

## THE INFLUENCE OF SOCIAL MEDIA ON SOCIAL BEHAVIOR (PART 1)

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According to the definition in the Polish Language Dictionary (Słownik Języka Polskiego PWN), influence is influencing someone, something; also: the effect of influencing someone, something [1]. Behavior is any observable reaction to stimuli from the environment or the totality of reactions and attitudes of a living organism to the environment. Social media, on the other hand, are online and mobile technologies that enable contact between users through the exchange of information, opinions and knowledge [2]. The objectives of the survey are to present the negative impact that the use of social media has, but also the positives.

The objectives of the survey are to present the negative impact that the use of social media has, but also the positives. The main problem in our presentation is: the scale of the impact of social media on social behavior. The specific problems in our presentation are: the awareness of students on the impact of social media, the level of students' awareness of dangerous behavior on the Internet, the awareness of seniors about the threats they face when using the Internet, to what extent do students notice the need for actions aimed at increasing their awareness of the impact of the Internet?

Our research method of the impact of the Internet on social behavior was a survey conducted among students of the Faculty of Mechanical Engineering and Aeronautics. In the survey, we took into account the respondents' gender, time spent using social media, what social media they use, most often and for what purpose, the effects they feel related to the use of social media, the frequency of making mobile payments via social media and what community they live in on a daily basis.

We supported our survey with a master's thesis provided by the Jagiellonian University [3]. We supported our survey with a master's thesis by Dyngosz Katarzyna, made available by the Jagiellonian University. Its aim was to examine how social media affects interpersonal contacts and to check whether social media brings more threats in building new relationships. Katarzyna's Dyngosz master's thesis was also based on

surveys conducted in six age groups, the aim of which was to examine the relationship between time spent in social media and the problem of functioning in society. In our presentation, we also took into account the conclusions drawn from article "Influence of media on the development of childhood obesity" created by A. Mazur and I. Radziewicz-Winnicki [4].

The above article examines the impact of social media on the development of obesity in children and adolescents, and legal regulations that were aimed at normalizing the advertising market for children. When examining the impact of social media on social behavior, we used the research on the subcutaneous effect from the article "The hypodermic effect: How propaganda manipulates our emotions" created by I. Nahon-Serfaty. I. Nahon-Serfaty in his article, he explained how the hypodermic effect works and to what extent it affects our behavior and reactions when stimulating our brains through social media [5].

In our study, we examined the relationship between the size of the city in which our respondents live and the time they spend in social media, as well as the media effect related to their local society. 42.6% of our respondents answered that they live in the countryside, and it was this group that had the greatest influence on our next conclusions. Most of the respondents also have very good internet coverage, despite living in the countryside, which usually has worse internet infrastructure. It is clear from this that the portals most often used by the respondents are portals of expressing themselves, their everyday life and creativity.

### **Refefence.**

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3. Dyngosz, K., Kurlito, M. and Zawartka, M. (n.d.) "Wpływ mediów społecznościowych na relacje międzyludzkie." <https://ruj.uj.edu.pl/xmlui/handle/item/240844> [ access: 13.11.2022]
4. Artur Mazur, Igor Radziewicz-Winnicki, „Wpływ mediów na rozwój otyłości u dzieci”, *Pediatrics Polska*, Volume 88, Issue 1, 2013, Pages 1-5, ISSN 0031-3939 [access: 13.11.2022]
5. Isaac Nahon-Serfaty, „The hypodermic effect: How propaganda manipulates our emotions”, <https://theconversation.com/the-hypodermic-effect-how-propaganda-manipulates-our-emotions-94966> [access: 13.11. 2022]