

**POSITIVE ASPECTS OF THE COMMUNICATIVE PSYCHOLOGICAL
EFFECT OF SOCIAL NETWORKS ON THE INDIVIDUAL**

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ABSTRACT

In today's age of the Internet, computers and mobile phones for people of all ages are available in almost every home. This, in turn, draws the individual into social media, bringing him or her into the communicative world of social media, creating a comfort zone for himself or herself. This, in turn, has a psychological effect on the individual, both positively and negatively on our society and national values. In this article, I have tried to highlight the reasons for engaging a person in communicative communication on social media and the current aspects of the positive psychological impact on the individual. In the article we will focus on the role of the virtual world in human life, the need not to depend on it, to use it for useful purposes.

KEYWORDS: *Internet, Social Network, Dependence, National Value, Language, Personality, Emotion, Communication, Need, Ability, Psychological Comfort Zone, Communication, Monologue, Dialogue, Polylogue, Group, Society.*

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