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## THE IMPACT OF SOCIAL MEDIA ON SOCIETY

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**Purpose and assignment:** The purpose of this research is to analyze the role of social media platforms on everyday life of an individual.

To reach the aim the following assignments are to be solved:

- to give definition of the term "social media";
- to determine the areas in which social media is extensively used in these days;
- to find positive and negative effects of social media in those areas.

**The object** of the research is social media platforms and the way they change social life of a modern human.

**Methods and ways of research.** Such scientific methods as analysis, synthesis, comparison and generalization were used for the research.

**Scientific novelty and practical value of the obtained results.** The research of the role and place of social networks in the communicative space of modern society began in the second half of the twentieth century. However, this topic is not spoken widely enough in Ukrainian scientific society.

The practical value of the research consists of studying and informing about the issues that social media can lead to.

**Research results.** J. A. Barnes in his work «Class and Committees in a Norwegian Island Parish» first used the term «social media» in 1954. It was used with a meaning of a structure of ties and social relationships between individuals or social groups [1].

According to S. Wassermann and K. Faust, social media is a social structure consisting of a multitude of social actors and dyadic connections between these entities. Another scientist, G. Reinhold in his research described social media as social associations when a group of people maintains open discussion for a long time, in order to form a network of personal relationships in cyberspace.

So, social media are Internet platforms or applications that help friends, business partners or people united by the same interests, preferences or those having other reasons for direct communication between themselves communicate and establish social networks or social relations with each other using a set of tools [2].

Randy Conrad created the first social network Classmates.com in 1995. Over the next two decades, the number of social networks has steadily increased. Among the current largest platforms are Facebook, MySpace, VKontakte, Twitter, LinkedIn, Snapchat, WhatsApp, YouTube, and more. The emergence of these platforms radically changed the form, content, mechanisms and functions of social communications.

Social networks have become part of people's lives, making them more socially capable. Internet platforms of different forms, such as blogs, networking sites, video- and photo-sharing sites, instant messaging, podcasts and more, allow users to share information and make connections.[3] All of them have an effect on three main levels:



- individual level (communication with friends and relatives and being entertained);
- professional level (gain knowledge in a particular field and connect with other professionals);
- business level (conversation with audience).

Social media provide connection for friends and relatives, regardless of their location. It gives possibility to reconnect with old companions, partners and mates or to find new friends of interest. It is a way to find and interact with new people who have the same interests, beliefs or experience and exchange ideas or learn new things from them.

Using social media platforms is a way for business to communicate with clients and elevate your brand. Social networking sites help to fulfill business goals, expand yearly offers of the organization, promote more efficiently, give customers better understanding of products and receive their feedback. However, as the number of these sites grows, the number of possible Internet frauds and scams grows as well.

For bloggers, article writers and content creators social media provides open opportunity to connect with their audience and share their works or experience. These profiles regularly receive promotional offers from advertisers, which help them maintain their job.

The biggest impact social media has on teenagers, the generation that grew up at the same time as the internet developed. It helps them to stay informed about the latest world news even if they live a sheltered life. Desire to explore and feel the same thing as the author of the publication can encourage them to visit unknown places and try new things.

However, teenagers whose life goals and values have not yet been formed face many threats while using internet platforms. Giving full access to their life may lead to struggles with cyberbullying - users leaving hurtful and intimidating comments and messages. The desire to show yourself only in the best way made perfect and polished looks of popular people appear perfect. This leads to body image issues.

Social media can become extremely addictive for users, especially for teenagers as maintaining their profile images becomes the most important activity for them and numerous followers is a proof of their success. They spend hours every day updating their status, uploading pictures, leaving comments on walls, playing online games, reading updates from others, and searching for new friends to add.

**Conclusion.** Social media has already rooted in modern everyday life, and it is impossible to imagine a further life without it. It has both a positive and a negative impact on the society, therefore, it is important to adopt only the positive aspects of and avoid negative effects. It is equally important to investigate social media negative impact and inform users about it. In this way, future generations will not face the same problems as modern does.

**Key words:** social network, society, platform, profile, internet addiction.

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