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SOCIAL TECHNOLOGIES IN THE MODERN SOCIO-CULTURAL SPACE

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Abstract: This article is devoted to the study of the role and importance of social technologies in the modern socio-cultural space. Also, the advantages and disadvantages of social technologies, the problems that arise when applying them and promising directions are analyzed. At the end of the article, the main conclusions are given.

Keywords: social technologies, social networks, digital communication, virtual communication, online communities

ENTRANCE

In the modern world, with the rapid development of information and communication technologies, social relations are also changing radically. Today, communication and interaction between people are largely carried out in the virtual space, through social networks and messengers [1]. These tools, called social technologies, are widely used not only in interpersonal relationships, but also in areas such as business, education, and politics. The rapid development and popularization of social technologies is shaping a new socio-cultural environment.

This article examines the role and impact of social technologies in modern society, their role in the transformation of socio-cultural space. The purpose of the study is to identify the advantages and disadvantages of social technologies, and to develop recommendations for their effective use.

METHODS AND LITERATURE REVIEW

The study analyzed scientific articles, books, and conference materials on the topic of social technologies. A survey was also conducted among social network users and the results were summarized. The analysis of the literature shows that the topic of social technologies has been studied from the perspective of various disciplines - sociology, psychology, cultural studies, and economics [2]. However, a holistic conceptual approach has not yet been formed in this area, and empirical research is insufficient.

Danah Boyd describes social media as a “networked mass culture” [3, p. 25]. She argues that social media has a profound impact on people’s daily lives and relationships, and is changing cultural values and norms. Fuchs, on the other hand, sees social media as a new form of capitalism [4]. She argues that social media corporations can misuse user data for their own gain, which can lead to security and privacy concerns.

RESULTS

The survey results showed that the majority of respondents (86%) actively use social networks in their daily lives. 75% of participants highly appreciated the opportunities of social technologies for communication and information exchange. At the same time, 52% of respondents expressed doubts about the reliability and accuracy of information on social networks. 33% of participants said that they suffer from negative phenomena such as aggressive communication and trolling on social media.

The results of the study show that social technologies are playing an increasingly important role in modern society. However, it is also necessary to take into account the negative effects of

these technologies. In this regard, issues of privacy, security and information quality require serious attention.

ANALYSIS AND DISCUSSION

Social technologies, while creating many opportunities, also pose a number of challenges. First, social media can distance people from face-to-face communication and weaken real-life connections [5]. In addition, it is difficult to fully express emotions in virtual communication, which can lead to misunderstandings and conflicts. Second, the problem of false messages and fake news circulating on social networks has reached a global scale [6]. This can affect people's minds and decisions, and polarize society.

At the same time, social technologies create great opportunities in areas such as education, medicine, and entrepreneurship. For example, online courses allow people in the most remote areas to receive quality education. Through social networks, entrepreneurs can enter new markets and communicate effectively with customers [7]. It is important to take measures such as increasing media literacy and ensuring information security to use social technologies wisely and minimize negative impacts.

Another important aspect of social technologies is that they are forming new social relationships and communities. For example, on networks such as Facebook and Instagram, people find groups and pages that match their interests, values, and worldview and unite into virtual communities. This allows them to overcome traditional geographical and social boundaries. A person can establish online contacts with people with whom they cannot communicate in real life, exchange experiences and knowledge. Such communities are especially important for marginalized groups and disadvantaged communities. They find a platform to express their interests, support each other, and pool resources.

However, virtual communities also have negative aspects. They can distance people from real social connections and increase individualism and alienation. There is also a risk of radical ideas, conflict and hate groups forming around some online communities. Therefore, it is necessary to constantly monitor the activities and impact of virtual communities, ensuring that they adhere to the principles of openness, tolerance and constructive dialogue.

CONCLUSION

In conclusion, social technologies are becoming an integral part of modern society. They are creating new forms and opportunities for communication, information exchange, knowledge acquisition, and business. At the same time, social media also has negative effects, the elimination of which is becoming an urgent task. In this regard, it is important for the state, educational institutions, the media, and civil society institutions to work together. After all, the development of digital technologies cannot be stopped, but there is an opportunity to ensure their effective and safe use.

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