

THE IMPACT OF SOCIAL NETWORKS ON SOCIETY

Today, social networks have become an integral part of the daily lives of millions of people around the world. They not only provide an opportunity for communication and exchange of information, but also have a significant impact on each of us. Social media has become a platform for self-expression, for creating a personal brand, as well as for studying opinions and trends. So, it is important to understand how we are using these platforms and what repercussions it may have on our lives and relationships. Proper interaction with social networks can bring many benefits, but it is also important to be attentive to their potential negative consequences.

First of all, it is worth noting the positive role of social networks in our lives. A social network is an online platform designed to communicate, make acquaintances, establish social connections between people who have similar interests or real relationships. In addition, it is an excellent tool for entertainment and even work, allowing people to find like-minded people, share information, participate in discussions, and just spend time with benefits.

This seemingly familiar thing, such as social networks, appeared relatively long ago, but still plays a significant role in our lives, helping us stay informed about events, communicate with friends and colleagues, expand our circle of connections, and even discover new opportunities for personal and professional growth.

However, despite all the good qualities and priorities of social media, one cannot fail to mention the negative consequences of their use. Even though people have been able to communicate more through innovation, unfortunately, many of them have begun to abuse it, which has led to fewer meetings with each other. Addiction consists in breaking away from real, live communication, in other words, “the Internet separates people more than contributes to their rapprochement”.

For our generation, likes have become the main currency and equivalent of money. Social networks can have a negative impact on our ideas about real life because every day people are faced with posts that broadcast a seemingly ideal life. Studies have shown that social media use can lead to feelings of anxiety, depression, and loneliness. This is because the Internet often presents a distorted view of reality, with people presenting only their best selves and creating unrealistic expectations for others. [1] Consequently, we have grown accustomed to this culture of presentation, elevating public figures with large

online followings to a revered status within society. Now, people who have audience have influence that is traded for material privileges. While once seen as a boost to one's ego, this obsession with popularity is now often seen as embarrassing or even worrying, if you imagine how it will further grow in geometric progression. Social networks cause complexes – the illusion of perfection. In general, it is important to recognize the potential harm that social media can have on our self-perception, which will help shape a more realistic and healthy view of ourselves and our lives.

Based on the above, you can draw certain conclusions. It is impossible to imagine modern life without social networks. It cannot be definitively asserted that social media is solely beneficial or solely harmful. There are both highly focused social networks that can be useful for work purposes, and multiplayer, with huge functionality, providing both business and entertainment. They can help pass the time, but they can also effectively cause addiction in people who have an abundance of free time. Consequently, the impact of social media on society is very diverse and ambiguous, and the impact on any given individual depends on subjective factors. In the light of the above, it can be said that the use of social media should be reasonably approached in order to be able to derive maximum benefit and minimum negative consequences.

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