement youth-oriented programs aimed at increasing digital literacy, promoting innovation, and supporting civic participation. State institutions also regulate information security and attempt to reduce the spread of harmful content. Civil society organizations contribute to social integration by promoting educational initiatives, cultural dialogue, volunteerism, and public participation. Youth organizations, non-governmental institutions, and community initiatives provide opportunities for social engagement and leadership development.

In the context of globalization, cooperation between state institutions and civil society becomes particularly important for strengthening social resilience and protecting youth from information-related risks. Uzbekistan is experiencing rapid modernization and digital transformation processes that significantly influence youth socialization and information behavior.

Young people actively participate in online communication, digital education, and social networking systems. Family institutions continue to maintain strong influence within Uzbek society. National traditions, cultural values, and collective norms remain important factors shaping youth identity and behavior. At the same time, educational reforms and technological development expand opportunities for digital learning and global communication. Government initiatives aimed at supporting youth innovation, IT education, and entrepreneurship contribute to increasing social activity among young people. Mass media and digital platforms increasingly influence cultural values and social expectations among Uzbek youth.

Therefore, the development of media literacy and critical thinking skills becomes essential for strengthening socially responsible information behavior. The sociological significance of institutional social factors lies in their ability to balance modernization



processes with the preservation of social stability and cultural identity.

Conclusion

The formation of youth life positions in the contemporary information society is a complex social process influenced by multiple institutional factors. The global information environment significantly affects youth consciousness, values, behavior, and social participation. The research demonstrates that family, educational institutions, mass media, state structures, and civil society organizations play a decisive role in regulating information use and shaping youth socialization. These institutions influence how young people perceive information, construct social identity, and adapt to the conditions of globalization. Information use creates both opportunities and risks for youth development.

Digital technologies expand access to knowledge, communication, and self-realization, while simultaneously generating challenges related to misinformation, ideological manipulation, and psychological instability. Effective youth policy therefore requires strengthening institutional cooperation, developing media literacy, supporting digital education, and preserving cultural values within the information environment. For Uzbekistan, the development of socially responsible and information-literate youth represents an important condition for sustainable modernization and social stability. Strengthening institutional mechanisms of youth socialization will contribute to forming active, informed, and socially integrated citizens capable of adapting successfully to the challenges of the global information society.

References

1. Durkheim É. *Education and Sociology*. — New York: Free Press, 1956.
2. Parsons T. *The Social System*. — New York: Free Press, 1951.
3. Mead G.H. *Mind, Self and Society*. — Chicago: University of Chicago Press, 1934.
4. Castells M. *The Rise of the Network Society*. — Oxford: Blackwell Publishers, 2010.
5. Giddens A. *Sociology*. — Cambridge: Polity Press, 2013.
6. Berger P., Luckmann T. *The Social Construction of Reality*. — New York: Anchor Books, 1966.
7. Buckingham D. *Youth, Identity and Digital Media*. — Cambridge: MIT Press, 2008.
8. Jenkins H. *Convergence Culture: Where Old and New Media Collide*. — New York: NYU Press, 2006.
9. UNESCO. *Digital Literacy Global Framework*. — Paris: UNESCO Publishing, 2021.
10. UNICEF. *Children in a Digital World*. — New York: UNICEF Publications, 2021.
11. OECD. *Digital Economy Outlook*. — Paris: OECD Publishing, 2022.
12. World Bank. *World Development Report: Data for Better Lives*. — Washington DC, 2021.
13. European Union. *Digital Strategy Report*. — Brussels, 2023.
14. Uzbekistan Youth Affairs Agency. *Youth Affairs Agency Report*. — Tashkent, 2024.
15. Castells M. *Communication Power*. — Oxford: Oxford University Press, 2009.