

В рамках изучения темы «Social networking sites» учащимся 7 «А», «Б», «В», 7 «Г» классов было предложено провести исследование среди своих сверстников, родителей и родственников, изучив их предпочтения в пользовании социальными сетями.

### Introduction

Modern society is a high-tech society. The Internet has covered the whole world and all spheres of human activity. Online stores give the opportunity to make purchases without leaving the house, on-line broadcasts allow viewing TV programs, news programs, etc. Exchange of information, job search, communication between people, recreation today in the virtual world.

The primary function of social networks is to ensure that people are connected even when they are far apart. Everyone can easily communicate with friends and colleagues through social networks, as well as search for people who have been disconnected and make new and pleasant acquaintances. Today, it is common for young boys and girls to meet and form new families.

The relevance of the study lies in the fact that in modern times social networks are very widespread. They have evolved into a very powerful resource that reaches a huge number of visitors, people use them daily, and everyone has their own discretion and capabilities. It is very important that this use does not delay or cause harm. What have social networks become in the life of modern man - his second life or a diary for the soul? Are they really necessary and for how long?

**The theme of the research project:** «Social networks in our life».

**The study is focused** on the students' immediate environment.

The study is focused on the diversity of social networks.

**The aim of the research** is to study the importance of social networks in modern times; to assess the level of dependence of young people on social networks.

In order to achieve this objective, it is necessary to:

- study literature on the problem;
- conduct a survey among school students;
- analyze the results of the questionnaire.

In the process of the study, such methods as literature review, questionnaires and social media research were applied.

It is difficult to predict the future of social media at present. It is clear that in the near future social networks will not go away, and will continue to develop and grow as the number of users of Runet increases.

### **Social networking. The notion.**

Social networking (i.e. socialnetwork) is a social structure consisting of a group of nodes that are social objects (people or organizations) and the links between them. The term «Social Network» had been introduced long before the appearance of the Internet and actual modern Internet networks, back in 1954 by the sociologist from the «Manchester School» James Barnes.

Now almost everyone knows about social networks on the Internet. Members of social networks have different ages and social status, preferences and tastes, and material and family status.

Today it is difficult to find a user who is not registered in at least one social network. In the meantime, many users are registered in more than a dozen social networks. All this increases both the users' dependence on the social network and their vulnerability from third parties.

Social networks have both positive and negative effects on the life of modern society. On the one hand, they provide an invaluable service in helping to find their old acquaintances and friends, in maintaining relations with them, regardless of distance and employment, as well as watching photos, videos, listening to audio music with them. If there are new photos that you really want to show your friends, and want to easily find a movie for the purpose of watching it

or listen to your favorite audio hits without long-term search on other music sites - social networks are here to help.

On the other hand, scientists have recently been seriously concerned about the amount of time modern people spend on social networks, asking about a possible mental disorder - psychological dependence on social networks.

### **Popular social networking sites**

Popular networks in the world include:

- **«Facebook»** social network created by Mark Zuckerberg in 2004. At the moment the number of active users of the social network «Facebook» exceeded the mark of 800 million people. Although Facebook is created in America, it also has a Russian-language interface. Members of this community can create their own accounts, correspond with friends, share photos and videos, create and join various thematic groups.

- Social network **«Twitter»** has more than 100 million users worldwide. The truth of «Twitter» differs significantly from other social networks. The main idea of this network is to create and maintain microblogs. Why «micro» ask you, because each new message should not exceed 140 characters.

- The social network **«Instagram»** is an American social network for the exchange of photos and videos, founded by Kevin Systrom and Mike Krieger. The application allows users to download media files that can be edited with filters and organized using hashtags and geographic labels. Messages can be shared publicly or with pre-approved subscribers. Users can view other users' content by tags and location, as well as trend materials. Users can like photos and subscribe to other users to add their content to their personal feed.

- Social network **«TikTok»** is a service for creation and viewing of short videos belonging to Beijing company «ByteDance». Launched in 2018, the international version is the leading video platform for short videos in China and is becoming increasingly popular in other countries, becoming one of the fastest growing and downloadable applications. The application has more than 1 billion users from 150 countries. In China, where the app is most popular, 60% of users in the age range 25-44 years, and outside China, 43% of users are older than 24[13]. According to the results of 2019, on average, every month Russian users watched 16.25 billion videos and posted 20.83 million; 23 million videos were shared and 1.62 billion videos were played. In September 2021, the monthly audience of TikTok exceeded 1 billion people

The popular networks of Russia can be attributed to the following:

- The social network **«In Contact»** is the most famous and popular social network in Russia. It was the basis in 2006. As of January 2012, the daily audience of the social network exceeds 29 million people. The possibilities of «In Contact» are similar in functionality to the world's leading social networks. Users can team up in theme groups, chat, meet, share photos, play games, etc.

- The social network **«Classmates»** is the second most famous in Runet social network. I think everyone heard about the site «Classmates». This social network provides an opportunity to find your old schoolmates. Of course, the site not only helps to search for classmates, but also provides communication with them, the creation of common interest groups. As well as all other opportunities inherent in social networks.

### **Advantages and disadvantages of social networking sites**

In the modern world, one half of society considers social networks a global madness of modern humanity, and the other on a turn does not represent a day without communication with

friends in the expanses of the Internet. People in social networks communicate differently, regardless of religion, gender and age, in general, almost all. Every day these networks become more and more. More and more people want to join them. Therefore, it is necessary to identify positive social networks in the lives of modern people, that is to determine what people need social networks for.

1. For communication. Here we can correspond with our distant relatives or former classmates, classmates. Admire the photos of their families. Unfortunately, not all people dear to your heart live side by side or five minutes from home. And a social network of hundreds and thousands of kilometers is not an obstacle.

2. For self-assertion and self-esteem. Tell me, isn't it nice to read delightful comments to photos or to receive postcards from friends for every holiday? Absolutely, absolutely, absolutely.

3. For work. Yes, yes. In work too social networks - the best assistant. Find a job through social networks is really possible. And regardless of profession. Are you a photographer? Place your works on the page, leave contact details, or you can create a community. If you are a master of your business, there will be plenty of clients. Are you a lawyer? And what about online consultations without leaving your home? That's the extra money. Are you a surgeon? Well, perhaps you can find a sponsor on the network to buy the latest European equipment. It's in your hands, or your fingers.

4. To make new friends. Here also one click of the mouse can find hundreds of people in different countries and cities (or only in their native city), who are also fond of embroidery cross, painting, cardmaking, cycling, etc. And certainly not boring to communicate with such a person, Even if it's online, in real life.

5. For fun. In social networks you can find so many games in applications that do not require space and installation on the PC at home. What about the possibility of playing a multiplayer game with an Australian or a Chinese?

6. To learn foreign languages. Social networks cover the whole world, so modern man so easy to learn a foreign language. You just need to find a foreign friend, and you can do it with a few clicks of a computer mouse.

7. To improve your private life. Today, more and more people fall in love online. Yes, a little unusual, but happens. People communicate, they realize they're right for each other. The e-mails go romantically, then a few real dates and... a wedding.

8. For shopping. In the network you can profitably buy and buy various goods, that is, various stores began to open their representation in the network. There are also many handmade craftsmen. For example, those who make costume jewelry or sew dresses, forging art or wood carving.

### **Disadvantages of social networks**

#### *1. Impact on mental and physical health*

Social networks harm psychological health and cause Internet addiction. In psychology it is customary to share any Internet addiction at the stage. They include the initial stage of healthy interest in the network and pathological dependence on it, which affects a person's ability to work and begins to harm his or her social life, undermines his or her mental health. With social media, the situation looks exactly the same.

In the field of physical health there are disorders of the eye (deterioration of vision), musculoskeletal system (curvature of the spine, posture disorders), digestive system. Against this background, there is a general exhaustion of the body - chronic fatigue due to a lack of sleep and rest.

Excessive use of social media on the Internet can harm health by reducing communication with real people. According to scientists, lack of communication can negatively affect the functioning of the body's immune system, hormonal balance, work of arteries and thinking processes, which in the long term increases the risk of the appearance and development of such diseases, like cancer, cardiovascular disease and dementia.

Especially social networks, in the eyes of scientists, are dangerous for teenagers, as they form a false impression that love and friendship are easy to win and just as easy to destroy. In addition, for people accustomed to the rapid flow of Internet life, reality may seem too dull and they may try to "revive" it by making impulsive actions because they tend to underestimate the value of real life.

Addiction and harm from social networks on the Internet is increasing every day. The widespread use of smartphones and broadband Internet access is increasing dependence on social media, especially among children and adolescents. For many, spending a full day on social media is part of their daily lives. Our generation of schoolchildren exposes themselves to more social media than ever before. The Internet surrounds us everywhere to satisfy our dependence on the media.

In the fight against social media dependency, educational institutions are massively denied access to them.

## *2. Where do money go?*

Spending time on social sites is also a waste of money - evaluation of photos, virtual gifts, contests, games and so on.

The domestic currency of the social network is used to pay. «In Contact» - these are the voices that you can spend on the application, gift or rating raise. One boy spent 200,000 of Mom's and Dad's money on a rating via text.

The network of "Classmates" in the last two years has actively expanded the number of paid services. In particular, emoticons, evaluation of photos on «5+» and other gifts were made paid. All gambling has also moved into social media applications. The business model of the network implies a significant part of the income from paid services.

The harm to your wallet is obvious. You will not notice yourself start sending sms for gold coins in the game.

## *3. Video and audio-mania*

Video is when a person sits for a long time in search of interesting videos and watch one video after another. Think, because during this time you could, for example, help parents, do lessons, etc. Especially mania is harmful to children, because there is a lot of information from which they need to fend off. It is not difficult to guess what kind of child will grow up, which from an early age has free access to social networks, and therefore to pornographic videos, songs containing obscene words. It seems to me that his intellectual level will be lower than that of a child who instead read books and drew. The massive degradation of the school generation is dangerous to society and humanity. Even though active users among children are aware of the basic rules of safe online stay, they still sometimes lack vigilance.

## *4. Dating through social media*

What is the harm of dating through social networks? There is the possibility of running into a crook or maniac. Be vigilant. Do not add strangers to your friends. Otherwise, your personal relationship may suffer because of such acquaintances. People who want to talk to you about interesting topics will never be interested in your personal information. Separate your personal life from your online life.

## *6. Spam*

The social network «In Contact» is full of different people. These different people pursue different goals. Thousands of users register their personal pages daily for spam. Spam is the mass sending of messages to thousands and millions of Internet users carrying any purpose.

Spambots are people or computer programs (packages of computer programs) whose only purpose is automated advertising mailing of messages - spam, by means of mail programs, social networks, instant messaging programs (for example, ICQ).

*Harmless spam.* One type of spam - offers to join the group. Harmless spam is advertising messages and offers to join a group. The innocence of this method is that the first purpose of spam is immediately visible. Secondly - such spam in social network «In Contact» is very small. Everyone has the opportunity to complain about spam, followed by bannomspammer.

Fraud «In Contact» is the second type of spam. It is based on the trustworthiness of users (usually beginners). The classic example of fraud «In Contact» is messages ostensibly from the administration, which «inform you» that the site has become paid, and that would get additional features (the list goes) you need to send sms to the phone such-something. The result - getting money from gullible users.

Spam from personal accounts. Spam technologies are developing, and one of such «innovations» in spam - is spam through users' accounts, their friends. Most importantly - you may have a long time not to know that your account is spamming.

### **Results of the study**

An analysis was made on the basis of completed questionnaires.

The average dependency for all questionnaires is 46%. This means that people are almost 50% dependent on social networks. The term «dependence on social networks» psychologists have recently isolated. Before that term «dependence on the Internet» was highlighted. Social networks are becoming increasingly popular. Most often, they are used by adolescents and young people under 30 years of age.(2) Since our research was among young people, it was mostly attended by people from 14 to 18 years of age.

All respondents to the question «are you in the social network» answered positively, each registered «Vkontakte» and TikTok - 100%, «Classmates» - 20% of senior relatives, «Facebook» and «Instagram» 70% of all respondents. Next, the questions were based on the research topic, the most interesting results:

«How many times a week do you visit your social media page?» - 95% say they visit the site every day, 5% two or three times a week. Two to three hours a day are spent by 32%, four to six hours, or the whole day without taking into account the sleep of 20% of those who request it, and 18% an hour or two hours a day.

- Social media events are most often held during the day and evening.
- The most important aspects of social network interests are communication with friends and acquaintances 95%, as well as choosing such variants of answers as viewing interesting facts and pages, listening to music.
- 60% of respondents trust the information obtained from social networks.
- 20% of respondents want to be photographed for the social network and 20% do not want to be photographed at all.

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

Only 8% of respondents are more likely to enjoy social networking than in the real world, 80% say that sometimes social networking is more pleasant than in reality; the remaining 12% will never replace real social networking.

72% of respondents say that they never had a fight with their relatives because of time spent on social networks, sometimes there are conflicts with 23% of respondents, and often there are fights with 5%. Having carefully reviewed the test results, you can find out that young people, The general study does not have major problems with social media dependency. There is only a small percentage with obvious signs of dependency, and there are also such answers that have no signs of this habit at all.

The world is changing rapidly, and this cannot be ignored. Once upon a time, people were frightened by books that young people were passionate about. Then - movies. Then - computers. Then - games. Now - social networks. This is the truth, and there is - a trend of time. Of course, parents worry about their child's pastime and against the background of misunderstood, conflicts arise.

As can be seen, social networks, which have been developing rapidly in recent years, cannot be unequivocally assessed as positive or negative due to a number of mutually exclusive factors:

Possibility to create your own «micro world» in the format of a personal web page - and at the same time the end of any privacy and wide access to personal information of an unlimited number of users;

Meeting the need for information about the life of relatives, relatives, colleagues and acquaintances, alas, often growing into compulsive (obsessive) curiosity with continuous access to the resource in order to «be aware» of all changes in the «life» of the virtual partner;

- Development of skills of effective communication to establish relations with the use of minimum expressive means - and traditional (in 90% of cases) frustration in situations of real contact with the person «on the other side of the monitor».

### **Recommendations when working in social networks**

As a result of the survey and processing of the obtained results, the following ways of solving the problems associated with the use of social networks can be identified:

1. Dependence on social networks is quite simple: you need for some time, for example for a week, ban yourself social networks and, if there are no problems, there is no dependency, if there is an irresistible desire - there is definitely a dependence.

2. The main thing to make yourself realize that visiting such sites and watching videos is not a waste of time, and as rarely as possible to do this.

3. Be vigilant. Don't friend strangers. Separate your personal and online lives.

4. What is not worth reporting about yourself on social networks for security purposes.

- Home address and phone number. Even if you have used your privacy settings and this information is only available to your friends, do not be fooled: "friend" on the social network is a very conventional concept.

-Clues to passwords. Date and place of birth, maiden name of mother and grandmother, date of birth of the child, favorite song - all these people use as passwords in real and virtual life, which means that this information can be used by fraudsters as a key.

Plans for the weekend and even more so for vacation. To write a message: "We'll spend the whole family spring break in the country", it's like saying, "At this time, you can come and rob me - still no one will be there for a week!"

-Do not organize competitions in the number of "friends". Social networks appeal to one of the most intimate desires of the person - to seem popular. The criterion is known - the number of "friends" and many users add friends to everyone they see. As a result, other lists number hundreds of people! Psychologists advise to approach the choice of friends on social networks very selectively.

- Don't upload too personal photos.

#### 5. How not to fall victim to spam on the social network.

Make sure your computer has a good antivirus that can detect spam. In this case, many of the fraudster messages will be found and classified as spam. This will help you to be more careful with any messages with this content.

Never visit or enter passwords on suspicious sites, even if a link to this site has given you one of your friends. Such sites are often used by intruders to steal passwords and other personal information;

-Try regularly, at least once a month, to change your password to access your page. In this case, come up with complex passwords, consisting not only of numbers, but also of letters;

-Nobody trust the password to your personal page. Try not to log in to your social network account with the help of public or other people's computers, mobile phones;

-Do not download any files or programs you consider suspicious. Because such programs, disguising themselves as normal, can steal your password or send spam on your behalf.

#### Practical relevance

This work can be used for:

1. Production of a stand for the computer room.
2. The materials of my work can be used to organize conversations with teenagers, class hours and parents' meetings.
3. The issue of the school newspaper.
4. Use in computer science classes (Real-time communication, protection against unauthorized access to information).

#### Conclusion

The Internet is a new social environment, a culture within which new means for human development have emerged. Social networks in our lives are of great importance. The new generation, from an early age, know what computer is, what the Internet is, know how to handle all this. It is difficult to imagine a modern developed child without a computer, computer games, without the desire to get into the world of the «world wide web».

Social media certainly has a bright future. From year to year, social media becomes more and more, and the boundaries of their actions expand and open up more and more opportunities. But everything should be a measure. Of course, if you spend hours online just to chat with your friends, watch funny videos and photos, then really social media is a useless pastime. But the social network can do a lot of good for those who use it wisely. If you go to the site only by necessity, so to speak for business, then there is no harm in this, but only benefit.

If the child is versatile and has any hobbies other than computer, then the time spent with him will be reduced in a natural way, because. In addition to the time spent at school, the time spent

on homework preparation, He's got to get some fresh air, go to clubs and sections, so there's not much left on the computer.

While working on the project, he learned to value his time, learned about the many dangers that await us in social networks and ways to avoid them. I really hope that this work will benefit many students.

We are not saying not to use social media. However, you should use it wisely. Observing the rule «in everything is a good measure», you cannot worry about the fact that the «network» will drag the younger generation to the bottom.





