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THE ROLE AND PROBLEMS OF SOCIAL NETWORKS IN MODERN SOCIETY

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Аннотация: социальные сети в современном мире можно рассматривать как совершенно новый класс средств массовой коммуникации-виртуальные средства массовой коммуникации. Представляя собой оцифрованные межличностные и массовые коммуникации, они расширяют возможности традиционных медиа и влияют на все сферы жизнедеятельности людей.

Summary: social networks in the modern world can be considered as a completely new class of mass communication media-virtual mass communication media. Representing digitized interpersonal and mass communication, they expand the capabilities of traditional media and influence on all spheres of people's lives.

Ключевые слова: социальные сети, общение, молодежь

Keywords: social networks, communication, teenagers

Modern society is a society of high technologies. The Internet has covered the whole world and all spheres of people's life.Online stores allow you to make purchases without leaving your home, online broadcasts allow you to watch TV shows, news programs, etc.Information exchange, job search, communication between people, recreationand much more move into the virtual world nowadays.

The main function of social networks is to maintain communication between people, even when they are far from each other.Everyone can easily communicate with friends and colleagues through social networks, as well as search for people who have been disconnected, and make new pleasant acquaintances.Today, it is not uncommon when new families are formed as a result of dating young boys and girls.View photos, videos and listen to music.If you have new photos that you really want to show to your friends, if you want to easily find a movie to watch or listen to your favorite audio hits without searching for them on other music sites for a long time - social networks will help you [2].

Based on all this, we can conclude that social networks play a significant role in the life of modern youth. Social networks are becoming increasingly popular. Most often they are used by teenagers and young people under the age of 30.

All respondents answered positively to the question «Are you in the social network? », everyone is registered on «Vkontakte» - 100 %, there are also «My world» - 50 %, «Odnoklassniki» - 20 %, «Facebook» - 10 % and «Instagram» - 10 % of all respondents. Further questions came from the topic of the article.The most interesting results:

— «How often do you visit your page in social networks? » - 95% say that they visit the page every day, 5% - two or three times a week. At the same time, 32% spend two to three hours a day, four to six hours or a whole day without sleep for 20% of respondents, and 18% spend an hour or two hours a day.

— The time spent in a social network is most often during the day and evening.

— 95 % say the most important aspects of interests in a social network are communication with friends and acquaintances, other answers were viewing interesting facts and pages, listening to music.

— 60% of respondents trust the information received from social networks.

— 20% of respondents have a desire to take a special photo and immediately post their photos on a network, 60% sometimes want to take a photo specifically for a social network, and 20% do not have such a desire at all.

— It is always interesting to know what is happening on their social pages for 65% of respondents, and the rest are either not interested, or sometimes.

— Only8 % of respondents consider communication in social networks is often more pleasant than in the real world,80% say that sometimes communication in social networks is more pleasant than in reality, the remaining 12% will never replace real communication with social networks.

As we can see, social networks that have been actively developing recently cannot be unambiguously assessed as a positive or negative phenomenon due to a number of mutually exclusive factors:

— The ability to create your own «microcosm» in the format of a personal web page — and at the same time the end of all privacy and wide access to personal information of an unlimited number of users.

— Satisfaction of the need for information about the lives of relatives, friends, colleagues and acquaintances, which often develops into compulsive curiosity with constant access to the resource in order to «be aware» of all changes in the «life» of the virtual communication partner.

—The development of effective communication skills for establishing relationships using a minimum of expressive means — and traditional (in 90% of cases) frustrations in situations of real contact with a person «on the other side of the monitor».

— The gradual transfer of real relationships (due to their complexity and ambiguity) to the virtual sphere due to the lack of desire and time to build «online» communication [1].

However, in addition to a number of positive aspects, such an excessive introduction of social networks into our lives has also some negative consequences. The boundaries of the social and psychological roles of the «author-addressee» are erased, and the difference in status disappears. Previously, the communicator was perceived as a more competent, authoritative figure. The relationship of participants in the communication process becomes not bilateral and unidirectional, but multilateral. Each user is both a source and an addressee, and the number of possible mutual connections increases to infinity.

A person can become addicted to social media and have his or her own virtual image dominating other social roles. In fact, a new sphere of personality existence is being formed — «public subjectivity», which is embodied in numerous variants of «virtual identity», which simultaneously becomes both an addition and a way of personal development. The formation of a cyber-image is a natural and even necessary process in the process of socialization of a modern personality, but a number of new problems may arise here:

1)   «Splitting» of the personality into virtual and real components and thejuxtaposition of these images.

2)   As a consequence, the virtual image may prevail over the real person. A person lives more interesting, fuller and brighter in the form of their cyber-image, performs more actions, and experiences stronger emotions.

3)   As a result, virtual life in its various forms can become dependent on active communication in social networks [3].

Whether active virtual life really impoverishes real life remains an open question. On the one hand, the more effort and time a person devotes to communicating online, the less time they have for real relationships. On the other hand, communication through the Internet is a continuation of live communication, the Web provides only new opportunities for this. Sociable individuals easily make new acquaintances on the Internet. For those who have had a problem communicating offline, online relationships also cause difficulties.

The main problem in the conditions of «new media» is the erosion of the value system, the erasure of ethical and social norms. In cyberspace, people allow themselves to say and do things which they donot normally say or do in real life. They ignore offline rules and regulations.

The so-called Internet trolling has become a problem generated by communication in the Web 2.0 system. This is what the modern Internet community calls posting provocative and rude messages on the Web in order to cause conflicts between participants in discussions. Communicating online, people lose their sense of social prohibitions and moral norms. They begin to behave in accordance with their instinctive urges. This condition is not only harmful from a social and ethical point of view, but also plays a destructive role,

first of all, for the «troll» himself and can be a sign of a split personality. In this state, the individual is most susceptible to influence and easily amenable to suggestion and persuasion. Trolling can be called a special case of the phenomenon of network disinhibition.

In the conditions of "new media" the problem of the language of Internet communication becomes urgent. It is not only linguistic and cultural but also socio-psychological. The desire to integrate into a new environment and learn its language motivates the user to show more and more communicative activity in order to join the system of cultural codes and be able to switch between them. The desire to be accepted into the online community requires some effort, and the person is involved in the process of mastering and using new language skills. Mastering a new jargon is a kind of secret knowledge that allows you to penetrate into a previously closed sphere. The user begins to consciously demonstrate the ability to speak the language of the Internet both in online communication and in person. When the language is mastered, the pleasure of using it and a sense of belonging to the community keep a user online.

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