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THE IMPACT OF SOCIAL NETWORKS ON A PERSON'S SELF-ESTEEM

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Abstract: This article examines the factors, causes and consequences of the influence of social networks on the underestimation of self-esteem of the individual. As well as possible methods of dealing with low self-esteem.

Keywords: personality psychology, self-esteem, social networks.

Many people suffer from complexes, which are primarily caused by low self-esteem. Most people's appearance does not assimilate themselves. In connection with this, a large number of masks have been invented on social networks that change their appearance beyond recognition. Some individuals do not just end up with filters, masks and photoshop, they cannot "love themselves", and as a result they turn to a plastic surgeon. Unfortunately, the complexes often relate not only to external factors, but also to internal ones. In such cases, no doctor can help, except a psychologist.

The purpose of this study was to study the factors and causes that underestimate a person's self-esteem, as well as to consider possible ways to combat low self-esteem.

After studying articles and studies on this topic, it was found that the reason for low self-esteem is the attitude and influence of society. Idealization of qualities, the imposition of stereotypes, which in our time are conveyed not only by people around them, but mainly by social networks, the media. Social networks have been gaining momentum and they are the main factor that influences the human attitude towards oneself.

The first reason for low self-esteem is the vision and appropriation of the "standard of beauty". We often hear from people of different ages and genders that

they are unhappy with their figure. The reason for this is social networks, where you can find photographs of models showing off their "perfect" body in front of subscribers. Seeing a picture of an "ideal figure" in front of him, a person does not think about how much effort and for how many years there has been work on such a body. A person sees the "standard of beauty" and understands that he or she will never achieve perfection. And when such a person begins to improve his or her body, it does not happen because she or he really wants it, but because she decides to correct her or his own shortcomings, which only she or he can see.

The second reason is dependence on public opinion. Likes and comments are the basis of any social network. Initially, a person shares information in order to tell others about it. However, over time, his posts begin to comment and rate, and after that he begins to upload photos, videos and posts only in order to find out public opinion. But as soon as others tell you that you are not perfect, it will lead to a decrease in self-esteem.

The third reason is that not everyone takes criticism well. And this is true, many people are offended when they are told the truth in the face. And if a person already has problems with self-esteem, then there is a high probability of falling into depression. Do not forget about the fact that most of the "sofa experts" themselves do not really understand what they are talking about. In such cases, in the end, the person may be right, but his self-esteem has already been lowered. And the so-called "Trolls" deserve special attention. Their words do not carry any seriousness, they surf the Internet just to laugh at the author's reaction. But not every person is able to recognize when they are given constructive criticism, and when they are simply bullied. As a result, because of such personalities, the psyche of the user of the social network suffers.

The fourth reason arises when a person sees a better life in others. Due to the fact that many people have already got into the habit of photographing new things, beautiful food and places they have visited. People began to post all the good moments of their lives on social networks. And some individuals pay attention to this, begin to envy and desire everything that is shown in the photo. Sooner or

later, a person begins to compare such pictures from the Internet with his own life. Which leads to a decrease in self-esteem and possibly even a loss of motivation.

And the last reason that I was able to identify is the pursuit of likes and followers. A lot of people try to validate their self-esteem through the previously mentioned metrics. They compete with who has more followers on social networks, whose post is rated better and who has more likes under the photo. People may simply dislike a person due to the fact that he simply has a better promoted account, but self-esteem is greatly reduced.

After examining the information, there are three possible ways to deal with low self-esteem.

First, stop comparing yourself to others. People constantly want to try on the success of another person. Success in a career, an ideal figure, expensive purchases, travel, beautiful photographs of other people should not be reflected in our life in any way. It is worth playing sports to get your figure in shape, and not to look like someone else. Raise your qualifications in order to become a good specialist, and not to be like someone's ideal image. After all, no one knows what is hidden behind a perfect picture, such disadvantages are carefully hidden. Therefore, you should do everything for yourself, and not the "ideal" form on social networks.

Secondly, accept your disadvantages that you cannot fix. After all, we are all imperfect, it is impossible to come to absolute perfection. You should work on your shortcomings, but not to the detriment of yourself and your health. And do not forget that a person actively leading social networks does not show all their real shortcomings and disadvantages in them.

Thirdly, do everything to be in harmony with yourself. You should not follow some stereotypes and fashion trends on the Internet if you do not agree with them and they exhaust you. If you are unhappy with your figure, then this does not mean that sitting on a fanatical diet or forcing yourself to exercise. Such a regime needs to be developed for yourself and your body, and not just follow the advice of

an idol from social networks. In this case, you will not harm your body, but only do better for it, and the result is a matter of time.

So, the purpose of this study has been successfully achieved. It was possible to find out the causes and consequences of the influence of social networks on low self-esteem of the individual, as well as to identify ways to combat low self-esteem. Of course, social networks are also of great benefit to us. However, an unprepared person runs the risk of falling into depression if he begins to perceive all information from social networks as an indisputable truth. And if a person is prone to mental disorders and has low self-esteem, then he should limit or completely refrain from visiting social networks.

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