# CYBER SOCIALIZATION AS A FACTOR OF INFLUENCE ON THE SOCIAL HEALTH OF STUDENT YOUTH IN A MODERN EDUCATIONAL ENVIRONMENT UNDER THE DEVELOPMENT OF A GLOBAL INFORMATION SOCIETY

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**Abstract:** This publication is devoted to the consideration of the problem of cyber socialization as a factor as a factor of influence on the social health of students in the modern educational environment. The model of cyber socialization of youth in the modern information society can be shown as a unity of three hypostases: as an object of cyber socialization; as a subject of cyber socialization; as victims of the adverse conditions of cyber socialization. The authors conducted a sociological analysis of the positive and negative factors of cyber socialization affecting the formation of the social health of modern students in the development of the global information society.

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## 1. INTRODUCTION

The entry of modern society into the new information age was marked by the emergence of scientific developments in various fields of social and humanitarian knowledge on the issue of impact of information and communication technologies (ICT) on the process of socialization of an individual. The number of these scientific developments is constantly increasing with the growth of impact of ICTs on the consciousness, behavior and health of modern people, "recorded changes in the functioning of society and the virtualization of social communications" [24].

Modern youth live, go through the processes of socialization and formation in a dynamically changing sociocultural environment, modified by information and communication technologies, embedded in the daily life of young people, in their social space [7].

Thus, young people function in an information network space formed at the intersection of the real and virtual worlds. The information network environment is becoming one of the main attributes of the modern world community, various social groups. Moreover, especially this fact, the so-called information networking concerns students, since this social group is giving increasing preference to virtual communication. The network environment as an extensive virtual information field forms a special "Online" reality contributing to the creation of a new youth Internet culture with its own concepts, rules, values, principles, lifestyle, which today is one of the main components of the formation of the information society [32].

The need to study the social health and socialization of student youth [42] (their cyber socialization under the influence of the global information society) and the resulting problem of ensuring information security for youth are caused, first of all, by the fact that the information environment today is a system-forming factor and a new virtual habitat of youth as a social group [20]. Moreover, the processes of modern global informatization have a decisive

influence on students and their social health, becoming the new institution of cyber socialization of young generations of Russians [16].

## 2. MATERIALS AND METHODS

### 2.1. Review of the research literature and the extent of the problem.

Within the article, social health is considered in the context of two theories: the theory of socialization and the theory of youth as well as the sociological concept of risk developed by V.I. Zubkov [44].

While describing the social health of youth, it is worth turning to the World Health Organization (WHO), which interprets health as an interdisciplinary concept based on the prevailing and accepted social model of health status (which includes not only the physical, somatic and psychological capabilities of a person), but also social resources [World Health Organization, 2008]. Since social factors play a dominant role in shaping youth health, this focuses us on considering social health in a broader context [4]. The authors define the concept of social health of student youth as a condition caused by a specific socio-economic environment and the situation in society.

Similar issues are in the focus of scientific interests of foreign and domestic sociologists, such as W. Cockerham [3], O. Manor, S. Matthews, [22], D. Trenton [36]; R.A. Zobov, V.N. Kelasyev [43], L.V. Kolpina [17], T.B. Sergeeva [31], T.B. Sokolova [33], A.N. Soshnev [35] and many others. The definition of social health of youth from the point of the interaction of the individual and society, proposed by TB Sergeeva [31] and I.N. Komarova [16], is of particular interest for our study. Moreover, the presence of social contacts is an important point for the formation of social health of youth.

L.V. Vedernikova, O.G. Byrdina and O.A. Povorznyuk consider the process of shaping the social health of students through the prism of the process of their socialization (including the process of cyber socialization) [38].

In the framework of sociological conceptualization in the thesis of M.A.Danilova, the role of the Internet in the process of professional socialization of student youth is considered in the context of the analysis of all institutional agents of youth socialization. As a result of this analysis, the author came to the conclusion about the construction of a new type of

personality among young generations (Homo virtualis) - a person focused on the phenomenon of virtual reality, a carrier and consumer of virtual culture; moreover, this person gets at his disposal a range of possible socialization trajectories in a rapidly changing Internet space as part of the functioning of the information society. All this, according to M.A. Danilova, significantly increases the importance of cyber socialization of student youth [5]. In this case, "the number of information channels used in the process of Internet socialization increase the status of the student's personality" [24].

The social health of youth is characterized as a certain state that arises and develops in the process of socialization of the individual as a whole, and cyber socialization in the modern information society, in particular. It is determined by a diverse system of ties and contacts of youth with other people, social relations and communication. Thus, the social component of health reflects social connections, resources, interpersonal relationships and network contacts [10].

Having determined the social health of youth with the regard of the chosen aspect of the study, it is necessary to determine a number of relevant concepts, such as social health, cyber socialization, cyberspace, risk factors, media literacy, and information security of youth.

## 3. RESEARCH RESULTS AND THEIR DISCUSSION

The fact that the object of the study is youth, and the subject is their social health in the context of cyber socialization, forces us dwelling on the conceptualization of the term of "social health".

When interpreting health, the World Health Organization (WHO) relies on the social nature of this phenomenon. According to WHO experts, social health is the degree to which a person is satisfied with a system of social connections and relationships.

Social health is associated with the influence on the personality of other people, society as a whole, and depends on the place and role of the young person in interpersonal relationships [45]. Social health reflects the measure of social activity, acts as a form of an active attitude towards the world, the individual's involvement in society, in various social connections and relationships, including network

interaction in the framework of the development of the information society. In addition, the view of modern sociologists on social health as a combination of acquired values, norms and standards of behavior is very closely related to the process of socialization, and this is especially important to take into account when studying the social health of youth.

One of the first theoretical ideas underlying the formation of the category of "social health" through the prism of the concept of socialization was the idea of the types of social interaction between people, proposed by P.A. Sorokin [34].

The category of "social health" of youth combines all aspects of modern public life: social-psychological, spiritual-moral, socio-economic, informational. It follows that social health has an indicative character accumulating a wide range of social, economic, psychological, cultural and other indicators [18], including indicators that reflect the interaction of a person with the information environment.

The fact that social networks have firmly been rooted in the social and educational life of students, and have become a part of everyday practice of youth, is evidenced by the Public Opinion Foundation, according to which, in 2014 in Russia, about 90% of youth respondents used the Internet [29].

The increasing influence of the information network environment on various spheres of public life is accompanied by an increase in the risks of their use. Indeed, studies show that Network Communities have positive and negative factors that influence the social health of students.

What is cyber socialization as a process generated by the era of the information society?

It should be noted the category of "cyber socialization" (originally - virtual computer socialization) emerged relatively recently. This category was introduced into scientific circulation by Russian scientist and social pedagogue V.A. Pleshakov in 2005. Cyber socialization is interpreted by V.A. Pleshakov as a process of qualitative changes in the structure of personality self-awareness and its need-motivational sphere, "occurring under the influence and as a result of a person's use of modern information and communication and computer technologies in the context of assimilation and reproduction of culture in the framework of personal

life" [26]. Cyber socialization affects the process of using the resources of virtual space and communication with virtual socialization agents [27]. That is, it seems possible to define the cyber socialization of youth as a virtual socializing digital environment.

Thus, the cyber socialization of student youth takes place in the cyberspace of a virtual socializing Internet environment. Cyberspace means the global sphere in the information space, characterized as a combination of various infrastructures and information technologies, including the Internet, telecommunication networks, computer systems [23].

Such a long uncontrolled stay of youth in cyberspace entails difficulties in everyday communication, hence the risk of social health of young people arises [23], i.e. disruption of real social connections, interpersonal relationships and network contacts.

Currently, electronic communication, the so-called social youth networking, i.e. the phenomenon of the emergence and development of a system of connections and contacts of youth with other people with the help of cyberspace, one way or another influences their psychosocial health.

1. According to the online survey of 2016, on the website "Children of Russia Online", about 40% of the surveyed youth (including students) identified themselves as dependent on cyberspace; moreover, it takes the second place among the demands of youth surpassing the need for material well-being in terms of significance. Currently Russian youth are at the level of the most advanced countries in terms of the development of youth social networking space and even precede them in some indicators such as high online activity. Moreover, according to an online survey, a third of young respondents (about 34%) spend on the Internet about six hours a day, almost uncontrollably [40], which of course contributes to the risks of cyber socialization and threatens the social health of young people.

Today, the model of cyber socialization of youth in the modern information society can be outlined in the unity of three hypostases:

1) as an object of cyber socialization (the impact of cyberspace on the livelihoods and social health of young people);

2) as a subject of cyber socialization (meeting the needs of young people in cyberspace);

3) as victims of unfavorable conditions for cyber socialization (the dangers of cyberspace and the negative consequences for the well-being and social health of students).

The result of cyber socialization as a factor in influencing the social health of youth is the formation of self-awareness and life position of youth; development of network contacts in cyberspace; the formation of those features that characterize the new era of information and cultural environment.

Consequently, the growing influence of ICT and cyberspace on the socialization of youth is accompanied by an increase in the risks of their use, since ICTs are not only a universal means of communication [6], but also a source of risks and threats to the social well-being and health of many social groups, and especially this applies to young people who are characterized by a desire for everything new, unusual and unknown. The other side of youth cyber socialization is the emergence of new types and methods of social interaction, which are characterized, inter alia, by socially dangerous manifestations.

These manifestations are expressed, on the one hand, in the absence of a system of sanctions and control over the dissemination of information of any type on the Internet, and on the other hand, they threaten the mental and social health of young generations of Russians.

However, in describing the threats to the social health of youth, one cannot ignore the positive impact of cyber socialization.

In a positive sense, information and communication technologies are a good means of communication and a means of improving education (through the use of educational Internet resources in the educational environment).

In a negative sense, information and communication technologies are a source of risks and threats to the social well-being and health of many social groups, and this is especially true for student youth, who are characterized by a desire for everything new, unusual and unknown. The other side of youth "networking" is the emergence of new types and methods of social interaction, which are characterized, inter alia, by socially dangerous manifestations. These manifestations are expressed, on the one hand, in the absence of a system of sanctions and control over the

dissemination of information of any type on the Internet, and on the other hand, they threaten the mental and social health of young generations of Russians [13].

Indeed, digital technologies at the present stage of the development of the information society are almost the main source of information, communication and socialization of modern youth. Among the most popular sources of information, young respondents name central television (61.9%) and the Internet (43.5%), to a lesser extent - local television (28.1%) and communication with friends and relatives (27.6%) [15]. This cyberspace provides the young generation with the opportunity to fully socialize, to form their own views, attitudes and values; it contributes to a new way of adapting to modern social conditions of the surrounding reality in a virtual society, while reducing the level of social health in real space [2].

In connection with the foregoing, it is advisable to review the positive and negative factors of cyber socialization that affect the formation of the social health of modern students in the development of a global information society.

Thus, a number of factors can be identified as positive factors of cyber socialization:

1) The emergence of new educational ICTs, which significantly save the time spent seeking and processing academic information [19], opening up access to numerous educational portals and Internet resources.

2) Opportunities for social communication and the establishment of interpersonal contacts in the process of interaction of student youth at the level of educational organizations and society as a whole. The following facts can be cited as an example: in order to reach an audience of 50 million people, it took the radio 38 years, the television 13 years, the Internet 4 years, the iPod 3 years, and the Facebook social network only 2 years. What attracts young people to communicate through cyberspace? As a survey of social networks users among students showed, 36% of them are easier to talk about their personality problems online, rather than in direct interpersonal interaction [21].

3) Opportunities for learning the world space [41] at a distance, as they say now, remotely, thanks to access to global information networks, which in

turn eliminates the need to spend material resources on a trip.

4) Opportunities for finding a suitable job. The Internet has contributed to the emergence of a dozen of new professions and thousands of new jobs for young people, which, in some ways, helps solve the problem of youth unemployment. Therefore, for example, according to VCIOM, the 10 most requested jobs in 2015 did not exist in 2004. These top ten both in 2014 and at present include IT specialists, IT project managers, engineers and nanotechnology specialists [39].

5) Opportunities for leisure activities. In addition to social networks for communication and social contacts, there are thousands of blogs, forums, chats, online stores, sites with photos, music and videos on the Internet.

In general, after analyzing the positive factors of the cyber socialization of student youth affecting their social health, we can draw the following conclusion: information technology makes young people more mobile and communicative [14], quickly responding to sociocultural and socio-economic changes in Russian society, and most importantly, able to perceive a large amount of diverse information.

However, along with the positive factors of cyber socialization, it is obvious that there are negative ones, the so-called cyber-socialization risk factors affecting the social health of Russian youth (and these risk factors, as practice shows, are much greater). As such, the following information factors of riskogenic nature can be identified:

1) Risks of encountering socially destructive and often unlawful, information that violates social and interpersonal relations of youth in the "personality-society" system, which poses a threat to the life and social health of young people (for example, latent or explicit calls for suicide , transport deviations, dangerous selfies, etc.) [8].

2) Risks of violation of the basic functions of socialization, since social networks occupy an important part in the life of modern youth, because social communication on the Internet is the main leisure activity of youth. This is confirmed by the data of our studies. As a result of a sociological poll on the study of the factors affecting social health and the risk levels of social health of Russian students, we found that online chatting is a very significant factor in socialization for the student youth (56.6% communicate often) [10].

3) The risk of devaluation of the value system in the minds of Russian youth because of exaggeration of virtual values, the formation of consumer attitudes and the devaluation of moral behavior: it is known that social networks neutralize the basic traditional universal values of young people [37]. Their negative impact not only on the social but also on the mental health of youth resulted in the formation of a sense of permissiveness, a culture of aggressiveness, violence and cruelty, a distortion of moral principles; poor orientation in the real world and inability to make smart decisions.

4) The risks of loss of youth's life position, independence and responsibility, and, as a result, the formation of a type of infantile irresponsible personality. As I.A. Boldakova emphasizes, the virtual world does not require young people to be obliged to take responsibility for their actions [1]. Indeed, consuming a huge amount of information, youth, due to their age characteristics, do not think about its contents and the consequences of responding to a particular information content.

5) The risk of violation of the process of inclusion of the individual as a competent subject in the system of public relations. Youth, staying in the virtual space, can meet their needs without spending a lot of effort. It is easier to realize themselves there, than in reality, so, for example, M.V. Rostovtseva, A.A. Mashanov and Z.V. Khokhrin believe that the consequence of this is an increase in the level of alcoholism, drug addiction, suicide and unemployment [30].

6) The risk of displacement and the limitations of traditional forms of communication, as well as the substitution of real social connections and relations to virtual. As a consequence of this, a negative impact on the social health of youth is the occurrence of risks of limiting emotional contacts and traditional forms of communication, as well as disruption of real social communications [11].

7) Depreciation, impoverishment of the creative thinking of young people and a decrease in the general cultural level [28].

8) The formation of Internet addiction and addictive behaviors as a result of the impact of cyber information deviant and delinquent orientation [25,46]. Moreover, the dependence because of cyber socialization can be

destructive for the social health of youth: cyber mania, gambling, film addiction, internet mania, mania of digital technologies. In particular, due to dissatisfaction with the real world, computer addiction among young people is gradually exacerbated, leading to the fact that it begins to give preference to cyberspace as the most acceptable one.

9) The risk of aggressive behaviors, the cultivation of extremist sentiments, social tension and conflict in the youth environment, which, one way or another, violates the process of social interaction of youth, thereby adversely affecting the quality of social health of youth.

10) Change in the behavior of young people in conjunction with consumer ideology and social disunity.

## 4. CONCLUSION

From the above it follows that cyberspace is a favorable environment for the formation and activation of various forms of deviant behavior, which impedes the social health of youth. Moreover, deviant behavior, caused precisely by negative factors of cyber socialization of youth, can manifest itself both in the real world and in the virtual one. In general, further study of cyber socialization as a factor in influencing the social health of Russian youth is necessary, because a detailed understanding of this process will make it possible to use cyberspace as a powerful tool that influences the formation of personality and the formation of social health of young subjects, as well as a qualitative increase in its level.

It is necessary to use all possible means to ensure the information security of young people and instill in them information immunity against harmful global information.

In accordance with Russian law, the information security of youth is a state of their security, in which there is no risk of harm to their health (physical, mental, spiritual, and social) associated with causing information disseminated through global cyberspace.

Information security should be defined in two aspects: in the aspect of development based on a system of conditions ensuring the successful cyber socialization of youth and in the aspect of protecting the social health of youth from the harmful effects of the information environment.

With this in mind, the information security of youth can be

defined as their protection from the destabilizing and destructive impact of information products on social health and mental, spiritual, moral development; as creation of the conditions of an information environment for positive cyber socialization of an individual, optimal social and personal development, and preservation of social health; the formation of information culture and media literacy, sustainable behavioral skills among young people in the field of information security.

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