

## THE INFLUENCE OF SOCIAL MEDIA ON SOCIAL BEHAVIOR (PART 2)

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The most frequently used social media according to the respondents are: YouTube, Facebook, Instagram and Snapchat.

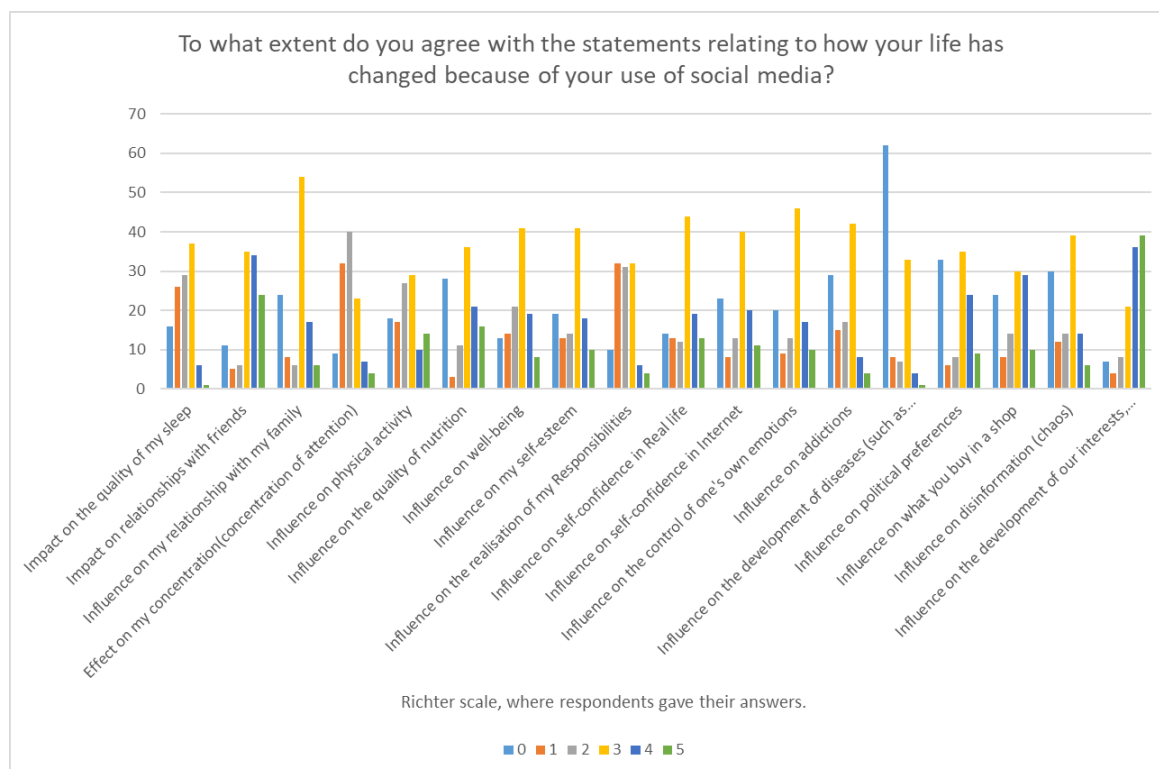
The time spent on these portals is mainly from 2 to 4 hours a day. The goals that have been chosen as the main ones in the use of the above social networking sites are: contact with friends and acquaintances, searching for profiles and information on topics of interest to the respondents and the development of their own interests.

According to the respondents, the aspects positively influenced by social media are: contact with friends and the development of passion. On the other hand, according to the respondents, the aspects negatively affected by social media are: contact with family, ability to concentrate and physical activity.

However, most of the respondents were not able to clearly answer whether social media has a positive or negative impact. Most of our respondents did not use social media to spread false information in order to change their opinion about themselves.

Most of the respondents are also unable to clearly state whether they feel too much preoccupation with social media. However, the survey clearly shows that the majority of respondents do not trust to make purchases via social media and do not use them for this purpose. The aim of the article was to present the problems as well as the good points of social media. The problem was considered on the basis of research conducted among first-year students of aviation and aerospace engineering at the Rzeszów University of Technology, as well as academic research from the Jagiellonian University in Kraków, among others. Social media, after making and analysing the results of our research, showed that most people had a neutral response.

As many as 33.9 per cent of respondents feel a change in lifestyle due to the use of social media. Some 25.21 per cent of respondents opined that social media influences what they buy.



**Figure 1 - Research results**

Which unequivocally proved that they are a threat as they significantly influence our decisions. On the other hand, 3.47% of respondents believe that the media influence them to fulfil their responsibilities. It can be seen here that every negative is treated with a positive, so that the influence of neutral media becomes neutral on society.

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