

Sociopsychological Examination of the Manifestation Traits Linking the Crowd Phenomenon to Socialization in Management

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Abstract

In the modern world, which is characterized by complex dynamics of development, it is conditioned by various systems of socio-political structure and management, life activity technologies, and the cultural value system of peoples and individuals. Many dialectical contradictions and difficulties are revealed. Specific to human development unique historical, ethnic and national combined with common patterns uniqueness, characteristic individuality of cultures and civilizations with specific forms of management culture of individual peoples and countries organically interrelated. However, the processes of monopolization, integration and internationalization of financial, industrial and informational capital.

Changes are taking place in the politics, forms, and technologies of public administration in the conditions of globalization, which is characteristic of it. One of the reasons for increasing the effectiveness of state and global management is that man-made civilization destroys the basic mechanism of self-regulation in nature, causing an ecological crisis that lowers the quality of human life. Global economic challenges, financial and food crisis, global warming, national and international security issues, respect for the interests of the parties, their unity new, scientific and require the development and agreement of logically based approaches does. The "safe development" paradigm of modern civilization is a creative synthesis of Western and Eastern philosophies of life, a new cultural approach that ensures sustainable development, mutual understanding, cooperation, mutual assistance, and the progress of humanity, which is impossible without faith, consent and respect for human dignity. Involves the development of technologies. Information obtained by the mass is of paramount importance. Thus, generally accepted rules in society are often accepted without any discussion.

It was found that such a flow of information spontaneously spreads and, in many cases, does not necessarily reflect the true attributes. In such a situation on interpersonal relationships there can be a certain crisis situation that can lead to the emergence and aggravation of social conflict. Of course, such an environment cannot be considered a stable and productive work. The management of mass psychology should support the protection of individuality and common interests. Discrimination among employees and management is not allowed. Mass psychology is based on purposeful characterization of emotional state and objective relations of attention in interpersonal relations. A crowd refers to a disorganized group of people in unstructured contact with interpersonal relationships. The psychological effect that the crowd has is characterized by high reality and consistency of social perception. In the article, general analyzes were made in this field, and suggestions and recommendations were mentioned referring to the works of local and foreign authors.

Keywords: management; mass psychology; interpersonal relationships; socialization; mass phenomenon; social conflict

Соціально-психологічна експертиза ознак прояву зв'язку феномена натовпу з соціалізацією в управлінні

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Анотація

У сучасному світі, який характеризується складною динамікою розвитку, це зумовлено різноманітними системами суспільно-політичного устрою та управління, технологіями життєдіяльності, системою культурних цінностей народів та особистості. виявляється багато діалектичних протиріч і труднощів. Специфіка розвитку людства унікальна історична, етнічна та національна в поєднанні з загальними закономірностями неповторність, характерна індивідуальність культур і цивілізацій зі специфічними формами господарювання культури окремих народів і країн органічно взаємопов'язана. Проте процеси монополізації, інтеграції та інтернаціоналізації фінансового, промислового та інформаційного капіталу.

В умовах характерної для нього глобалізації відбуваються зміни в політиці, формах і технологіях державного управління. Однією з причин підвищення ефективності державного і глобального управління є те, що техногенна цивілізація руйнує базовий механізм саморегуляції в природі, спричиняючи екологічну кризу, яка знижує якість життя людини. Глобальні економічні виклики, фінансова та продовольча криза, глобальне потепління, проблеми національної та міжнародної безпеки, дотримання інтересів сторін, їх єдність є новими, науковими та вимагають розробки та узгодження логічно обґрунтованих підходів. Парадигма «безпечного розвитку» сучасної цивілізації – це творчий синтез західної та східної філософії життя, новий культурний підхід, що забезпечує сталий розвиток, взаєморозуміння, співпрацю, взаємодопомогу та прогрес людства, який неможливий без віри, згоди. і повага до людської гідності. передбачає розвиток технологій. Інформація, отримана масою, має першочергове значення. Таким чином, загальноприйняті в суспільстві правила часто приймаються без будь-якого обговорення.

Було виявлено, що такий потік інформації поширюється спонтанно і, у багатьох випадках, не обов'язково відображає справжні атрибути. У такій ситуації на міжособистісних стосунках може виникнути певна кризова ситуація, яка може призвести до виникнення та загострення соціального конфлікту. Звичайно, таке середовище не можна вважати стабільною і продуктивною роботою. Управління масовою психологією має підтримувати захист особистості та спільних інтересів. Дискримінація між працівниками та керівництвом не допускається. Масова психологія базується на цілеспрямованій характеристиці емоційного стану та об'єктивних зв'язків уваги в міжособистісних стосунках. Натовп означає неорганізовану групу людей у неструктурованому контакті з міжособистісними стосунками. Психологічний ефект, який чинить натовп, характеризується високою реальністю і постійністю соціального сприйняття. У статті зроблено загальний аналіз у цій галузі, висловлено пропозиції та рекомендації щодо праць вітчизняних та зарубіжних авторів.

Ключові слова: менеджмент, психологія мас, міжособистісні стосунки, соціалізація, масове явище, соціальний конфлікт

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Introduction.

The relevance of the material. Crowd psychology is a fairly organized and consciously structured human community with blurred boundaries and consisting of formal relationships, although it is not stable from a psychological point of view. social philosophy. The masses cannot maintain direct and stable relationships between individuals. From this perspective, the masses act as a subject with many different socio-cultural characteristics. Mass psychology arises from the dissemination of information to people and is characterized by a significant variety of interpersonal relationships, formed at every level of the social hierarchy. Mass is situational and is characterized by the presence of distance in the contact line.

Crowd psychology has several important features, one of which is characterized by components of the socialization process, and its main features are distinguished as follows:

- the introduction of an individual into the composition of a crowd that is bound to be irregular in nature and manifest as the result of contingent relationships;
- the situation in a crowd is social, that is, interpersonal relationships do not specifically exist outside of social activity;
- the social nature of a crowd is determined by the diversity of social units in interpersonal relations and by the fact that individuals who are part of a crowd are not independent;
- the subject of socialization existing in interpersonal relations within the group exists outside the group;
- socialization in intra-group relationships is included in the composition of uncertain quantity a quality;
- the process of socialization in crowd changes depending on specific circumstances.

The purpose of the research is to conduct a socio-psychological analysis of the manifestation characteristics of the relationship between the mass phenomenon and socialization in management. The social emotional state created by the mass phenomenon in interpersonal relations and the objects of general attention, unstructured and unorganized interpersonal relations characterized by the general effect of socialization in mass psychology, mechanisms of socialization and their facts, the place of socialization in interpersonal relations in the mass, signs of social dependence in mass psychology, and the concept of mass in management in general study in a related manner is also considered as the general goal of the research. There are also a number of important tasks set in connection with the study of the mentioned priorities, which can be distinguished as follows:

- to provide a socio-psychological interpretation of the mechanisms that influence the formation of the crowd and the increasing mutual emotional effects;
- to determine the mechanisms influencing the realization of social behavior of the personality -to determine the components of social relations in intra-group relations;

-to analyze the concept of mass from a socio-psychological point of view;

-to describe and analyze the psychological portrait of the factors of dependence of a person from the crowd;

-to study the socio-psychological features of intra-group conflict and social conflicts.

Interpretation of the principal material.

In control, the principal socio-mental capabilities of mass psychology and the mass phenomenon act as a really influential and essential factor. Mass psychology can supply an effective end result relying at the truth that the aware hobby of people in interpersonal members of the family is united with their voluntary qualities. So, if the involuntary hobby of the group phenomenon is changed via way of means of voluntary hobby, crowd psychology may be taken into consideration a suitable situation for interpersonal members of the family. According to Gustave Le Bon, the group has 3 predominant characteristics. First, the group unleashes the aware instincts inherent in man. That is, the instincts that people suppress whilst they're by me are found out once they input a crowd. The motive for that is the anonymity furnished via way of means of the group. In this manner, people have the possibility to explicit their constrained conduct without worry of punishment. However, it's miles viable for people to act on this manner if all of the those who make up the group behave on this manner. Because best on this manner the group can make sure anonymity. From this factor of view, it could be stated that one of the motives for the extrude of human conduct withinside the crowd is that feelings and mind are contagious. From this we are able to come to the belief that withinside the control machine the hundreds are extraordinarily open to the hints made via way of means of the people. A good enough version of the group acts now no longer as a mass of people, however as a primary criterion. The difference of the "mass" class changed into first made via way of means of the French psychologist Gabriel Tarde. In his propositions, he insisted that "the mass cannot be equated with the general public", due to the fact if the mass is the bodily cohesion of people, the general public is a notably dispersed shape of people; whilst the previous is greater intolerable, the latter is passive and greater civilized (Azimova, 2014).

As a socio-psychological concept, the "mass" phenomenon, which ensures the emergence of individuals in general, by chance or regardless of any other reason, does not depend on a number of national criteria, socioeconomic and gender differences. On the contrary, the mass phenomenon is characterized by the fact that the personality as an individual goes into the background, playing a key role in management, and its feelings and thoughts can be directed and changed in a known way. The mentioned are considered to be one of the main features characterizing the concept of mass phenomenon. Self-awareness is one of the socio-psychological mechanisms that ensure the study of the relationship between the

concept of mass phenomenon and socialization in management, the stabilization of the general business socio-psychological situation, the regulation of individual or mass activity and the purposeful, non-argumentative and oriented influence on it. Self-awareness is one of the important qualities that attract attention. Thus, since the personality forms a system of ideas about itself in the mind, the lack of common tendencies in interpersonal relations can lead to a relatively low level of information exchange (Bayramov, & Alizade, 2006).

Due to the formation of new tendencies in XX psychology, global issues such as the emergence of important characteristics of the personality in the social group environment, the radical change of intergroup relations, the transformation of communication culture into the main problem of the information age, the actualization of social cognition, human health, personality, ecology and legal problems have emerged. One of the mentioned issues is related to the study of personality. Thus, the problem of identity is essentially studied by all social sciences, as well as social psychology. There are issues of the personality problem, the study of which is considered one of the priority areas of social psychology. Issues related to the study of personality in social psychology are regulated systematically, that is, within the framework of intragroup relations and depending on the characteristics of the activity shown in the collective. Thus, it is extremely important for a person to optimize himself in the field of communication and advance in the culture of communication. The mentioned indicator also serves to form a healthy psychological environment in the collective that improves interpersonal relations and to eliminate a number of actual socio-psychological problems in the process of personality socialization. Socialization of personality is a multifactorial process, and formal groups are considered one of its main institutions. Regulation of an individual's own social behavior has a very important meaning not only for the individual, but also for small and large groups and society in general (Frankl, 2009).

There are different aspects of the socialization process. The most important of them is directly related to the assimilation of group experience and the formation of socially important qualities of personality in this process. As the personality is influenced by the society of which it is a part, it also shows reactions according to its social norms, which can be called the rules of social behavior of this person. The same characteristics also include the norms of behavior and attitudes that the individual exhibits in the group. A person's behavior in a group is regulated by his/her cultural, personal, socialization, communication and interaction characteristics. In this regard, we can note that social behavior regulates the activity of a person in a group (Seyidov, 2011).

The main socio-psychological conditions of the connection of the mass phenomenon with socialization in management are the freedom of people to make

responsible and joint choices, free communication and freedom of behavior, as well as the real socio-psychological directions that increase their social status thanks to the high scientific knowledge obtained, awareness of the selection of socialization tools, during adolescence and youth, it is regulated by providing assistance in the selection and implementation of socialization methods, the early entry of the personality into social-active activities and the acquisition of social experience, the formation of the personality in the favorable social environment of the main social institutions, and the provision of dynamism in the groups where the socialization of the personality is carried out. The concept of socialization, in general, is the process of developing a person's socio-psychological potential and its result (as a result, the individual acquires knowledge, the social knowledge system, norms and values of society, organizations), that process also applies to managers. Of course, modern scientific and technical innovations, development-oriented development, repetition of social experience processes, education, training, and the impact of external influences on people are of great importance here (Guliyeva, 2018). Socialization, as a system of individual and social relations, provides the perception of information by covering various norms and forms of behavior, including assimilation of values as a process. Socialization is a process of interaction that stimulates the transformation of personality from an asocial subject to a social subject, ensures easy adaptation of a person to any environment, and establishes a stable and sustainable road map of social development. The process of socialization includes social norms, stereotypes, social relations, social relations of a person, communicative skills, perception and interaction characteristics. There are relevant sources, facts and mechanisms of socialization. A person's self-improvement, regulation of interpersonal relations and expectation of correct communication rules are considered to be one of the main features that ensure his socialization. The source of socialization is the formation of interpersonal relations due to appropriate social means, the participation of a person in the process of social perception and interaction, the stability of mental functions and the control of a person's personal behavior (Seyidov, 2013).

Socialization is the process of acquiring social roles in the society to which a person belongs. At this time, the social quality of the society affects it. Socialization is the process of personality formation. Here, the acquisition of education, values, social norms, moral behavior, behavioral patterns is the main condition and factor. However, in some cases, the above values of the society and the life position of the individual may not match. Therefore, socialization finds its confirmation in concrete activity, communication and self-awareness, as well as in the social belonging of the personality, social role and self-evaluation. The mechanism of human sociology consists of the following:

- 1) decision-making;
- 2) defining the goal;
- 3) mobilization of internal resources;
- 4) selection and construction of various strategies of behavior (Guliyeva, 2018, p. 125).

Situations where people gather together in a group, or any topic is the target of communication of many people at the same time are considered the main characteristics of the crowd phenomenon. Such a pattern of behavior manifests itself as a mass phenomenon. As a result, it can be noted that the manifestation of the mass phenomenon depends on the nature of the event, the systematic arrangement of the set goal, the phobias of the person, ontological beliefs and the driving force of the personality. The mass phenomenon can succeed in repeating different types of events at a consistent rate. The behavioral concept of mass phenomenon has no intuitive boundaries. Regardless of the size of the crowd, it has the characteristic of emphasizing a single psychological or social process such as fear or mobilization. The movement orientation of the crowd as a mobilizing force is somewhat analytical, and the "crowd phenomenon" is also considered a visible expression of the socially approved role behaviors of a large number of people. From this point of view, the mass phenomenon can also be called a social human movement. A human movement can be political, economic, religious, revolutionary or reformatory in nature, and the people who make up the crowd are based on certain customs and practices (Bayramov, & Alizade, 2003).

Man wants to distribute his energy and tries to attract followers. At this time, a person shows a certain rational behavior and wants to create a unique system. Based on all mentioned, we can say that the mass is engaged in standardized activity. At the same time, the crowd expresses purposeful, active, extreme and adaptive behavior. The mass phenomenon also has the property of accelerating the process of disintegration of obsolete civil rules and creation of new ones. It is from this point of view that the concept of crowd phenomenon is used to penetrate deeper into interpersonal relations and human psychology and to determine to what extent the ideas that are widely imitated have influence on him. It is impossible to control the mass phenomenon only by rules based on theoretical facts. The mass phenomenon has such a characteristic feature that it cannot be controlled without creating an appropriate impression in interpersonal relationships and without revealing attractive features. The mass phenomenon is controlled by the mass elite. The mass phenomenon is an important tool for establishing power over the group. The mass phenomenon has the following socio-psychological characteristics:

- suppression of a person's sense of responsibility for his actions in the group;
- increase in business proposals given in the group and decrease in effectiveness of counter proposal mechanisms;

- emotional perception of reality;
- the emergence of a sense of power and anonymity.

The crowd phenomenon is characterized by the frequency and regularity of mass events and the polarization of attention, as well as the identification of individuals with the group. The term mass phenomenon covers the change of cultural norms, growth, behavior, information circulation and many other social and cultural attributes and processes of a large group of people.

There are many features that interpret the mass phenomenon as a concept from a sociopsychological point of view. Let's take a look at some of them. The large number of individuals that make up the structure of the mass phenomenon is not the main feature that determines its emergence and does not characterize the concept of the mass phenomenon. From this point of view, one of the most important features determining the concept of the mass phenomenon is related to the analysis of the fact that individuals are similar in terms of ideas and emotional connection. "Not wanting to stand out from the crowd forces us to make bad decisions." Scientists of the "Informatics and Automation Research Institute" of the Sorbonne University of France and the University of Exeter came to such a conclusion. They believe that people trust the opinions of others more than their own personal feelings (Conflictology as a science and teaching subject, 2006).

Another important feature that determines the mass phenomenon structurally and qualitatively and encourages the individual to put his personal qualities in the background is the predominance of involuntariness in intra-mass relations. This is one of the characteristics that characterize the causes of social conflict in management. The study of conflict as a social system and the creation of its social theory coincided with the second half of the 19th century. Herbert Spencer (1820-1903), an English sociologist, wrote the work "Fundamentals of Sociology", which allowed to create a general and universal thesis of conflict. In this work, H. Spencer noted that the struggle for survival, conflicts between individuals and groups promote balance in society and ensure the process of social development (Conflictology as a science and teaching subject, 2006).

The emergence of social conflicts in interpersonal relations is precisely related to the nonfulfilment of the mentioned demands. Since man is a public and social being, the emergence of conflict situations is specific for his field of activity. Conflict situations are family, domestic, social, political, interethnic, inter-state, etc. is characterized in different ways. When a man's power over man is established, the interpersonal «defense zone» is broken, and the mentioned case replaces ordinary conflict with social conflict.

First of all, let's note that social conflicts are subjectively social and mutual as a type of activity performed by individuals, groups and organizations, which is not considered a "pathological deviation", but

a normal aspect of collective life. Cooperation and social conflicts, struggle and consensus manifested in intra-group relations are interrelated processes and are closely related to each other. This system is characterized as an integral part of society.

The most common forms of social conflict in interpersonal relations within the crowd are considered the highest stage of the development of mutual conflicts characterized by the clash of positions in society between people, social groups, interpersonal interactions, as well as interests and goals aimed at conflict between subjects. Conflicts can take place covertly or openly. If there are no signs of agreement or reconciliation between the parties, the process may escalate. A social conflict is a struggle (confrontation) between 2 or more subjects for wealth tendencies. Social conflicts are also understood as conflicts related to the struggle for resources. Social conflicts to one degree or another may be regulated by institutional frameworks accepted by their participants, or they may not have such frameworks. There are a number of reasons that create conditions for the emergence of social conflicts, the most important of which is considered to be the struggle for wealth pursued by social groups and political elites. These types of conflict are characterized by violent features that are somewhat difficult to regulate (Le Bon, 1995, p. 39).

Conflicts are distinguished based on various criteria as follows:

- short and long-term or persistent conflicts;
- global and international conflicts;
- national and local conflicts,
- political, economic and labor conflicts;
- socio-cultural and national-ethnic conflicts;
- family, internal and extra-family conflicts;
- ideological and moral conflicts;
- conflicts based on legal relations;
- intragroup and intergroup, including intergroup conflicts;
- intentional and spontaneous conflicts;
- violent (military, armed) and non-violent conflicts;
- successful and unsuccessful conflicts;
- constructive and destructive conflicts (Canetti, 2021, p. 14).

Conclusions.

Social conflicts can have different sources. A number of material goods such as social prestige and their distribution have a special character as objects of conflict. Such wealth necessitates the emergence of social conflicts as the main demand of various social groups and political elites. In general, the main cause of social conflicts is related to the non-payment of demands for resources such as power, wealth in the collective, primacy and leadership (social influence) (Le Bon, 1995, p. 27).

The result. It is properly diagnosed that the personality, which includes numerous social and private tendencies, as an individual, integrates numerous considerable societal tendencies. As a result, the

personality, which embodies many social tendencies, develops at a regular pace, modifies occasions in life, takes on a wonderful essential position in complex occasions, and in the long run has the strength to form society's course. One considerable issue of mass psychology is the mass phenomenon, which has the strength to profoundly effect human psychology. Anonymity, intellectual retardation, low IQ, sturdy motion tendencies, social norms, anxiety, and suspicion are traits of mass psychology. Sigmund Freud claimed that the traits of the mass phenomenon, like concept-to-concept transitions and a propensity for spontaneous or primitive unfolding, are regular of regressive times. In different words, choices made with the aid of using the loads might also additionally often be primarily based totally on uncooked data. Contemporary observe has discovered that interpersonal relationships internal crowds have the subsequent tendencies:

- Extremely touchy and mawkish mind-set closer to outside occurrences;
- Low-degree rational assessment in addition to low-degree criticality;
- A decline in experience of accountability, inner anonymity of the self, and a weakening of identity;
- Alternatively, the tendencies of thinking about times of developing self-guarantee in one's personal internal strength and always performing in live performance with others.

The formerly stated traits can rise up in numerous contexts and levels of relationships within the crowd. Not all the traits of the "mass phenomenon" are obtrusive in intra-mass family members. According to this perspective, the essential concepts of interpersonal relationships function the muse for intra-organization relationships. The many components of the interplay among the mass phenomenon and socialization in control is probably classified as follows primarily based totally on our analysis.

The majority of the human beings worried within the mass phenomena are nameless, and the veracity of the data they disseminate can be erroneous.

There are infrequently any authentic interpersonal relationships among the human beings within the crowd.

In many situations, people of a crowd can't act together individuals of the organization vary in phrases in their monetary occasions, social standing, and expert and cultural levels. People in a crowd typically have one-of-a-kind bodily attributes from one another.

The suitable mind-set of the chief closer to enterprise hobby and interpersonal family members is the important thing to revealing the considerable components of the group phenomenon in control, comparing it socially, and guiding the control system in a extra green direction. In order to set up a nice mental and expert environment within the organization, the chief have to prevent pressure, bias, and mental abuse of any type directed at

any individual. They additionally want to behave with equity and appropriateness. This approach, which yields favorable results in any field, consisting of control, allows one to constructively make contributions to the state's creation of society in addition to the inner troubles of any enterprise.

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