

ANNOTATION

dissertation work of Alimbekova Sayagul Kabylbekovna on the topic: "Media dependence: causes and consequences" for the degree of Doctor of Philosophy PhD in the specialty "6D050400 - Journalism"

General description of the dissertation work. The dissertation work is devoted to the topic "Media dependence: causes and consequences". This work is aimed at studying the impact of mass media (mass media) on human life, its social, psychological and cultural state in the modern information society. In the 21st century, the rapid development of information technologies and social media platforms has a great impact on human consciousness and everyday life. In this regard, the problem of media dependence is one of the topical issues in many countries of the world, including Kazakhstan and the USA.

The purpose of the study is to conduct a comparative analysis of the causes, consequences and solutions to these problems among the youth of Kazakhstan and the USA. In the USA, the problem of media dependence has been studied earlier, and certain strategies have been implemented in this country on the culture of using social media and information security. In Kazakhstan, the problem of media dependence is emerging and has not yet been studied.

The main objectives of the study: Comparison of media consumption skills of the youth of Kazakhstan and the USA. Identification of the causes of media dependence. Study of the psychological, social and cultural consequences of media dependence. Comparison of the experience of Kazakhstan and the USA and development of practical recommendations for the prevention of media dependence.

The research method is mixed methods, that is, quantitative and qualitative research methods are combined. Quantitative research is carried out through a questionnaire, in which it is planned to study the time of media use of respondents, the level of dependence and the conditions of social media consumption. In the qualitative research method, in-depth interviews are conducted to identify the internal causes and psychological effects of media dependence. The survey was attended by 150 young respondents from Kazakhstan and 148 from the USA

The object of the study is the media consumption culture of young people in Kazakhstan and the USA, including the impact of social networks and Internet resources on the psycho-emotional state of people, social relationships and quality of life.

The significance of the study is that this study allows for a deeper understanding of the causes and consequences of media dependence in Kazakhstan, as well as

studying the experience of the USA and suggesting ways and effective strategies for preventing media dependence in domestic society. In addition, there is an opportunity to use the results of the study to increase the level of digital literacy of young people and ensure information security.

Research hypothesis:

The main reasons leading to media dependence among young people in Kazakhstan and the USA are social isolation, the need for self-expression, and the level of digital literacy. However, since the USA has developed a systematic information policy and prevention strategies to combat media dependence, the consequences and level of media dependence are relatively milder than in Kazakhstan. Increasing information literacy, active involvement of family and educational institutions in preventing media dependence are effective approaches in both countries.

Main research questions:

1. What is media dependence and what are the socio-psychological reasons for its formation?
2. What are the main causes of media dependence among Kazakhstani youth?
3. How do US youth cope with media dependence and what are the features of preventive measures in this country?
4. What are the similarities and differences in the level and consequences of media dependence among Kazakh and US youth?
5. What effective strategies and information literacy measures can be used to prevent media dependence?

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The 21st century is an era of rapid development of digital technologies and their penetration into all spheres of human life. Today, the Internet and social media have become not only a means of information dissemination, but also the main platform for everyday communication, self-expression and knowledge. The rapid increase in the level of consumption of social networks and media content, especially

among young people, has led to the emergence of a new socio-psychological phenomenon - media dependence.

Media dependence is a condition in which a person becomes excessively dependent on digital platforms, which is characterized by a decrease in activity in real life, psychological distress and social isolation. This problem is currently taking on a global character. Although this phenomenon has not yet been fully studied in Kazakhstan, its relevance is increasing every day. In the USA, the phenomenon of media dependence began to be studied earlier, and prevention strategies and programs aimed at information literacy are widely used in this country.

The main goal of this research is to conduct a comparative analysis of the main factors contributing to media dependence, its consequences, and prevention methods among young people in Kazakhstan and the USA. This study allows us to comprehensively understand the structure of media dependence, taking into account the culture of media consumption, the role of information literacy, and changes in youth psychology.

The scientific relevance of the study is to provide a comprehensive examination of the phenomenon of media dependence from a social, cultural, and psychological perspective, and to provide practical recommendations for domestic media and education policy by comparing the situation in Kazakhstan with international experience. In addition, ensuring the information security of young people, developing effective time management skills, and forming a digital culture increase the social significance of this work.

The concept of media dependence has become an important object of study in modern media and communication sciences. To explain this phenomenon, it is necessary to consider several theoretical approaches. Uses and Gratifications Theory studies the purpose for which people consume media. That is, media consumption is an individual's attempt to satisfy their own needs. Young people use media for emotional support, social connection, information, and entertainment. However, these needs can go beyond the point of becoming addicted to media. According to Media Dependency Theory, individuals and society become dependent on the media system, especially when the need for information increases. The level of dependence is determined by the frequency with which a person receives information from the media and their trust in it. Also, Digital Dependence and FOMO (Fear of Missing Out) is characterized by the need for constant communication on social networks. A person feels left behind by watching the lives of others. This is a factor that increases psychological pressure and strengthens media dependence. According to Social Comparison Theory we defined how young people compare themselves with others

and strive for idealized images on media platforms. This also leads to emotional distress and dependence.

Research on media dependence in Kazakhstan is still lacking. Some works (e.g., Balabekova, 2021; Ergalieva, 2023) have described media consumption culture and digital behavior among young people. However, the socio-psychological consequences of media dependence have not been studied in depth. But in the USA this topic is being widely studied in the USA. For example, Twenge & Campbell (2018) comprehensively studied the impact of social networks on the psyche of adolescents, while Andreassen (2015) described the clinical symptoms of social media dependence. In the USA, specific programs have been developed in the fields of media literacy and digital wellbeing.

Although there are many works on media dependence in the world scientific literature, comprehensive studies that analyze the media consumption culture of young people in Kazakhstan and the USA are very rare. This dissertation aims to fill this gap.

The novelty of the research work. This research work is one of the first to take a comparative approach to the phenomenon of media dependence in the cultural, social and digital contexts of Kazakhstan and the United States. The innovation of the research is reflected in the following aspects:

Analysis through comparative methodology - to identify differences and similarities in the media space of the two countries by comparing the characteristics of media consumption in Kazakhstan and the United States, the causes and consequences of media dependence.

Consideration of the regional context - to provide a different perspective from studies conducted based on Western models, taking into account socio-cultural factors and regional features that affect media dependence in Kazakhstan.

Comprehensive approach - to comprehensively consider the multifaceted nature of media dependence, combining the methods of survey, interview and media content analysis in the study.

Analysis of differences between age groups and social groups - to compare the level of media dependence among different age groups and social strata and determine which audiences are more addicted.

Comparing political and digital regulatory practices – comparing media policy, platform regulation practices, and the level of digital literacy in the US and Kazakhstan to develop recommendations aimed at reducing media dependence.

Conclusion

This study compared the causes and consequences of media dependence among young people in Kazakhstan and the United States. The results show that young people in both countries use the media to satisfy emotional needs, establish social connections, and spend their free time. However, in Kazakhstan, signs of media dependence are more common than in the United States. The reasons for this are low digital literacy, limited alternative social opportunities, and weak development of media culture.

Systematic prevention strategies, information literacy courses, and a critical approach to media consumption among young people in the United States are contributing to the reduction of dependence levels in this country. In Kazakhstan, work in this direction still needs to be developed.