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SOCIAL NETWORK AS A CONDITION OF ADOLESCENT IDENTITY FORMATION

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The article presents the first results of the modern teenager identity research in cyberspace. It analyzes the teen perceptions of the new environment, their activities, relation to others and the own "I" presentation online, than the representation of their identity within the cyberspace. The examination of social networks as a factor of the modern teenager development where he spends most of his time, which affects directly his further identity formation. Herewith the social network is considered to be an agent of adolescents socialization and his development sphere.

Keywords: social networking, the Internet, identity, cyberspace, socialization

Іванків І. І. Соціальна мережа як умова формування ідентичності підлітка/ Прикарпатський національний університет ім. В. Стефаника, Україна, Івано-Франківськ

В статті представлені перші результати дослідження ідентичності сучасного підлітка в кіберпросторі. Аналізуються сприйняття підлітка нового середовища, його діяльність, ставлення до інших та презентація власного я в Інтернеті, від так представлення своєї ідентичності в межах даного середовища. Розгляд соціальних мереж як фактору розвитку сучасного підлітка у якому він проводить більшість часу, що безпосередньо в подальшому вплине на формування його ідентичності. Соціальна мережа при цьому розглядається як агент соціалізації підлітка, виступає його сферою розвитку.

Ключові слова: соціальна мережа, Інтернет, ідентичність, кіберпростір, соціалізація

Иванкив И. И. Социальная сеть как условие формирования идентичности подростка/ Прикарпатский национальный университет им. В. Стефаника, Украина, Ивано-Франковск

В статье представлены первые результаты исследования идентичности современного подростка в киберпросторе. Анализируются восприятия подростка новой среде, его деятельность, отношение к другим и презентация собственного я в Интернете, от так представления своей идентичности в пределах данной среды. Рассмотрение социальных сетей как фактора развития современного подростка в котором он проводит большую часть времени, непосредственно в дальнейшем повлияет на формирование его идентичности. Социальная сеть при этом рассматривается как агент социализации подростка, выступает его сферой развития.

Ключевые слова: социальная сеть, Интернет, идентичность, киберпространство, социализация

Introduction. The relevance of the work is based on the fact that during 10 years the social network has got the enormous popularity and has begun to present the value for researchers of different human disciplines, but the results of their works are so difficult to systematize. That is why nowadays the special interest, for most sciences and also for social psychology is the problem of the identity formation, especially a teenager who uses this environment actively. There is an active discussion about cyberspace environment, which nowadays ranks among the institutions of human socialization, especially a teenager.

The psychology identity research is conducted long time, so the main researchers of this phenomenon are Freud A., Hartmann R., Erickson E., John. Marcia, who formed fundamental knowledge of the issue in their works and now it is actively exploring by their contemporaries. Thus, especially gaining popularity has the adolescent identity research in the writings of Remshmid H., Belinska O. P., Obydina T. V. and others. The development and analysis of the cyberspace issue were made by such researchers as Suler J. [10], Pleshakov V. A. and others. The most influential researchers of the social environment specific in cyberspace are those authors whose researchs are publishing in a journal under the title “Journal of Computer-Mediated Communication”, which was created to answer the challenge of researchers because of the incredible popularity of virtual communication spaces in general and social media in particular. Among these authors I can distinguish Boyd D. [6; p. 11], Allison N., Papacharissi S., Donat J. and others.

In the last few decades the ICT is developing with incredible speed. The most important step of this development, perhaps, can be called the emergence of the Internet and its rapid dynamic development of universal database and of a virtual world of exciting their users about the unlimited possibilities of communication and designations of belonging to certain social categories [8]. Along with the transformation of virtual communication spaces of chats and social networking blogs, tools and rules of user, identity on the network are changing. Previously it was enough to think an original nickname up which could be changed with every login in the chat but the emergence of messengers application has fixed a pen name of each user [1; p. 5].

More stable users' self identification in the network has become the emergence of blogs and forums, which has demanded from the inhabitants of virtual reality more complicated action-constructing a virtual personality. The next step in determining the user identity in the communicative spaces was the appearance of social networks, which refers to sites with social software in this research [9; p. 141-160], such as MySpace, LinkedIn and Facebook, as well as vkontakte and Classmates in the Russian part of the global network. The top of their popularity was in 2004-2006, after which the number of users is increasing. Now a profile has turned into incredibly detailed fixed description of a user,

which includes not only the date of birth, the place of education and work, but also advantages in music, literature, cinema, and etc., that should provide support and expansion of social or professional associations of their own page [3].

The socialization of personality and society is going through the sense organs – hearing, sight and consciousness, according sources of socialization are word and deed. Moreover, the formation of identity can be influenced by such sources of information as literature, knowledge got in educational institutions, various media, including the Internet, without which it becomes increasingly difficult to live in today's dynamic world. Because of the permanent cyber revolution of computer technology and especially the global world Internet a modern man is included in the cyber socialization process. Pleshakov V. is the author of the human cyber socialization theory who defines human cybersocialization, as the personal socialization in cyberspace, as "a process of qualitative changes of the personality consciousness structure and the motivation sphere of an individual, wich happens under the influence and the use of modern information-communication, digital and computer technologies in the context of mastering and playback their culture within personal life" [4; p. 18]. Thus, as society developing and increasing the set of possible identifications, the process of the ego-identity formation is becoming more complicated. And in the modern era the human cyber socialization process is hampered by the fact that along with the real life, there is also a virtual reality, wich involves the formation of cyber-alter-ego [5; p. 29] that, on the one hand, is affected by the ego-identity formed in the conditions of real life, and which, on the other hand, the cyber-alter-ego affects inevitably .

The choice of subject matter. According to the interpretations of psychological Hermeneutics, identity is regarded as a narrator of the stories, and a center of the attation should be the problem "I". But the most important accent is made not only on hermeneutics and narratology but also on the methods of construction "I". Above all, researches are interested in what it says, how it is represented in a discourse [7; p. 4]. That is, the main role is given a language as a way of the identity shaping and constructing. The identity, according to this point of view, on the one hand reflects the social reality, on the other hand it is its interpretation and formation of this reality etc [2; p. 14]. There is a dialectical process which explains that carriers of the identity are separate identities. But before personality has learned a new one identity or another one it is necessary to identity itself with the social structure, which produces identity.

Thus, the identity in my work is treated as a basic psychological construct of personality activity that indicates a process of gaining internal consistency of the Ego and thus with significant others, including personality traits, conditions, values and representations of themselves in society. Diagnostics analysis aspects of the adolescent identity are his subjective experience, his speech, interpretations, and also his evaluations and value. Herewith, the adolescent identity is considered through the prism of socialization in cyberspace as a significant factor of the modern teen socialization. In this work cyberspace is a

textual psychological reality of a group of people, including cybersocialization as a mastering process and an active reproduction of experience under the influence of computer technologies.

The process of the identity formation is actively influenced by the "significant others", there are those people who constitute the immediate communication circle and whose social settings which have a decisive influence on the people idea about himself. This process runs in parallel with the primary socialization. In other words, the ego of an individual has reflexive entity that reflects the settings adopted towards it from the site of significant others and society in general. Thus, the key mechanisms of the teen identity formation are reflexive mechanisms of identity, which will be continued to study. The methods of research have been chosen in accordance with the scientific paradigm and have been aimed at analyze the ability of teenager reflection, namely the study of their language products.

The purpose of the article is to detect and uncover the teenagers preferences in cyberspace and to specify the popular sites visiting by this age group, their attitude towards the Internet, the perception of yourself and others in this environment, to highlight positive and negative qualities of cyberspace. There for, it is to describe a teenager activity and his identity in cyberspace, which in point at social networks as a condition of the adolescents identity formation.

The data collection tools. The questionnaires had been made for this research. There are the following themes: "What internet sites do you often visit?"; " Where do you use the Internet?"; "How much time do you surf the Internet". The data collection tool is the technique under the title "Unfinished sentences", which was developed by Zhichkina A. E. and Schepilinoyof E. A.. This technique was made to identify the subjective attitude of respondents towards the Internet. The technique consists of 33 unfinished statements that a respondent should continue and they are related to cyberspace. The interpretation is made according to the key technique, which includes a scale relevance to the Internet in general, users, own ego, information, positive and negative characteristics of the Internet environment, and also indicates a measure of addict. 100 respondents aged 14 to 16 were chosen for this research. They are the pupils of Burshtyn and Iwano-Frankiwnsk schools and they are also the users of cyberspace.

Results and discussion. The first stage of the empirical research was conducted the conversation about the using of cyberspace to identify the adolescents preferences in cyberspace and several other questions which will be specified in detail below. So, the question " What Internet sites do you often visit?" were gotten the following answers. Social networks as V Kontakte, Facebook, Instagram and ask.fm are visited by 60% (60 respondents out of 100); Search sites as Google, Youtube, Wikipedia - 30% (30 respondents out of 100); Gaming and entertainment - 8% (8 respondents out of 100); Chat & Dating Sites - 2% (2 respondents out of 100). Social networks are the most popular among modern teens who spend their free time there. They includes such social networks

as Vkontakte, ask. Fm, Instagram. There were more female respondents than male. And except Vkontakte and Facebook they also use ask.fm and Instagram. The results confirm assumptions about the popularity of social network among adolescents and show that social network is a condition of the teenager development, and impacts the teen identity. It emphasizes adolescent excessive of the Interest in the social relations that is specific to this age period and influences on the personality development. Since modern social networks can accommodate a full set of function offered by cyberspace, such as entertainment, various services, information blocks about social life, etc.

Also a large number of respondents mentioned social networks and search sites, submitting that they could not choose a specific one, because search sites are the way to find the necessary information and satisfy their own needs to search different information for different purposes. The search sites Google, Wikipedia, Youtube are the way to find information, services, and activities which are mostly called Web surfing, that is understood as the causeless search of information to occupy free time. These sites can serve as a mean of self-expression, learning and getting some services that are represented in cyberspace.

Interest in the gaming sites is characteristic for male respondents and this indicator is low. Most respondents did not dare to tell about games, because of pursuing the opinion not to be "a geek". Those who openly talked about the game activity in cyberspace had brightly expressed the excessive fascination of games that was accompanied by impulsive expressions and showed the large interest in the theme of conversation.

Answering the question "Where do you use the Internet?" most respondents wrote at home or everywhere, what means on the walk, at home, with friends. In other words, the modern teenagers want to be online all the time using a computer or a mobile device. When they were asked "How long time do you use the Internet?" respondents answered more than 3 or 2 years, and according to the research sample a modern teenager starts to use the Internet in the average age of 10-11 years. Although there are answers more than 5 years and from childhood. Also the question "How much time a day do you use the Internet?" everybody noted more than two hours and 5 hours a day, what indicates the level of the existing cyberspace addiction. These results demonstrate the popularity of a given environment and nowadays it is called the Institute of modern youth and adolescents socialization.

During the conversation with the groups of respondents, it was also found that communication in the Internet does not harm their communicative abilities and communication in the real life. In other words, cyberspace and the Internet for a teenager have become the same sphere of life as well as all others.

The unfinished sentences method "My Attitude Toward the Internet", which was worked out by Zhichkina A. E. and Schepilinoyof E. A. is used to expose the subjective attitude about this environment. The obtained results were described in six scales, such as perception of space on the Internet, perception of time on the Internet, positive properties of the Internet, negative properties of the

Internet, other people on the Internet, information on the Internet, I am on the Internet. Therefore, the analysis of the results was described with the help of this method and above scales.

The scale "Perception of Space and Time on the Internet" reflects the teenager subjective perception of cyberspace, his activity, understanding and time of this space, and overall how a teen feels being there. Generalizing the results of "perception of the Internet" according to above statements, three categories were distinguished: Neutral - 41% (41 respondents out of 100); Internet tires - 36% (36 respondents out of 100); Internet invigorating - 23% (23 respondentiv of 100). Similarly, the scale of "perception of time online" has the following three categories: waste of time - 54% (54 respondents out of 100); spent time at the expense of ourselves - 35% (35 respondents out of 100); spent time usefully - 11% (11 respondents out of 100).

Thus, for example marking the Internet respondents isolated concepts such as "communication", "fun", "game", "information", "freedom", "help", "joy", "information search", "news", "friends". Also such replies were met as "salvation", "happiness", "addiction" and some respondents wrote the sites which they use among them are the name of social networks, games sites, websites with music and movies. The time in the Internet is perceived as the fleeting phenomenon, that according to the teenagers words it passes, flies, runs very fast and unnoticeable. The teens described their mood online in positive categories as to cheerful, positive, improved more. After leaving the network, the respondents feel tired, eyesore and headache, relief, experience the real world or give neutral characteristics as "nothing", "feeling normal." Most of the time online the teens waste to communicate with friends (social network), games, music, movies, videos, search for relevant information and educational purposes, thus indicating the need of the Internet. General idea of the polled teenagers, that the Internet is needed for everything, for life and basically they distinguished studies and communication. Stay online the teens described as a normal phenomenon leisure time and recreation, information space, information freedom, another world of possibilities. The life without the Internet for majority would became not interesting, simple and boring, also less part of the respondents specified that life would become brighter, more interesting and would appear many spare time. The Internet, according to the described results is perceived as informatively entertaining space by teenagers. They accept it as the sphere of life, in which a teenager feels comfortably and develops himself, satisfies his needs in communication, entertainments and cognition of something new.

The scale "Positive Properties, among the positive properties of the Internet the teenagers noted such as: Source of information and communication - 43% (43 respondents are from 100); Entertainments and leisure - 35% (35 respondents are from 100); Help in studies and own development - 22% (22 respondents from 100). For example, the designation pluses of the Internet adolescents described as a mean of search for information, communication, spend his free time (music, movies and games), recreation and etc. Among the positive actions that teens

perform in the Internet environment can be distinguished enrichment of communication, personal development, improving their own skills to use this environment (creating the site of their files, the ability to introduce ourselves) and so on. Also, respondents marked that the Internet helped them in everything and in whole life, they specified that, that the use of the Internet had to have a measure.

The scale "Negative Properties of the Internet" includes the negative properties of the Internet for teens are: Advertising, spam, viruses - 55% (55 respondents out of 100); The Internet works badly - 25% (25 respondents out of 100); Distracts from learning, other things and harms - 20% (20 respondents out of 100). In other words, the modern teenager sees the greatest threat of damage of his own device access to cyberspace, its interaction and interruption of obstruction of contact with the Internet as spam, advertising, and viruses. The principal reason of irritation in the Internet is an excessive advertisement and a bad work of the Internet connection and according to teenagers the Internet "hangs up", "badly loaded" etc. The negative feature of the Internet is excessive immersion in it, which distracts the attention teenagers, what understand as the Internet obsession and addiction. Also this feature is often ridiculed on social networks in the form of images, a variety of jokes, funny videos and so on.

The scale "Information on the Internet". According to the results of this scale a teenager uses the information to: Search of new information - 70% (70 respondents out of 100); Entertainment and communication - 17% (17 respondents out of 100); Studies - 13% (13 respondents out of 100). The information on network is taken as a means of satisfying their needs in the information hunger, taken it as a means of relaxation and self-worth of modern life. The teenagers characterized it in terms of "interesting - not interesting", "useful - not useful", specified for what information was required for them. Also, the main source of answers to any question is the Internet, only a few of the respondents indicated that they primarily appealed to their parents. In other words, for a teenager the Internet is understood as the information source, a place where you can find an answer to any question.

The scale "People Online". The teenagers attitude toward people on the Internet are described in a percent of three groups which include positive, negative, neutral image of people online: The positive image - 55% (55 respondents out of 100); The neutral image - 30% (30 respondents out of 100); The negative image - 15% (15 respondents out of 100). From the given results it is clear that teenagers perceive other people on the Internet more positive and idealize them too much, indicating that other people are "interesting", "coolest", "better, than in life", "friends" etc. Such, the feature of teenager perception of other people on the Internet is predefined by excessive boast of a modern user in this environment, also by absence of living contact with others, that results in idealization. A lot of respondents perceived other people in this environment neutrally, even indifferently or as an usual environment of existence and specified that people on the Internet "the same as I", "normal", "ordinary" etc. The negative

image of the person on the Internet for teens, primarily associated with unsuccessful communication with others and condemn excessive use of the Internet by people because the teenagers described other people as "stupid", "boring", "bizarre", "fake" and so on.

The scale "I am on the Internet". An idea about own "I" of a teenager on the Internet is described in a percent of three conditional groups which included positive, negative, neutral image of his own "I": The positive image - 77% (77 respondents out of 100); The neutral image - 18% (18 respondents out of 100); The negative image - 5% (5 respondents out of 100). The own Ego on the Internet teenagers estimated positive characteristics and even unrealistic, they described that on the Internet they were "better", "heroes", "boss" etc. The teenager specified that being on the Internet they were glad, merry, have better mood and even name the Internet a "paradise". So being online they feels comfortable, there are many opportunities where a teenager looks for their implementation through communication, entertainment and information search. The positive image of a teenager's ego on the Internet, due to excessive interest in search of themself, a desire to get the right answer. Other teenagers treat their own "I" neutrally on the Internet, indicating that they are "like all", "same", "like in real life," and so on. Online they feel fine and without any changes. The negative image of "I" on the Internet the teenagers associated with excessive Internet use, thus indicating that they are "geek", "other than in the reality", "totally different people" etc.

Conclusions. Thus, summarizing higher marked it costs to say, that social networks (Vkontakte, ask. Fm, Instagram) and searching web-sites (Google, Youtube, Wikipedia) are the basic sphere of the personal interest of a modern teenager in cyberspace. The duration of stay on the Internet a day ranges from 3 to 5 hours, which shows the addiction of this space. The results obtained by methods unfinished sentences "my attitude to the Internet" and conversations with the teenagers, has found that a modern teenager is an active user of cyberspace, and now cyberspace is considered as the institution of socialization or "field" of development. The range of interests of the modern teenager is communication, search of interesting information and entertainment, leisure. The Internet is examined as informative-entertaining space by a teenager. Also, according to the results we can say that social networking is a condition in the formation of the modern teenager and further research will help to describe the mechanisms of the adolescent identity in cyberspace.

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