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SOCIAL NETWORKS AND THEIR IMPACT ON THE DEVELOPMENT OF CIVIL SOCIETY

Information technologies contribute to the growth of our social activities in the society. This activity is reflected in the realization of opportunities for self-expression, social sharing experience, activities aimed at improving personal and social development. The main causes of the current appeal of social networks are as follows:

- providing information, support from other members of the social network;
- verification of ideas;
- social benefits of communication;
- recreation.

At this stage of the development of social networks, they can be described as technological systems of organization and management of electronic information, designed to provide communication between the subscribers interested in it, united by common interests, information needs and communication skills.

Social networks of the Internet are becoming an important tool of civil society activities, the media with a high degree of independence.

The leaders of social opinion use social networks for:

- improving the effectiveness of local self-government;
- informing the public on topical issues;
- establishing feedback of management to the requests of citizens;
- creation of conditions for transparent economic and political processes;
- presenting of social groups and strata of the population before the authorities and local self-governments.

Thus, social networks in developed democracies become an important part in shaping of the society.

With the development of Ukrainian information society and increasing level of using of information technologies, the members of our society can predict the growth of social significance of participating in exchange networks.

Convergence of network technologies, mobile communications, mobile computing systems of geo-positioning promote the involvement of millions of people in the network space, creating the conditions for using them to solve scientific and socially important problems. Thus, a new level of socio-cultural reality, a comprehensive analysis of both technological and cultural foundations have appeared. Researchers point out that social networks today have created the conditions for a new global trend of relations with partners, colleagues and users.

Using social networks to accumulate and transfer knowledge becomes economically viable. Social networks are implemented in critical areas of knowledge processing - idea generation, processing large amounts of information, innovation management. Since intellectual content contained in social science networks is a new type of information resources and is a part of the national intellectual capital, it is important to study it, to look for optimal ways to preserve and use state resource management strategies.

It is absolutely necessary to use network technologies in science and education, to have free access to information, to update the issue of intellectual property rights. Finding ways of solving this problem depends on the balance of interests of authors and publishers, on the improving the legal framework and removing legal barriers to the functioning of library facilities to ensure the human right to free access to information.

Developing a network using specific manipulation technologies can be used in all areas of public life. For example, we can consider the possibility of using them in trade. With the help of the social networks it is possible to use new marketing strategies and ideas.

The possibilities of social networking technologies are making adjustments in ideas about information security. Personal data of users are in the public domain and may be used without any permission with promotional purposes. Serious trouble for the user can be associated with the cracking of the account and using all the information to the detriment of the owner, including the purpose of political or economic espionage and discredit.

Experts point out that social networks are actively expanding, becoming a channel for the subjects who can influence the information they need. They have the ability to reach massive audiences, to reduce the ability of receptors to block information, to organize resistance in the information sector.

It should also be noted that modern cyber activity is also very serious business: it attracts external staff (outsourcers) - talented software engineers create software products and offer paid services for profit. Along with online payments and online banking, social networks are among the most vulnerable to the attacks of criminals.

According to experts and official recognition of the events, Twitter and Facebook played a major role in social disturbances named "Revolutions" in most of the Arab world, but in a different way - technology-driven, since the authors of this project hope for real "revolutions" but actually they get uncontrolled chaos.

Practice shows that an effective method of solving problems of national information security and the development of information in Ukraine is to provide comprehensive, systematic development of the national information system that should meet the requirements and interests of the Ukrainian society. The introduction of modern technologies in specific sectors leads to uneven development of the society and thus creates a number of serious problems.

In an increasingly global activation processes in the modern world, along with the positive aspects of their impacts on the global community there is also the possibility for total unification, other previously unknown problems for the development of sovereign states and nations. Nationwide information system can guarantee the neutralization of threats to modern information and use the positive factors of information. The efficient operation of the system at the national level can provide a constructive exchange of information of and about Ukraine in the international arena, and the development of national information base in the mobilization of domestic resources, which is an important prerequisite for social progress.

Under the conditions of rapid strengthening of global information impacts, the development of the nation and the state is only possible with the adequate development of the national information system. With the development of information technology in all aspects of life, the value of state structures should increase in managing the national

information security, preservation and development of information resources of national organizations in opposition to information wars and computer crimes.

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