INFORMATION SOCIETY: PSYCHOLOGICAL APPROACH TO SOCIAL NETWORKING SITES (AN EDUCATIONAL STUDY)

SOCIEDADE DA INFORMAÇÃO: ABORDAGEM PSICOLÓGICA PARA SITES DE REDES SOCIAIS (UM ESTUDO EDUCACIONAL)

SOCIEDAD DE LA INFORMACIÓN: APROXIMACIÓN PSICOLÓGICA A LOS SITIOS DE REDES SOCIALES (UN ESTUDIO EDUCATIVO)

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ABSTRACT: The work examines psychological approach to social networking sites (SNSs) and their impact on people. It cannot be categorically asserted that social networks bring only benefit or harm. There are both narrowly focused social networks, which can be useful for work purposes, and multi-user ones, with huge functionality that ensures both the fulfillment of business goals and entertainment. They can help pass time, but they can just as successfully induce addiction in people with excess of that same time. Consequently, the influence of social networks on society is very diverse and ambiguous, and the impact on a particular individual depends on subjective qualities. Since social networks are a relatively recent phenomenon, this potential relationship between their use and feelings of loneliness and depression has not yet been properly investigated. Fear of missing out (FOMO) is another mental health effect that's been strongly linked with the use of social media.

KEYWORDS: Information society. FOMO. Social networking sites (SNSS). Attention-deficit/hyperactivity disorder (AD/HD). Mental health.

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RESUMO: *O trabalho examina a abordagem psicológica dos sites de redes sociais (SNSs) e seu impacto nas pessoas. Não se pode afirmar categoricamente que as redes sociais trazem apenas benefícios ou danos. Existem redes sociais com foco restrito, que podem ser úteis para fins de trabalho, e multiuso, com enorme funcionalidade que garante tanto o cumprimento dos objetivos de negócios quanto o entretenimento. Elas podem ajudar a passar o tempo, mas também podem induzir o vício em pessoas com excesso de tempo. Consequentemente, a influência das redes sociais na sociedade é muito diversa e ambígua, e o impacto em um determinado indivíduo depende de qualidades subjetivas. Como as redes sociais são um fenômeno relativamente recente, essa potencial relação entre seu uso e sentimentos de solidão e depressão ainda não foi devidamente investigada. O medo de perder (FOMO) é outro efeito de saúde mental que tem sido fortemente associado ao uso das mídias sociais.*

PALAVRAS-CHAVE: *Sociedade da informação. FOMO. Sites de redes sociais (SNSS). Transtorno de déficit de atenção/hiperatividade (TDHA). Saúde mental.*

RESUMEN: *El trabajo examina el enfoque psicológico de los sitios de redes sociales (SNS) y su impacto en las personas. No se puede afirmar categóricamente que las redes sociales solo traen beneficio o solo daño. Existen tanto redes sociales con un enfoque estrecho, que pueden ser útiles para fines laborales, como redes sociales multiusuario, con una gran funcionalidad que asegura tanto el cumplimiento de los objetivos comerciales como el entretenimiento. Pueden ayudar a pasar el tiempo, pero también pueden inducir con éxito la adicción en personas con exceso de ese mismo tiempo. En consecuencia, la influencia de las redes sociales en la sociedad es muy diversa y ambigua, y el impacto sobre un individuo en particular depende de sus cualidades subjetivas. Dado que las redes sociales son un fenómeno relativamente reciente, esta posible relación entre su uso y los sentimientos de soledad y depresión aún no se ha investigado adecuadamente. El miedo a perderse algo (FOMO) es otro efecto de salud mental que se ha relacionado fuertemente con el uso de las redes sociales.*

PALABRAS CLAVE: *Sociedad de la información. FOMO. Sitios de redes sociales (SNSS). Trastorno por déficit de atención e hiperactividad (TDA/H). Salud mental.*

Introduction

Socialization of a person occurs in the process of education and under the significant influence of the environment. The environment of a modern person, in which education takes place, has changed significantly. The Internet is the most influential right now. Currently, the situation of the influence of the Internet on the younger generation has become very aggravated.

Human beings are social creatures. We need the companionship of others to thrive in life, and the strength of our connections has a huge impact on our mental health and happiness. Being socially connected to others can ease stress, anxiety, and depression, boost self-worth, provide comfort and joy, prevent loneliness, and even add years to life. On the flip

side, lacking strong social connections can pose a serious mental and emotional health risk (The social dilemma: social media and your mental health, 2021).

During the past 10 years, the rapid development of social networking sites (SNSs) such as Facebook, Twitter, MySpace, and so on has caused several profound changes in the way people communicate and interact. Facebook, as the biggest social networking Web site, today has more than one billion active users, and it is estimated that in the future, this number will significantly increase, especially in developing countries. Recently, however, some researchers have associated online social networking with several psychiatric disorders, including depressive symptoms, anxiety, and low self-esteem. Since social networks are a relatively new phenomenon, many questions regarding their potential impact on mental health remain unanswered. Although several studies have made the connection between computer-mediated communication and signs and symptoms of depression, this issue remains controversial in current psychiatry research. There are many potential reasons why a Facebook user may tend to become depressed, as there are numerous factors that may lead an already depressed individual to start to use or increase their use of SNS (Impact of social media on youth mental health: statistics, tips and resources, 2020).

Literature Review

An analysis of recent research and publications that have begun to address this issue on which the author relies. With the appearance in scientific use of the concept of "socialization", these works were reoriented to a new channel, and by the middle of the XX century. socialization has become an independent interdisciplinary field of research. Today, the problem of socialization or its individual aspects are studied by philosophers, ethnologists, sociologists, psychologists, teachers, criminologists, representatives of other sciences (AZIZI; SOROUSH; KHATONY, 2019, p. 1-8).

In 1998, Kraut *et al.* published one of the first studies to indicate that Internet use in general significantly affects social relationships and participation in community life. In this research, the authors found that increased time spent online is related to a decline in communication with family members, as well as the reduction of the Internet user's social circle, which may further lead to increased feelings of depression and loneliness. This work was later followed by several other publications where it was suggested that computer use may have negative effects on children's social development (Social media and its impact on student life, 2018).

In March 2018, it was reported that more than a third of Generation Z from a survey of 1,000 individuals stated that they were quitting social media for good as 41 per cent stated that social media platforms make them feel anxious, sad, or depressed. The social media platform Instagram made headlines last year for suppressing likes to curb the comparisons and hurt feelings associated with attaching popularity to sharing content. But do these efforts combat mental health issues, or are they simply applying a band-aid to a wound? (SINGKH, 2021).

According to Jacqueline Sperling, PhD, a psychologist at McLean Hospital who works with youth who experience anxiety disorders, it's a small step in the right direction about Instagram's recent restriction. "Even if you remove the likes, there continue to be opportunities for comparisons and feedback. People still can compare themselves to others, and people still can post comments."

Social media has a reinforcing nature. Using it activates the brain's reward center by releasing dopamine, a "feel-good chemical" linked to pleasurable activities such as sex, food, and social interaction. The platforms are designed to be addictive and are associated with anxiety, depression, and even physical ailments (RYBINSKA, 2018, p. 196).

According to the Pew Research Center, 69% of adults and 81% of teens in the U.S. use social media. This puts a large amount of the population at an increased risk of feeling anxious, depressed, or ill over their social media use.

There is a study by Facebook itself ("A 61-million-person experiment in social influence and political mobilization") about whether there is social pressure associated with it. As part of this experiment, part of the social network users showed a message reminding that today is voting day, and the address of the nearest polling station. There they could also click on the "I voted" button and see on the counter how many people have already done this. There was no social pressure since it was not known who these people were who had already voted. And another group of users was directly pressured: they were shown the same thing, but with the faces of their friends, to demonstrate that they had already voted, and the participants of the experiment still have not. The researchers then analyzed how many people voted after being reminded.

It turned out that in the second case, people more often clicked on the "I voted" button (often without clicking on the button that allowed them to find out where it can be done). Due to social pressure, many simply pretended to go to the polls. However, a significant part of people after this message on Facebook really went and voted (in the United States, the fact of

voting is public information). All of this makes it clear how social media can manipulate and influence user behavior.

Purpose of the study to determine the degree of influence of social networks on social personality of people, their socialization.

The object of the research is students aged 16 to 18 years; subject - social networks as a factor in the socialization.

The research hypothesis is that the influence of the Internet on the socialization process is twofold, that is, it can be both positive and negative.

Research objectives based on the analysis of modern scientific literature, consider the concept and main characteristics of the socialization process; consider the Internet (SNSs) as a social phenomenon.

Methodology analysis of the elaboration of the topic in the literature and other sources, questioning, comparison, modeling.

Results

In September 2021, we conducted a survey in which 50 people (aged 16-18) - students of the Kyiv National University of Culture and Arts took part. 93.6% of the respondents are registered in social networks. 90.9% of them use Instagram, 24.6% - TikTok, 28.5% - Facebook. 41.4% of registered survey participants spend more than 3 hours daily on social networking, 31% - from 1 to 2 hours. To the question "How do you prefer to spend your free time?" 45.5% of the respondents answered that they prefer online communication. To our opinion, SNSs can lead to formation os a distorted view of the real world around them, which does not contribute to the consolidation of moral values and ideals that exist in real society, as evidenced by the comparative Table 1 compiled:

Table 1 presents the results of assessing the values in real and virtual life.

Table 1 - Values in real and virtual life

What is most valuable to you in life?	What is the most valuable thing for you in the virtual world?
Health 74%	Health 6.4%
Family 44.1%	Family 1.2%
Love 46.7%	Love 15.5%
Friendship 37.6%	Friendship 20.7%
Honesty 20.7%	Honesty 7.7%
Status 5.1%	Status 6.4%

| Money 7.7% | Money 6.4% |

Source: Devised by the authors

We would like to note that most respondents do not believe that social networks distract them from important matters, from study, but on the contrary are sure that they help them to make their life much easier and more comfortable. Having tried to communicate in SNS, student understands that in the virtual space the communication process is much easier and safer. Because they can at any time "turn on" or "turn off" the interlocutor, guided only by your desires, and not seek compromises in opinions, not try to imbue the emotions of another person for mutual understanding and sympathy. (RYBINSKA *et al.*, 2021, pp. 62-69)

Discussions

Why are social networks so attractive to us and are they so safe?

First, by the fact that they provide us with endless opportunities for communication, for which the 21st century leaves us almost no time. The main purpose of social networks is precisely communication with friends, relatives and previously unknown people, regardless of the distance separating the interlocutors. People find friends with the same interests, exchange photos and videos, share them for commenting, etc. A big plus of such networks is that everyone can gather their own team of friends and communicate privately in their own narrow circle. Most of these services provide the ability to make voice and video calls over the Internet with any subscriber, wherever they are.

Social networks allow us to develop comprehensively: we can watch any feature or popular science film that interests us, listen to music, read any book, learn to play the guitar, learn a foreign language, do yoga or learn to dance. Social networks are a platform for developing business with its function to advertise it (POPLAVSKIY, 2020, p. 73).

This is not a complete list of positive facts related to the influence of social networks on our lives. But there are also negative aspects, which include the fact that they create a free platform for expressing themselves, which automatically turns everything into a game. Social networks are associated with the playing field, where the physicality of the player, his social status, age, gender, financial well-being disappears, due to which the average person feels like a player equal to others on this field. In this case, a person can lie a little, posing as someone else, limit and not fully indicate information about yourself, embellish reality. Social

networks are gradually reborn into mirrors, reflecting not the real image of the individual, but the desired one (POPLAVSKIY, 2007, p. 117).

Social networks are also a convenient tool for self-expression because they do not condemn human weaknesses, and even sometimes promote them (Positive and negative impact of social media on education, 2020). The function of self-expression is most strongly implemented in services such as blogging, photo reporting, etc. after all, they give the best opportunity to realize oneself as a creative person, without experiencing any difficulties arising in the creative process, or positive impressions of success. Probably, this position could deserve attention if behind all this there was not a stereotype of the average person, which is that one does not need to make special efforts to achieve success. Driven by these thoughts, the user of the social network turns into a person obsessed with vanity who wants to be noticed and appreciated, no matter what exactly.

In addition, social networks have a powerful negative impact on the physical condition of a person, as they have a great potential for addiction, that is, the risk of addiction. There are several significant reasons for this (NORTON, 2020).

The first reason is that spending time on a social network irritates the pleasure centers in the brain. We feel good emotions every time we read a compliment under our photo, or when someone leaves a pleasant review about any of our works. The desire to receive these emotions again and again pulls us into the vastness of social networks, forcing us to spend more and more free time there.

The second reason is the way information is absorbed when working in multiuser web platforms. A person who uses SNSs daily receives a lot of diverse and heterogeneous information in small doses in a small period of time (ANSARI; KHAN, 2020, p. 7-9).

Another negative point is a decrease in the duration of attention span. This is a side effect due to the philosophy of information integration: when working with one network resource begins to include a lot of functionality, such as communication, listening to audio recordings, watching videos, discussion, and so on, the user is tempted to start everything at the same time and carry out several processes at once (RYBINSKA, 2018, p. 5-9).

This negatively affects the possibilities of our thinking. It becomes more difficult to keep attention for a long time, on something, for example, on reading a long article. Our mind, following what has been learned from a long presence in the social. network habit, begins to jump from one subject to another. Therefore, difficulties arise with consistent thinking, pondering one problem: attention constantly "floats" away from the current activity. Working in the mode of an incessant flow of information and successive emotional

impressions, the brain gets very tired, the body experiences stress. Plus, while using social platforms, a person looks at the screen, and an overabundance of such activity in itself leads to fatigue.

Another type of the most frequently committed crimes on the Internet is defamation, which means offensive or offensive phrases, sarcastic or ironic jokes of a personal nature, the use of confidential information, the disclosure of which may be harmful, the publication of photographs that may have a negative impact on the reputation of the photographed person, disclosure of personal data, such as name and surname or other information from which it will be clear who is in question, the creation of groups or topics containing defamatory statements. Some people think that "the Internet is a virtual territory, which means that it is no one. I write what I want". But this is only the illusion of permissiveness and impunity, which entails real responsibility.

Since social networks are a relatively recent phenomenon, this potential relationship between their use and feelings of loneliness and depression has not yet been properly investigated. Most of the research on this issue has been published during the past few years, and so far, the scientific community has not been able to interpret and discuss the results fully. One of the reasons why time spent on SNS may be associated with depressive symptoms is the fact that computer-mediated communication may lead to the altered (and often wrong) impression of the physical and personality traits of other users. This may lead to incorrect conclusions regarding physical appearance, educational level, intelligence, moral integrity, as well as many other characteristics of online friends. Perceiving others as happier and more successful does not necessarily result in depression. However, in individuals who already have certain depressive predispositions as well as other psychiatric comorbidities, this may further negatively impact mental health (NITTLE, 2021).

As it is thought that Facebook may be one of the factors influencing the development of depressive symptoms, it is also assumed that certain characteristics of online behavioral may be predictive factors in depression identification and assessment. Today, it is clear that SNS such as Facebook can be useful in the early detection of depression symptoms among users (MORIN, 2014).

Most people — young and old — can moderate their use of social media so it doesn't take over their lives. However, 20% of people who have at least one social media account feel they have to check them at least once every three hours to avoid feeling anxious. This phenomenon goes beyond "fear of missing out," or FOMO. In fact, it now has its own name:

social media anxiety disorder, as reported by the Anxiety and Depression Association of America (Impact of social media on youth mental health: statistics, tips and resources, 2020).

The condition is like social and other anxiety disorders, which the ADAA states are the most common mental illnesses in the U.S. The symptoms of social media anxiety disorder include the following (Impact of social media on youth mental health: statistics, tips and resources, 2020):

- Stopping to check social media in the middle of a conversation
- Spending more than six hours each day using social media
- Lying about the amount of time spent on social media
- Withdrawing from family and friends
- Failing in attempts to cut back on social media use
- Neglecting or losing interest in school, work and favorite activities
- Experiencing severe nervousness, anxiety or withdrawal symptoms when not able to check social media
- Having an overwhelming desire to share on social media feeds

Internet addiction is a long recognized psychological disease, and addiction to social media is a new form. The reasons for this phenomenon are quite understandable: each person has explicit and latent needs that they seek to satisfy, it may be the need for communication, self-realization, saving time or something else, and the social network gives a feeling of satisfaction of these needs. And all this seems very accessible, however, in fact, this is a departure from reality, a substitution of the real for the virtual, which only gives a feeling of satisfaction of needs, but in fact the Internet cannot replace real life, and therefore a person wants more and more , and more, but the more they get "communication" through the Internet, the more they want, and the needs still remain unmet, at least most of them.

Many potential risks of social media's impact on young people's mental health are overlooked by parents, teachers and the young people themselves. For example, obsessive use of social media by adolescents and teens can lead to attention-deficit/hyperactivity disorder (ADHD), impulsive disorder, disruption of proper mental functions, paranoia and loneliness, according to the ADAA (Impact of social media on youth mental health: statistics, tips and resources, 2020).

Young people naturally compare themselves with the people they interact with on social media but doing so can be detrimental to a healthy self-image.

This "social comparison" factor takes many forms online that can negatively affect young users of social media. To compensate for the natural tendency to compare themselves

with the people they interact with online, young people need to remind themselves that social media makes people and things look better and more attractive than they are in real life (Impact of social media on youth mental health: statistics, tips & resources, 2020).

Here are 4 ways that social media could be negatively affecting your mental health without you even realizing (DANIELS, 2021).

Self-esteem (comparing yourself to others on social media by stalking their aesthetically perfect Instagram photos). A study conducted by the University of Copenhagen found that many people suffer from "Facebook envy", with those who abstained from using the popular site reporting that they felt more satisfied with their lives.

Another mental health disorder directly related to social media is "Facebook depression." People who spend time on social media begin to exhibit classic symptoms of depression as a result of "the intensity of the online world. On the other hand, some authors have presented results indicating that Facebook use may enhance self-esteem. A study by Gonzales and Hancock included groups of student participants exposed to three different settings: exposure to a mirror, exposure to one's own Facebook profile, and a control setting. The level of self-esteem in all participants was estimated using the Rosenberg Self-Esteem Scale. The results showed the positive effects of Facebook on self-esteem supporting the so-called Hyperpersonal Model in which selective self-presentation positively impacts impressions of the self.

Here are seven things Facebook interactions reveal about us (MORIN, 2014):

1. People with a lot of Facebook friends tend to have low self-esteem.

2. Extroverts upload photos and update their status more often than introverts.

3. Conscientious people organize their photos carefully.

4. Open people are likely to fill out their personal profiles most thoroughly.

5. Narcissists are most likely to make deeper self-disclosures that contain self-promotional content.

6. Neurotic people post mostly photos.

7. Agreeable people are tagged in other people's photos most often.

It is probable, however, that the overall impact of SNS on self-esteem is much more complex. Constant self-evaluation on an everyday basis, competition and comparing one's own achievements with those of other users, incorrectly perceiving physical/emotional/social characteristics of others, feeling of jealousy, and narcissistic behavior—these are all factors that may positively or negatively influence self-esteem. Unfortunately, despite several research efforts during the past decade, this issue remains unresolved, and probably many

years will pass before we comprehend the true nature of this relationship (KOLHAR; AHMEDKAZI; ALAMEEN, 2021, p. 2216-2222).

Not only has social media been proven to cause unhappiness, but it can also lead to the development of mental health issues such as anxiety or depression when used too much or without caution. FOMO—fear of missing out—also plays a role. If everyone else is using social media sites, and if someone doesn't join in, there's concern that they'll miss jokes, connections, or invitations. Missing experiences can create anxiety and depression. When people look online and see they're excluded from an activity, it can affect thoughts and feelings, and can affect them physically (Impact of social media on youth mental health: statistics, tips and resources, 2020).

While FOMO has been around far longer than social media, sites such as Facebook and Instagram seem to exacerbate feelings that others are having more fun or living better lives than you are. The idea that you're missing out on certain things can impact your self-esteem, trigger anxiety, and fuel even greater social media use. FOMO can compel you to pick up your phone every few minutes to check for updates, or compulsively respond to each and every alert—even if that means taking risks while you're driving, missing out on sleep at night, or prioritizing social media interaction over real world relationships (COPPES, 2019).

The most important question is whether SNS addiction is actually a mental disorder, and whether it should be diagnosed and treated as such. The Tenth Revision of the International Classification of Diseases and Health Problems (ICD-10) defined several specific criteria for dependence syndrome such as a strong desire or sense of compulsion, difficulties in controlling consumption behavior, physiological withdrawal state after reduction or cessation, evidence of tolerance, and so on. A diagnosis should be made if three or more of the above-mentioned criteria are present (at a certain time point) during the previous year (BOUYGUES, 2021).

Conclusions

It is clear that it is too early to draw final conclusions on many issues, and as with other potentially SNS-related disorders, many questions remain unanswered. However, we can say that social networks have very different effects on people, depending on many conditions, and above all - on the traits of their personality. As with food, gambling and many other temptations of our time, overuse of social media may be undesirable for some people.

But, on the other hand, it would be a mistake to say that they are an undeniable evil, because networks provide many advantages. However, we understand that any process or phenomenon in our life can have both positive and negative influences, sides. Analyzing the material on the topic, we were able to highlight the negative features of social networks:

1. Stress: Various quarrels, stress, dissatisfaction with life, lead to depression, hysteria.

2. Eye fatigue, stress on vision and deterioration of vision, up to the occurrence of various eye diseases: It is due to the stress on vision that after a short time, students develop headaches and dizziness. If you work on a computer for long enough, then visual fatigue can lead to a steady decrease in visual acuity.

3. Fatigue: Depending on the physical condition, the human psyche is in an agitated state or inhibited state. The more a person receives a load per day, the greater the degree of fatigue of the nervous system, expressed in the manifestation of various symptoms of the disease.

4. Mental disorders: In the process of rest, along with relaxation of the body, the nervous system also relaxes, or, in other words, the excitation of the mental control centers is inhibited.

5. Constricted posture, sitting position in the wrong posture for a long time, which leads not only to stagnation of blood circulation, but even to curvature and diseases of the spine, which can lead to disability.

Addiction to online social networking, as well as Internet addiction in general, are recent and insufficiently investigated phenomena, frequently discussed and sometimes disputed in the psychiatric literature. The addictive nature of SNS is supported primarily by the mental preoccupation of many chronic SNS users who as a result tend to neglect other aspects of their social functioning such as family and offline friends. In addition, according to our own observations, sudden cessation of online social networkingmay in some chronic users cause signs and symptoms that at least partially resemble the ones seen during drug/alcohol/nicotine abstinence syndrome. (BEKALU; MCCLOUD; VISWANATH, 2019). Fear of missing out, or FOMO, is another mental health effect that's been strongly linked with the use of social media.

All in all, it remains to be seen whether SNS addiction will ever be recognized as a separate mental disorder. It can be expected that in the future, this issue will be a focal point of many research studies, and that, in the years to come, it will become the subject of a wide debate among psychiatrists, psychologists, and other specialists.

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