SOCIAL NETWORK

A social network is a virtual community very useful in social sciences in order to study relationships between individuals, groups and organizations. The term is used to describe a social structure determined by many interactions. This community works as a place where people can meet, talk and compare with others.

The reasons why individuals and companies join a social network can be so different:

• socialization,
• research of information,
• sharing of interests,
• job hunt,
• developpement of business

These virtual communities allow people to cut down geographical barriers giving the possibility to establish relationships in any part of the world, sharing experiences with people far away and establishing strategic alliances with companies.

The nature of social networks varies from one site to another and also there are so many reasons why people choose the same one. For example, a social network with generic social aims such as Facebook give you the opportunity to interact with others to share various types of information, which is different from social network with a specific purposes for example built in order to meet special needs, only useful for some kinds of users.

We can definitely admit that with the advent of the Internet the society has changed. Everything can now be looked at from a different point of view. But all this is positive or not? There are a lot of changes, they involve any sector: from culture to politics, from the language and interpersonal relationships. Just think about the possibility of keeping in touch with social networks, to have their own virtual bank account to purchase products online with credit cards or prepaid.

ADVANTAGES:

- ❖ THEY ARE CHEAP: the more time passes, the more the means are perfected and the prices of supports and services become low. Among other offices, and public sector organizations offer free internet access to its users (schools, universities and libraries).

- ❖ COMMUNICATION AND INFORMATION OCCUR IN REAL TIME: It is a fast method that allows you to communicate in real time at any distance you are and with whatever part of the world.

- ❖ COMMUNICATION AND INFORMATION ARE GLOBAL: New media contact all the people in all the states and cities of the world!

- ❖ MEDIA ARE COMFORTABLE: You can use them from the comfort of your home or office or school.

- ❖ MAINTAIN AND INCREASE-INTERPERSONAL RELATIONS: the most popular social network in the world is in fact succeeded by working to reconnect people who lost touch. In addition, you can consider an excellent tool to make new friends and new acquaintances and then expand their social network.

- ❖ INTERNET-Enhanched HYPOTHESY SELF-DISCLOSURE: This hypothesis states that the positive effects of the Internet on social connections and subjective well-being in adolescence are explained by the fact that:

  • The online communications promotes the Self-opening,

  • The Self-opening results in the creation of social ties deeper,

  • The creation of social ties deepest results in well-being.

Self-opening means for the explicit expression of feelings, fears and vulnerabilities.
The males have more ease in online relationships than females because in reality than the latter, they have more difficulty in opening relations "Face to Face".
It was once thought that only those who have difficulty opening social approached with greater ease the use of the Social Network, and now new theories to the contrary, those who tend to be more expansive in our daily lives, so too are online.

DISADVANTAGES:

- ❖ LOSS OF CONTACT WITH THE REAL WORLD: It is completely lost the beauty that distinguishes the shop while you are confronted and to reveal their emotions.

❖ CREATING A NEW IDENTITY: the physical separation has also led many people to want it and be able to build a new identity to your liking, not reflecting what is really in reality. This ingredient can also be seen, however, as a boon for all those people who have trouble communicating their characteristics and to create reports, thanks to the presence of a virtual screen that creates the right distance to be able to open up more easily without exposing too much.

❖ INTERNET MANY HIDDEN DANGERS AND ITS USE MUST BE CHECKED BY ADULTS:

- you will find a wealth of information on the net many of which are wrong: adults need to teach students to choose the right ones;

- in places of socialization virtual you never know with certainty what we're doing and meetings can often be unsightly.

❖ ADDICTIVE: this dependence, called in English "Social Network Addiction", is widespread in Italy and ultimately is affecting more and more people and, just like in other addictions, is the cause of many problems.
This dependency concerns especially the younger ones, they are in a phase in which they have not a definite identity, then spend most of their time on the web thus losing all touch with reality and the desire to live in relationships a more concrete and "human".

❖ LOSS OF PRIVACY: another disadvantage carried by these social networks is the loss of privacy as the sites are organized so that they can share all of their lives, from simple souvenir photo in deep thoughts, intimate and private, read by anyone who has the opportunity to access the contact.
Relative risk to privacy, the added danger of the so-called "identity theft" is easy to create fictitious identities, appropriating the name of another person, and even identity, thanks to the personal details of the website.