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ANALYSIS OF THE IMPACT OF SOCIAL NETWORKS ON YOUTH SOCIALIZATION

The article is devoted to consideration of benefits and possible negative impact of the Internet and virtual social networks on socialization of young people. It is mentioned that the problem of socialization of personality in the information society is characterized by a certain contradiction, which is explained by the presence of positive and negative consequences of staying in cyberspace. It is found that the Internet allows us to get many benefits, such as communication over distances, e-commerce, expanding the range of digital services, more active socialization of young people in the digital space, etc. At the same time, possible negative consequences of virtual social networks and the Internet surfing include obsession with anonymity, Internet fraud, lack of social responsibility for antisocial behavior on the Internet, mental, psychological and physical impacts. It has become clear that reduction of the negative impact of the Internet on personality can be implemented due to personal responsibility in cyberspace, compliance with ethical standards and rules of behavior, limiting the time spent on the Internet.

Key words: *the Internet, virtual social networks, socialization, social competence, impact.*

Problem statement. The development of modern society is characterized by the use of information as one of the main intangible resources, widespread introduction of the Internet and virtual social networks to production, mode of life, political, economic and other processes. Many professions and technologies for data processing and transmitting have emerged in the context of the information society. The emergence of new ways and forms of online communication has led to interaction diversity between natural and legal persons on the Internet. The various benefits of the information society have led to creation of a new type of personality that feels free in cyberspace. At the same time, there are concerns about the possible negative consequences of using the Internet constantly, which need to be analyzed and systematized. This is particularly important during adolescence, since in this period active process of personality socialization occurs.

The purpose of the article is to consider the benefits and possible negative impact of the Internet and virtual social networks on socialization of younger generation in the context of the information society.

Presentation of the main material. The information society has currently entered a phase of widespread introduction of the Internet, which opens wide opportunities for business, communication, learning, etc.

Among the most active information consumers on the Internet are teenagers and students in particular. Using cloud computing, mass media, social networking, they learn about the world, exchange information and social experience [3, p.313], work and study [10, p.50], spend much of their leisure time on virtual entertainment [1, p.141].

Among the most common media on the Internet are virtual social networks (VSN). They can be presented in the form of a set of technological tools: personal and group web pages, instant messaging services, forums, cloud computing, etc. For most young people communicating in cyberspace using VSN and instant messaging has become a necessary attribute of their lives. At the same time, a process of social,

psychological and cultural impact on personality in the use of high-tech forms of communication on the Internet is taking place [5, p.89]. According to T. Halich, virtual social networks are the powerful means of secondary socialization of personality in the digital space (cybersocialization) and the real life. A significant part of forms of behavior and terminology Internet users transfer to real life, and vice versa.

Depending on the information content and the purpose of using virtual social networks, they can be educational, training, positive socialization tools. On the other hand, they can be used to manipulate people in information warfare [4, p.252], etc. In the context of declining importance of family in the process of young people socialization [9, p.117] and increasing relevance of media during social experience formation, the process of cybersocialization is becoming global, and it requires a comprehensive analysis.

The advantages of virtual social networks and communication via the Internet include: absence of restrictions on the distance between interlocutors, ability to see the culture of other nations [6, p.183]; inclusion of young people in social activities which includes their participation in political, social, cultural and other activities [7, p.51]; emergence of new ways of self-representation, reduction of social control, restrictions of communication [2, p.171].

On the other hand, obsession with the Internet, digital devices, online games can lead to the development of computer addiction (Internet addiction). This term has various forms of manifestation and negative impact on the personality. R. Motsyk compares Internet addiction to alcohol or drug addiction. The person feels euphoria and joyful feelings, constantly increases the time spent in cyberspace, gradually reducing the time for communication and activity in real life. This user is sure that he / she can leave an online game, a social network anytime, but it is not always possible to do. In case of failure, the person feels depressed, psychologically exhausted [8, p.295].

Among the negative effects that can occur due to the passion for the Internet are:

1. The possibility to express user's opinion, even if it's antisocial, on any event without fear of condemnation and punishment. They can express themselves in this way, because in real life such words can't be said even to close acquaintances. Perhaps this is caused by lack of attention and communication in real world [7, p.50].

2. Free access to information of illegal, aggressive or destructive nature may lead to emergence of deviant user's behavior. Such behavior can lead to negative consequences for the user and his immediate environment [1, p.142].

3. Gambling addiction is one of the most serious problems that young people can face while using the Internet and VSN. There are online games with the ability to buy play money or to improve the game account, virtual casinos [5, p.91], where you can spend a monthly salary for one evening. In case of failure in computer games, users experience various forms of anxiety, including irritability, depression, etc. In addition, gambling addiction has physical consequences for users, in particular neglecting of personal hygiene, eating in front of a computer [7, p.49], impairment of vision, etc.

Communication in cyberspace can lead to decline of live communication and loss of contacts with family, friends, society. Increasing of the time for virtual communication can lead to a fear of communicating with real people [6, p.181], non-compliance with the basic rules of etiquette, sinking in the virtual world [8, p.294].

One of the Internet and virtual social networks advantages is providing the anonymization / autonomization. Anyone, indeed, can become a genius, superman, successful businessman, etc. in cyberspace without fear of being identified. On the other hand, many fraudsters use anonymity for deceptions, financial fraud, social benefits and so on.

Since a user receives a large amount of information from the Internet, scientists pay attention to relationship between VSN and transformation of social value orientations [4, p.251]. In this case, it is appropriate to take the following measures: conducting activities in higher education institutions aimed at prevention of computer and Internet addiction, certain information resources management [6, p.184] and the Internet usage monitoring by educational and other relevant institutions, limitation of the Internet usage by parents [8, p.296] and by users themselves.

Conclusions. So, with the development of the information society, researches related to the analysis of the impact of the Internet and virtual social networks on user's personality are becoming relevant. This problem is characterized by a certain contradiction, which is explained by the presence of positive and negative consequences of staying in cyberspace.

The Internet implements distance communication, provides e-commerce, expands the range of digital services, contributes more active socialization of young people in the digital space, etc. Possible negative consequences include obsession with anonymity, Internet fraud, lack of responsibility for antisocial behavior on the Internet, gambling, psychological and physical impacts. Each of the negative aspects of cyberspace requires additional research according to many criteria, such as age, gender, social status, and so on.

Reducing the negative impacts of the Internet on a personality depends on a range of individual actions and

social events, such as personal responsibility for actions in cyberspace, compliance with the list of moral standards and rules of behavior, managing the personal time spent online, etc.

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АНАЛІЗ ВПЛИВУ СОЦІАЛЬНИХ МЕРЕЖ НА СОЦІАЛІЗАЦІЮ МОЛОДІ

Стаття присвячена висвітленню переваг та можливого негативного впливу Internet та віртуальних соціальних мереж на соціалізацію молоді. Зазначається, що проблема соціалізації особистості в умовах інформаційного суспільства характеризується певною суперечністю, яка пояснюється наявністю позитивних та негативних наслідків перебування у віртуальному просторі. Виявлено, що Internet дозволяє отримати багато переваг, таких як спілкування на відстані, електронна комерція, розширення діапазону цифрових послуг, більш активна соціалізація молоді у цифровому просторі та ін. Водночас, до можливих негативних наслідків віртуальних соціальних мереж та серфінгу в Internet можна віднести надмірну захопленість анонімністю, Internet-шахрайство, відсутність соціальної відповідальності за антисоціальні вчинки в Internet, психічні, психологічні та фізичні наслідки. З'ясовано, що зменшити негативні впливи Internet на особистість можна за рахунок власної відповідальності у віртуальному просторі, дотримання моральних норм та правил поведінки, обмеження часу перебування в Internet.

Ключові слова: Internet, віртуальні соціальні мережі, соціалізація, соціальна компетентність, вплив.

