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Popova A.

Voronkova K.

Студенти 3 курсу
факультету економіки і права ХНЕУ

SOCIAL NETWORKS AND SOCIETY

Annotation. The role of social networking in society was considered.

Анотація. Розглянуто роль соціальних мереж у суспільстві.

Аннотация. Рассмотрена роль социальных сетей в обществе.

Key words: social networking, the Internet, communication, information, websites, success.

The article is devoted to social networking which is grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision. The topic is chosen because the increase in popularity of social networking is on a constant rise and nowadays social networks are closely connected with our life.

The aim of the article is the analysis of the role of social networks in society. To achieve this aim it is necessary to describe the history of social networks, to examine the peculiarities of psychological influence of social networks, to consider people's attitude towards social networks.

Since their introduction, social network sites (SNSs) such as MySpace, Facebook, Cyworld, and Bebo have attracted millions of users, many of whom have integrated these sites into their daily practices. The first recognizable SNS, SixDegrees.com, was launched in 1997. It allowed its users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists.

Nowadays there are hundreds of SNSs with various technological affordances supporting a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around SNSs are varied. Most sites support the maintenance of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites cater to diverse audiences, while others attract people based on common language or shared racial, sexual, religious, or nationality-based identities [1].

What makes social network sites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make their social networks visible. This can result in connections between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between "latent ties" who share some offline connection [2].

So, today most people are involved in communication in social networks. However, they understand that this new type of communication has both advantages

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and disadvantages. To understand Ukrainian young people's attitude towards social

networks a survey has been conducted. Students have been chosen to answer a list of questions about the role of social networks in people's life as they represent the most socialized part of our society. Moreover, they like all new stuff in computers and quickly learn everything about them. The results of the interview show that, firstly, today any popular social network is the best way to exchange information among young people. Secondly, about 70 % of students say that they have been registered in social nets for two years and more. Thirdly, about 82 % of students agree that they have more friends now due to social nets. Then, about 85 % of students mark that they receive useful information from social nets. Finally, 93 % of students point out that social networking has a great impact on their free time, but only 2 % want social networks to disappear forever.

In conclusion it should be noted that nowadays social network sites play an important role in our society. They have positive as well as negative features. Positive ones include new business and friends' contacts, groups of interests, customer interaction and support. The main disadvantage of social network sites is that they have a negative impact on labor productivity and real life communication [2].

Although the future of social networking is unpredictable, most people understand that nowadays it has become a part of our daily life. People should use social networking carefully and remember about well-known dangers of virtual communication.

Наук. керівн. Агаджанова Р. М.

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