Social networks and their impact on modern society

## Author : Victoria Shilo, 1st year student of the Faculty of Philology, Beketov Kharkiv University

 Each of us use social media in our daily routine. It works to help us to relax, work, learn new things and make friends. We can list the advantages of social media for a long time, but do we think about the possible negative influence, because there is a lot of information, and we cannot always track this line of good and bad, and even harmful for our health, activity in the real world and even outlook?

As already mentioned, social networks have many advantages, as they were created for the comfort of communication and information in modern society. Let us consider the main advantages of social networks:

* Increasing opportunities and space for communication. The overwhelming number of social networks allow us to easily find new acquaintances not only within a city, for example, but even within a country. We can exchange information in the form of text, photos, videos or voice messages.
* Opening up great opportunities for obtaining new information. Online libraries with free access to any book or article are gaining popularity every year. Due to this factor, the format of presenting instructive information in the form of videos, pictures or text has become very popular. We can find the right amount of information on any topic by simply entering a search query.
* Space for self-expression and creativity. Social networks provide a great deal of space for everyone to express themselves in the way they want to realise their abilities and find like-minded people, and maybe even business partners.

 In general, social networks bring people closer together through their functions, helping them to become educated and social in a comfortable environment. But is everything as crystal clear as it might seem at first glance? Looking at the impact of social media from the other side, we can understand that there are many important nuances to consider when using social media.

* Due to the large amount of entertaining, superficial and, most often, completely unnecessary information , the time spent on social networks increases significantly, which has a great impact on health, both physical and mental, so overloading with unimportant information affects the nervous system, impairs sleep and contributes to a decline in motivation and concentration.
* Another big disadvantage of the World Wide Web is the deprivation of real social experience. As often as a user is on the Internet, he or she often denies himself or herself the traditional form of meetings and communication, preferring virtual friends and text messages. Our psyche is arranged in such a way that we choose the «easiest» way of realisation, i.e. online, while the «difficult» way, i.e. in real life, becomes less favourable and uncomfortable.
* With the advent of text messaging and the emergence of Internet slang, the problem of social illiteracy is spreading. Using short, meaningless text messages, thereby reducing vocabulary, expressing emotions with emoticons, and thus not living them to the fullest, users (mostly teenagers) are increasingly confining themselves to the Internet and, as research shows, becoming Internet addicted.
* With the advent of anonymous use of the Internet, the problem of «hate» is spreading. This causes many nervous disorders in unprepared users, often children, who are not ready to face the rejection of their opinions and negative comments. The spread of such «haters» leads to general human callousness. People simply forget that they are communicating with the same living people with their own feelings and dignity. Such people often do not think about the fact that they can offend a child, hurt someone's honour and dignity. It is appropriate to mention a quote from an article by E.T. Lutz and V.O. Kakovsky on this topic: «From a psychological point of view, the Internet is perceived by people as something at the level of a crowd. And in a crowd, as you know, the face and individuality disappear, and with it responsibility.» So, the reverse of the comfort of using social media is the massive spread of a sense of impunity and permissiveness for one's words and actions on the Internet.

 Of course, this is not the whole list of good and bad qualities of social networks, the list is much longer. But for us, ordinary users, it is very important to understand all the risks and be able to protect ourselves from harmful effects.

 Here are some tips on how to protect yourself from the negative on the Internet:

* Use the «screen time limit» function. Modern devices and social media opportunities allow you to control the time spent on the Internet. This will help reduce the load on the brain and avoid being overwhelmed by unnecessary information.
* Find another way to relax. Try to redirect your thoughts to another type of relaxation on your own. Don't go online at any convenient time, but pick up a book of interest, dare to do another activity, such as cleaning, or listen to relaxing music. This will make your rest much better and your sleep will improve
* Protect yourself from online negativity. File a complaint and block suspicious accounts. Protect yourself from the negativity of such strangers. Also, do not post personal information as it can be used against you.

 These are very common and most universal tips, but they can help reduce the amount of negative impact social media can have on physical and mental health.

 Therefore, it is very important to find a balance in the use of social media and maintain common sense. It is important to regulate the time spent online, not to violate the rules of privacy and security, to monitor the amount and individuality of the information you post online, and to monitor your emotional state and its stability.

 This topic is very relevant in our digital age, and each of us needs to be aware of all the risks of using social media and maintain our own safety and privacy. Following these simple tips will help us make the online environment the most comfortable and safe one.

Thank you for your attention!

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