

«Сейфуллин оқулары-18(2): «XXI ғасыр ғылымы – трансформация дәуірі» Халықаралық ғылыми-практикалық конференция материалдары = Материалы международной научно-практической конференции «Сейфуллинские чтения – 18(2): «Наука XXI века - эпоха трансформации» - 2022.- Т.1, Ч.III. - P.54-56.

## THE ROLE OF THE INTERNET IN THE MODERN WORLD

*Ruzibayeva D. A., lecturer of TSAU*

*Tashkent, Uzbekistan*

At present, it is impossible to imagine a person's life without the Internet; he has literally become an inseparable part of society. At the end of 2018, the total number of users was more than four billion people. The original goal of developing the Internet was to create a reliable system for exchanging information between computers, and also (which was one of the main goals) to work out methods for maintaining communication in the event of a nuclear attack. The possibilities of the World Wide Web are growing every year. Among them are the following: receiving, storing, processing, disseminating and using information and knowledge due to the increasing technical possibilities of communication; implementation of communication almost instantly, which fundamentally distinguishes it from other means of communication; the functioning of the virtual space, repeating the real spheres of human life; the penetration of computer technologies into science, culture, medicine, education, economics, politics, technology, production; the implementation of communication with another person (often a complete stranger), while there is no dependence on the location of both, and communication can be maintained continuously. This form of communication, representing an information exchange, can be used both for leisure and business purposes [1].

Not only is the number of Internet users growing, but also the time they spend using devices and services that depend on an Internet connection, and in 2018 this figure was an average of 6 hours a day. Despite the rapid growth, access to the World Wide Web is distributed unevenly in different parts of the world, as can be seen from Table 1. The number of global Internet users has increased over the past 8 years by 2.05 billion people (104%). The highest growth rates are observed in Africa (+272%) and Asia (+131%). In percentage terms, the highest Internet penetration remains in developed countries at 81%, compared to 40% in developing countries and 15% in the least developed countries. People around the world prefer to access the Internet from smartphones. They generate more web traffic than all other devices combined. The number of unique mobile users in 2018 increased by more than 4 percent compared to 2017 and stands at 5.135 billion people (68% of the total population).

The ability to communicate without borders is one of the greatest gifts to humanity from the World Wide Web. Of course, no printed letters or an image transmitted by a webcam can replace a real live person, but we have to admit that

the latter is not always available and feasible while using the Internet, social networks, for example, Vkontakte or Facebook, numerous Internet pagers and e-mail allow you to establish contact with a person, wherever he is.

During 2018, slightly less than one million people discovered social networks for the first time every day - this is more than 11 new users per second. The growth of the global audience of social networks over the past 12 months amounted to 13%. With the advent of the Internet, a huge number of new professions have appeared, which has changed the idea of work, we are offered to implement our business and carry out business processes via the Internet. Working via the Internet has its advantages - a free work schedule, no transport costs, saving time on the way to work, etc. And no matter how many advantages the Internet has, everything has disadvantages, which include the following:

Internet addiction - a person cannot live without constantly being in social networks, checking mail, loses touch with the real world, moves away from current problems, forgets, this occurs in insecure people, with complexes, and often among representatives of the younger generation who avoid personal communication, preferring the virtual; medical problems - frequent use of the Internet leads to a sedentary lifestyle, causing eye diseases, decreased immunity, decreased appetite, often there are disorders in the musculoskeletal system, headaches, heart and vascular disorders;

new opportunities for scammers - thanks to social networks, an outsider can get a lot of personal information, there are calls to find out the data of payment cards when they pretend to be bank employees, they want to debit funds from the card by making payments on the Internet. The disadvantages of the development of the Internet in people's lives are mainly related to psychological addictions and physical inactivity, people communicate less in real life, the ability to communicate decreases. It is important to find a balance between the virtual and real world. I would like to summarize that the indisputable advantage that the Internet has brought to people is the lightning-fast exchange of information. In a matter of seconds, finding the right book on the net, contacting a friend who is on the other side of the world, finding the answer to a question of interest - it's hard to even imagine how much such opportunities have changed ideas about knowledge, information, business, relationships [2]. Moreover, you can not only watch the movie, but also immediately discuss it with other users, not only read the article, but also ask experts how competent it is. Another innovation brought to reality by the World Wide Web is the blurring of borders between states. Thanks to the Internet, humanity is becoming truly united, and the emergence of electronic money and electronic ways of earning and spending it, in general, asks many questions about the future world order [3]. People communicate without borders, make purchases, pay, negotiate, and this whole process takes place almost uncontrollably.

More and more users value the Internet for their leisure activities. Fans of antique books and old movies, beadwork or rare breeds of cats are now gathering in interest societies with a hitherto unknown ease. And this makes their life richer and more diverse, because what could be more pleasant for an enthusiastic person than getting expert advice or discussing the latest innovations with him?

Also, the Internet is becoming an increasingly common way to create one's personal life. The belief that only marginals get acquainted in this way has long lost its relevance.

#### References

1. Булгакова, М.В. Информационные технологии в экономике: учебное пособие / М. В. Булгакова. Челябинск: Изд -во Челяб. гос. ун-та, 2013. 106 с. (Классическое университетское образование).
2. Друкер П. Ф. Бизнес и инновации / П. Ф. Друкер. - М.: "Вильямс", 2016 .
3. Серенков, П.С. Методы менеджмента качества. Процессный подход/ П.С. Серенков, А.Г. Курьян, В.П. Волонтей. - Минск: Новое знание; М.:ИНФРА-М, 2014.