# ISSUES OF DEVELOPING A CULTURE OF EFFECTIVE AND RATIONAL USE OF SOCIAL NETWORKS

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**Abstract:**

The article analyzes effective ways to increase the culture of using Social Networks. At the same time, the article developed proposals aimed at preventing slouchy information attacks, a threat to the consciousness and lifestyle of young people through Social Network.

**Keywords**: Social Network, Information Culture, effective ways to increase the culture of using Social Network, immunity.

## Introduction

In modern society, social media has become an integral part of human life. They serve not only as a means of communication, but also as an important platform for information exchange, work, education, business and other fields. Facebook Instagram, Twitter and other platforms are used by millions of people all over the world to communicate and share ideas. Therefore, the widespread use of Social Networks requires high culture, education and responsible use from each user.

Social Networks are an integral part of modern information and communication technologies, providing the opportunity to communicate between people, exchange information and influence various processes. In this regard, let's consider the main features of Social Networks.

The main feature of Social Networks is the ability to quickly exchange information. Users will be able to search, use and share news, thoughts, pictures, videos and other types of content in a matter of seconds. However, it is necessary to take into account such factors as the correctness of information, expediency and information security. Because, through information on Social Networks, a certain idea can also be a message that is being disseminated or leaked in a hidden way. Therefore, each person using Social Networks must learn to check sources of information and use reliable information.

Social Networks allow users to communicate and communicate communicatively with people around the world. Facilitates communication and cooperation between users, regardless of geographic boundaries. At the same time, the study of different cultures and languages provides opportunities for exchange of ideas on global issues.

As interactive platforms, Social Networks provide users with opportunities to comment on each other, leave comments, "like" or "rate".

In Social Networks, each user can create and distribute their own content. The possibility of creating this content can be in the form of personal blogs, videos, photos, articles or music. This, in turn, is intended to express the opinions of users and bring them to the general public.

Social Networks bring together people of different ages and social groups by their mutual interests.

Social media has become an effective digital marketing tool for businesses. They provide ample opportunities for advertising promotion, product sales, and brand promotion.

In Social Networks, there are opportunities for rapid information sharing, but the correctness and reliability of this information is not always ensured. Sometimes serious consequences are observed after the spread of leaked or false information. Therefore, each user is required to verify that the information being distributed comes from reliable sources, use official sources, and not distribute false, manipulated, or inaccurate information.

**The Main Findings and Results**

A Social Network is an online platform used to communicate, meet, create social relationships between people whose interests are similar or have offline communication, as well as for entertainment (music and movies) and work purposes [1].

Vladimir Odoyevsky, a 19th-century Russian writer, philosopher and public figure who lived from 1803 to 1869, predicts the emergence of modern blogs and, in general, the Internet in his unfinished utopian novel "4338", written in 1835. It states that "magnetic telegraphs are located between familiar houses, through which long-distance residents talk to each other", as well as about "home newspapers" published "in many apartments, especially among those who are well-acquainted": these newspapers "replace ordinary correspondence", which "usually contain messages about the health or illness of the owners and other news in the house, and then various thoughts [2].

The earliest form of social media was an electronic bulletin board, the first of which was an IBM employee under the name CBBS ("Computerized Bulletin Board System"), U.Christensen created in 1978 [3]. Already in 1983, there were 800 electronic boards in the world, and in 1988-5,000 [4].

Internet social media was launched in the United States in 1995 Classmates.com began to become popular with the portal. This project was very successful, which later paved the way for the emergence of dozens of similar services. However, the real "explosion" of social media has been attributed to the launch of the LinkedIn, MySpace and Facebook platforms in the United States in 2003-2004. Today, the number of such networks is increasing, and the number of users is increasing accordingly.

According to the 2023 statistics, the average daily use of Social Networks of people is indicated:

• Number of Social Network users: there are 4.8 billion Social Network users worldwide, representing 59.9% of the world's population and 92.7% of all internet users;

• Average daily time on Social Networks: on average, it spends 2 hours and 24 minutes a day;

• Instagram Facebook, YouTube, WhatsApp and Instagram are the most used social media platforms;

• Age groups that use social media the most: the age group that uses social media the most is 18-29 years old;

• Gender that uses social media the most: men and women use social media equally.

Currently, the most popular social media platform in the world is Facebook, which has 2.989 billion active users per month. YouTube is the second most popular social media platform, with

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2.527 billion active users per month. WhatsApp is in third place and has at least 2 billion active users per month. Instagram is in fourth place and has 2 billion active users per month. TikTok, on the other hand, is the fifth most popular social media platform, with 1.9 billion active users per month [8].

Even some organizations are causing their employees to restrict their use of social media in order to prevent the spread of Information [5].

At the same time, there are also cases of the appearance of psychosomatic diseases due to dependence on communication on Social Networks. In particular, Belgrade user Snejana Pavlović (Snezhana Pavlović) was admitted to a psychiatric clinic after her post on the Social Network "Facebook" failed to generate interest among her online friends. Clinic doctors called this condition "Snejana syndrome" and explained the patient's behavior as a simple stress caused by the lack of satisfaction of the social needs of the individual in the modern world [6].

The question of the danger of using Social Networks has been studied by a number of specialists, and let's dwell on some of them below. Including:

• D.Based on survey material from 16 U.S. states, Boyd concluded that there are two main "fears" that arise from social media: violence and data privacy;

• M.Larsen analyzes the content of periodicals in Denmark to compile a list of the most talked about social media problems, including: violence, intimidation and harassment, threats, etc.k.;

• K.Fuks forms a list of the following risks from an online survey of German and Austrian students: data privacy, spam, the possibility of losing personal data, creating a negative image, internet addiction;

• S.V.Bondarenko studied virtual network communities in the south of Russia, concluding that the following forms of deviant behavior exist: hacking, privacy violations, slander, cyberterrorism;

• According to a survey conducted by HSE University, Social Networks are "taking over" people and suppressing live communication. "Privacy issues", the report said, "are of the least concern to users of social media. These types of fears are not related to the work of the secret services, but mainly to the fact that there is an opportunity for spammers to have easy access to contact information"[7].

Some media outlets have found that groups promoting suicide among children operate on social media.

Existing research and observations on the impact of Social Networks on the psyche of young people make it possible to draw certain conclusions [16, 17, 18, 19, 20, 21]. For example, the 2023 announcement by the Surgeon General of the United States entitled "Social Media and Youth Mental Health: the U.S. The Surgeon General's Advisory" report states that while social media provides certain benefits to children and adolescents, it can also negatively affect their mental and physical health. Especially the fact that young people prefer to communicate on the internet rather than real life can cause problems in finding their place in society.

At the same time, there is a possibility that improper use of Social Networks is the cause of various psychological problems and deviant behavior formation among young people [9, 10, 11, 12, 13, 14, 15].

**Conclusion**

As effective ways to properly use Social Networks, it is required to pay attention to the following aspects:

Identification and confirmation of sources of information: only information from reliable sources should be distributed on Social Networks. It is permissible to check the materials provided by other users and rely only on verified information from official sources.

Information security and Privacy assurance: users are required to protect their personal information. In Social Networks, it is necessary to correctly adjust the privacy settings and exchange information only with the necessary persons.

Treatment based on the norms of Information Culture and ethics: communication and relationships in Social Networks should be carried out in compliance with the norms of ethics. Respect for the interlocutor, unpleasant or offensive words should be avoided.

In conclusion, in order to increase the culture of effective use of Social Networks in society, it is necessary to use the capabilities of the layer of the general public and intellectuals to organize various trainings, create and distribute rollers, popular guides aimed at developing analytical and critical thinking of the population through Social Networks. Raising the culture of the use of Social Networks is the joint active activity of all layers of the social system – family, educational institutions, state and non-governmental organizations, media and users. Through this, it is possible to increase the responsibility of Social Network users, ensure information security and most importantly, educate young people as worthy offspring. This, in turn, makes it possible to organize information culture in society on the basis of moral standards.

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