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**PSYCHOLOGICAL FEATURES OF ONLINE COMMUNICATION**

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**Abstract:** This article discusses the psychological features of communication on the world Wide Web in the era of digitalization. The psychological features that modern people face on a daily basis in connection with the constant use of gadgets are described, as well as cause-and-effect relationships are given, explaining in detail the source of the problem and its impact on the person as a whole.

**Keywords:** digitalization, modern society, problems, features, influence, worldwide Internet, addiction, virtual communication, imitation, relationships.

Today, the Internet is the largest repository of information in terms of size. At the same time, some information is available to everyone, and it is necessary to make efforts to find some. But in any case, the emergence of the world Wide Web has given many opportunities. Communication and the ability to forward the necessary files and information give us huge opportunities. E-mail and mail, and various services that allow you to communicate with people on the other side of the planet, allow you to deliver the necessary information in a matter of seconds, without additional costs. It is also possible to communicate, not only using correspondence, but also in person, using modern services or a webcam. Such features of the Internet as efficiency, speed, availability of communication at various distances allow it to be used as a tool for various kinds of communications. And for many, the Internet is an opportunity for stable earnings, which, with sufficient knowledge and skills, can be brought to significant volumes. A big plus is that you can work remotely and independently monitor performance and work time.

Communication is vital for every person (to a greater or lesser extent). With the help of various social networks, you can find almost any person, find out information about him and try to contact him. You can find groups of like-minded people and become part of a common culture of thinking.

But in the real world, we often see live communication less and less. It is gradually flowing into social networks. Many people today have friends they have never seen in person. And how many love stories and broken hearts in the virtual world we know. And often the heroes of these stories do not even always know what their communication partner looks like, but they have full mutual understanding and trust with him.

With the advent of the Internet, we all noticed how much easier it is to communicate with someone online than in person. There is time to filter out information, to separate thoughts from emotions. Often the interlocutors are much more frank in indirect communication than face-to-face. Although there is also a fear of being ridiculed or rejected. And therefore, some true reactions, personality traits are carefully hidden or hushed up.

Having studied the practice of conducting teenage communication groups, we can conclude that guys who are shy or afraid to communicate in real life tend to spend more time on social networks to occupy themselves and gain communication experience. It turns out such an imitation of communication and a vicious circle. The less a person knows how to communicate offline, the more he is inclined to seek communication online. Communication skills are almost not formed by such communication, so only virtual reality remains to realize the need for interaction. Teenagers are the most vulnerable here, because communication comes to the fore during this age period, and the network saves in the absence of developed communication skills.

After studying the articles, it was possible to identify a number of features of virtual communication:

- Complete or partial absence of nonverbal signals, which makes interpersonal perception difficult and distorted. When chatting online, we will

never understand the shades of feelings and experiences of the interlocutor, his irony, sarcasm. We can only guess, make assumptions, clarify. We lose the ability to read into experiences. Facial expressions, gestures, shades of voice, intonation, pauses. All this is not enough in network communication.

- Idealization of the interlocutor (or completion of the image). Due to the fact that a number of characteristics of a communication partner remain hidden from us, we tend to attribute desirable traits to him, which are not always in reality.

- Difficulties with expressing emotional reactions and responses. Emoticons and likes replace emotions, but not the whole range of emotional reactions is reflected in them. In addition, everyone interprets them in their own way.

- Realization of various personal qualities, playing roles that are not always possible in reality. A person can come up with and embody any image he wishes.

- The illusion of control. Another advantage of virtual communication is that technologies are predictable and manageable, allowing you to build secure relationships. We can edit messages and publications, dose information. And since most of us are so eager for comfort, tranquility and security that we often tend to choose virtual communication at the expense of real communication.

- The desire to be heard. The need for communication is one of the basic ones, since we live in a society. And there are not so many people around everyone who listen to us sincerely and with interest. And the public space of the network creates the feeling that a large number of people hear us (partly it is). The main thing is not to forget about life outside the monitor screen.

To what extent are personal, stable relationships possible on the web? It's one thing when the interlocutors are personally acquainted, it's quite another when they met online and continue to communicate, while such relationships do not turn into real ones... How well can we get to know a person personally in such conditions? And what does such communication give us?

The abuse of virtual communication leads to paradoxical things. For example, a husband and wife, sitting in different rooms, communicate with each other via messenger. It is unlikely that such communication contributes to

emotional intimacy. Virtual communication allows you to develop effective communication skills to establish relationships using a minimum of expressive means, but this becomes useless in personal interaction.

Drawing a conclusion from the above, it turns out that having wonderful tools for communication at our disposal, we have not fully learned how to use them competently. And this, in fact, needs to be learned by both many of us and our students. It is possible as a solution to this problem to create and implement social projects that help participants to leave the network in reality and combine online and offline activity.

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