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## **SOCIAL MEDIA EFFECT ON YOUNG PEOPLE**

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How useful and harmful is the Internet for young people? We think that this issue will remain relevant for a long time.

But to explain all the pros and cons, we need to define the very word Internet.

The internet is the most important tool and outstanding resource used by everyone in the world. It connects millions of computers, web pages, websites, and servers. Using the internet, we can send emails, photos, videos, messages to our loved ones. Or, in other words, the Internet is the most common interconnected networks of computers and electronic devices. This creates a means of communication for the exchange of information and obtaining it online. Only if your device is connected to the Internet will you have access to all kinds of applications, websites, social media applications and many other services. Currently, the Internet is considered the fastest means of transmitting and receiving information.

The Internet is an expanded multifunctional space, so it has good and bad sides for users.

Advantages of the Internet:

1) Comfort for people: without making any physical effort, you can do so many things, for example, make purchases online, it can be anything from stationery to clothes, books, personal belongings, etc. You can book train and plane tickets online.

2) Another advantage of the Internet is that you can find any road in any direction, areas with less traffic, using GPS in your mobile phone.

3) The Internet has given us access to social networks and digital products, so we have many new employment opportunities, such as digital marketing and social media marketing online – companies earn huge amounts of money just because the Internet is a means to help us in this.

4) Entertainment: There are many entertainment options online, we can listen to music, play games, watch movies, web series, listen to podcasts, YouTube itself is a center of knowledge as well as entertainment [1].

Disadvantages of the Internet:

1) Waste of time: Too much time is spent surfing the internet in social media applications, and inactivity reduces human productivity. Instead of spending time browsing social media apps, you should use that time to do something skillful and even more productive.

2) Bad health consequences: Too much time spent on the Internet negatively affects your health, the physical body needs fresh air, exercise and much more. Prolonged staring at the screen has an effect on the eyes.

3) Cybercrime: Cyberbullying, spam, viruses, hacking and data theft are some of the crimes that have become more frequent these days. Your system containing all confidential data can be easily hacked by cybercriminals.

4) Influence on children: Young children are highly dependent on the Internet, constantly watching movies, games, which is harmful to their personality as a whole, as well as for social development.

5) Bullying and spreading negativity: The Internet has provided a free tool in the form of social media apps to all those people who are always trying to spread negativity with very disgusting and shameful messages and trying to intimidate each other, which is wrong [2].

Yes, the Internet and social networks are very useful, but the main thing is to be able to use them correctly. As you know, the social network has become an integral part of our lives. When we wake up and go to bed, we first look at the phone to check how many likes we have collected or read another meaningless post. There is a feeling that people cannot live without the Internet for days. Based on the latest research that we found on proven resources, as well as having studied and analyzed, we came to the conclusion that on average a person spends 5 years of his life on social networks. People prefer to spend more time creating content, but less on training and education, analyzing efforts, analyzing competition, and answering questions. Teenagers spend up to 9 hours a day on social platforms, and 30% of all time spent on the Internet goes to social networks. In addition, 60% of the time spent on networks is on mobile devices. The question is why teenagers are willing to spend more than half of their time being online. The reason for this is simple-posts on social networks give us a rush of emotions, which we strive for so much when we are bored. One movement-the phone is unlocked, and in a minute, we get into the illusion of an active life. It turns out that there is no time for more important things, such as self-development. In order not to waste time on unnecessary things, our group and I decided to write about how to make our time more productive with and without social networks. As mentioned earlier, teenagers fall into a trance, getting into this world of illusions and scoring on training. Our century is considered the century of technology. There are so many applications to control internet addiction, such as AppBlock, Timeout, which can block online applications for a certain time.

- The technology itself does not harm, more harm is caused by people who create additional sites that cause addiction. This can easily be explained by the fact that they earn money from it. And the more people use the social networks they create, the more they earn. But people should understand that this addiction has

consequences, especially for people who do not realize their vulnerability to the virtual world and its beautiful shell.

- School performance, social status among peers, sexual orientation, family well-being, and social networks all have a huge impact on a teenager's mental state and can lead to depression under adverse circumstances.

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Depression is one of the most common disorders among adolescents. Young people struggle with depression because of numerous reasons such as family well-being, school performance, bullying at school, and social media.

Another serious problem associated with social networking sites is information leakage. By publishing any personal information, you can never know for sure where it will appear again. Anyone can use your personal photos, and in most cases, you can't prevent it. Even if you think that your personal page is protected by a secure password, you are mistaken, because good hackers can hack it with one "click".

In conclusion, we would like to say that there are opposing opinions on this issue. At first glance, social networking is not important for teenagers these days, but in fact it is a big part of their lives. Thus, we firmly believe that social media interaction is important for modern teenagers. The main thing is to teach them to use it correctly for their own good.

And so we can come to the conclusion that Social networks and the Internet in general have "two sides of the coin". It will not be possible to completely neutralize the Internet, since there is too much space with a large mass of information that simply cannot be deleted. [4]

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It will be difficult to change a person's thinking and his dependence on the Internet. Yes, there are many lectures on the Internet about the dangers and consequences of the Internet, as well as advertising, banners on the streets. But I have to admit that their benefits are practically zero. It is assumed that it is extremely difficult to change the large flow of addiction, since it directly depends on the thinking and psyche of a person [5]. And the mind obeys only the master. In order to shift a large flow of useless information, it is necessary to further popularize books, theaters and museums, in general, to popularize cultural institutions.

## References

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