



HOW SOCIAL NETWORKS IMPACT PEOPLE'S DAILY LIVES

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ABSTRACT

This article analyzes the influence of social networks on people's everyday lives. It discusses both the advantages and disadvantages of using social media, focusing on its impact on communication, relationships, and lifestyle habits. The paper emphasizes that social platforms enable users to connect globally share information and express themselves freely. Nevertheless, it also points out negative affects such as addiction, loss of privacy, and reduced face-to-face communication. The study concludes that social media has become an integral part of modern life, influencing people's behavior, thinking, and social interactions in various ways.

Introduction

In today's modern world, social networks play a very important role in people's daily lives. Almost everyone on Earth uses platforms like Instagram, Telegram, Facebook, Threads, and TikTok to communicate with friends, family, and colleagues from a distance and to share information. In addition, social networks allow people to easily interact with individuals from different countries and cultures, and they give people the opportunity to express their thoughts and ideas freely and independently. At the same time, social networks can have a negative impact on people's lives and well-being. Many people spend a lot of time on the internet. As a result, this can lead to addiction and reduce communication and idea-sharing in real life. In addition, there is a risk that personal information may be leaked or misused. Despite these challenges, social networks have become an integral part of today's world, shaping the ways people communicate, build relationships, and organize their daily activities. This article examines the positive and negative effects of social networks on daily life.

Main part

In contemporary society, social networks have emerged as a fundamental and inextricable component of daily life, profoundly shaping the ways in which individuals communicate, interact, and engage with the world around them. People of various ages and from diverse backgrounds use platforms such as Facebook, Instagram, Telegram, YouTube, and WhatsApp. Social networks enable individuals to connect with people all over the world, communicate with distant relatives, children, and friends, interact through video calls, share

their ideas, and explore different cultures. For instance, if I plan to travel abroad, I first use social networks to gather information, check the weather, and learn about the local culture.

By 2025, it is estimated that around 6.4 billion people globally will be using social networks. This accounts for more than half of the world's population and nearly all internet users. On average, people spend at least 10 hours per day on social media, with usage being particularly high among the younger age group of 18–35 years. Both men and women use these platforms almost equally.

Many people check messages on social networks like Telegram and Instagram as soon as they wake up in the morning. From a positive perspective, these platforms allow us to stay updated with important information, meet new friends, learn new skills, and engage in conversations with friends on various topics. Social networks also offer entertainment options, such as watching videos, listening to music, or joining online groups related to shared interests. Nowadays, they also help people grow businesses they started independently. For example, by creating a Telegram blog, bloggers can promote their brand, share their business knowledge with clients who join through advertisements, and announce new products, offering a wide range of opportunities. Additionally, educational institutions and teachers use social networks to share knowledge and organize holiday events.

Nevertheless, just like everything else has both good and bad sides, social networks also have their negative aspects. People often waste too much of their time on social media. This can lead to the loss of valuable time, which is as precious as gold. As a result, people may fail to complete their most important tasks, pay less attention to them, or even forget about them entirely. Spending too much time on social networks can also affect a person's mental health, leading to stress, anxiety, or feelings of loneliness. Moreover, both young and older people tend to compare themselves with others online, which may cause jealousy and dissatisfaction with their own lives. Privacy is also very important, as personal information may be leaked or used for harmful purposes. Therefore, it is necessary to use social networks with a clear purpose; otherwise, a person may become overly attached to virtual life.

The 21st century is the era of digital technologies, and it certainly has an impact on people's lives. One of the most pressing issues today is that even preschool children are learning how to use mobile phones, applications, and the Internet. The number of people spending more time online is constantly increasing among both the young and the elderly. It is becoming difficult to imagine the future without the Internet and modern technologies. Of course, these technologies have both positive and negative sides, but especially for young people, improper or excessive use can cause nothing but harm. We must be able to use social networks consciously and distinguish between real life and virtual life. In the rapidly developing information age, it is impossible to completely remove modern technologies from our lives. Especially computer technologies play an important role in shaping our worldview, expanding our knowledge, and developing our skills. Today, young people are effectively using such opportunities to achieve great results in their studies and work. The Internet, due to its speed and convenience, has become one of the most important sources of information.

Social networks are a part of this system, serving as useful and necessary tools. Through these platforms, finding videos, audio recordings, pictures, and other types of information has become very easy. Individuals and organizations can share information about their activities,

communicate, and stay in constant contact with each other. Moreover, social networks are also considered important tools for personal development, education, and acquiring professional skills. Entrepreneurs use these platforms to develop their businesses and communicate with clients. Nowadays, many educational programs, seminars, and online courses are advertised and conducted through social networks, which makes online learning even more widespread than offline learning.

Conclusion

In conclusion, social networks are now an important part of our daily lives. They change the way people communicate, study, work, and spend their free time. Social media gives many advantages such as staying in touch with friends and family, finding information quickly, learning new things, and helping to grow businesses. However, spending too much time on social media can also bring problems like addiction, less real communication, privacy risks, and stress. That is why people should use social networks carefully and with a clear purpose. If we can keep a good balance between online and real-life activities, we can enjoy the benefits of social media without being harmed by its negative effects. In today's information age, understanding both the positive and negative sides of social networks helps us live a healthy, active, and connected life..

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