

SELF-REALIZATION OF PEOPLE OF DIFFERENT AGES IN SOCIAL NETWORKS

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Abstract: this article looks at some of the most popular social networks, the opportunities for people of different ages to self-actualise in them and options for professional employment in the media sphere for people of different psychotypes.

Keywords: social network, self-realization, mean of earning money, individuality of a person.

The 21st century is the age of information technology. It is therefore no secret that we get most of our information from gadgets and the internet.

Smartphones, tablets and computers are the very things that almost everyone has, whether a child or an adult. And as digital technology has developed, so have new systems for making money.

The purpose of my research is to show that even in such a narrow range of professions as social networking and media, you can choose the activity that suits you and allows you to make money from it.

At the moment, there are many social networking sites which not only give you the opportunity to easily build the kind of business you've been thinking about, but also to find something new to do. For example, with social media sites like TikTok, Instagram and YouTube, people of all ages are discovering new means of earning money from the media space. They can entice audiences with their charisma, talents or unique knowledge. There are many categories of activity into which you can direct your business and you can choose absolutely any. In this way, you not only get to do what you love and develop your individuality of a person, but also get paid for it.

Also, if you don't like to be in the spotlight, but would like to find a job related to social media, you can get a job as a manager for other media

personalities who have already gained popularity on Tiktok, Instagram or other digital platforms.

In researching different social media platforms, I've noticed that Instagram serves as the main platform for mature people to make money, while younger people prefer TikTok. People are least interested in self-realization on YouTube. I conducted a survey with 50 people aged 10-17, 50 aged 18-45 and 50 aged 46-70. I asked the participants of the study, «On which social network would you prefer to self-realization?».

On this digital platform, people make videos where they showcase their abilities and skills. Since the mechanism of this social network helps promote new accounts, users with interesting content can gain an audience easily and in a short time, which motivates many to create unique content and showcase their individuality of a person.

But TikTok is mostly focused on music trends and dancing to certain songs, which is not suitable for middle-aged and elderly people. That is why they prefer either to promote themselves on other social networks, where they can share knowledge and experience with their followers, or become managers, editors or other personalities who are behind the scenes but are somehow connected with the media sphere.

I conducted a survey among the same study participants: 50 aged 10-17, 50 aged 18-45 and 50 aged 46-70. This time, I asked them the question «Working in the media sphere, would you rather be the «face» or «brain» of a promoted account?» and received the following answers.

In the survey, many participants aged 46-70 attributed their choice to the fact that they lack the skills or imagination to promote other people in a quality way, but are nevertheless able to attract the public with their charisma or long-standing hobbies.

Based on the research above, we can conclude that the original objective was achieved: I proved that in the social media and media sphere it is realistic to find a job that suits everyone, regardless of your age. If you want to become a media

personality, you can start your own blog and share some knowledge with the audience or showcase some of your skills. And if you prefer to be behind the scenes, a job as a manager or producer of media personalities may suit you.

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