

THE ROLE OF SOCIAL NETWORKS IN THE INFORMATION FIELD



Abstract:

In the information age, modern technologies are entering our lives more and more. Today, even a kindergarten student is learning to use a mobile phone, its applications and the Internet. Among young and old, Internet users and those who spend more time on it are increasing. Future life is unimaginable without the Internet and the high technologies yet to be discovered. True, they have positive and negative characteristics. However, if high technologies are not used efficiently or if they are shown as a tool for young people, it will only cause harm.

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The above points also apply to social networks. When using the Internet and social networks, it is necessary to follow the golden rule - the condition of not forgetting the norm. Let's take a look at their positive aspects

1. Ease of search and communication.

It is very easy to find videos, audios, photos, a person or colleagues in social networks. When registering on such sites, users often enter information about their name, date of birth, place of residence, place of education, work, and current activity. This information helps classmates, classmates and acquaintances who have lost contact to find each other.

It's easy and convenient to connect with loved ones. Many social networks and their mobile applications allow communication in written, audio and visual form. In addition, communication services are very cheap. Communicating with the other side of the world or neighboring towns and villages is the same - at a pocket-friendly price. This convenience is not available in normal means of communication.

2. Ease of finding and sharing information.

Information on a topic can be easily found on social networks. For example, a person interested in the field of health can be a member of channels and groups in the same direction. It is possible to receive advice in various fields, to create the necessary knowledge and ideas.

Social networks, especially messengers, have given great convenience in information exchange. It has greatly facilitated the transmission of various forms of information. Since the sent data is stored in the messengers themselves, they can be used anywhere with an Internet connection, even if you have deleted them from your device.

Today, advanced teachers masterfully use this feature of social networks.

3. Personal training, a means of self-development.

One of the most laudable and important aspects of social networks is their incomparable support in learning and vocational training. Performing various tasks encountered in everyday life can be easily mastered with the help of the Internet, especially social networks. A simple example is that women can easily learn the secrets of sewing or cooking from YouTube channels.

You can find as many video lessons and manuals as you like in the most relevant and in-demand fields of science, such as modern mathematics, programming, economics, psychology, foreign languages. You can participate in online classes organized for a virtual audience. In a word, social networks have opened the doors of opportunities for cheap and free education very wide.

It is useful not only for acquiring knowledge, but also for spreading knowledge. Specialists in various fields can demonstrate their pedagogical skills and gather virtual students. There is also a high probability that they will one day become real students of this specialist. In addition, channel owners with a large number of subscribers and high visibility of their videos can earn additional income through advertising. There are many bloggers and vloggers in the world who have become millionaires in this direction.

4. Happy assistant in business.

Today, many entrepreneurs involved in trade, production and service use social networks effectively. E-commerce is widespread in the developed world.

Today, there are many people who are raising their business activity to an unprecedented level through a single telegram.

In some social networks, it is possible to deliver advertising to a selected or desired audience. This can be done by the network itself based on algorithms, taking into account the interests of the user.

5. Various social actions and support

In social networks, it is possible to organize support for those who have fallen into a difficult life situation, orphans, disabled people, in short, those in need of material and moral protection. This has become more and more popular, especially in recent years. The mass media often reports that such assistance is a salve for the pain of many people.

Aid campaigns are not the only ones that benefit. Perhaps a person who donates and lends a helping hand to someone will be spiritually and spiritually purified, and his love for life and enthusiasm will increase.

6. A wide area for creators and representatives of other fields

The people of Kalam are known for their creativity. Sometimes, even for beginners and experienced journalists, print or electronic publications can be "untouchable". Because each publication has its own demand and interest.

Channels on social networks open up a great space for journalists and bloggers. Anyone can collect subscribers based on their ability and talent, action and frustration. In addition, social networks are superior in speed. A current event can be reported instantly or directly. They do not require a lot of technical skills to run them.

This opportunity is not only for creators, but also for representatives of other fields. Currently, there are channels of lawyers, doctors, scientists, chefs and others with several tens of thousands of subscribers on social networks. This is a convenient way for self-expression, recognition and success. In addition, expressing one's thoughts in writing encourages the growth of a person's intellectual potential. Today, social networks have become not only a place where active-minded young people spend their time, but also, so to speak, a tool that can replace mass media. Now, when something happens, people are able to find out about this news through social networks before it is published in traditional mass media. Because it is possible to use the Internet, especially Social Networks, in any conditions. Therefore, to report directly from the scene of the incident, it is enough to have a mobile phone with you that can connect to the Internet. Because social networks have the same opportunities as traditional media such as photo, video, audio, text, and graphics. In the 21st century, the influence of spiritual, ideological and informational factors is more prominent than material and financial resources. While the mass media played the main role in this process, today Social Foods is fully fulfilling this task.

After the establishment of electronic mass media, the speed of spreading of information became much faster. This is definitely related to the technical capabilities of the Internet. But technical progress does not stop at one place. People keep coming up with new ways to spread information. The most common of such tools today is social networks. Today, not only professional journalism, but also ordinary people are using social network opportunities to mass report about events they have seen and heard. On the one hand, this serves the development of journalism, and on the other hand, it causes a slight decrease in the status of professional journalism. Today, it is not news that electronic publications are officially recognized as mass media. But by now, social networks also cover all the principles of journalism. Only those who implement these principles, who can now write without being only journalists, are doing it. If social networks were once recognized as mass media, then it is not surprising that it is recognized as "Interactive-individual journalism".

In the era of current information technologies, if an electronic publication is established and its official pages are not active in social networks, it is very difficult for such publications to increase their number of readers. Because in an information society, it is natural that there are many sites that not only distribute news, but also are related to other areas of society. In such conditions, the student starts looking for sites related to the field he is interested in. In order not to lose the audience of users, the creators of the site give information about the changes taking place on their site through networks. This thing really works well. Because many people may not go to a site every day, but now almost everyone goes to check their page on social networks at least once a day.

This can be observed from international experience. In particular, the world's leading mass media such as Facebook and Twitter

ijtimoiy tarmoqlarda o'z sahifasini ochgan Misol uchun SocialBakers agentligining (13.05.2012) ma'lumotlariga ko'ra —CNN kanalini —Twitterdagi rasmiy sahifasini CNN Breaking News (@cnnbrk) ni 7385453 ta o'quvchi doimiy ravishda kuzatadi va bu Twitterning media sohasidagi acauntlar top reyting tizimida 2 – o'rinda turadi.

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Yuqoridagi saytning tahlilidan shu narsa ma'lum bo'ladiki Ijtimoiy tarmoqlar elektron nashlar faoliyatini belgilab beruvchi asosiy kuch emas lekin saytlar auditoriyasini ko'paytirishda Ijtimoiy tarmoqlardanda qulay vosita yo'q hozircha.

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