

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
КАФЕДРА ІНОЗЕМНИХ МОВ
ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР

МАТЕРІАЛИ ІХ МІЖВУЗІВСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ
ЛІНГВІСТИЧНОГО НАВЧАЛЬНО-МЕТОДИЧНОГО ЦЕНТРУ
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TECHNOLOGY THAT MAKES OUR LIFE EASIER

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Our present life is characterized by the increasing role of technology, especially in everyday life. People make a fuss mainly about technologies making their life easier and more convenient. It's a social networking that really can be referred to one of them.

The social network is a social structure made up of a set of social actors (such as individuals or organizations) and a set of the dyadic ties between these actors. The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these statements: 1) staying close to people who matter. It is very important to stay close to people, who matter and social networks can help to do it; 2) social networking is the base of nowadays life. It has never been so effortless and groovy to share with somebody your special joys of life, and, unfortunately, sometimes the sorrows too. Share life-events, pictures, videos and what not to get everyone involved in your life. What is better than sharing your thoughts? We would say nothing.

Among the most popular social networks are Facebook, Twitter, VK, Instagram, Google+. Like any modern technology social networks have both positive and negative sides. There are several arguments in favour of social networking: worldwide connectivity; commonality of interests; real-time information sharing; free advertising; increased news cycle speed.

There are also a number of disadvantages of online social communities. Face to face connections sometimes are endangered, because of possible cyberbullying and crimes against children, risks of fraud or identity theft, corporate invasion of privacy. In addition, absorbing hundreds of items of information leads to the waste of time. Nevertheless, computer networks combined with social networking software produces a new medium for social interaction. A relationship with a computerized social networking service can be characterized by context, direction, and strength. Social networks are the main reason of growing amount of time, spent on the Internet.