

THE FACEBOOK NETWORK AND THE YOUNG PEOPLE OF MODERN AGE

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Abstract

Within the framework of this article I intend to analyse the on-line socialising through the facebook network that has become requisite to the majority of knowledgeable subjects, viral, too, a fact which is going to be demonstrated through a longitudinal and statistic review of data at national and international level. The trend in our life path involves a highly technological load due to the fact that the interest in the social participation and reading, it has strongly fallen among the youngsters, who are at the beginning of their careers, thus substituting what it has once meant, "the man is in the centre of the Universe" with "technology". A development of our thinking, an extension of our brain, which lead us to a profound analysis of everything that surrounds us through self-powered information and control of all our acts in society. The time which is used on-line could be beneficial for research, analysis, studying, on-line books, payments, shopping but, at the same time, is reduced the moment when we are visually satisfied by images, photos, or auditorily, by short films displayed by users testing thus the implication which might bring benefits or counter-benefits. It should be taken into account as an extremely intense premise that we should not overlook in the on-line culture, the presence of the ethics, otherwise, we become non-human beings and the addiction leads you to other addictions. Too much consumption of technology, creates our addiction, thus, not being able to access "something", we become impatient and stressed leading to a restlessness of our psychical life.

Key words: *network, information, knowledge, ethics, technological, on-line platforms*

1. WHAT DOES THE ON-LINE COMMUNICATION REPRESENT?

To answer this question it is necessary to analyse the explanation of what keeps us in the virtual space, specially, the "internet", which is an international network of communicating through PCs, smart phones, different gadgets that maintain data transmission and connectivity in a very short time hence the idea in accordance with time which is being compressed (PCs

extend the brain and machines extend the legs). The idea which makes us valuable as humans is that we, the human beings, are progressing from the simple to complex endorsed by technology. The number of users is an immeasurable one leading to a very rapid expansion, the main institutional departments use the internet for the payments (internet banking) that facilitates the consumers' strain in contact with these ones so that there appears a monitoring of all our actions. The access to the on-line platforms and information that it contains, is very essential for any country or governmental or non-governmental organization the reason being the support for goods and services consumption in satisfying our needs. The use is so important that the U.S.A congress brought into discussion the insurance issue by government referred to each person's internet access. Therefore, it is a means of communicating accessible to any person who possesses a computer with network access programme, a modem which converts the information from the PC in a transmissible form on a telephone line, a common one, and an account on PC connected to the internet. From another point of view, the internet excels, by far, the possibilities for the other means of communication and it will certainly lead to a substitution of our needs and even a multiplication of these in time and space. Regarding the network we could say that it is a universal way of communication, obtaining information and sending it the whole virtual space. Using an e-mail programme, there could be sent and received letters, invitations, scientific papers, images, sounds, etc. There it could also be stored the entire correspondence being considered important. There are collections of information

retainable in the network under the form of "electronic libraries" grouped on domains of interest and identifiable through address, information which is easily very accessible with special programmes (Ciobănuț, 2013). The language transposition led to the accomplishment of global, virtual state where we understand each other although we are part of different communities due to cultural, economical, technological development, constituting a common substratum and a common language; David Crystal claims that three quarters of the worldwide population is naturally bilingual thus, it is perfectly possible to maintain a standard language (at the beginning of the internet, English was the language considered the ideal language regarding the World Wide Web, nowadays, over 1500 languages are on the Net and the frequency of English has approximately declined at 65% and it is still diminishing). Following the increase of global information network, there has been defined a self-regulatory process, through which the individuals of different electronic subcommunities have agreed over the conduct codes, more or less elaborated, which have been imposed by legislation. The complexity of social relationships via Internet, the risk of apparition of some phenomena generating social endangerment and prejudices, the victimization of people classes, as well as the relative efficiency of means self-ordered within the surfer communities, have constituted essential elements for the initiation of legislative approaches at the international and state level. In the foreground of normative order activities there are recorded, more obviously, the issues of contents on the Internet for the virtual space, that is, by its essence, a manifestation place for the freedom of speech, to receive and send information, denouncing the observation for respecting the rules concerning the limits of this fundamental freedom that need to be entailed with relevant objections towards the person's security. Thus, we can speak about an aspect of constitutional law, a normality and regulation act at the states level, taking into account the global accuracy of the Internet, an occupation of these ones to create an adequate juridical framework at the international level, too. "There must be especially highlighted the mutations

which are caused by the new technologies publicly, the alteration of metalities, developing specific cultures of communication, the tolerance degree towards the contents of the ideas smuggled in the Internet – elements that, in their turn, influence the way in which the jurists understand to relate to the freedom of speech, particularly, from the perspective of the constitutional law and the criminal law. In the context of the contents dealt with on the Internet, the following features present, nowadays, a totally peculiar characteristic: *the adult pornography; the infantile pornography; the racism and xenophobia; the insult and defamation; the instructions regarding the manufacturing of explosive materials; the complaints against commercial products; the dissemination modalities of some contents* " (Crystal, 2006).

2. COMMUNICATION AND THE FACEBOOK

The involvement in a social network, mainly, the login on facebook, served the individuals to interrelate with their fellow men, but, from the psychological view, this thing has determined a less pleasant mood as a result of information conveyance causing the lack of closeness for affectivity and positivism. The researchers of Michigan University concluded that the use of Facebook induces a diminution of the content state for the user, as shown in a survey made by the surfers of this social network.

"At first sight, the Facebook is a valuable resource for the attainment of the basic human needs, connecting with the rest of the society. But, instead of increasing the contentedness level, we notice that the use of the Facebook produces the opposite result", states Ethan Kross, the specialist in social psychology of Michigan University, and, another specialist mentions that "it is an utterly remarkable result due to the targeting the core of the influence that the social networks may have on people's personal lives. For the realization of this survey, the researchers have recruited 82 young adults, a demographic representative group of Facebook users.

They all had smartphones and Facebook accounts. The researchers used the sample experience division - one of the most viable

techniques for the measurement of the way in which people think, feel and behave in each moment of their lives - in order to evaluate the manner people think feel, and behave in every moment of their daily life in order to evaluate the contentment state of participants by sending text messages at random, five times per day, for two weeks. Each message contained a reference to an electronic poll with five questions:

- How do you feel in this moment?
- How preoccupied are you ?
- How lonely do you feel in this moment?
- How much have you used the Facebook since the last sent question?
- How much have you directly interacted with other people since the last question addressed?

According to the researchers, the more a person uses the Facebook for a long period of time, the less well he/she feels afterwards because a mental programming of all our actions is created so that we become nervous when eluding the on-line. The authors of the study have also asked the participants to note how satisfied about their lives they were, at the beginning and the end of the study, the results have shown that the knowledgeable, experienced subjects were the more displeased with their lives the more intensely they used the Facebook in the period of time under study. At the same time, the researchers did not find any proof related to direct interaction with other people, on the phone or face to face, negatively influencing the happiness mood, in exchange they discovered the direct interactions with other people making the participants to feel better with the passage of time (Rădulescu et al., 2005). The frame of mind of a person could be modified through the excessive use of Facebook due to the fact that constructive relations are not achieved among subjects, but as information this is very efficient and helps the young people to develop through training programmes of memory (obviously, if they are used effectively). The e-learning, educational platforms help the youngsters through specific trainings with different themes in their cultural, economical, personal development. The appearance of the internet in school and in society is necessary, perhaps imperative, for many young people a way of life and of existence. The presence of the

computer and the internet become components of instruction, which facilitate new ways for knowledge achievement. Most of the teachers have been initiated for using IT competences since 2001, to facilitate the learning process of the students. Within the framework of learning foreign languages or of Romanian language and literature, the internet brings multiple advantages: the using of virtual dictionary, the existence of some sites for foreign language learning, the diversification and variety of didactic materials, an instrument for writing and a source that mediates documentation. The virtual space and the writing are combined, being different modalities of approaching the information and, consequently propose competences and various modes of reading. Surfing the net, the reader is required to relate with different documents, through a comparative reading. The filter is not the teacher anymore, but the abilities and the digital and selection skills of the students.

In the paedagogical there appears more and more often the idea of *interactive literature*, which is born in the ludic area and of the literary-artistic experiments, under the sign of a borderless communication. The online communication development has extended over the field of exact sciences, literature, the act of writing practised on-line which seems to be, now, convenient to anyone, be it devoted writers or those who made their debut. We must admit that each of us looks for a bibliographical source, even a certain volume on the Internet. It seems interesting to me the recording of the writing act in the soft variant, on blogs, websites, in cyberspace. We all know that there are socializing networks for scholars, online workshops, reading round-tables and creative writing, literary magazines, online libraries and bookstores, having the role to attract more and more readers. "It is a kind of drama improvisation, a kind of *de meta-drama* including the presence of the viewers in the hall, meant to intervene for what is unfolded on stage" (Rădulescu et al., 2005). It is unavoidable to live in this world of connectivity even if we do not wish to, and technology brought us into the century of speed where we are always concerned about anything that surrounds us even if it is linked to us, directly or not. Reported to the others, there are both

benefits and non-benefits being aware of wasting specific time which was not used efficiently for our existence. We transpose ourselves in a world where we are omniscient ; thus we make a copy paste of a famous quote, a logical dilemma, a representative quotation of philosophy, but we do not understanding its essence, a simple share places us on top of Maslow pyramid.

3. BETWEEN MORALITY AND TECHNOLOGY

Within the online communication the emphasis is not on our positive or negative side, the emotions disappear and it is just a label that we create for ourselves and the others. Society has evolved and, in time, our rights, the relationships among us are submitted to an egocentrism, values such as love, trust, courage, hope, the human being were replaced with money, consumption, reputation, power, technology. If in each human act there is an exaggeration, it will lead to disorder in our personal and social life. In Francis Schaeffer's point of view: „Our generation, in its wandering without limits has closed in an entirely materialistic world. It is doomed to nothing else but a conglomerate of particles, a flux of conscience and it contemplates itself in a chasm created by the disappearance of all categories and values.” (Ciobănuț, 2013) The Facebook and the whole advanced technology have become extremely viral and used at each step we take, without these doings we almost cannot perceive life. Regarding the influence factors, among the media factors, music has the highest influence on the thoughts and actions of teenagers, followed by movies, and the Internet respectively. In terms of percentage, unlike the girls, the boys are easier to manipulate through television and the Internet. Among the religious factors, the adolescents are influenced in a higher degree by the Christian belief, the Bible, the priests or the ministers. The members of the family, such as parents, brothers or sisters are factors with a major influence (Shaeffer, 1974).

4. THE RISK IN THE VIRTUAL NETWORKS

The education of the young people is manifest in family and only then in the virtual on-line space and the security in social networks is a real preoccupation of more and more users worldwide, which is normal, as they share a multitude of personal information, having access not only friends and family, but, also, dishonest people who create threats in various ways. Over 900 de million users have been exposed to “classical” scams like “guess who has visualized your profile” and fraud campaigns promising promotional prizes. In the past two years, the number of viruses diffused on social networks, often by Facebook scams, has increased. In 2013, the most popular virus spread on timelines in Romania, was, Dorkbot. It was supposed to be under the shape of some links, accidentally sent, by friends. The virus could do the updatings by itself, to install the newest version and it was already identified by Bitdefender in an initial version, two years ago. Having rootkit capacities, the virus could fault the common security solutions to update and spy, in the same time, the activity of users in browser. Dorkbot did not only spread through the instant messaging, but also USB devices. After the fake messages “who has seen your profile” on the second place, on the top of frauds on Facebook, there is a short film revealing the singer Rihanna in indecent hypostases. A click on such a link installs viruses, on the victims' computers and deceive the people to reveal their personal data.

Such frauds are recurrent, periodically, on social network. The initiators of these campaigns change only the names of the stars and the message used, without changing other coordinates of the scam. The Bitdefender study has shown that this year, Rihanna and Taylor Swift were the most used names to trick the users. They were followed by Kim Kardashian, Megan Fox, Justin Bieber, Selena Gomez and Chris Brown. A popular spam campaign on

Facebook at the international level it has been addressed to the users who wished to change the standard theme of the profile with a different one (green or red). The scam was asking the users to download and to execute a file on a link outside the social network. This is, in some cases, an extension of the browser for Firefox or Chrome to redirect them to pages with surveys and overtax services - for the horoscope and phone tones.

In last analysis of the on-line space creates addiction, and we remain the only decisional factors upon all the actions that we undertake even though in most situations we constrained to act in a particular way.

5. CONCLUSIONS

The consequences of using social networks can be understood as both benefits (interaction, entertainment, communication on various topics of interest, knowledge of new people - keeping abreast of novelty and events) and drawbacks (the announcement those interested about the activities and events organized by you, group meetings). The use in excess and without a minimum screening of the people with whom you communicate causes: - addiction, so there can be affected the non-verbal skills, such as maintaining eye contact during a conversation, coordinating the verbal with the non-verbal language verbal and para-verbal one, can trigger a need for immediate satisfaction and of course the appearance of frustration when it misses; - an accumulation of frustrations when the user can not use the site daily; - a lower self-esteem when the posts are not read, do not receive enough feedback (likes); - a decreased ability to

concentrate - gradual disconnection from the real world; deterioration of family relationships; - career failure or even financial ruin - a social isolation; - a misinterpretation of human relationships, interpersonal difficulties or psychiatric disorders - psychological, moral, sexual harassment - affliction of public image, professional, personal, images, etc. Finally, the intention to analyse the online networks is to draw the attention to young people and to all the connoisseurs subjects who are involved in the virtual space to treat any subject seriously and not to give credit to the one with who they interrelate if they does not know him in reality.

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