

THE PECULIARITIES OF THE INFORMATION EXCHANGE PROCESS

Rakhimova Shakhnoza Anvarovna

Associate Professor, Doctor of Philosophy (PhD) in Sociological Sciences,
Tashkent University of Information Technologies named after Muhammad al-Khwarizmi
shaxnozaanvarovna11@gmail.com

Khamrayeva Gulnoz Rustamovna

Senior lecturer of the Department of Information and Educational Technologies,
Tashkent University of Information Technologies named after Muhammad al-Khorezmi.
guli28@inbox.ru

Sultanova Zukhra Shukhratovna

Lecturer at the Department of "Information and Library Systems",
Tashkent University of Information Technologies named after Muhammad al-Khwarizmi
zilola.xodjayeva@yandex.com

Xakimova Laziza Yusupovna

Senior teacher at Foreign Languages Department,
Tashkent University of Information Technologies
lazizahon@gmail.com

Abstract

This article describes information, the essence of information, characteristics of information exchange processes, regulatory functions, micro, meso and macro levels. In addition, an analysis of the positive and negative aspects of information exchange through social networks and messengers is provided. Scientific conclusions are given on the results of the research of the information exchange process.

Keywords : *information, exchange, feature, process, system, mechanism, regulatory, macro, micro, meso level, person, society, social factor, education*

INTRODUCTION

The emergence of a new information space in the world and the rapid development of computer technologies have brought about a new level of information exchange between people, which has led to changes in human thinking. The endless expansion of mutual information exchange, the deepening and acceleration of socio-cultural integration, and the emergence of new forms of socialization of young people in society are creating unique difficulties.

Depending on the scientific aspects of the study of information, the expression of the content of the information obtained in the process of its adaptation to the external environment is defined by the criteria of diversity, originality, novelty,

complexity of structures, probability of selection, reflection of diversity, etc. Although each of these definitions reveals one or another aspect of the concept of “information”, different attitudes and opinions are expressed towards this concept.

The rapid, large-scale development of information systems and telecommunications technologies in the 21st century is recognized as a factor that has a strong impact on world development, penetrating almost all spheres of life, especially human lifestyles.

First, the essence, genesis, and scientific interpretation of the concept of “information” were discussed. According to this, “information” (Arabic لأخبار - message, information) is considered one of the basic concepts of modern science and technology, philosophy, and sociology, and refers to information transmitted from one subject to another in various forms (oral, written, electronic, and others).

Information is news, information. However, such an interpretation of “information” is not enough to understand the entire mechanism of information exchange in society from a socio-philosophical point of view. Therefore, in order to study all the general characteristics of information, the essence of the information exchange process as a

phenomenon, it is appropriate to pay attention to aspects that are typical for any process.

Article 3 of the Law of the Republic of Uzbekistan “On the Principles and Guarantees of Freedom of Information” states that information is information about persons, objects, facts, regardless of their sources and form of presentation. is defined as information about events, phenomena, and processes.

The essence of information depends not only on the message symbols, but also on the level of organizational readiness of the participants in the information exchange. Information exchange, in turn, arises from the organizational diversity of the participants, the differences in the types of activities of the structures. Of course, this is based on the consideration of the participants in the information exchange process as integrated systems.

LITERATURE ANALYSIS AND METHODOLOGY

Conflicting manifestations of social development of varying complexity have been scientifically studied by foreign scientists D.Bell, T.Parsons, J.Galbraith, P.Drucker, M.Castells, U.Rostow, A.Toffler, F.Webster, whose works are aimed at studying the problems of information, information society and information exchange processes. Problems such as the

emergence, value of information, the role of information and informatization issues in the strategy of complex changes in the social system have been studied by such CIS scientists as R.Abdeyev, V.Inozemtsev, I.Melyukhin, N.Moiseyev, I.Novik, V.Styopin, V.Gorokhov, M.Rozov, D.Chernavsky, A.Chernov.

Uzbek scientists such as J.Abdullayev, M.Yokubova, O.Kostrina, O.Lanceva, M.Usmonova, Sh.Koshhokov conducted scientific research on specific philosophical and economic aspects of information and the informatization process. In particular, the sociological issues of an information society are reflected in the scientific research of M.Bekmuradov, R.Ubaydullayeva, O.Ata-Mirzayev, M.Ganiyeva, A.Umarov, A.Kholbekov, O.Abduazimov, K.Kalanov.

The approach to information exchange as a system has been studied to a certain extent in the scientific literature. Examples of this include the scientific works of V. Afanasev, V. Tyukhtin, A. Ursula, and others. In these works, the problems were analyzed mainly using the method of systemic (structural-functional) analysis. This method of a systemic approach is characteristic of scientific works carried out in philosophy, psychology, jurisprudence, press theory, economics, and pedagogy. Therefore, it is not without reason that sociologists firmly

rely on the method of a systemic approach in studying the phenomenon of information exchange.

One of the major representatives of the theory of the information society, the sociologist Manuel Castells, was one of the first to raise the issue of the importance of networks in the information society. His ideas about the significant difference between the concepts of “information society” and “informational society” are important. If in the first case the decisive role of information in society is emphasized, then the emerging “informational society” is being built in such a way that “the creation, processing and transmission of information becomes the main source of labor efficiency and power.”

According to him, throughout human history, information and information exchange have developed and have become important in all civilizations and societies. According to the scientist, the main feature of the new era is not the creation of knowledge, but its effective use. Information penetrates all spheres of human life, changing social life, as a result of the flow of information to an individual, changes occur in his behavior and actions, and he begins to increasingly reject traditional ideas. This is evidenced by changes in the economy, politics, and the daily lives of individuals.

The classifications of the characteristics of the information exchange process by Belarusian experts: G. Bulatsky and Yu. Prilyuk are particularly notable for their scope and depth. They include the following:

1. No matter how important and independent the exchange of information may seem in itself, it always remains a mechanism of interaction. If we take this in relation to social interaction, then any exchange of information manifests itself only as a mechanism for the spiritual and intellectual improvement of individuals, communities or social groups.

2. The most important result of the functioning of the information exchange mechanism is that the structural and content parameters of the participants in the dialogue change in accordance with each other, they are mutually coordinated.

3. The existence of a regulatory function of information exchange can be considered one of its main characteristics. As a result, if an educational function is activated between those who enter into communication, the process of forming consciousness, knowledge, and worldview in a purposeful manner is regulated.

4. Information exchange also has the property of actualizing the relationship. As is known, the relationship is a condition, a sign of interaction. The information exchanged by the participants

during communication, as a result of their specific expression, can change, that is, develop or weaken the relationship between individuals and social groups.

5. Information exchange also has an indicative nature. This means that having information about at least one component of interaction allows us to think with confidence about the others, to calculate where and how to look for them. In particular, any phenomenon of social organization and management, no matter how unusual its form, provides a basis for thinking about information exchange.

These quantitative and qualitative changes in information exchange are naturally bringing innovations to the life of society. In other words, positive changes are taking place in society due to the regulatory function of information exchange.

As you know, the word "regulation" is derived from Latin and is used in many fields of science, meaning "to regulate", "to arrange", It means "normalization". The regulatory function is the task of regulation, normalization.

If we look at the phenomenon of information exchange in a broad sense, we will see how important it is in the life of a person and society. The smallest element of society - from the individual to human society, that is, the condition for the existence and development of everything -

is information exchange. Accordingly, it is necessary to take this scale into account when studying the regulatory function of information exchange. In our opinion, here we present our analysis of 3 levels of information exchange, based on the communication structure of social psychologist B. Lomov:

1. Information exchange at the micro level. This is the process of transmitting, receiving, and understanding information between individuals. That is, communication partners can enter into a state of interaction during the process of information exchange and cooperate with each other or oppose each other, that is, hinder each other.

2. Meso-level information exchange. In this case, information exchange occurs between individuals and social groups at a certain time interval. In this case, people come into contact to perform a specific task for a certain period of time, that is, they exchange information. Such information exchange can also be carried out indirectly. An example of this is distance learning, which has been actively entering life recently.

3. Information exchange at the macro level. This is the exchange of information that occurs during the individual's interactions with other people and social groups for their comprehensive

development. Who and how (directly or indirectly) a person communicates with, their lifestyle, and the duration of communication are important for information exchange.

All levels of information exchange - micro, meso, macro - are important for the development of the individual and society. For example, in the field of education: preschool education, primary education, general secondary education, secondary specialized education and higher education, information exchange is a key factor in all stages of education after higher education. According to the famous scientist Norbert Wiener, "Information exchange is like a kind of cement that unites society". Social communication is a specific form of human interaction, in which information is transmitted using language and other sign systems.

A.N. Aripov, one of the leading experts in the field of information and communication technologies, identifies the following as the main characteristics of an information society:

the increasing role of knowledge and information in the life of society, their increasing influence on the development of various spheres of human activity;

a significant increase in the ability to collect, process, store, transmit, and access information;

transition to modern forms of employment and formation of new labor resources due to the increase in the number of people employed in the information industry;

Creation of a global information space that ensures effective information exchange of people, their access to world information resources, and satisfies their needs for information products and services. It is valuable from the point of view of revealing the nature of the information society in the conditions of Uzbekistan in the concept of A.N Aripov.

In our opinion, a systematic analysis of the concept of "information exchange" is a system consisting of interaction, the result of the impact, changes in the state of the object and subject, feedback, the level of coverage of information, its form and characteristics of transmission, which serves as an important condition for its development in the life of society and the activities of the individual. (R.Sh.)

Thus, in the vital activity of society and in interpersonal relations, information exchange becomes the main means of interaction and joint actions. Human development and, ultimately, the development of society depend on how effectively the processes of mutual information exchange are organized.

RESULTS

Current trends in the information society require the active use of information and information and communication technologies in various spheres of society. Information, as a set of information and knowledge about the world, the methods and technologies of its transmission, as well as the procedure for its distribution and delivery to users, are becoming an important tool in the functioning of modern society.

In recent years, social networks have become an integral part of society. The main share of communication between people has moved to the Internet. Today, more and more people spend their time on social networks than in bars, clubs or gatherings to chat with friends, upload new photos or play games. In a word, social networks and messengers have changed the way people communicate, and have become an important tool for influencing public opinion today.

As a result of the analysis of available data, information about the positive and negative aspects of information exchange on social networks and messengers is presented in the table below:

Table 1
Pros and cons of exchanging information through social networks and messengers

No.	The positive side	The downside

1.	Help solve crimes	Ease of slander and spreading false information
2.	The ability to stay informed about world events	The presence of propaganda and manipulative technologies
3.	Giving everyone the opportunity to express themselves	The clash of cultures and their tendency to create virtual conflicts
4.	Discussing different opinions and new ideas	Possibility of negatively influencing public opinion
5.	The ability to stay in touch with friends and relatives who are far away	The loss of traditional social connections, creating opportunities for social alienation
6.	Improved business development and marketing services	Influencing consumer choice, network monitoring is only one-sided
7.	Allows you to find people with common interests	Subculture is the main space for deviance

8.	Increased speed of information dissemination	Lack of verification of information sources, proliferation of fake news
9.	Possibility of targeted information forwarding	The breadth of possibilities for informational and psychological influence
10.	Opportunity to help charities and people in need	Used as a tool for fraud, extortion, and other crimes
11.	Ability to evaluate the performance of various institutions	Ease of use of "smear" technologies for conflicts of interest
12.	Conducting social surveys and problem analysis	Analysis of problems only from the perspective of a certain social class
13.	Wide opportunities for creativity	The development of counterculture
14.	Opportunity to learn new activities	Impact on changes in basic requirements in

		classical activities
15.	Dating	Unreliability of social connections

DISCUSSION

A factor that has a significant impact on the processes of information exchange in society and the growth of information culture among the population is the development of global and local communication networks in line with the requirements of the times.

Today's information culture requires a person to acquire new competencies, including the skills of organizing information and communication dialogue, interacting with the media and information environment, and using modern information technologies.

In modern society, there is a need to improve skills and competencies in selecting, evaluating, processing, and transmitting information, for this reason, the importance of information literacy, information ownership, evaluation, and ethical use is more important than ever.

In the current globalization environment, the development of the individual and the development of his activities, and ultimately, the development of society, depend on the effective

organization and conduct of information exchange processes, and the implementation of dialogue and communication in these processes using information technologies is becoming a value of modern society. In addition, education is of great importance in the formation of an information culture, and the development of the education system and the effective use of information media by each person are considered factors contributing to the progress of society.

CONCLUSION

As a result of research into information exchange as a social factor, the following conclusions were reached:

- the fragmentation of information flows, the direct and indirect nature of interpersonal relationships, the migration of communication to virtual reality have made the global Internet network the driving force of socio-cultural changes in the 21st century;
- considering that information exchange has occurred in all eras, the history of humanity and cultures and civilizations consists of a process of information exchange;
- there are micro, meso, and macro levels of information exchange, all of which are of absolute importance for the development of the individual and society;
- in the process of globalization and the rapid informatization of society, there

is an intensive integration of elements of other cultures;

- in recent years, new technological resources for electronic communication have been emerging, which have become a characteristic feature of the information age, creating new opportunities for people to interact with each other. Today, the function of delivering information to an interested audience is performed not only by traditional media, but also by social media (social networks, blogs, forums, photo and video hosting). This is manifested as a new feature of information exchange;

- Social networks and messengers can be widely used to shape public opinion, making them the main means of information exchange. The capabilities of traditional media to satisfy people's need for information are increasingly limited;

- The society of the 21st century is characterized by rapid social changes that have formed a fundamentally new social system and a completely different matrix of social needs as a result of large-scale and profound changes. In this, the Internet system It should be noted that it is an important element of communicative culture. As a result, the globalization processes of communicative culture are undergoing fundamental changes and are realizing a number of functions that have

not yet been noted by theoretical and applied sociology.

- the informatization of the education system is the most important direction in the process of informatization of society. The introduction of ICT into the education system, the use of new technologies, the establishment of distance learning, in turn, require a new approach to education, changes in standards and requirements, and the improvement of teaching methods and strategies. These processes serve to regulate the exchange of information in the modernization of society.

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