



# Today's Sigma Generation Society: The Future Influenced by Social Media

**Madraximov Alisher Usubjon Ugli**

Research Fellow at The Institute Of Socio-Spiritual Studies Uzbekistan, Tashkent

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\*Correspondence: Madraximov Alisher

Usubjon Ugli

Email: [aliyusufjonovich@gmail.com](mailto:aliyusufjonovich@gmail.com)

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**Abstract:** This study explores the emergence of the "Sigma Generation," a social category shaped by digital technologies and social media. The research investigates the psychological and sociological characteristics of Sigma individuals and their impact on modern society. A qualitative research approach, including content analysis and comparative studies, is used to understand the evolution of digital identity. The results highlight the increasing influence of online interactions in shaping individual behavior, leading to shifts in social structures and interpersonal relationships

**Keywords:** Sigma, Alpha, Beta, Gamma, Social Network, Society, Virtual World, Generational Theory, Six Sigma.

## Introduction

In recent decades, the Internet has gradually become one of the primary tools shaping social perspectives and social reality. The impact of globalization, informatization, and digitalization on individuals and society knows no boundaries and defies conventional understanding of reality. Consequently, the clash of political, economic, social, spiritual, and ideological views in the virtual world has taken the struggle for human consciousness to an even more complex stage. Digital technologies and social networks have become pervasive, emerging as new conduits of social interaction (Ask K., 2018). This proliferation of information-transmitting networks and the expansion of the Internet have been particularly pronounced. The annual growth in Internet users and media consumption is of significant concern. For instance, in 2022, the global population spent a total of 12.5 trillion hours on the Internet. According to estimates from 2023, the number of individuals utilizing the Internet has reached 5.16 billion, thereby signifying a substantial augmentation in the intensity of traffic on the information superhighway. The global network comprises 1.7 billion websites, with the emergence of 7 million new web pages recorded on a daily basis. The proliferation of communication channels, such as phone calls and private messages, has also reached an unprecedented scale. The competition for people's attention is manifesting in the widespread use of influence techniques such as propaganda, persuasion, and

manipulation, as well as an increase in sensational news and rising expenditures on advertising (Жымаева С., 2023).

## Methodology

The advent of digital technologies, particularly social networks, and their utilization for beneficial purposes by individuals is unquestionably a positive phenomenon. However, it is of equal importance to analyse their harmful aspects and be aware of their dangers. In a September 2023 interview with GQ magazine, renowned director Martin Scorsese described the protagonist of his film *Taxi Driver*, Travis Bickle, as 'a lonely, dangerous, nervous, psychologically unstable individual who engages in antisocial behavior' (GQ, 2023, September 25). The director further elaborates on this perspective, underscoring the contemporary resonance of such characters and their implications for societal issues. The film's depictions of these challenges have gained renewed relevance in the era of social media and the internet, where issues such as social alienation, misogyny, loneliness, and psychological distress have intensified and become more pressing.

The present study explores the emergence of 'sigma' individuals, a phenomenon that has been increasingly prominent under the influence of social networks. The majority of these individuals belong to the younger generation, and according to generational theory, 'sigma' personalities are primarily associated with the 'Y' (Millennials) and 'Z' (Zed or Zoomer) generations. Members of Generation Y were born between 1984 and 1996. The term 'thumb generation' is used to describe this group due to their heavy reliance on smartphones. Their perception of ambition and success differs from that of previous generations. In many cases, they dislike starting their professional careers from the lowest levels and instead hope to be promoted after a few years. Their primary weakness lies in their strong focus on rapid advancement.

The generation known as 'Z-Zed' comprises individuals born during the period of postmodernism and globalization (1996–2010). They are frequently characterized as having been 'born with a smartphone or tablet in their hands'. The upbringing of 'Zoomers' is influenced not only by their parents but also by various social networks and bloggers. In contrast to previous generations, they tend to lack experience in working within a team (Хусаинова Н., 2024, №4). This is primarily due to their lack of experience in working within a team, which has been compounded by their dependence on various gadgets and networks, where they find a sense of community.

The research was conducted using materials presented in socio-philosophical books, official websites, and scientific articles, as well as through comparative analysis and historical methods. The aim of the research was to explore the significance, function, and role of social networks in shaping today's 'sigma' generation.

## Result and Discussion

### The Meaning and Applications of the Concept of 'Sigma'

As a result of scientific progress, various concepts from different fields of study have become commonly applied across disciplines due to their external similarities, functional roles, and the conclusions they generate. For example, the words 'social' and 'network' in the phrase 'social network' are used in social philosophy, political science, physics, and

computer science. A similar phenomenon is observed with the term 'sigma', which has gained extensive popularity in the fields of physics and mathematics, business and management, as well as social and psychological studies.

Sigma is the eighteenth letter of the Greek alphabet (Sigma, lowercase:  $\sigma$ ) and is derived from the Greek word 'sizo'. It is predominantly employed in mathematics, statistics and other scientific disciplines to denote a variety of specific concepts and expressions (Goong.com, n.d.).

In the disciplines of Physics and Mathematics. In the field of physics, standard deviation is denoted by the letter Sigma. The root mean square deviation is a method of estimating the distribution of values obtained from measuring certain parameters, and is denoted by the symbol  $\sigma$  (Sigma) (Kalandarov P.I., 2023). The symbol is also employed to denote a variety of physical quantities, including but not limited to electrical conductivity, surface tension, and stress.

In the field of mathematics, the symbol 'Sigma' is employed to denote the process of summation in statistical analysis and mathematical calculations. Within the context of statistics, 'Sigma' assumes the role of representing 'standard deviation', a concept signifying the extent of variability or dispersion in a data set. A high value of 'Sigma' indicates that a significant proportion of data points deviate substantially from the mean value, whereas a low value of 'Sigma' suggests that the data points are predominantly concentrated around the mean value.

In the field of Business and Management. In this field, the concept of Six Sigma is employed as a management system with the objective of optimising business processes and eliminating defects. This system was developed by General Electric (GE) and Motorola.

Six Sigma is a process improvement methodology and a statistical concept that seeks to identify variations inherent in any process, with the objective of enhancing efficiency and quality within companies. The core principle of Six Sigma is that variations in a process can lead to errors, and potential mistakes may eventually result in product defects. Such defects, whether in manufacturing or service delivery, lead to lower customer satisfaction. The Six Sigma methodology works by minimizing variability and reducing opportunities for errors, ultimately decreasing process costs and improving customer satisfaction (Buffalo WY., 2018).

In Social and Psychological Fields. In recent years, the term 'sigma' has seen a marked increase in usage on the internet and social networks. This concept refers to an 'independent man outside the alpha-beta social hierarchy'. Linguist Evgeny Smirnov elucidates: 'The word 'sigma' recently entered youth slang. It is used to describe young individuals who prefer solitude, follow their own path to success, and do not conform to commonly accepted norms' (Андреева Л., Данкиди Ж., Цепляев В., 2025), – explains that.

Sigma is not merely an individual who disregards those around them; rather, they are a person endowed with distinctive capabilities. This grants them the capacity to adhere strictly to their own selected principles and convictions, as opposed to seeking the endorsement of others (Полякова Е., 2024).

## **This Paper Sets Out To Explore The Various Types Of The ‘Sigma’ Generation And The Role Of Social Networks In Its Formation.**

The role of social networks and the internet in shaping the new generation has become increasingly evident. Consequently, the physiological, psychological, political and legal perspectives that typically form in an individual are undergoing deformation. By the mid-2010s, uprisings in the Middle East enhanced the internet's reputation as a technology of freedom; however, the utopian potential of the internet gradually faded. The advent of global surveillance networks, forged through the collusion of state and corporate actors, has transformed the digital sphere into a milieu in which social media algorithms have been shown to facilitate the propagation of misinformation and conspiracy theories. Rather than fostering democratization, the internet has been shown to intensify political polarization and contribute to the proliferation of violent provocations. In the context of political rights, these technological advancements and the social conditions they have engendered have provided a conduit for the dissemination of ideologies of hatred and division (DeCook, 2018). Consequently, a novel category of individual, designated ‘Sigma’, is coming to the fore within society.

The theory of categorizing individuals into Alpha, Beta, and Gamma types is associated with psychology, sociology, and evolutionary biology. From a socio-psychological perspective, the presence of Alpha individuals is crucial for a teacher, since the behavior of an Alpha can be used to determine a group's interest in a topic. If the Alpha is engaged, the rest of the group is likely to mimic their behavior and show equal interest in the subject. The presence of an Alpha in a group setting enables the teacher to regulate group dynamics and interact more effectively with the class by leveraging the Alpha's influence, as most of the group tends to align with the Alpha's position and interests. This facilitates learning and engagement.

In a similar vein, the presence of Beta students within a group can be considered a natural occurrence. These individuals have attained a level of expertise in specific domains. Within an educational context, they are students who demonstrate strong academic performance or arrive well-prepared for lessons. While not directly affiliated with the group, Beta students possess skills or knowledge that are of significant value to the group. These competencies may encompass areas such as computer technology, art, entertainment, or communication. The possession of such expertise enables them to maintain a closer proximity to the Alpha, notwithstanding occasional setbacks.

Moreover, the group comprises Gamma students as well. The primary focus of a Gamma is on academics; they frequently do not engage in non-academic group activities and typically exhibit a lack of strong ambitions. Collaborating with them is relatively straightforward, as they pose questions related to the subject and meticulously prepare for lessons (Гаркун Е.С., Сорока Н.А., 2015).

The present study has identified a correlation between the rise in the number of individuals exhibiting Sigma characteristics and the increasing influence of social networks. The following characteristics have been identified as indicative of Sigma individuals: Independent and non-conforming to social norms and mass interactions. Disinclined to

pursue leadership, yet exhibiting a strong personality. Preferring independence to social interaction, despite having friends and social groups. Self-confident and disciplined. Prone to solitude.

Sigma individuals demonstrate independence from social systems, a reluctance to seek leadership, and a strong sense of self-assurance that guides their actions. Additional characteristics include:

- Independent decision-making, unaffected by societal or group pressures.
- A unique path, carving out their own path, neither following nor leading.
- Resilience in the face of limited social interactions.
- No desire for leadership, but the ability to influence others.

It is also noteworthy that Sigma individuals frequently exhibit introverted tendencies and demonstrate a preference for solitary work.

In the contemporary era, characterized by the pervasive influence of social networks, there has been a notable emergence of the mesosphere. This phenomenon has given rise to a space where users engage in the expression of misguided, gender-based, and at times, hazardous ideologies.

These ideologies are disseminated through various digital platforms, including blogs, websites, and forums that serve as conduits for such views.

**Table 1.** Characteristics, Social Role and Leadership Aspiration

№	Types	Characteristics	Social Role	Leadership Aspiration
1	Alpha	Leader, dominant, enjoys being the center of attention	Leader	High
2	Beta	Adapts to rules and society, obedient personality	Member	Low
3	Gamma	Socially excluded, often rejected	Outsider	Very low
4	Sigma	Independent, not bound to social structures, follows own path	Unaffiliated with any system	Low

In the contemporary context, inquiries into the formation and factors influencing Sigma individuals are pertinent. These inquiries can be methodically categorised as follows:

#### **A. Psychological Factors:**

- *Independence in Childhood* – Sigma individuals typically acquire the capacity for autonomous decision-making from an early age.
- *Individualistic Worldview* – They place significant emphasis on personal values and an independent way of life.
- *Intrinsic Motivation* – Sigma individuals demonstrate a strong tendency to rely on their internal goals and principles rather than external influences.

#### **B. Social factors:**

- *Lack of desire for leadership* – the subjects have no interest in issuing orders or managing others.
- *Resistance to group pressure* – they do not feel obliged to conform to the majority.



### C. The Impact of Social Media

- *Modern societal demands* – the advent of digital technologies and the increasing prevalence of remote work have engendered a favorable environment for Sigma individuals.
- *Freedom in the virtual space* – these individuals feel unrestricted in social media platforms.
- *Virtual socialization* – they establish social interactions through online networks.
- *Having their own world* – social media and the internet as a whole create a virtual reality, allowing Sigma individuals to build their own personal space within it.

### The Impact of the ‘Sigma’ Generation on Society

The increase in the number of ‘Sigma’ individuals in society has been demonstrated to result in a rise in social issues and a tendency to prioritize personal positions in addressing global, regional and local problems. Sigma individuals are not conventional leaders, yet they can still exert a strong influence on society. They are frequently entrepreneurs, artists or researchers.

Sigma individuals are characterized by high self-respect, leadership qualities, and confidence in their abilities. They are not averse to making decisions and accept full responsibility for their actions. In the contemporary context, Sigma men consider the following figures to be prototypes:

Elon Musk is a notable figure in the business world who has eschewed conventional corporate practices, adopting an independent approach to thinking and innovation. His roles as Chief Executive Officer of both Tesla and SpaceX have been characterized by his propensity to make high-risk decisions and his unwavering commitment to his convictions, despite facing significant opposition.

Keanu Reeves has cultivated a persona that eschews the trappings of fame, preferring to maintain an independent and self-directed lifestyle. His personal life remains largely private, a choice that aligns with his commitment to autonomy and self-governance. This approach, coupled with his enigmatic public persona, engenders a heightened level of admiration from others, further solidifying his status as a highly sought-after figure in the public eye (Акимова О., 2025). Historically, such individuals were designated ‘lone wolves’. However, in contemporary discourse, they are characterised as ‘Sigma boys’.

The song ‘Sigma Boy’, which unexpectedly gained worldwide popularity, disseminated its influence across the globe through social media. Performed by 11-year-old Sveta Chertishcheva and 12-year-old Masha Yankovskaya, the song became a global hit through TikTok, thereby securing a place in international music charts. While some consider it a hit, others – including a member of the European Parliament – are calling for a ban (Андреева Л., Данкиди Ж., Цепляев В., 2025 г, 12-18 февраль).

### Discussion

This scientific research endeavour seeks to illuminate the formation processes of the contemporary society’s ‘Sigma’ generation, with a particular focus on the role of social

media in shaping its development. The study methodically identifies and examines the achievements and shortcomings of 'Sigma' individuals, thereby providing a comprehensive understanding of the subject.

### **Advantages of 'Sigma' Individuals:**

- The concept of freedom can be defined as the absence of dependence on others in personal and social activities.
- The subject displays a high level of self-awareness, having developed a personal life philosophy which enables them to function independently of others in terms of motivation.
- The subject displays an aptitude for problem-solving, marked by a propensity to excel in independent work and a commitment to identifying solutions autonomously.
- The subject exhibits a notable resistance to manipulation, demonstrating resilience against societal and individual influences.
- The subject adopts a utilitarian approach, striving for and applying whatever they deem beneficial, particularly in domains such as scientific and technological advancements and information technologies.

### **The following section will outline the disadvantages of 'Sigma' individuals:**

- The phenomenon of loneliness can be defined as the emotional state experienced when an individual feels isolated from others and lacks social interaction. It has been suggested that one potential cause of loneliness is the deliberate avoidance of group participation, which can result in social isolation.
- Challenges in collaborative endeavours – Sigma individuals are frequently habituated to operating in isolation, a tendency that can impede their capacity to engage effectively in teamwork. In scenarios where collaborative endeavours are deemed more efficacious, Sigma individuals may encounter difficulties in attaining the desired outcomes independently.
- Misunderstanding – It is important to note that others may perceive them as arrogant or as individuals with a superiority complex..
- Family relationships – The propensity for solitude has been demonstrated to have an adverse effect on an individual's ability to establish robust family relationships..
- Over-reliance on technology – Sigma individuals may avoid emotional dependence on people in real life, yet they tend to form strong attachments to non-human entities and tools, such as social media. They often use digital platforms to fulfil emotions that should ideally be satisfied in real life.

The term 'Sigma' has been met with a mixed reception within professional circles, with some deeming it to be a passing internet and social media trend or a concept in pop psychology. They assert that individuals embodying the 'Sigma' archetype are exceedingly rare in reality, and furthermore, the concept is devoid of a robust scientific foundation, being instead founded upon subjective observations. In light of the perpetual evolution of social roles, the rigidity of categories such as 'Sigma' may be questionable. Nevertheless, the

notion of 'Sigma' has gained popularity in modern culture as a model representing individuals who follow their own path, are independent, do not seek leadership, yet have high self-confidence.

## Conclusion

Nonetheless, such individuals are present within society and frequently cite eminent figures such as Elon Musk and Keanu Reeves as exemplars. Their proclivity for solitude and their unwavering commitment to achieving their objectives, without regard for social implications, have the potential to contribute to societal challenges.

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