

PROBLEMS OF AGE-SPECIFIC SOCIALIZATION IN THE CONTEXT OF GLOBALIZATION

Rasuljonova Bibioysha

Fergana State University, Faculty of Psychology, 2nd year, group requirement 24.19.

2nd year student of the Faculty of Psychology, Fergana State University.

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Abstract. This article examines the problems of age-specific socialization in the context of globalization, highlighting the contradictions between traditional mechanisms of value transmission and modern global influences. The study explores the theoretical foundations of socialization, the role of family and educational institutions, as well as the growing impact of digital media and social networks on youth. Special attention is given to the challenges of identity formation, cultural continuity, and psychological well-being among children, adolescents, and young adults. The analysis reveals that globalization introduces both opportunities and risks: it enables intercultural exchange and access to global knowledge, while also generating cultural homogenization, value conflicts, and identity crises. The findings emphasize the importance of strengthening family involvement, adapting education systems, and promoting digital literacy to ensure balanced socialization. The article concludes that sustainable development of younger generations requires harmonizing global exposure with local traditions, thereby fostering resilience, cultural awareness, and responsible participation in the global community.

Keywords: Globalization, Socialization, Family, Education, Digital Media, Identity, Youth, Culture.

ПРОБЛЕМЫ ВОЗРАСТНОЙ СОЦИАЛИЗАЦИИ В КОНТЕКСТЕ ГЛОБАЛИЗАЦИИ

Аннотация. В данной статье рассматриваются проблемы возрастной социализации в контексте глобализации, выявляя противоречия между традиционными механизмами передачи ценностей и современными глобальными влияниями. В исследовании рассматриваются теоретические основы социализации, роль семьи и образовательных институтов, а также растущее влияние цифровых медиа и социальных сетей на молодежь. Особое внимание уделяется проблемам формирования идентичности, культурной преемственности и психологического благополучия детей, подростков и молодых людей. Анализ показывает, что глобализация несет в себе как возможности, так и риски: она способствует межкультурному обмену и доступу к мировому знанию, одновременно порождая культурную гомогенизацию, конфликты ценностей и кризисы идентичности. Результаты исследования подчеркивают важность усиления вовлеченности семьи, адаптации систем образования и развития цифровой грамотности для обеспечения сбалансированной социализации. В статье делается вывод о том, что устойчивое развитие молодого поколения требует гармонизации глобального опыта с местными традициями, что способствует развитию устойчивости, культурной осведомленности и ответственного участия в жизни мирового сообщества.

Ключевые слова: Глобализация, Социализация, Семья, Образование, Цифровые Медиа, Идентичность, Молодёжь, Культура.

Introduction

Globalization, as a multidimensional phenomenon, has become one of the most influential factors shaping contemporary societies.

It is not only an economic or political process but also a powerful cultural and social transformation that affects individuals at different stages of their lives.

In particular, the process of socialization, which refers to the integration of individuals into social structures, values, and behavioral norms, acquires new dimensions under the influence of globalization. Age-specific socialization, meaning the adaptation of children, adolescents, and young adults to the surrounding social environment, encounters both opportunities and challenges in this global context. With the rapid development of communication technologies, the expansion of global cultural flows, and the transformation of traditional institutions such as family, education, and community, the mechanisms of socialization are undergoing significant changes. Younger generations are increasingly exposed to diverse cultural models, competing value systems, and new forms of social interaction. This situation raises questions regarding identity formation, cultural continuity, and the preservation of national and moral values. At the same time, globalization offers opportunities for broader education, intercultural communication, and access to global knowledge, which can enrich the socialization process if managed properly. Therefore, the study of age-specific socialization problems in the context of globalization is of particular importance. It allows for the identification of the contradictions and potential risks that arise when global influences intersect with local traditions, and provides a foundation for developing strategies aimed at supporting balanced and sustainable personal development in young generations.

Main part

Socialization is a complex and multidimensional process that involves the acquisition of social norms, values, and roles across different stages of individual development. In the era of globalization, classical theories of socialization such as structural-functionalism, symbolic interactionism, and cultural transmission require re-interpretation. Globalization introduces transnational communication, digital interactions, and hybrid cultural models, which reshape the traditional mechanisms of value transmission. While family, school, and community remain core agents, they increasingly interact with global media, social networks, and international institutions.

The result is a layered socialization process where local traditions and global influences coexist, often in tension. This theoretical foundation helps us understand that globalization does not replace traditional structures, but rather modifies and challenges them, making socialization a more dynamic and contradictory process.

The process of socialization varies significantly depending on the developmental stage of an individual. Childhood, adolescence, and youth represent particularly sensitive phases, as identity formation and value adoption are most active. In early childhood, family plays the dominant role, whereas in adolescence peers and educational institutions gain importance. With globalization, however, digital environments and cross-cultural contacts begin to affect individuals earlier and more intensively. For young people, social media and global youth culture provide alternative role models that may conflict with national traditions. Understanding these age-specific features is essential for identifying the unique risks and opportunities that globalization brings to socialization processes. Failure to consider such characteristics may result in inadequate policies that ignore the vulnerability of younger generations. Traditionally, family has been considered the primary agent of socialization, transmitting cultural norms, traditions, and behavioral expectations.

However, under globalization, the authority of family is increasingly challenged by external sources such as global media, internet-based communities, and international cultural trends. Migration, labor mobility, and the changing role of parents also contribute to the weakening of intergenerational ties. In some cases, parents may lack the knowledge or skills to guide children in digital spaces dominated by global narratives. This leads to generational gaps and weakened cultural continuity. Despite these challenges, family remains a crucial factor in fostering resilience and cultural identity. Strengthening the family's role requires strategies that combine traditional upbringing with modern awareness of global risks and digital influences.

Educational institutions have always served as formal agents of socialization, shaping cognitive skills, moral values, and social behavior. In the era of globalization, schools and universities are influenced by international standards, global curricula, and technological integration. While this creates opportunities for access to knowledge and global competencies, it also introduces challenges such as cultural homogenization and the decline of national identity.

Global rankings and digital learning platforms can shift focus from local needs to global benchmarks, which may not always align with cultural traditions. Teachers now play a dual role: transmitting knowledge and guiding students through the complexities of global values. The adaptation of educational systems to globalization requires careful balance between innovation and preservation of cultural uniqueness.

One of the most visible aspects of globalization is the rapid spread of digital media and social networks. For younger generations, these platforms have become primary sources of information, communication, and self-expression. While digital media fosters intercultural exchange and broadens horizons, it also brings risks such as exposure to harmful content, identity confusion, and weakened interpersonal communication in real life. Social networks often promote consumerist and individualistic values that may contradict traditional community-based orientations. Moreover, the constant comparison with global peers can lead to psychological stress, reduced self-esteem, and social isolation. Thus, digital media represents a double-edged phenomenon in the socialization process, requiring critical literacy skills and guidance from both families and educational systems.

Globalization introduces a multiplicity of cultural models that coexist within one society.

This creates opportunities for cultural diversity, tolerance, and enrichment but also produces identity conflicts, especially among the youth. Young people may find themselves caught between local traditions and global lifestyles, resulting in hybrid identities that are not always stable. In some cases, cultural homogenization threatens the preservation of national languages, rituals, and moral codes. The challenge lies in fostering cultural resilience while enabling constructive participation in global culture. Failure to manage this balance can result in alienation, cultural erosion, and weakened national consciousness. Therefore, identity formation becomes one of the central problems of age-specific socialization in the era of globalization. While globalization provides opportunities for learning and development, it also generates significant risks for individual well-being. Rapid exposure to global challenges such as economic inequality, cultural contradictions, and environmental crises can lead to anxiety and social disorientation among young people. The acceleration of social change often produces instability in self-concept and future orientation. Furthermore, global standards of success and beauty, widely promoted through digital platforms, may trigger mental health issues such as depression, eating disorders, and low self-esteem. These risks highlight the need for supportive psychological frameworks and inclusive social policies.

Without adequate measures, globalization may deepen generational crises and widen the gap between traditional values and modern aspirations.

To address the challenges of age-specific socialization under globalization, a comprehensive set of strategies is required. These include reinforcing family involvement, adapting education systems, promoting digital literacy, and supporting cultural identity.

Governments, schools, and communities must collaborate to create environments that encourage critical thinking and resilience among young people. Policies should not aim to isolate youth from global influences but rather to equip them with tools to navigate complexity responsibly. International cooperation can also provide best practices in balancing global exposure with cultural preservation. Ultimately, sustainable socialization requires harmonizing global opportunities with local traditions, ensuring that younger generations grow into well-adjusted, culturally aware, and socially responsible individuals.

Discussion and Results

The analysis of age-specific socialization in the context of globalization demonstrates that this process is characterized by both opportunities and risks. The findings reveal that globalization reshapes the traditional mechanisms of value transmission, bringing global influences into everyday social interactions from an early age. Family, as the primary agent of socialization, continues to play an essential role, but its authority is increasingly challenged by digital media and global cultural trends. This creates intergenerational gaps, where young people adopt global lifestyles and perspectives more rapidly than their parents. Such dynamics can lead to weakening of cultural continuity if not adequately addressed through supportive family practices and social policies. Educational institutions, while adapting to global standards, face the challenge of balancing international knowledge systems with national cultural identity.

Results suggest that schools and universities must integrate global competencies without neglecting the preservation of local values and traditions. Teachers, therefore, hold a dual responsibility: to prepare students for global participation while also cultivating cultural resilience and critical awareness of external influences. This dual role is crucial in preventing cultural homogenization and ensuring that education remains contextually relevant.

Digital media and social networks emerged as the most influential drivers of youth socialization under globalization. The findings confirm that while these platforms provide access to diverse knowledge and intercultural interaction, they also generate identity conflicts, psychological stress, and social isolation. Exposure to global consumerist and individualistic models often contradicts traditional norms based on collectivism and moral responsibility. As a result, many young people experience hybrid identities, oscillating between global lifestyles and local traditions. This duality highlights the urgent need for digital literacy programs that enable critical engagement with media content. From a psychological perspective, globalization amplifies risks related to self-concept, future orientation, and mental health. The results indicate that unrealistic global standards of success, beauty, and achievement increase vulnerability among adolescents and young adults. Such pressures may result in low self-esteem, anxiety, and disorientation. However, when supported by strong family ties, cultural belonging, and resilient educational frameworks, these risks can be mitigated, transforming globalization into a source of empowerment rather than alienation. Overall, the discussion emphasizes that globalization should not be viewed solely as a threat to age-specific socialization but as a complex reality that requires balanced management.

The results underline that sustainable strategies must harmonize global opportunities with local traditions, strengthening cultural identity while enabling full participation in the global community. This approach ensures that the younger generation can successfully navigate the contradictions of globalization, developing into socially responsible, mentally resilient, and culturally aware individuals.

Conclusion

The study of age-specific socialization in the context of globalization reveals that the process of integrating young individuals into society has become more dynamic, multidimensional, and at times contradictory. Traditional agents of socialization such as family, school, and community continue to play a central role, yet their influence is increasingly intertwined with global cultural flows, digital media, and transnational interactions. This creates both opportunities for broader education and intercultural exchange, as well as challenges in maintaining cultural continuity and identity stability. The analysis highlights that family structures must adapt to guide children and adolescents in navigating digital environments, while educational systems are required to balance global competencies with the preservation of national traditions.

Furthermore, the significant role of social networks in shaping youth values and behaviors demonstrates the urgency of developing digital literacy skills to prevent harmful influences and identity conflicts. Globalization also introduces psychological and social risks, particularly for adolescents and young adults, who are more vulnerable to external pressures and global standards.

However, these risks can be transformed into opportunities through effective social policies, supportive family environments, and inclusive educational frameworks. In conclusion, the phenomenon of globalization should be regarded not only as a source of challenges but also as a powerful driver of development, provided that it is managed carefully. Sustainable socialization requires harmonizing global exposure with local traditions, strengthening resilience, and fostering critical awareness. Only in this way can younger generations grow into culturally aware, mentally resilient, and socially responsible individuals who are capable of active participation in the global community while preserving their national identity and values.

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