



## SOCIAL FOUNDATIONS OF THE INFLUENCE OF INTERNET COMMUNICATION ON YOUTH BEHAVIOR

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**Abstract:** The emergence of a computerized world, a global information system, has linked the fate of nations, peoples, and all of humanity. The unimaginable development of information technology, its processing, storage, and dissemination, is causing serious concern today. In this article, we have outlined the changes in the behavior of our youth as a result of the increased use of Internet communication.

**Keywords:** *Computer, internet, behavior, Telegram, Instagram*

The emergence of a computerized world, a global information system has linked the fate of nations, peoples, and all of humanity. The unimaginable development of information technology, its processing, storage, and distribution, is causing serious concern today. After all, the latest generation of modern computers has 80-100 million transistors in each processor and can perform up to two billion tasks per second. Thanks to such a miracle of information technology, anyone can establish contact with anyone anywhere on Earth in a second and solve a problem in an instant. This state of affairs in itself reflects human activity, thinking, moral standards, attitudes to the world, and, as a whole, the life and fate of humanity in the new century.

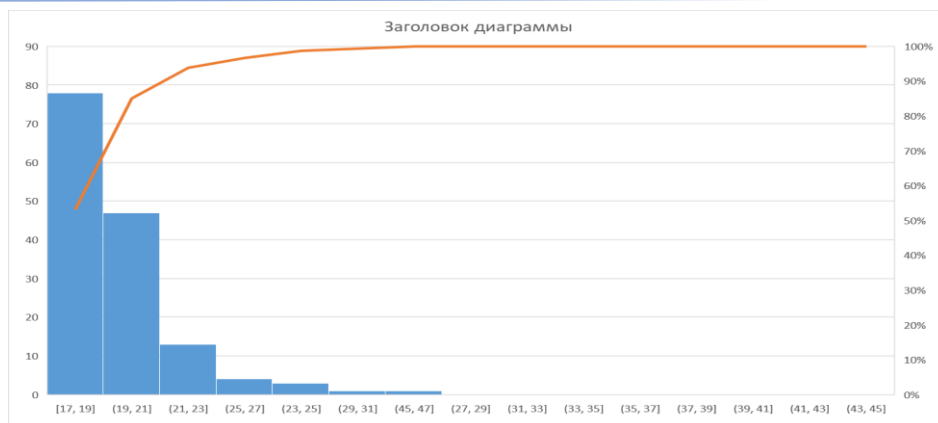
After equipping a computer with the Internet, it is becoming increasingly popular among young people.

The Internet as a means of mass communication has the following unique characteristics:

- 1) lack of a centralized organizational structure;
- 2) high-speed distribution of information;
- 3) information distribution is used in social networks; (uncontrolled distribution of various true and false information). [9]
- 4) wide opportunities for communication: (discussion on forums).

In this article, we would like to present the data obtained from our research on this topic. The general criterion for forming the sample was the experience of respondents in using Internet communications. 236 girls and 160 boys aged 18-22 (60 percent of girls and 40 percent of boys) were selected for the study. The questionnaires were administered in written and electronic form, with the condition of filling out all the answers to the questions, indicating their attitude to social networks and other Internet communications, their level of use.

The research work begins with determining the age limits indicated in the questionnaires. You can see the age of the respondents in this table (Figure 1).



**Figure 1. General age characteristics of students in the study.**

We present the changes in the behavior of young people who actively use the Internet, obtained from the results of the conducted research.

### 1. Communication sensitivity

The choice of Internet communication; chats (instant messaging programs).

In our young people with such behavior, it manifests itself in social values such as cheerfulness towards life, sensitivity to surrounding events, and the quality of understanding the opinions of others. They manifest themselves in seeking social support in accepting society. These users prefer to give in to emotions and ask for help when exchanging information. Such young people pay special attention to being attentive to their relationships with people around them.

Socio-psychological characteristics: socially active life (vibrant life and wealth of emotions), the importance of having good and true friends.

The manifestation of typical signs in behavior:

- strong trust in loyal friends;
- warm attitude to the opinions of others;
- Ability to forgive others for misunderstandings;
- showing oneself as an active citizen in society;
- online correspondence;

### 2. Social assertiveness

Choices in Internet communication; e-mail and forums.

They manifest themselves depending on the opinions of those around them, this can be manifested in the desire for or increased attention to the opinion of the community.

Psychological qualities; we can see such qualities as the social status of those around them, personal development, a warm attitude to the opinions of others, following outside advice in conflict situations and easily getting out of these situations.

Formed signs in behavior; participation in social programs aimed at the needy, participation in forums that attract attention as a volunteer and showing oneself there.

Manifestation of typical signs in behavior:

- concern for the happiness of others;
- tendency to criticize the opponent;
- volunteerism, willingness to provide unsolicited help in crowded places;
- empathy;
- not to be overlooked;

### 3. Social flexibility (elasticity)

Choice of Internet communication; Internet networks (Telegram, Instagram, etc.).

This can be manifested in a change in behavior, that is, a fear of being ignored. The intensity of attention to news on Internet news sites leads to a decrease in trust in the social environment around them, and this can lead to a decrease in interest in the offline environment.

Psychological qualities; poor attention to and intolerance of real-life situations, relying on the support of others rather than on one's own capabilities in difficult situations (getting used to Internet resources).

The manifestation of typical signs in behavior:

- strong desire for social status, position
- desire to be constantly in the spotlight;
- respect for other traditions;
- slow acceptance of mistakes;

### 4. Demonstrative behavior

A selected type of Internet communication; online communication.

This is accompanied by increased attention to one's own personal qualities and an increased desire to be in everyone's attention. The formation of a characteristic character trait that attracts everyone's attention in online communication. (image, emotions)

Psychological qualities; the use of humor, cheerfulness to achieve one's goals, the lack of a tendency to mental states that lead to negative moods and the formation of the ability to easily get out of such states.

The manifestation of typical signs in behavior:

- thirst for love
- frequent self-showing (selfies);
- taking pictures of work activities and showing them off;
- often looking at oneself in the mirror;
- self-criticism;

### 5. Openness

Selected type of Internet communication; video surfing, comments.

Compliance with the demands and suggestions made by active Internet users, popular bloggers and celebrities, imitating them.

Psychological qualities; persistent work towards achieving the recognition and respect of those around them for their valuable behavioral norms. Sometimes, due to the abundance of goals, indifference to real events seems like wishful thinking.

Manifestation of typical signs in behavior:

- striving for attention
- being in the spotlight;
- strong imitation, striving for fame and popularity
- participation in public events;
- formation of a strategy of instability

These young people try to distinguish themselves from others in the online world in which they participate with their demonstrative actions, signs of active behavior towards communication.

These young people try to stand out from others in the online world they participate in through their demonstrative behavior and signs of active communication behavior. Summarizing the above, we can conclude that the relationship between the preference for Internet communication and the social behavior of young people has been revealed theoretically and empirically.

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