

The position of the Internet and cyberspace in social communications: an approach to the role of virtual social networks

A posição da Internet e do espaço cibernético nas comunicações sociais: uma abordagem do papel das redes sociais virtuais

La posición de la Internet y el ciberespacio en las comunicaciones sociales: un enfoque del papel de las redes sociales virtuales

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Resumo: With an ever-increasing development of internet communications, human reactions have entered a new phase. The results of these communications are a most significant matter considered by the sociologists. Using the internet is developing and forms a significant part of individuals' lives. The advantages and disadvantages of this easiness in communicating and traveling through boundaries should be considered. Breaking the norms happened in the light of these reactions should be discussed, also increasing in awareness and availability to information, joining to global information networks and communication is another face of this placeless and timelessness. This contrasting face challenges the position of cyber space in the social communications, a challenge of which there is no escape by the society. In this research it is an attempt to criticize this challenge through criticizing the position of internet and to consider the role of social networks. We suppose that it is not possible to neglect the advantages of virtual space in developing a new level of human occasions but via this method lack of proper awareness in principle using of it results in some problems which should be covered by a proper training and comprehensive informing. Online spaces penetrate in human's life in an extended way and it is a good opportunity to have good use from social networks as the basic condition. The results of this presence form reaction in individuals which will be considered in the present study.

Palavras-chave: *Communicative society. Internet. Social communications. Social networks. Virtual space.*

Abstract: *Com um desenvolvimento cada vez maior das comunicações via Internet, as reações humanas entrincheiraram-se numa nova fase. Os resultados dessas comunicações são uma questão muito significativa, considerada pelos sociólogos. A utilização da Internet está a desenvolver-se e constitui uma parte significativa da vida das pessoas. As vantagens e desvantagens dessa facilidade de comunicar e de viajar através das fronteiras devem ser consideradas. A violação das normas que se verificou à luz destas reações deve ser discutida, aumentando também a sensibilização e a disponibilidade para a informação, a adesão a redes globais de informação e a comunicação é outra face dessa placidez e intemporalidade. Esse contraste coloca em causa a posição do ciberespaço nas comunicações sociais, um desafio do qual a sociedade não tem escapatória. Nesta investigação, procura-se criticar esse desafio através da crítica à posição da Internet e considerar o papel das redes sociais. Supomos que não é possível negligenciar as vantagens do espaço virtual no desenvolvimento de um novo nível de ocasiões humanas,*

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mas, através desse método, a falta de uma sensibilização adequada, em princípio, a sua utilização resulta em alguns problemas que deveriam ser cobertos por uma formação adequada e por uma informação abrangente. Os espaços em linha penetram na vida humana de uma forma prolongada e é uma boa oportunidade para ter uma boa utilização das redes sociais como condição básica. Os resultados dessa presença formam uma reação nos indivíduos que será considerada no presente estudo.

Keywords: *Comunicação social. Espaço virtual. Internet. Redes sociais. Sociedade comunicativa.*

Resumen: *Con un desarrollo cada vez mayor de las comunicaciones por Internet, las reacciones humanas han entrado en una nueva fase. Los resultados de estas comunicaciones son una cuestión muy importante considerada por los sociólogos. El uso de Internet se está desarrollando y forma una parte importante de la vida de las personas. Deben considerarse las ventajas y desventajas de esta facilidad para comunicarse y viajar a través de los límites. Debería discutirse la ruptura de las normas a la luz de estas reacciones, también aumentar la conciencia y la disponibilidad de información, unirse a las redes mundiales de información y la comunicación es otra cara de este sin lugar y atemporalidad. Esta cara contrastante desafía la posición del ciberespacio en las comunicaciones sociales, un desafío del cual la sociedad no puede escapar. En esta investigación es un intento de criticar este desafío criticando la posición de internet y considerando el papel de las redes sociales. Suponemos que no es posible descuidar las ventajas del espacio virtual en el desarrollo de un nuevo nivel de ocasiones humanas, pero a través de este método, la falta de conciencia adecuada, en principio, utiliza algunos problemas que deberían ser cubiertos por una capacitación adecuada e información integral. Los espacios en línea penetran en la vida humana de manera extendida y es una buena oportunidad para tener un buen uso de las redes sociales como condición básica. Los resultados de esta presencia forman reacciones en individuos que serán considerados en el presente estudio.*

Palabras clave: *Comunicaciones sociales. Espacio virtual. Internet. Redes sociales. Sociedad comunicativa.*

INTRODUÇÃO

Considering the social communications is one of the most complicated topics in sociology. In fact, decreasing and developing the social communications have been studied in classic and contemporary sociology and it may be stated that sociology has been created as a result of these concerns. With an ever-increasing development of internet communications, human reactions have changed a new form. The rapid communicative revolution has travel through different areas of human being's life. Easiness in communicating human relationships has resulted in a different form and questioned in some values which were the basis of human communication and reaction in the past. Therefore; the modern human is facing with a value breaking and suffers from bewilderment and a semantic vacuum. While human's truth-seeking and idealistic nature is not happy with this breaking and makes a serious attempt to find himself. Although the traditional definitions of relationship have involved a part of human's mind, it can't be neglected as a result of collision in the modern world. It is a tempting temptation

to be a member of virtual space giving him a new identity through anonymity. This new identity is precedent makes him more busy. His tendency to disappearance manipulates his personality criteria and to have a constant reset is a complicated process in which it is not possible to achieve pureness of the traditional human being.

Communicating with other people and feeling of being in a group has rooted in human's nature. In the industrial age, the basis of modern human's personality has been founded in an insensible way. It is not deniable that industrialization has presented anxiety in addition to welfare to the industrial human being. Necessary and unnecessary things form reactions having significant difference from the traditional reactions. The role accepted by the traditional human was limited and tied but desirable. Today the role accepted by the modern human in the enchanting age of industrial manifestations of life is fearsome and illusory.

With the rapid development of communication technologies, human actions and reactions has changed into a new form.

Nowadays time and place concepts considered as significant factors in the past have been weak. In this new space, human's reaction should be redefined. In the past this process was emanated from human's view in presence and existence. Now it is achieved a supra time and place foundation in the virtual space. In this space, an individual can react with a new identity. The image presented by him is not a realistic one but is an imaginary image. Not all the individuals present in the virtual space do the same. This area provides an opportunity to share ideas and to proper thoughts for those of interested individuals and young people in participating in political and social activities especially in countries with no facilities and in civil societies providing no space to participate in political spaces.

When this reactive human finds himself in the modern intellectuality, now he finds an opportunity to present a new manifestation of himself. Different impacts are imposed on a user based on the average time spending on internet. Although the virtual space makes relationships among people developed, it results in solitude and individualism functionally to the extent that spending too much time on internet networks can turn into a dilemma. It should be noted that although it leads to forming a new identity, it is formed and made along with inherent and social definitions.

Virtual space is an opportunity to connect different people with different subjectivities with no physical presence. The issues resulted from using this space and availability to a relative peace thus to become and remain anonymous finally result in making injustices weak in the real world and observing the reactions in communicating with other people, facing in various spaces and adjusting and reviewing human relationships. It can be stated that presence in the virtual space leads in the mentality reactions based on the extent of using. Users face with some questions on their identity and consider and criticize the conditions based on their communications whether this procedure make an effect on users' life conditions (or not).

1.1 THE STATEMENT OF THE PROBLEM

Internet is producing and processing a new form of social and cultural behaviours and is changing old and traditional forms. Up to now it is the most powerful tool having been invented to exchange information. Digital technologies have challenged the aspects of communicative culture of our world. Internet is not materialistic and tangible. It is held in common. It is producing and processing a new form of a social human's behaviours. Also, it is the signal of new cultural forms and leads to a changing in the old and traditional forms. Too high speed of this changing makes us unable to have a general consideration of changes. In addition to e-mail communication between two or more people, there are more important forms of group communication in this technology simultaneously. To be open and with no ordinary obstacles and business necessities are considered as the cultural characteristics of internet. Internet is an endless, functional, optional and unrestricted structure.

Among the most significant impacts of cyber space is that this space is replaced human's real relationships in daily life gradually. From this viewpoint, it can be asserted that as virtual space exempts people from face-to-face communications, the concept of communication is changing in human's life. Social communication is among the concerns playing a key role in human's social life. In the traditional societies, strong family and relative relationships supported individuals. The arrival of modernism exposed these links to a serious damage but it does not mean that the human is abandoned. This changing is an opportunity to redefine oneself and to present a new definition of social relationships; what can be observed in forming the social networks.

There is a question that what is the position of virtual space in the growth and development of communications among individuals. The flexibility of personality in virtual space allows an individual to define a different personality of himself. Virtual relationships develop a space of communicative opportunities and looking for ideal personality allows individuals to change

different aspects of an individual's personality or in a sense oneself. This characterization of oneself makes sense in the direction of interpreting "oneself". Irene Ward believes that a technology has special limitations (MINAVAND, 2008). The virtual space possesses a saving potentiality. This saving means that a releasing and flexibility are among of inner characteristics.

Indeed, how agency and skill are formed for a human being in this new space? We make an attempt to answer this question that what is the impact of internet and cyber space on changing the social communications? Does the virtual space weaken real links among individuals or presence in this space is formed to complete the human aspects and to strengthen communications among individuals? What is the impact on reactions among individuals if people replace the relationships in cyber space and virtual social networks to real ones? We make an attempt to answer that to what extent internet and cyber space change social relationships?

We suppose that the virtual space does not cause disturbance per se. There is a challenging point if an individual supposes that in this space, he can form his personality based on what he likes and tries to represent himself in an unreal way. The growth and development of cyber space in human's life helps him to represent himself, makes people to apply individualistic methods in life and provides new boundaries in forming values and beliefs to people. Thinking about oneself and rethinking about its tools are the results of this new space.

1.2 THE RESEARCH BACKGROUND

Sajadian and Nadi (2006) have considered the impact of internet on the social relationships in a research: "The relationship between depression and social solitude among young and youth internet users in an ordinary daily time of using internet". The results of the present study indicated that there is a significant relation between working hours with internet and depression and social solitude among internet users. The results of the researches conducted

by Sanders et al., Petrie and Gun, Karat et al. concur with the results of this study.

In an article "Psychology and internet pathology" Shojaee (2008) has considered the psychological extended impacts posed on a user and pointed that the negative aspect of this impact affects the user. Salimi, Jokar and Nikpour (2009) in their study on the role of internet communications in life have considered the role and impact of internet on changing the emotional moods in individuals and explored solitude feeling in individuals and the results of coming to cyber space.

In a research "The users' purposes and motivation to join virtual social networks (A study on young individuals of Tehran)" Shahabi and Bayat (2012) considered young people's motivations to join virtual space. Their results indicated that although such motivations complete individuals' relationships in daily life, they facilitate relationships in some extent based on this new technology and open a new exploration in them.

Greenfield (2009), in his book: "Virtual addiction" has considered the role of internet among users and presented the results of a report in which about 18000 individuals have answered the questions on the impacts of internet. The results suggest the penetration of cyber space in reactions and relationships among individuals.

2 METHODOLOGY

In the present study, comparative and analytical methods were applied. Therefore, this study was accomplished via a qualitative method and focusing on the considered processes. It was an attempt to explain and analyse purposes and opportunities resulted from the cyber space in social reactions by applying the most prominent and important theories.

2.1 INTERNET AND CYBER SPACE

We use "cyber space", "internet" or "online space" to name a new space far from adverb of place and all individuals are affected by. Via

an easy communication, the virtual space has destroyed the boundaries. It is not only a united set of computers but a more extended space to link life worlds and social factors. In this space there is an opportunity to become familiar with various currencies of life and different life styles and experiencing to global living.

Virtual space is everywhere but is nowhere. It is a space providing information in an extent and fast way available. According to Mac Luhan, in each age there is a dominated media. It disturbs social disciplines and forms new ones. He believes that communicative technology links us together in ways different from natural ones and pays attention to interference and probable manipulation in human's thought and life in a new aspect (HAJI HEIDARI, 2002). Cyber space plays a significant role in the society changes (Amir Ahmadi, summer-fall of 1996) and globalization results in increasing social movements and plays a significant role by these changes directly.

In this space there is an opportunity to reconsider thoughts. In fact, reconsidering is among processes concern with awareness that human's awareness is a reconsideration (DEUTSCH, 1963). In cyber space, there is a good opportunity to reconsider thoughts. It is a parallel world with the real and physical world and a phenomenon which is formed parallel with the real life. Cyber space exceeds than virtual reality and includes a great extent of human communications and reactions.

Bronu Latur believes that techno-science plays a very significant role in the modern life (GHAZI TABATABAEE; DADHIR, 2007). Like a bridge, internet has a wonderful growth via a high communicative speed in the recent years and has introduced a lot of promises and threads (MOHSENI; DORAN; SOHRABI, 2006). Society and culture own a multiple scope whilst internet has too much addressees in the contemporary time. There is no certainty that internet can form a social and cultural unification. Virtual space as a social union, transfers function, changes and promotes social and cultural values. In this age, by considering the significant role of internet and virtual space in society and informing about social, political, cultural and moral topics

it introduces a new pattern affecting cultures, values and religious patterns. In this way, virtual space and internet as factors in changing the values and norms invite traditions to fight and acts as an effective factor on changing the attitudes and behaviours of new generation. This can result in a generation gap and can prevent from experiences of old generation to be transferred to the present one. The present generation poses his approach and criterion based on what he studies, listens and watches. In the present age, the role of social skill such as family, school ... has decreased in making individuals social, while the significance of the role played by cyber space, internet and social networks is improving. Based on the conditions controlling the technology, Holmes believes that the addresses' authorities are increasing daily. With this view, virtual space is fundamentally different from other different communicative phenomena and can't be studied via logical system about the phenomena of the real world. In the direction of this changing, two significant characteristics are introduced: becoming reactive and digital (SHAGHASEMI, 2006).

In contrast to television, radio and other electronic media, the cyber space facilitates reciprocal conversations among individuals. Internet presents much information to the people which is controlled less in terms of content and time and has higher capacity to process and reaction (HEMIL WHITE, 1997). Many scholars believe that as a result of creation of modern mass media with different capacities especially reciprocal, reactive and multimedia (the simultaneous completion of sound, image and text) a communicative revolution has been happened in the world. Virtual space and internet as inseparable and main part and as a modern media own characteristics that make it separated from other media. It can be stated that internet is the most complete and extended information source created by humans yet in which a new space is opened to us from the world (ZOKAEI KHATIBI, 2006).

In recent years the arrival of internet as a powerful media has opened new conversations (MOHSENI; DORAN; SOHRABI, 2006). An extended changing in social communication is

as a result of fast and astounding arrival and development of new communicative tools. The virtual space and internet make such a changing more interesting with too fast and extent learning. All-time presence of internet in all parts of human's life has led to such a great change that it can be stated as the most effective human phenomenon. The easiness to availability, various applications and inclusion in all human processes make this super invention by human different. Social and individualistic life owns numerous parts and it can be asserted that internet covers all these desires. All of the things wanted by the industrial human are met in this unlimited space. There is no limitation and boundary in this space. Communication is a most important motivation to form and base of virtual space.

As these spaces are unlimited, oriented opinions can be observed in a less extent and it can be stated that the user is abandoned, it is easy to communicate through. Scholars and researchers consider these virtual spaces as they play a significant role in the growth and support of social communications. Rearrangement of time and place provided in this space is a part of a more extended set of processes changing the modern world. It is like an applied tool presented in the societies and leads to development of understanding. Here internet has presented an effective means to control and guide information (DOROUDI, 2008).

Collective wisdom is among significant indices of virtual space and internet. It refers to users' flow of mind and thought in such spaces processing information. Like the world of supercomputers that their processing power comes from a combination of some processors, the users' mind and thought of social networks are combined as a result of social reactions and a tremendous power is created (SOLEIMANIPOUR, 2010).

This horizontal communication and reaction with addressees is desired by such a new reaction emphasizing on the addressee's role (KHANIKI, 1997). The development of internet has resulted in creating new spaces needing cognitive and psychological theories. Internet

global network has decreased the costs of sharing information and help individuals to pass traditional mediators with high power in controlling information (HAFEZANIA; KAVIANIRAD; KARIMIPOUR; TAHERKHANI, 2006). All individuals can access to digital information in the virtual space. Internet leads to mass talks to form democracy. It is difficult to determine the communicative impacts of internet. The ability of functionality of internet power and collective impacts are discussed. In some countries it is an attempt to use restricting policies to avoid such events.

From 1992 to 2000, internet using increased from 15% to 52%. The speed of distributing information was nine times, four times and three times more than radio, PCs and television; respectively. The researches indicated that 149 million of people in all around the world access to internet increasing 12% in a month. According to the annual reports of computer industry, the global users of internet exceeded from one billion in 2005 and it is predicted that 2 billion users access to internet to 2011 (SAJADIAN; NADI, 2006). What should be noted is that as Manuel Castells interprets: today the network society is information floods presenting in all stations of life

2.2 SOCIAL COMMUNICATIONS (THE SOCIOLOGY OF COMMUNICATIONS)

The human's relationship is the cornerstone of human society, without relationship culture can't be created as the characteristics of human society. On the other hand, the development of e-communication has distinguished the new society from the previous ones so that some people know the present age as the "age of communication". E. Emery defines the content of communication generally (via considering the social communication): "Communication refers to the skill of information transferring, human thoughts and behaviours from one person to another one". Generally a person uses different means to communicate and to transfer information with other people, also, C.Cooley as a reliable scholar in this field knows communication as a mechanism by

which communication among people is created and developed. All of mind signals via their transferring means in the space and preserving place in communication (SAROKHAN, 1994).

Communication is the transferring of information to others and is the basis of forming a society (SAROKHAN, 1994). Communication is only created as a result of thought unification between the sender and receiver of message. We all want to concur with the sender of message in a specified matter. We want to develop concepts, thoughts and meanings or in other words develop messages to other people via communication. Based on the communication, a person shares his experiences with other people directly or indirectly. Communication concerns with understanding. It is not possible to communicate unless that understanding be happened (FARHANGI, 2003). Communication can be observed as a currency in which two or more individuals share thoughts, opinions, feelings and beliefs, individuals communicate and share information by applying messages with the same meaning for all people (SAROKHANI; TAVASOLI; ARABNEJAD, 2008).

By the arrival of mass media in all parts of a society, national unification is developed and strengthened. This arrival to the privacy of social groups results in the forming of new aspects to a unit, institution or organization. When the scales of geographical limitations are broken, it is possible to level cultures and to assimilate patterns and thoughts. This is an everywhere society i.e. mass media penetrate in all parts of a society, teach everywhere both traditional teaching and informing about new events and the new world. In an everywhere society, geographical distances can't be defined, all people in all around the world are neighbours and according to Mac Luhan it is a united tribe, an event is considered not as a local event but as a global one, such a society provides introduction of a global culture (KAZNO, 1991).

The term of "social media" marks a communication which its purpose is to communicate not with an addressee or a small group but with a total (KAZNO, 1991). The extent and development of communication leads to cultural development. Communication is the

source of culture and lack of communication in a society leads to a social regression. The development of communication in a new society makes people to be dependent on the human family and to care events to the whole human society. Mac Luhan – a most significant scholar of mass media- asserts that a tool is the extension of a human's senses. The human's technology incorporates with human's senses (line is the extension of eyes, radio is the extension of ears, ...) (SAROKHANI et al. , 2008).

Aristotle recognizes the natural relativity between community and communication and knows "science of expression" as the linking place. In his science of expression, Aristotle analyses the value of dialogue and various forms of satisfied communication in a regular way. In Aristotle's view, communication means "looking for all facilities to satisfy ". From centuries 16 to 18, the life frame and enlightenment disordered as a result of great social changes such as press activity. Communication includes the following components; sender, message, media, addressee and reaction (ALAVI, 2007).

Nowadays governments benefit from communication devices to create common sensitivities, happiness and general anxieties and national unification. Naturally when a nation owns a united feeling, they respect their common destination therefore; less disunions and struggles will be observed among tribes and groups. Generally, closer relationship among people and their more connection with media represent high political social participation among people. Mass and informative media mobilize the hive to accept new thoughts and modern techniques. The serious mission accomplished by mass media is to create a united and proper social space.

Among the responsibilities should be accomplished by media is to feature political and social realities well. In order to play collective conscience, media should be able to criticize the whole of executive system, a constructive criticism is possible through correcting errors and proper accomplishment of an affair. The role played by media is to guide and to impact on general thoughts to form mass culture and ideology to train critical citizens and to

create social unity in an open and pluralistic society. Media should entertain people in addition to train and inform. Therefore; the media focus on special approaches, beliefs and values through distinguishing and forms our concept from reality. In the researches of mass communications, structures and plans hidden in these messages should be analysed and the way of their communication with social structures should be considered, on the other hand the communication between these messages and addressees should be considered to understand the role of news media and the messages conveyed by them (PALTZ, 2001).

2.3 THE IMPACT OF INTERNET AND CYBER SPACE ON SOCIAL COMMUNICATIONS

Yurgen Habermas as a most significant critical theoretician has emphasized on the arrival of internet technologies and digital information and the impact posed on the globalization. In his view, although the globalization of economy is the most important aspect of this globalization, tendency to special cultural production has resulted in a similarity among cultures. He believes that even in the West internet has made the most significant differences weak and has destroyed the oldest local traditions (HABERMAS, 2005). Although the arrival of internet and the development of communications were created as a result of numerous changes, they themselves result in numerous changes too (RA`FATJAH; SHAKOURI, 2009).

The development of internet and applying in various parts of life resulted in a great mutation in communications and information and too soon it could play a significant role in these fields. Internet is a combination of text reactions and virtual world which is able to form global communications among people. In this virtual space, there are numerous ways to connect people which multi-user domains, e-mail, chat and assimilating virtual reality are among samples. Our collective behaviour moves to immediate and unknown reactions as a result of using internet and virtual space. Shy people can use internet to communicate

and react with other people in the best way and dominate psychical and geographical obstacles of communicating with others. By considering that there is no face-to-face reaction in internet, it imposes a negative impact on the quality of reaction among people (MATUSITZ, 2007).

On the impact of internet on social relationships JOINSON (2003) suggests the following: a) idealization in communications via internet; b) treachery and conjuring tricks in internet; c) violence and pornography in internet; d) to consider the nature and process of internet relationships; e) fraud and refusing from self-disclosure in face-to-face relationships; f) the results of internet on psychical health and behaviour; g) social support and internet; h) gender and communication patterns; i) positive aspects of interpersonal behaviour in internet; j) internet and identification; k) Imaginary relationships in internet; l) internet and life quality (JOINSON, 2003 quoted by SHOJAEI, 2008)

In the modern world, internet plays a significant and ever-increasing role in human's life. Internet is of such a high attraction that many people prefer computer to reacting with friends. Gradually spending time with real people in a real situation has no attraction. In the physical world, public spaces own determined boundaries and a determined level of privacy is observed. While all people accessing to the internet have an opportunity to react with other people in real situations of life with not too much caring about social etiquette laws.

On the internet behaviour and addiction to this technology of third millennium, David Greenfield in his book "virtual addiction" explains the impact of internet on the human's behaviour. The results of the research accomplished by Greenfield have been suggested in his book as following: a) intense intimacy: all men and women participated in the research reported that there is 41% intense intimacy and in complementary situations it was reported that this index can reach to 75%. Although indices reported by women were in a higher range, there was a little difference between men and women; b) disinhibition: 43% of participants reported disinhibition and

it was 80% among internet addicts; c) loss of boundaries: 39% of online users asserted that there was no control and limitation in using the internet; d) timelessness: most subjects in this research have known timelessness as a risking factor; e) feeling out of control: only 80% of the whole subjects referred to the feeling out of control at online time, and 46% of them emphasized on this feeling.

2.4 SOCIAL NETWORKS AND REACTIVE ROLE

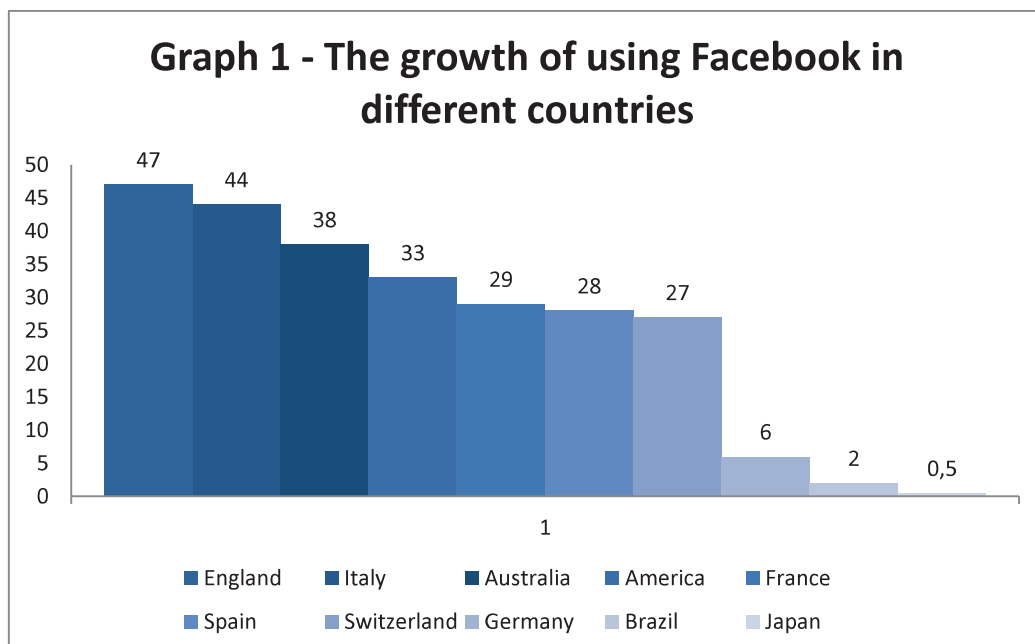
Social networks refer to a group of things, people or individuals and the relation between these things and individuals or people. They are support systems of a group. Virtual networks in the virtual space are successful samples of communication globalization. Internet owns three results to social networks as following: a) social networks are not static as they provide flexibility among users, b) social networks appeared via e-mail more often, c) social networks increase trust in the virtual space (MATUSITZ, 2007).

Virtual social networks as a newest communicative technologies present economic, social, cultural and political news helping the users to preserve social relationships, to find new friends, to change and complete sites and to be participated in experiences and to engage them in activities and partnerships (SHAHABI;

BAYAT, 2012). Scholars considered the positive aspects of communication in the information and communication age point to democracy and communicative liberty, while scientists considering these changes with a pessimist view state the appearance of a close space in communicative liberties (MASOUDI, 2003).

Some believe that special characteristics such as subjectivism and solitude feeling result in using internet more often (SALIMI; JOKAR; NIKPOUR, 2009), and some of the users pay less attention to real relationships as a result of reliance on online virtual relationships. As a result of this relationship it can be stated that solitude or social withdrawal is considered as a characteristic of the future society.

From the arrival in the last 1990s, the virtual social networks have provided a great mass of economic, cultural, social and political information in this world and attract millions of users from all around the world via providing simultaneous and non- simultaneous fast communication. Due to the ever-increasing growth of members and affecting aspect on the real space these networks have been important and from temporary phenomena have changed into global ones. As the results of a survey in 24 countries (2010) reveal that 6 out of 10 users visit social networks (SHAHABI; BAYAT, 2012). In graph 1, the growth of using Facebook has been presented in different countries. (MOLAEI, 2009).



Users feel a common dependence on the social networks and the arrival of some group and united movements in the social networks indicate to this group behaviour and unity feeling. Timelessness and placeless lead to irresponsibility emanated from cyber space nature. Obscurity and disappearance in a network makes a person to present behaviours refusing in real life to do such actions, while here he allows himself to experience some relationships.

4 CONCLUSIONS

In addition to undeniable and positive achievements and applications have been created in various parts of life by internet, it has resulted in some unfavourable results which can't be neglected. When an individual move in his real world, he can accomplish many real duties, reacts with different people in a day and does real activities in his world. But when he uses internet, it is not possible to embrace others, to feel close or listens their voice. This lack of face-to-face relationship in the cyber space separates the user from the real nature of a relationship.

While in the past it was a dream to achieve some concepts such as closeness and trust and to make them true, the formation of them in the cyber space is among the impacts posed by social networks. The characteristics of e-communications in the cyber space provide different conditions for users in comparison to face-to-face relationships. Speed and remaining unknown provide a similar space free from necessities such as gender, class, group, race and place creating different experiences for users. The reactions happened in this space make internet users with new mentality and tendency and expose individuals to changing in their behaviour and relationships in the real world. Internet communications can provide more motivation for users in games with identity, experimental behaviours and presenting an unreal image having less risk of shaming. Nowadays addiction to using the internet social networks has changed into a dilemma for families in

all around the world. Virtual relationships in the social networks have weakened face-to-face relationships gradually and this leads to a social solitude and finally the lack of proper sociability in socializing the people.

In recent years, the social networks have achieved a significant situation in internet and have changed to the most viewed parts in the virtual space. Tendency to the sites of social networks is growing in all around the world. Although social networks have not been created for a long time, they play a significant role in individuals' daily life and many of users visit their personal page as a member of a social network at least once a day. Social networks have affected people's (individual and social) life, play a significant role in forming a person's identity and also make an impact on the economic, social and political parts of societies. Today by considering the role played by social networks in different aspects of life it is not possible to neglect them and, in the future, they will play a significant role and make a significant impact.

Interestingly when human's reactions are considered in the cyber space; it is found out that self-belief is increasing in users. Although the user is communicating with absent addresses, this lack of physical presence strengthens individuality in individuals. In this space, you are the first person in your view and this first person being increases egotism in individuals, a feeling affecting a person's identity and his relationship with others inadvertently. Now this is the person who looks for and explores this space and put himself in the extent of world with no fear but when he leaves this space, the impacts do not remain.

The social action owns a purposeful nature and cognitive and personality differences are effective in forming them. The cyber space results in decreasing face-to-face communications. In the traditional societies, society, family and attributed and acquired characteristics formed the basis of an individual's identity and his reactions while it is not true about modern societies. In one hand the person places his subject position and agency as the basis of his relationship and

on the other hand the human's consumerism characteristics affects his identity and the way to communicate with others. A person's consumerism position in the cyber space organizes his identity changing. From this view, a person's agency plays a significant role in forming his identity and relationship with others.

The relationship between the impact of virtual space and interactions on social communications is a complicated one, and can be analysed along with other variants affecting on the social life. With a psychological view to the individuals' presence in the social networks it should be considered that freedom from social norms makes a person to try in order to change these norms and restrictions. Tendency to anonymity or the definition of a new identity in a network may be as a result of a person's need to remove such personal characteristics not wanting to present them.

In the virtual space, realities turn to unrealities and the human is lost in this unreality. Social relationships are changing basically and individuals trust on each other in this new general area (SHAGHASEMI, 2006). The virtual space provides a site for all human identities and finally these are the users of social networks communicating with each other on the communicative power between the real world and virtual identity. In fact, in the cyber space it is the user who can abandon his identity from exchanging (ABELSON; LESSING, 1998).

The following factors make an impact on users' identity and action in social communications and reactions with others:

- a) The possibility of applying the virtual space
- b) The removing of distance among individuals, nations and classes (the physical removing of boundaries)
- c) The possibility of free expression beliefs, desires and views
- d) The disappearance of real personality and present oneself as an ideal person
- e) to review oneself in an opposite sex
- f) hiding real personality and having presence in a new and different world to

be observed as we want to be seen and the reaction of this new approach on a person's personality

g) The modelling of the social network and virtual space of events affecting the addressee by an owner

It should be considered that to what extent a person's mind is affected by his presence in the social network and he travels to? As different reactions are received to these questions and the space in which he travels is significant. The personality (Avator) which is selected in the internet communities decides on the management of identity in the virtual space. The identity components of the present generation are made and considered in the family and society and via a formed personality this generation enters to this space and is affected. But now we face with a generation experiencing their identity and relationships with others in the cyber space, social networks and its solitude. It is not possible to deny the impacts posed on the users from a social network in which they are member. Individuals receive their social and family identity from family and society. Human, family and job communities and face-to-face emotional unity are of significance in their lives.

Proper training in using internet should be taught in all educational programs and officials' plans in a society. It should be noted that the cyber space has targeted all aspects of life and presence in virtual social networks and changing in social reactions and communications with unlimited attractions of this space are strengthened. As we noted, the characteristics of the virtual space makes it more attractive in comparison to real life. Individuals living in unsuitable life conditions have more tendencies to be attracted by the social networks. Interest among educated and aware individuals to have new experiences results in a challenging and thoughtful generation who this cyber space and expressing of opinions and reaction in virtual communicative networks play a significant role to train. A training which carelessness toward it along with other feature global changes make them to form the differences between virtual

space and real space via new criteria. But this is an opportunity to strengthen beliefs through sharing opinions in the cyber space as it is easy to communicate. While more analysis and researches should be applied to criticize the situation of social networks, serious missions should be accomplished by researchers to open a clear view of this communication for the future generation.

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