

**INFLUENCE OF THE ENVIRONMENT ON THE SOCIALIZATION OF PERSONS.**

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**Annotation:** The social environment refers to individual's social interactions and relationships with others in their communities. These interactions can significantly impact people's attitudes, behaviors, beliefs, and values. The social environment can include various factors such as friends, family, culture, education, religion, media, and community. Family is often considered the primary source of socialization and plays a crucial role in shaping people's behavior. The family is where people learn social norms and values, typically passed down from generation to generation. Family members serve as role models for each other, and they influence each other's behavior through direct and indirect means. This review paper highlights how the social environment influences people's behavior.

**Keywords:** Social Environment, Behaviour, Social Interaction, Relationship

The social environment refers to the physical, cultural, and social conditions that shape the lives of individuals and communities. It encompasses the norms, relationships, values, and institutions that govern interactions among people and between people and their surroundings [1, 2]. The social environment includes various aspects of human society, such as education, family, religion, economics, politics, media, and social networks. These different aspects of the social environment influence our attitudes, behaviors, and beliefs and shape our experiences and perceptions of the world [1, 2].

The social environment has always been critical in shaping human behavior and society. Throughout history, people have formed communities and developed traditions, cultural norms, and institutions to guide their interactions and surroundings. In ancient times, humans lived in small, close-knit communities, relying on hunting and agriculture for survival. Religious and cultural beliefs largely determined social norms and values, and social hierarchies were based on factors such as power, wealth and lineage [1, 2, 3,4]. As societies grew and became more complex, new social institutions emerged, such as religious institutions, governments, and educational systems. These institutions helped regulate behavior, created social order, and perpetuated inequality and injustice. In the 18th and 19th centuries, the Industrial Revolution marked a significant turning point in the social environment, as rapid advances in technology transformed how people lived and worked. Urbanization and the growth of factory work led to new social and economic systems and created new opportunities and challenges for individuals and communities [5]. In the 20th century, the social environment continued to evolve with the rise of mass media, globalization, and technological innovations. These changes brought new forms of communication and information-sharing and created new forms of inequality and social fragmentation. Today, the social environment remains a dynamic and complex force in human society, shaping the experiences and opportunities of individuals and communities worldwide [6]. A historical perspective helps us to understand how social institutions and systems have evolved and to identify the challenges and opportunities we face in creating a more just and equitable social environment for all.

The social environment plays a significant role in shaping people's behavior. This literature review provides an overview of research on how the social environment influences

behavior. One of the most widely studied social and environmental factors is social norms. Social norms are informal rules that guide behavior in a group or society. Studies have shown that people conform to social norms because they want to be accepted by their peers and avoid social disapproval. For example, a study by Cialdini et al. (1990) found that hotel guests were more likely to reuse their towels when they were told that most guests in the hotel did the same. Another factor that influences behavior is social support. Social support refers to the help and encouragement that people receive from others. Research has shown that social support can positively impact health behaviors, such as exercising and quitting smoking. For example, a study by Sallis et al. (1986) found that people who received social support from their friends were more likely to exercise regularly [1, 2]. Socialization is another important factor in shaping behavior. Socialization refers to the process by which individuals learn their culture or society's values, norms, and behaviors. Parents, teachers, and peers play an important role in socializing individuals. For example, a study by Steinberg et al. (1994) found that parental monitoring was associated with lower rates of drug use among adolescents [1, 2, 3]. The physical environment also plays a role in shaping behavior. Research has shown that environmental cues, such as junk food in a cafeteria, can influence food choices. For example, a study by Wansink and Sobal (2007) found that people were likelier to choose unhealthy foods when displayed prominently in a cafeteria. The social environment plays a significant role in shaping behavior. Social norms, social support, socialization, and the physical environment are all critical factors that influence behavior. Understanding these factors can help researchers and practitioners develop effective interventions to promote healthy behaviors and prevent negative outcomes.

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