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Pekhota N., Slesarenok E.

Social Networks and Their Influence on People

Belarusian National Technical University
Minsk, Belarus

About 40 % of the population in the world use social networks. On average we spend on them about 2 hours a day. If social networks play such a big role in our life it is important to understand how they affect us.

There are some advantages and disadvantages of using of social networks. I will start with disadvantages.

Stress. Social networks are the place where people express their negative. Moreover women are more likely to be stressed by social networks, because they constantly remind them of unpleasant moments in lives of other people. Among men this effect was not observed [1].

Low self-esteem. People in social networks are rarely honest with others. There are a lot of happy photos of weddings, holidays, career achievements. People compare their lives with happy photos of other people and begin to envy them. Interesting, that viewing your own account increase your self-esteem.

Procrastination. If you do not know how to control yourself, you can't make do yourself things which you have to do right now. For example Facebook users experience chronic sleep deprivation and this badly affects mental abilities.

Advantages. Life's satisfaction. People who use social networks primarily for communication are more satisfied with themselves and with life in general. Communication in social networks helps you to quickly get used to new teams, keep contact with old friends and relatives. As the 2010's studies

show, photo sharing and messaging improve relationships in families. Having friends increases your social capital, which gives you the realization of your own need and importance.

Finding a job. Social networks can be useful for careers. A correct Facebook page can be a big plus to your CV. The profiles help HR's of Russian and European companies help to make conclusion about the culture, interests and sociability of potential workers. Also as researches show that employees who communicate a lot with their colleges are more satisfied with job, because communication create a friendly and productive atmosphere [2].

Memory. Scientists from Beijing University explained positive impact of social networks on human's memory. According to the head of the experiments, people many years ago used diaries in which they described experience, memories and thoughts. Nowadays with the development of IT technologies social services replaced all paper records. Social Networks as Facebook, Twitter and Instagram helps to keep in memory the most important events [3].

To sum up I would like to tell you some tips which can help you to decrease bad influence of social networks:

1. You should determine how much time you spend on SN.
2. Make a special time when you will check SN. One half an hour in the evening or in the morning would be enough.
3. Don't check SN if you are bored. You should better read a book or speak with somebody.
4. Check the pages of only those people who are really important for you [4].

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