

**CYBER SOCIALIZATION OF ADOLESCENTS:
PROBLEMS AND PROSPECTS**

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Abstract. Cyber socialization has both positive and negative effects. Negative consequences include the negative impact on the social, emotional and physical health of adolescents. Speaking of social health, spending more time on the Internet and social networks, they isolate themselves from their parents and “offline” communication, thereby losing the skills of effective communication. The level of physical health also decreases: communication on the Internet involves spending time in a room without movement. This has a negative impact on posture, vision and can lead to overweight and obesity.

Among the factors that adversely affect the emotional health of adolescents can be identified cyber-bullying. Bullying is a popular term implying aggressive behavior, persecution, harassment of one of the team members by other members. Cyber-bullying is an insult, a threat that a victim receives through electronic communication, through messages in social networking accounts. Cyber-bullying extremely negatively affects the emotional background of a teenager, which can lead to depression and even suicide.

Also, dependence on the Internet exacerbates such psychological characteristics inherent in adolescents as

- 1) procrastination - a tendency to postpone important matters
- 2) attention deficit - the inability to focus on the task, jumping from one task to another.

However, one cannot speak of cyber-socialization only as a negative phenomenon for society. Social networks unite people from all over the world being a way of communication without borders. Adolescents who have difficulties communicating at school can make friends for their interests on the Internet, and even enter romantic relationships if they are constrained in real life. Also, the Internet and social networks have a recreative function; teens can chat with friends, keep abreast of news, read books and articles, watch movies, play games.

The active use of the Internet can even help youngsters become more competitive in the labor market for they may have already got knowledge in

information technology from experimenting with the production of digital media.

The active use of the Internet leads to the fact that many young people, when it comes time to return to work, have knowledge in the field of information technology, experimenting with the production of digital media, which makes them more competitive in the labor market. In English, there is the term geeking, which means a passion for the sphere of interests that is not popular among peers, most often it is the field of information technology and other scientific fields. Geeking involves the intensive use of the Internet, in which young people delve into a particular area of interest, often through connecting to their online interest group.

New media provide young people with a degree of freedom and autonomy that is impossible within the school. On the Internet, adolescents find reference individuals for themselves, and they are often much more motivated to learn from them than from teachers at school.

Describing social networks as a factor of socialization of young people, it can be noted that socialization in a social network is often spontaneous, while the traditional process of socialization is a regulated and targeted process. Young people themselves choose options for their existence in the Internet space, they themselves find (or are found by) referents, they themselves determine the ways and volumes of existence in the Internet community.

In the conditions of the general computerization, the Internet is also a factor in the socialization of the individual, which has both positive and negative effects on the development of the younger generation. It affects the process of human learning patterns of behavior, social roles, values and cultural norms.

Keywords: socialization, social networks, cyber socialization, socialization factors, youth

Introduction

In modern society, the creation, processing, distribution and consumption of information comes to the fore. Possession of information means the possession of power. (Foucault, M., 1996) Along with the increasing importance of information, communication technologies are developing, which have undergone major qualitative changes over the past decade. Of particular interest to the researcher is the Internet and social networks as a new channel of communication. Every year more and more people get the possibility of constant access to the Internet and are registered in social networks, thus the global network changes the system of social communications.

Objectives of the study

The objectives of the study were:

- explore social networks as a special channel of mass communication;
- highlight the characteristic features of social networks as a channel of mass communication;
- assess the extent of social networking in Russia;
- identify how social networks affect the socialization of a teenager;
- define the concept of "cyber socialization";
- identify the positive and negative effects of cyber socialization.

Methodology

Until recently, computers were used for processing and analyzing data, but with the ubiquity of the Internet, the computer has become a tool for incorporating into the system of mass communications. Thanks to the Internet, the intensity of communications has increased significantly, physical, geographical, administrative-state, censorship boundaries have been erased. If classic media produce a million documents a day, then more than a billion informational messages a day, accessible by the user of the whole world, appear on the Internet.

The following changes in the socio-network communication can be noted (Nurgaleeva, L.V., 2005):

- shift in the perception of the coordinates of time and space;
- changing the methods of modeling and constructing social reality;
- increase in the rate of social exchange in the world as a whole under the influence of modern communication technologies;
- transformation of the system of values, a new understanding of freedom and responsibility.

Modern man cannot imagine himself without electronic means of mass communication. M. McLuhan believed that the media became a continuation of the human nervous system (McLuhan, M., 2003). M. McLuhan understood not only the traditional media (television, radio, print media), but man's clothing, dwelling, his transport, everything that helps a person to master the world and express himself in it.

In this regard, it is necessary to consider social networks as a full-fledged channel of mass communication, which is beginning its institutionalization. "Social networks" are structural elements of the Internet, including information databases, communication systems and search engines.

The term "social network" was first introduced by James Barnes in 1954, long before the advent of the Internet. Under the social network, he understood the social structure consisting of groups of social objects (people or organizations) and connections between them.

In the modern sense, a social network, from English social networks, is “a platform, an online service or a website designed for building, reflecting and organizing social relationships, the visualization of which is social graphs (user profiles) (Verchenov, L.N., 2013). Registered users post information about themselves, communicate with other users, establishing social connections.

M.M. Nazarov identifies the following features of mass communication (Nazarov, M.M., 2003):

- mass audience;
- social significance of information;
- openness and public character;
- limited methods and forms of information transfer, controlled by the creators;
- relations are governed by institutional regulations that are introduced by the creators;
- a large number of repetitions of the message, its replication;
- the variability of the methods of communication and their multi-channel;
- a large number of recipients who receive information.

Based on these criteria, social networks can be attributed to the channel of mass communication, as they have all the above listed features.

However, the scientific community is actively discussing the question whether it is legitimate to consider social networks as one of the channels of mass communication. Some scientists believe that social networks can be attributed to the channel of mass communication. For example, A.V. Platov (Platov, A.V., 2007) gives an example of the flood reporting in New Orleans, which was published by M. Barnett on his page on social networks. Others say that social networks are not a channel of mass communication, the arguments are the limited audience (only those who have access to the Internet), lack of professionalism, subjective perception of the picture of the world and the impossibility of a holistic view of events. (Biryukov, D.A., 2006)

L.A. Braslavets believes that among the channels of mass communication social networks can be allocated the following place:

- a means of publishing information (the introduction of multimedia information in the hypertext space of the Internet);
- especially the means of processing and submitting information;
- a means of aggregation of information flows;
- a means of disseminating information and restricting access to it through a system of connections in social networks;
- feedback tool (Braslavets, L.A., 2009).

In April 2016, the All-Russian Public Opinion Research Center (VTsIOM) conducted a study of the popularity of social networks in Russia. 1600 people were interviewed in 138 settlements in 46 regions, territories and republics of Russia. The statistical error did not exceed 3.4%. The survey found that 57% of Russians over 18 years old (66.5 million people) are Internet users, of whom 36% go online every day. 82% of Internet users are registered in social networks. "A typical user of social media is a person aged 18–24 years (96%), well-to-do (87%), living in Moscow and St. Petersburg (94%)" (Press release VTsIOM, 2016). The number of Russians who use the Internet every day is increasing every year.

Virtual social networks are most popular among young people, they are attracted to:

- openness of social networks;
- fullness of social networks with a range of potencies for the subject;
- a high enough degree of anonymity;
- the presence of intragroup identity and stratification;
- theatricality.

So, in our opinion, it is possible to distinguish social networks as a channel of mass communication, since they respond to all signs of traditional channels of mass communication. Also, social networks as a channel of mass communication has a number of specific features. Among them are the following:

1. Informational messages come not only from officially registered media, but also from ordinary users.
2. Anonymity, which has always been characterized by the Internet, is replaced by an indication of personal data: name and surname, place of work and study, area of interest and other information about the user.
3. Multi-channel and variable transmission of messages.
4. The presence of a list of permanent lists of "addressees" of information: the user has a list of friends, the community has a list of subscribers - they all constantly receive information from each other.
5. Continuous flow of information.

In today's world, electronic communication occupies a growing place in the life of a teenager. Traditional interpersonal communication is being increasingly replaced by social networks, messengers, imageboards etc. Internet communication shifts one's perception of time and space, empirical knowledge of the surrounding world is being substituted for audiovisual materials placed on the global network, methods of constructing social reality are changing, values are transforming, and the understanding of freedom and responsibility does not remain unchanged either.

Social networks as a channel of mass communication have specific features: informational messages emanate not only from officially registered media, but also from ordinary users, there are many channels and variability of message passing in social networks, and the flow of information is continuous.

Social networks are an integral part of modern life. Communication in social networks, on the one hand, leads to the expansion of the circle of contacts of young people, to the exchange of sociocultural values, the development of processes of imagination, the intensification of learning foreign languages and a number of other positive effects. On the other hand, it can lead to so-called online social networks dependency, to contributing to avoiding reality, social exclusion, narrowing of interests, preoccupation with computer games, weakening of emotional reactions and other negative effects. Frequently, leisure is reduced to spending all your spare time on the Internet (Biryukov, D.A., 2006).

The strong involvement of adolescents in social networks suggests that social networks are becoming one of the agents of socialization along with family, school, and the media.

Results / Findings

Socialization on the Internet and social networks can be called cyber socialization. Cyber-socialization as a process is understood as local qualitative changes in the personality structure that occur as a result of human socialization in cyberspace of the virtual socializing Internet environment, i.e. the process of using its resources and communication with virtual agents of socialization, meeting a person on the Internet, including social networks (Lewin, T., 2008).

Cyber socialization has both positive and negative effects. Negative consequences include the negative impact on the social, emotional and physical health of adolescents. Speaking of social health, spending more time on the Internet and social networks, they isolate themselves from their parents and “offline” communication, thereby losing the skills of effective communication. The level of physical health also decreases: communication on the Internet involves spending time in a room without movement. This has a negative impact on posture, vision and can lead to overweight and obesity.

Among the factors that adversely affect the emotional health of adolescents can be identified cyber-bullying. Bullying is a popular term implying aggressive behavior, persecution, harassment of one of the team members by other members. Bullying differs from conflict in that the victim of bullying is in a deliberately losing position and cannot communicate effectively with the attackers, and the escalation of the conflict does not

proceed to its completion. Cyber-bullying is an insult, a threat that a victim receives through electronic communication, through messages in social networking accounts. Cyber-bullying extremely negatively affects the emotional background of a teenager, which can lead to depression and even suicide.

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Discussion

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Issues of cyber-socialization require additional study by experts in the field of not only sociology, but also psychology, social psychology and physiology. It would be advisable to hold an interdisciplinary scientific conference in the format of remote discourses on this topic in order to integrate various scientific disciplinary and authorial approaches to solve this problem.

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