POSITIVE ASPECTS OF THE COMMUNICATIVE PSYCHOLOGICAL EFFECT OF SOCIAL NETWORKS ON THE INDIVIDUAL

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ABSTRACT

In today's age of the Internet, computers and mobile phones for people of all ages are available in almost every home. This, in turn, draws the individual into social media, bringing him or her into the communicative world of social media, creating a comfort zone for himself or herself. This, in turn, has a psychological effect on the individual, both positively and negatively on our society and national values. In this article, I have tried to highlight the reasons for engaging a person in communicative communication on social media and the current aspects of the positive psychological impact on the individual. In the article we will focus on the role of the virtual world in human life, the need not to depend on it, to use it for useful purposes.

KEYWORDS: *Internet, Social Network, Dependence, National Value, Language, Personality, Emotion, Communication, Need, Ability, Psychological Comfort Zone, Communication, Monologue, Dialogue, Polylogue, Group, Society.*

INTRODUCTION

One of the main signs of the development of modern society today is the rapid development of computer information technology, the use of modern tools, discussion of disturbing problems, online meeting and communication with distant friends, online learning, allows you to travel to the country without leaving home, shopping, using on-site banking services. Although the Internet has become an integral part of our lives today, it should be noted that the Internet not only provides opportunities to develop skills, improve knowledge and expand the range of interests, but also includes real threats to adults and children. In addition to the positive aspects, social networks also have negative consequences - whether it is Internet addiction, saving time or lack of time for live communication. **[1]**

MAIN PART

In recent years, various social networks have become an integral part of the Internet world. As of March 2021, 4.8 billion people worldwide use the global network. Of these, 3.8 billion are simultaneous users of social networks. [2]

Well, if we explain the concept of social network here, Social network - the Internet is a platform, online service, website designed to build, display and regulate social relations in the global computer network. Internet networks (sites) that provide online dating and communication between people via the Internet, and that contain various personal information of their members, are called social networks. For example, it is widespread in the world today, Facebook, Instagram, Odnoklassiniki.ru, Mail.ru and messenger networks such as Telegram, WhatsApp, WeChat and Imo. [3]

The term "social network" was first used in 1954 by sociologist James Barnes. Today, the term is often understood as a virtual platform, Internet site, web service, portal on the Internet, the purpose of which is to unite as many people as possible, giving them maximum opportunities to communicate with each other. [4]

Today people use the Internet to meet the following basic needs in their work:

1) communicative (provided through e-mail, chats, conferences, mailing lists, guest books, forums, communities and other interactive means);

2) cognitive (provided with tools for navigating the Internet, reading news and analytical reviews, creative search for accurate information, distance learning, self-learning, hacking, etc.);

3) games (with a wide range of games - from simple Tetris to complex interactive scenarios involving the participation of online communities in the game; this also includes lotteries, roulette, stock games, virtual accounts. organization and should include virtual cases, etc.).

4) To meet various social needs, purchase goods and use banking, railway activities, etc.

It is very difficult today to find someone who is not a member of social networks or does not communicate through them. In this article today, we will try to highlight the psychological and communicative benefits of social media, which is part of the Internet. [5]

RESULTS AND DISCUSSIONS

Why do people use social networks so much? The reasons for this are:

The first is that the use of social media does not allow people to choose space, ethnicity and language. This leads to the fact that all nations and peoples are placed in one place on social networks and have a positive character in communicative communication.

Second, what is common to all social media users is freedom of speech and expression. In some cases, this allows a person to express their inner world and, based on this, to choose a zone of commercial communication based on their needs.

The other side is that everyone has the opportunity to find their place in the network. On the Internet, you are who you are, because it is on this basis that a network of social interactions is formed over time. [6]

All of the above reasons draw an individual to the ground of communication on social media. But it should be borne in mind that the more they create a psychological comfort zone for a person, the more comfort zone of communicative communication, as well as negative psychological consequences. We will talk about this in our next article.

Social networks are a virtual communication platform, a mechanism for transmitting information

over a network, which has characteristics such as multi-layered communicative and met communicative acts, blurring the boundaries between statements and communicative actions, and an effective mechanism. **[7]**

In the communicative state of communication in social networks there are all forms of speech, which are: monologue, dialogue and polylogue. In the context of communication in the Internet environment, these forms of speech appear in the form of new original written and audio, video.

In addition, communication in social networks is carried out through several types of communication:

- Interpersonal,

- Intergroup,

- Social,

- Between self and group,

- Between group and society,

- Between individual and society.

Communication on social networks can be done in several ways: personal messages, comments, group communication and "on the wall" posts, as well as indirectly, in a passive way: in the form of distribution and "likes". **[8]**

So, from this point of view, the ways of psychological comfort that social networks provide to a person are:

❖ The personal information of users in a social network (their photos, biographical information and interests) is the basis for interpreting their communicative actions, and this reveals their hidden identity to the person;

❖ Visualization of the text, which is important for communication in social networks, ie the use of various "sms", which leads to the satisfaction of the need for personal communication;

❖ The presence of pictures and "gifs" that reflect a person's feelings or attitudes, which leads the person to show more of the emotional side of the person and to show emotional calmness, high mood or, conversely, depressed mood;

❖ Abbreviations are also used - abbreviated phrases or words formed as a result of omitting vowels or abbreviations. All this is explained by the fact that the main thing in communication is to convey your thoughts, to convey emotions;

❖ An important way to communicate on social media is to share links. Instead of telling your opponent something, all you have to do is send him a link to the site or post it on the social network he is talking about;

❖ The peculiarity of social networks is that the information structure is not structured, discussions occur spontaneously. The retention period of data is unlimited as long as its carrier or group moderator deletes it at any time;

❖ Communication on social networks leads to a change in perception of time and space, which allows a person to re-read and analyze a previously made conversation, regardless of where the person is;

❖ Social networks help a person to stay away from the cultural environment in which they live. Even when immersed in a foreign cultural environment, a person has the opportunity to

be in constant contact with representatives of their own culture, remaining within the framework of their usual speech. Thus, social networks can slow down or smooth out the assimilation process.

❖ The exchange of information takes place almost instantly, cause and effect occur almost simultaneously, which saves extra time;From the above, it is clear that a person is free to communicate on social networks. In some cases, this helps to overcome the feeling of loneliness in the individual, to find a place for those who cannot find their place in social reality, and for those who have difficulty communicating, to exchange information without difficulty in communication, emotional freedom. While this often serves a good purpose, it is important to keep in mind that excessive social media communication and use of social media can lead to addiction and other negative aspects.

According to scientists, it is difficult to say exactly how virtual reality affects changes in human consciousness, because the hypermotivation (extreme tendency) underlying the dependence on virtuality has not yet been sufficiently studied.

CONCLUSION

In short, when we study the socio-psychological characteristics that arise among users of social networks, in particular, in the process of Internet communication, we focus on the following: perseverance, perseverance in achieving goals, thinking and independence of behavior; tendency to make decisions based on independently developed criteria, disregard for social norms, high enough intelligence, propensity for creative activity, preference for the process of working to achieve results, as well as introversion, immersion in their own experience , coldness and insensitivity in communication or the intensity of extreme emotion, emotional calmness, lack of empathy, egocentrism, the tendency to express oneself fully, the abundance of communicative communication in social networks.

But it is important to remember that the more positive social media, the more negative it is. Again, we need to keep in mind that social networks that are not used properly can lead to dependence on social networks. It is necessary to restrain needs and desires in time, to focus on social reality rather than social networks. Only then can success be achieved in a certain sense.

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