



## INTERNET ADDICTION AND ANONYMOUS COMMUNICATION

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Today, most researchers consider anonymity to be the leading criterion for Internet addiction, as a result of which the global network attracts a large number of users. This term itself (translated from French) means no name, no name.[7] It literally describes the modern internet space. All cyber users change their real name to the cyber name they use when online.[8] The global network gives a modern person the opportunity to feel anonymous, at least for a while. In conditions of anonymity, a person usually behaves as he pleases. Realizing that you remain unknown in the process of communication gives a person the opportunity to feel free and natural, but at the same time it often leads to the manifestation of negative qualities, immoral unusual behavior, insulting causing words, excessive openness, aggressiveness, etc.[4] This is explained by the fact that despite the capabilities of technical tools, users prefer anonymity and do not want to lose it. In general, often the real environment is gradually replaced by cyberspace, because the person online feels more natural than in real life. The virtual world provides an opportunity not to feel responsible, not to worry about the consequences of one's actions.

T.A. Bondarenko believes that dysfunctional personal relationships are an important reason for the formation of Internet addiction.[1] Dysfunctional personal relationships can be divided into two subtypes:

- ❖ attitude towards oneself;
- ❖ attitude to the environment.

The first may be due to the following characteristic positions of people:

- ✓ "I feel great only in cyberspace";





- ✓ "In the real world, I'm not important, but on the Internet I'm interesting";
- ✓ "I'm out of luck without the Internet".[5]

This type of character is characterized by self-doubt, self-control, low self-esteem, and a negative view of oneself. In this case, the global network is used to get positive reactions, positive emotions, etc. In turn, the attitude towards the environment usually reflects the following characteristic positions:[9]

- ❖ "They respect me in cyberspace";
- ❖ "No one respects or loves me offline";
- ❖ "The Internet is my only friend";
- ❖ "Offline, people think badly of me."

Such installations significantly increase the user's dependence on the global network and have very negative consequences.

O.V. Smyslov identifies a number of features of modern cyberspace that can be considered as causes of Internet addiction.[6] So, according to the scientist, the interactive mode of communication creates the need for users to respond to the communicator's messages quickly and clearly. Therefore, texts contain simple sentences, a few letters in words are abbreviated, and a whole sentence can usually be in the form of one or two characters. Therefore, it is very difficult or impossible for communicators to determine the age and education level of the person they are communicating with based on the received message alone. This, in turn, creates the impression of equalizing the intellectual level, taking the same position by the subjects of communication. Due to this process, age and gender boundaries disappear, which often hinders effective communication in real life.

Based on the analysis of the studied phenomenon, A.V. Benediktova developed a multilevel model of Internet addiction factors:[2]

the level of basic conditions - conditions that are favorable for the emergence of Internet addiction;

the level of necessary conditions - the factors that must be present for the





emergence of Internet addiction;

the level of sufficient conditions - factors that are the result of the previous two levels and are the basis for the emergence of Internet addiction.

E.A. According to Ignatiev, the reason why most users turn to the global network is that they lack real-life communication.[2] The Internet allows you to take initiative and connect with other people who are difficult to communicate with outside of the Internet space. At its discretion, a person may communicate with another entity or entities using Internet services. In addition, the communication process can be terminated without any explanation. The absence of direct contact between the subjects of the communicative process gives a sense of security, and at the same time, activity, freedom, and independence are more evident in the initiative of the users of the virtual space. Even the most insecure people can take initiative on the Internet, and this is a very strong argument in its favor. Therefore, the main advantage of the Internet is to provide the user with complete freedom and security during virtual interaction.

The lack of necessary communication in real life often forces modern users to resort to introspection, the result of which is completely different. A person who experiences a lack of communication with other people tries to attract attention to himself in any way. With the advent of the global network, it became much easier. The most common technique in this regard is to make a virtual change in your appearance. To this end, modern users rely on the ideals of beauty generally accepted in society and try to make virtual changes, hoping to get a lot of fans as a result. Thus, not only appearance, but also a person's social status, age, gender, workplace, etc., change. Thus, by resorting to this type of virtual metamorphosis, modern users try to exaggerate the real facts using the dominant style in any case. In this case, it is desirable to combine both communication methods, because in the virtual environment they complement each other. So, often the users of the global network resort to an impressive and dramatic style. Dominant style is also very common on the internet. Possible anonymity creates very favorable conditions for





individual users to assert themselves at the expense of others. Often users behave very aggressively without any explanation. The most common form of this is humiliating and condescending the interlocutor in any way. Due to its uniqueness, the virtual space allows the modern user to feel very free and independent.[6] Sometimes people have enough acquaintances and friends in real life that they can't talk to them openly. On the other hand, in cyberspace, a person will have the opportunity to share his inner thoughts with various strangers, and at the same time he will feel completely natural and confident. Based on all of the above, it is clear that the virtual space primarily attracts people who experience a lack of communication, who tend to take the initiative in communication, who are satisfied with the comfort of relationships and the lack of obligations to another person. Thus, it is appropriate to consider cyber communication as a specific form of human activity, which is manifested in the pursuit of virtual communication, which causes a qualitatively different attitude to life, to one's future.

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