

SOCIAL NETWORKING SITES AS A TOOL FOR GLOBAL YOUTH COMMUNICATION

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Abstract

Modern information and communications technologies have become indispensable components of everyday life, particularly for young people who day by day, breaking time and space barriers, communicate with others through Facebook, Instagram, Skype or Snapchat. Social networking sites, by means of open and interdisciplinary communication, enable users to keep in touch, to establish new contacts or to search for old friends.

Based on specialist literature, the article discusses social networking sites and their functions. It also reviews empirical research findings concerning various forms of internet-based communication commonly used by young people. Specific research questions concerned social networking sites chosen by the respondents, the reasons for their popularity, the influence of social media on youth hobbies and interests, as well as the attitude of young people towards haters.

Keywords: modern information and communications technologies, internet, social networking sites, tool for global communication, youth, young people