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THE PSYCHOLOGICAL IMPACT OF VIRTUAL SOCIAL NETWORKS ON YOUNG PEOPLE

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ABSTRACT

Virtual social networks are considered as platforms for communication, education and business, their positive and negative impact on young people. Social networks are successfully attracting more and more users, while for young people, communication in virtual social networks is an important part of socialization. It is becoming increasingly popular to use social networks to accumulate and transfer knowledge in the process of learning and self-education.

KEYWORDS

Social networks; Internet; youth; education; virtual reality, psychology.

INTRODUCTION

Recently, the popularity of social networks has increased markedly among young people. Everyone can find a network to their liking: there are networks of interest, for parents, book lovers, shopaholics, etc. On the Internet, a social network is a software service, a platform for people to interact in a group or in groups. Theoretically, any online community, whose members

participate, for example, in discussions on a forum, can be considered as a kind of social network. A social network is also formed by readers of a thematic community created on any blogging service. Many professional communities have turned into a tool for finding people, recommending employees and finding a job. Social networks in their modern form have a

number of additional features compared to previously existing communication tools, which increasingly attract the attention of young users, opening up unknown and interesting horizons for communication, learning and business.

The Internet has captured young people today: according to the TNS Web Index data collected in September 2009, the most active users of the network were men aged 18-34 (28% of the total) and women of the same age (26%). Researchers of the Romer holding have compiled their portrait of a user of the Internet social network - this is a girl 18-24 years old visiting the site Odnoklassniki.ru for the sake of communicating with friends, checking the site once a day. The Romero survey involved 1,300 active Internet users over the age of 18. The most popular social network, according to the study, is [In contact](#). In second and third place are "In contact" and "My world". And only 12% of the respondents do not use such resources at all. A CNN poll in early 2010 shows that 17.95% of children are addicted to the Internet. Therefore, the issue of the influence of social networks, in particular, and the Internet in general, on young people becomes very important.

METHODS

The universe of virtual worlds on the Internet is increasing rapidly over time. In this regard, Gartner analysts talk about the emergence and growing influence abroad of "Generation V" (Virtual), a virtual generation characterized by appropriate attitudes and interests in virtual and real life. In particular, the high importance of virtual reality for self-realization, achievements, communication, obtaining and creating new information, business and purchasing behavior, creating anonymous virtual characters for functioning

in various virtual online communities, etc. "Generation V" has an impact on virtual reality, on the spheres of real life of society: culture, education, business, leisure, etc. Large international corporations, universities, research centers, libraries, museums, exhibition galleries, shops, etc., began to use the possibilities of virtual worlds in their activities to attract young users more as possible real customers. International scientific conferences are held annually, for example, "Virtual Worlds Expo", "The International Conference on Virtual Systems and Multimedia", etc., which discuss various aspects of virtual social reality, the international online scientific journal "Journal of Virtual Worlds Research" is published. It publishes the results of empirical research on virtual social reality.

According to the analytical company Strategy Analytics, about 1 billion people will use various social sites in the next five years, according to Symantec - about 50% of teenagers around the world aged 13 to 17 spend their time on public networks. According to the results of the Never Ending Friendship study, the new generation, attracted by the opportunity to declare their interests and share them with others, build relationships with other people, clearly prefers Facebook and MySpace portals to TV. The following social portals are most popular in Uzbekistan: Odnoklassniki, vkontakte, Livejournal, Liveinternet. However, Western services are rapidly acquiring support for the Uzbekistan language and entering into fierce competition for users.

According to the materials of the appendix to the Kommersant newspaper, for most the concept of a social network is now associated exclusively with "In Contact", "Facebook" and other "Classmates". However, before becoming the property of the masses, the concept of "social networks" interested

psychologists and sociologists, and this happened long before the advent of the Internet - immediately after the end of the First World War. Initially, social networks (mathematicians use graphs to visualize them) are a social structure that consists of social objects (people or organizations) and connections between them (social relations).

Nowadays, social network analysis is a popular topic for research at the intersection of anthropology, biology, information theory, organization theory, economics, geography, social psychology and sociolinguistics. At the same time, in their searches, researchers often go beyond the "social" context. Some reject the idea that groups are the foundation of building a society and explore connections in geographically distributed communities. Someone ignores the people and organizations that form networks, studying only the communication system itself and how its structure affects the constituent elements. The detached view of social media analysts ignores the personality attributes familiar to social research: intelligence, friendliness, sociability - researchers are not interested in personal qualities.

RESULTS AND DISCUSSION

The result of a lot of work in this area was the conclusion that individual qualities significantly less affect success in comparison with the structure of relationships with other network participants and their number. The craving for pure knowledge is supported by a healthy commercial interest in research in this field. This is due to the fact that social networks, in the usual understanding for Internet users, attract millions of investments.

Network freedom is a factor that especially attracts young people, the opportunity to express their opinions (anonymously or publicly) to an audience of millions. Cases of online PR are turning the heads of the young, talented and ambitious. The main struggle for minds is unfolding on social networks, comment feeds, and live magazines. The activity of young people directly depends on the meanings that are thrown into the Internet space, therefore, in order to direct young people towards creative activity, it is impossible to neglect such an information (positional) channel as the Internet. Today, speaking about culture and youth, it should be recognized that cultural workers are not yet using such a tool as the Internet effectively enough, especially in the regions.

At the present stage of development, it seems possible to talk about the formation of an Internet subculture with an almost complete set of necessary features: its own slang; internal hierarchy; a set of well-established ideas that make up the ideological position of members of the subculture; certain ethical norms; a sufficient number of formal and informal leaders who form stable user communities around themselves and carry out ideological leadership in them. Like any subculture, the Internet unites large groups of people, forms a circle of interests and communication, stimulates the development of interpersonal relationships and has its positive and negative sides. The Internet is a universal means of communication that combines the ability to send text (graphics, sound, video) in the form of e-mail, which actually corresponds to the capabilities of conventional mail transfers, forums, bulletin boards, including those equipped with search engines, and real-time communication (for example, chats, ICQ).

Inability to use electronic networks, misunderstanding of Boolean logic means that it is impossible to obtain this or that necessary information. All modern technologies are aimed only at transferring data (text, image, sound) from one point of the globe to another as quickly as possible.

The computer plays an important role in modern education. It is already much more difficult to find a job for those who do not have computer literacy, so a person should learn to work with a computer from an early age. The training programs are aimed at ensuring that the child has an understanding of the computer operation process, and the fear of new technologies disappears. In addition to receiving any information, the Internet is increasingly attracting young people with the opportunity to communicate. Real-time communication allows an individual to change roles by entering the audience under different names and creating different virtual images, which allows them to practice communication skills and communication strategies.

A feature of real-time communication is the ability to simultaneously keep in touch with several interlocutors at once, the accessibility of this contact, the ability to choose an audience and topics for discussion. An important element of communication is anonymity and the ability to act in a role that is impossible in ordinary communication in a real environment. Open-source communication has a well-known depersonalizing potential, makes it possible to be present at the dialogue of others without interfering in it and remaining unnoticed, leaving the possibility of interference to the user. Experience shows that most chats and forums have a fairly regular audience, being a kind of public interest clubs. At the same time, the distance factor is completely lost,

communication does not require personal acquaintance, and as a rule, does not imply its occurrence outside the network, which removes a number of psychological barriers, allows you to speak out in accordance with your views, gives unlimited opportunity for self-expression in dialogue.

Nowadays, more and more people of different ages, especially young people, communicate on social networks, and an increasing number of teenagers join online communities. It is known that teenagers' self-image has not yet been fully formed, and it is on the web, trying on different roles, that a teenager is looking for himself and his way of socialization. Creating your own virtual world and your own virtual role, different from real Madrid, in my opinion, is associated with some peculiarities of the psyche of a young person. On the one hand, these may be problems with live communication, inability or inability to self-presentation. On the other hand, it can be an active search for your Self. Trying on various roles, a young man tries to understand who he really is. This can be explained by the fact that, firstly, everyone can afford anonymity (not to introduce themselves or become a fictional character, create an illusion); secondly, everyone on the electronic network has the opportunity to express their point of view, find like-minded people, communicate on any topic, share experiences, teach others, submit their photos, videos, comment on someone's photos and videos; thirdly, you can make new acquaintances (previously more often for the purpose of meeting and continuing communication in real life after a while, now more and more as a way of self-affirmation among network friends and presenting yourself as a sociable person); fourth, you can find your friends and friends whose

contacts have been lost for a long time, but I want to know how they live, while remaining a stranger.

Social networks represent a wide variety of applications, as well as in the principles of construction and operation. Often, the same network can act in different capacities. So, the popular Second Life was originally conceived as an entertainment network created for collective games and performances by popular performers. However, gradually it began to provide its own virtual space to support the activities of large companies, organize sales and training. The well-known Twitter microblog, which started as a tool for monitoring friends and family, since commercial companies joined it, has become a network promoting innovations and product updates, which these companies report to their tracking participants. This introduces a popular service to another quality - a sales support network and support for an industrial product.

It is believed that development, improvement and modernization should begin with oneself, and therefore with one's own consciousness. President Dmitry Medvedev has made the Runet (Russian Internet) a state value. Today, the problems and successes of the Russian network are discussed at the highest level, and the president himself runs his own Live Magazine. The president's words that any civilized person should have a computer on his desk are not just an expression of opinion, but a direct guide to action, to modernization.

CONCLUSION

Summing up all the above, at the moment it can be stated that on the one hand, social networks as a new corporate and technological culture are successfully gaining positions on the Internet, attracting more and

more users, dominated by young people, for whom communication in virtual social networks is an integral essential part of socialization in the modern information society. At the same time, it is important to note both the positive and negative impact of social networks and the Internet in general on young people. This is also an opportunity to increase your importance and self-esteem, or simply make up for the lack of friends and communicate, allowing you to speak out in accordance with your views, which gives you unlimited opportunity to express yourself in dialogue, latently practicing communication skills and communication strategies. Although virtual communication removes a number of psychological barriers, it creates dependencies for poorly adapting users who compensate for their needs for communication and a sense of security with a compensatory mechanism that causes pronounced Internet addiction.

On the other hand, the use of social networks among young people for the purposes for which they were invented - the accumulation and transfer of knowledge (learning) - is becoming increasingly popular. The possibility of working in real time (conducting tele-videoconferences, etc.) is gaining dominant importance. At the same time, networks are being introduced in areas of the knowledge processing process - idea generation and innovative management, becoming an essential tool of information influence, including for the purpose of manipulating personality, social groups and society, as well as the field of information wars. Therefore, the topic of the impact of virtual social networks requires further study, closer attention and detailed study by scientists and the public.

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