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SOME THREATS FROM THE EVOLUTION OF SOCIAL MEDIA

The evolution of Internet technologies has become the reason for the establishment of a society with a free spreading of information flows. In the modern world, the Internet network, as part of the public sphere, arises in the way of the formation of social space, reproducing the boundless field of interaction of citizens in the framework of group and mass communication. The Global Information Network opens up a wide range of opportunities for a dialogue between government and society on the network, with the possibility of promoting the development of the state level: involving citizens in the decision-making process, their participation in the management and development of the democratization process. The reverse process is the influence of the Internet community on the political process using protest actions or flash mobs. Certainly, the impact of the "global web" on the social sphere of society is a continuous process. Using the network, everyone can allow anonymity or static character, create an illusion. Any social network has the ability to reflect its point of view, to find like-minded people, share their photos, videos, etc. Thus, communication in a social network allows you to become what people dreams of being, to increase their significance. However, one can not but mention the Internet service as a whole, when a person simply can not exist without a virtual space, when it is already a reality not interesting. The user is more likely to return to the world of imagination, visual and virtual communication, through which he receives the necessary social support. Dependence on social networks is one of the types of online addiction, which is officially recognized as a psychological disorder, which manifests itself in a more concrete form.

The development of information technology and social networks transforms humanity into one big global "virtual social and digital environment" – which

leads to the destruction of reality and the living communication between individuals. The spiritual environment of human life suffers the most in this "environment". Unfortunately, people are changing real communication on the virtual; there is a loss of etiquette and primitivization of the language. The result of the negative influences of social networks of units is the high level of social integrity, the low potential of their life-self-realization, only the consumer attitude to society and the lack of proper communication.