

PSYCHOLOGICAL ASPECTS AND THE MAIN MOTIVES FOR THE USE OF SOCIAL NETWORKS

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The article discusses the psychological aspects and the main motives for using social networks that allow to use new tools and carry out activities in a fundamentally new environment of virtual space.

With the spread of e-commerce and the creation of conditions for organizing work through the network (without leaving home), the changes will also affect work.

The change in the nature of this process is associated with two fundamental differences in activities under the new conditions: the individualization of the process, the explosive nature of the changes.

Individualization, as a result of the emergence of personal computers, modifies the nature of joint activities. The explosive nature of the changes leads to the fact that knowledge in the new information environment is becoming obsolete at a record speed.

Personal experience comes to the fore. The modern user of networks is not a consumer, but the creator of new resources. As a result of the use of information technology, there is a change in culture, as a way of interacting with the outside world and with oneself. The spontaneous formation of a new educational culture has led to problems, including plagiarism, Internet addiction, decreased motivation in distance learning, and the problem of information quality. The spontaneous formation of culture has a number of significant drawbacks and, most importantly, it does not provide conditions for the effective use of the Internet in education.

Social networks instill in users a peculiar new type of thinking: this is thinking with laconic images, «pictures», «statuses».

Along with general motivations, there are also particular ones related to the psychological characteristics of an individual.

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