



## Social Activity of Urban and Rural Population

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### ABSTRACT

In our modern society, the role of the individual becomes increasingly innovative in the process of social development. People exhibit different levels of social activity at different stages of history. The following research is dedicated to social activity and its connections to society. This connecting link allows for understanding the individual, observing reality, and introspection. An important and relevant topic in our time is the social activity of urban and rural agriculture.

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### Introduction

Modern society always divides mankind into two main groups: rural and urban. Each of these groups has sufficient success, in the sphere of social activity. In this article we consider the differences between the social activity of rural and urban population.

Rural populations, unlike urban populations, live respectively in rural areas where farming is predominantly the main occupation, and often have closer ties with each other as they live in small communities where everyone knows each other. This promotes greater socialization and mutual assistance between residents. For example, a given resident may willingly help his neighbor with work in the field. There are also traditions in the locality that reflect the level of social activity. For example, local festivals and social events may be a meeting place for all residents to socialize, share experiences, and spend time together. Such events contribute to the development of social ties and the formation of interpersonal relationships.

### Materials And Methods

However, world civilization has its own limitations in terms of access to certain services and culture. [5]. In small villages, it is not always possible to attend cultural events, health clinics, or simply walk in the park. On the other hand, the urban population living in cities and large towns has much more social activity compared to the rural population. Cities have many good conditions for socializing, entertainment and education. City dwellers are more likely to attend cultural and sporting events, public places and institutions.

In turn, city life leads to greater anonymity and independence, because in the city people do not always know each other. Social networks and online communities are more widespread in cities, which allow people to find like-minded people, share information and communicate without reference to geographical location. However, just like in rural areas, the city has its own challenges. One of these challenges is the high population demographics, the fast pace of life and some social problems such as a more loyal attitude towards deviant personalities, which leads to an increase in crime in localities. [2]

The term "social activity" has been researched for many years in different fields like sociology, philosophy, psychology and pedagogy. However, so far the definition of this concept can be ambiguous and contradictory. When we talk about social activity, it is important to realize that it can be divided into different types:

labor activity, which manifests itself in the relations of the personality to labor duties, in other words, it is social activity within the framework of managerial activity;

social and political activity, which arises in the political system, where the personality performs functions not only as a worker, but also as a political figure in various degrees;

spiritual activity includes creative activity of a personality, which is the leading part of a dynamic and purposeful process.

It should be taken into account that the increase in social activity occurs only with the use of tools that involve citizens in the decision-making process, modern everyday issues at the municipal level and the provision of necessary living conditions. [1].

The results of the study aimed at determining and comparing the social activity of urban and rural population of Surkhandarya province (Termez, Denov, Shurchi, Sherabad, Baisun, Namuna, Angor) were obtained through online questionnaires of residents (160), taking into account their age and gender in the period from March to May 2023.

The first question of the questionnaire was to find out the attitude of respondents to social activities in general (holidays, festivals, khashar, meetings), and to active participants of these activities. The results showed the following: half of the respondents (50%) believe that people engage in social activities in order to benefit society, while almost the same number of respondents (46.5%) chose the option "for self-assertion", which indicates the importance of social activities for the self-confidence of the individual. Only 1% chose the answer "from nothing to do" and 2.5% were unable to answer.

Social activity can vary in different forms, one of which is participation in social organizations. [4]. So, we decided to find out how many respondents take part in activities, within the framework of public organizations.

In order to find out in which areas social activity is most effective for residents, we offered a list of organizations and asked respondents to write down their answers independently. Here's how the answers were distributed: 31.3% of those who answered positively to the previous question (whether a person participates in public organizations) are firmly in trade union organizations; 13.6% recommend volunteerism; 9.1% joined sports clubs; 14.7% prefer creative groups; 8.1% participate in military detachments. We also identified the possibility for respondents to add their own answer option ("Other"), and this option was used by 23.2% of respondents. It should be noted that most of the independent answers can be switched off already in the direction, as respondents simply specified the name of the organization. This was followed by the question, what means do you use to obtain information of various kinds. Some stated that they prefer to read news in chat rooms on Telegram or get information from their grandmothers. Others noted that they are subscribed to the official page of the region in the social network. Special attention should be paid to the fact that some respondents (7%) noted other sources of information that they use. Thus, we can conclude that the oblast residents most often rely on Internet sources, including social networks and messengers, to get information. The data of the mass survey allow us to draw several conclusions. Firstly, residents actively address socially significant actions and follow innovations in the regions and areas. Secondly, almost half of the respondents are participants of public catering organizations and contribute to useful and significant activities in the society and regions. Finally, it should also be noted that the absolute majority of respondents realize the importance and consciousness of activity and social activity in the life of every citizen.

## Discussion

There are also several significant factors that influence the manifestation of social activity between rural and urban residents.

1- Education: The level of education and access to higher education is usually higher in urban areas, which provides more opportunities for higher education. This can lead to higher social engagement among urban residents as they have more knowledge and skills to participate in social life.

2. Work and employment: Urban populations tend to have more employment and career opportunities, while rural populations are often restricted in their choice of occupation and have more limited employment

opportunities. This can affect economic activity as access to resources and opportunities for participation in public life are limited.

3- Infrastructure and access to services. Urban populations have better access to infrastructure and various vital and recreational services such as health, culture, sports, etc. This can provide more social engagement as people have more opportunities to participate in various activities and have more reasons to socialize with various other people.

1. Social environment: Urban environments are usually more dynamic and diverse, with more social events and opportunities to socialize. This can stimulate the economic activity of city dwellers, whereas in rural areas the social environment may be more limited and inactive and confined to a particular community.

2. Cultural and social values. The manifestation of cultural and social value relations between urban and rural people may also affect their economic activity. For example, there may be a stronger traditional and religious culture in rural areas, which may depend on the activity and low level of agricultural development.

3. Income level: Income level can influence economic activity as access to and opportunities to participate in various activities may be limited for low-income people. Urban populations tend to have higher income levels, which may ensure that they are more socially active than rural populations.

Comparing the social activity of urban and rural populations can be complicated because they have different conditions and opportunities for participation in public life. It is necessary to take into account the contextual factors and characteristics of each population group in order to more accurately assess and compare their social activity.

To improve information support and communication with the population, active use of internet sources, including social networks and official pages of ministries, and trusted news channels and blogger channels (Edu.uz, Kun.uz, Xushnubek.uz, etc.) can be used to disseminate relevant information and feedback to residents. It is also recommended to participate in socially significant events to attract and ensure social activity of residents [3].

Once again, we note that social activity of residents in villages and towns is important for community development and well-being. The following recommendation presents strategies and methods that can help increase the social engagement of residents in rural and urban communities.

#### 1. Creating public spaces

Creating and maintaining public spaces such as parks, squares, community libraries and centers promotes interaction among residents. It is recommended to invest in the development of public spaces, organize cultural and educational events in these places, and support volunteer programs to improve and maintain public spaces.

#### 2. Social events and festivals

The organization of social events and festivals helps to unite the community and stimulate social activity. It is recommended to support and fund the organization of a variety of events, from fairs to cultural festivals, to encourage local initiatives in the creation and implementation of events, to attract local artists, musicians and cultural figures to participate in festivals.

#### 3. education and information resources

Increasing the education and awareness of residents can facilitate their participation in community life. It is recommended to develop educational and cultural exchange programs, provide access to information resources through public libraries and the Internet, and hold educational events and seminars on relevant topics.

#### 4. Participation in decision-making

Involvement of residents in the decision-making process related to the development and management of the community can increase their social activity. To achieve this goal, it is necessary to create feedback and dialogue mechanisms between the authorities and residents, organize public hearings and consultations, encourage participation of residents in local self-governance bodies.

#### 5. Development of digital technologies

### Conclusion

The use of digital technologies such as social networks and mobile applications can facilitate communication and coordination. [3]. This requires training residents to use digital platforms for communication and

information exchange, creating online platforms for discussion and coordination of initiatives, and developing mobile applications to facilitate interaction.

These scientific recommendations can serve as a basis for the development and implementation of programs to increase social activity of rural and urban residents. It is important to adapt them to the specific needs and characteristics of each community.

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