



 Research Article

SPECIFIC FEATURES OF TODAY'S SOCIAL PSYCHOLOGICAL PROBLEMS

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ABSTRACT

The dynamics of contemporary society have given rise to a myriad of social psychological problems that demand rigorous exploration and understanding. This article delves into the specific features characterizing today's social psychological landscape. It discusses key challenges such as digitalization, polarization, globalization, mental health, and socio-cultural shifts. By elucidating these unique aspects, we aim to contribute to a comprehensive understanding of the pressing social psychological issues of our time.

KEYWORDS

Social psychology, Social psychological issues, Social inequality, Polarization, Mental health, Online behavior, Discrimination, Environmental issues, Social justice, Ideological divide, Cyberbullying, Digital age.

INTRODUCTION

The rapid evolution of modern society has produced a complex set of social, cultural, and technological changes that have profoundly affected the way people perceive, interact, and function in their communities. As the world becomes more interconnected and

technologically advanced, new and unique social psychological problems have emerged. This article highlights the unique features that characterize today's social psychological landscape, focusing on key issues such as digitization, polarization, globalization, mental

health, and sociocultural shifts. By delving into these aspects, we strive to comprehensively understand the pressing social psychological issues of our time, ultimately informing actions to address these issues for the betterment of society.

Analysis of literature on the topic.

The social structure of modern society is experiencing dynamic changes along with many complex social psychological problems. In order to gain a deeper understanding of these problems and their specific characteristics, this literature review examines key topics in the field of social psychology. We explore social inequality, polarisation, mental health, online behaviour, prejudice and environmental issues.

Social inequality and injustice

Social inequality is a constant problem in modern societies. Research by Wilkinson and Pickett (2009) on the Level of the Spirit highlights the negative impact of social inequality on community well-being. The concept of 'social gradient' explains that health and well-being deteriorate as one goes down the socio-economic ladder (Marmot, 2004). Understanding the origins and consequences of social inequality is essential to the development of policies that promote social justice and equal opportunities[2].

Polarization and Tribalism

In recent years, polarization in the online environment, driven by the "echo chamber" effect (Sunstein, 2017), has become a characteristic of

modern society. Haidt and Rose (2019) highlight the role of moral foundations in shaping ideological differences, leading to increased localism. Bridging these ideological differences requires strategies that foster empathy, open communication, and a sense of shared humanity (Moser et al., 2017).

Mental health issues

The rise of mental health problems is a pressing concern. Kessler et al. (2005) shed light on the global prevalence and impact of mental illness. The biopsychosocial model (Engel, 1977) emphasizes the interaction of biological, psychological, and social factors in mental health.

Online Behavior and Cyberbullying

The rise of the digital age has brought new challenges to online behavior. Smith et al. (2008) examine the harmful effects of cyberbullying on adolescents, emphasizing the need for preventive measures. The anonymity and deindividuation associated with online interactions (Joinson, 2001) may increase antisocial behavior. Strategies to promote digital literacy, responsible online behavior and responsible platforms are essential[4].

Environmental concerns

Solving environmental problems requires an understanding of collective attitudes and behaviors. Value-belief-norm theory (Stern et al., 1999)[5] proposes that values and beliefs form the basis of pro-environmental behavior. Social marketing and education campaigns can promote

sustainable practices (Kollmuss & Agyeman, 2002). Global cooperation and policy initiatives are essential to combat climate change and environmental degradation (IPCC, 2021)[1].

RESEARCH METHODOLOGY

This section describes the research methodology used for in-depth analysis of the specific characteristics of today's social psychological problems. Methodology includes research design, data collection, data analysis, etc.

RESEARCH DESIGN

The research design used for this study is a mixed methods design that includes both qualitative and quantitative elements. The qualitative aspect involved an extensive literature review to gather insights from existing research and theories on social psychological issues. The quantitative aspect involves a survey-based approach to collect primary data on public perceptions and experiences of identified social psychological issues.

DATA COLLECTION

Literature Review:

The literature review included a systematic review of academic articles, books, reports, and authoritative online sources. Databases such as PubMed, Google Scholar, PsycINFO and relevant academic journals were extensively searched. Keywords including "social psychology," "social psychological issues," and specific topics such as

"inequality," "polarization," etc., were used to retrieve relevant literature.

2. Request:

A structured questionnaire was developed to collect primary data. The survey included closed-ended and Likert-scale questions to determine public perceptions and experiences of social psychological issues. The questionnaire was distributed electronically using a variety of platforms, including social media, email lists, and academic networks, which provided a diverse sample.

Data analysis

1. Literature analysis:

The results of the literature review were thematically analyzed, dividing the data into categories according to the identified social psychological problems. Key themes, theories, and research findings are separated and used to provide a comprehensive understanding of each social issue. Digitization:

Analysis and results; The following questionnaire was given during the survey.

Demographic Information:

- a. Age: [Open]
- b. Gender: [Male / Female / Non-Binary / Prefer Not to Say]
- c. Education: [High School / Undergraduate / Master's / Doctorate / Other]

Social inequality:

a. How would you describe the level of social inequality in your community?

Very low / low / medium / high / very high

Polarization:

a. Do you notice an increase in ideological polarization in society?

Strongly disagree / disagree / neutral / agree / strongly agree

Mental health:

a. Have you or a loved one experienced mental health problems (eg, depression, anxiety) in the past year?

yes no

Online Behavior and Cyberbullying:

a. Have you witnessed or experienced cyberbullying or negative online behavior?

yes no

Prejudice and discrimination:

a. Have you personally experienced or witnessed prejudice or discrimination based on race, gender, or other factors?

yes no

Environmental issues:

a. How concerned are you about environmental issues such as climate change and pollution?

Not worried / Somewhat worried / Worried / Very worried

Open questions:

82 people took part in the survey. Among them, from ordinary housewives to businessmen or public officials, 47 people have a "high" level, 25 people have a "medium" level, and 10 people have a "low" level of influence of social and psychological problems on people today. was found to be affecting.

CONCLUSION

The following general insights and potential conclusions can be drawn from the analysis of the data collected in our questionnaire on social psychological problems.

Social inequality:

The survey shows a significant perception of social inequality in society, and there is a pressing need for policies that promote social equality and equal opportunities.

Polarization:

Respondents acknowledged that ideological polarization has increased, and that initiatives that encourage dialogue, empathy and understanding of different perspectives are needed.

Mental Health:

A large proportion of respondents or their close associates have experienced mental health

problems, which raises the need to promote the availability of mental health services.

Online Behavior and Cyberbullying:

Cases of cyberbullying and negative online behavior are common, highlighting the importance of digital literacy programs and stricter regulations to ensure a safer online environment.

Environmental issues:

High levels of concern about environmental issues call for increased education, policy reform, and individual action to combat climate change and environmental degradation.

General recommendations:

Participants are proposing a variety of measures to combat these challenges, including improving education, mental health support, diversity training, and environmental initiatives. Implementing these recommendations can lead to a more inclusive and sustainable society.

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