

**Study of the problem of Internet addiction as a factor of reduction of attention**

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Over the past decade, the Internet has become an integral part of life for many people. Today, every modern man visits the World Wide Web network to communicate, work or just find specific information at least once a day. Of course, the Internet is of great importance in today's world and is of great benefit to humanity as an inexhaustible source of information, accessible way to acquire skills and knowledge as an indispensable tool in work and business, as a means of holding and leisure planning, as a place to meet and maintain the communication method. Today, the Internet has turned from just a technical tool into a field of public and private life, it has become communicative and information space. Internet is a complex space, where people are active, are designed to meet three requirements: communicative, cognitive and gaming.

The massive use of the Internet as one of the necessary media production may gradually lead to negative consequences such as "Internet addiction".

Internet Addiction is a disorder in the psyche, accompanied by a large number of behavioral problems and generally consists in man's inability to just get out of the network, as well as in the constant presence of obsessive desire to enter [1].

The following factors are predisposing to Internet addiction:

- Improper upbringing in the family [2];
- Re-evaluation of spiritual and material values meaning;
- Depression.

The main features that define Internet addiction, are the following [3]:

he feeling of joy before each new session, and without access to the Internet comes the sadness and discouragement;

he desire to carry out the work on the Internet more and more time and an inability to plan for the end time of a particular session;

hen using the internet the tendency to forget about home affairs, academic or official duties; he neglect of their own health and, in particular, a sharp reduction in sleep duration because of systematic work in the internet at night;

voidance of physical activity or a desire to reduce it, justified by the need to perform emergency work related to the use of the Internet;

illness to tolerate the destruction of the family, the loss of friends and social circle due to preoccupation with the work on the Internet;

eterioration of the professional, social, familial, interpersonal, economic, psychological, and physical functioning.

Social networks also became urgent (Vkontakte, Facebook, Classmates, Twitter, etc.), it moved the development of the Internet toward integration, unification of possibilities within the framework of a unified, multi-user web-based platforms. These platforms enable users to chat with friends, read news, watch movies, listen to the music, share it with others, to

participate in the discussions, combined with the same interests, create communities because all these activities are concentrated on one site. But there is always a risk that the work with social networks makes the harmful effect on the human psyche. Social networks have a greater addictive potential, as it has a significant risk of dependence. There are several reasons for it. The first reason is that the work in social networks annoys centers of pleasure in our brains. We are experiencing positive emotions, every time we read a friendly comment under our photo, obtain the "Like" when someone leaves positive feedback, etc. [4].

Dependence on spending time in social networks leads to such acute problem as a decrease of attention span. User information in social networks digests quickly, spontaneously and in small portions. The brain gets used to this kind of work with the information, and gradually loses its ability to hold the attention for a long time on anything else. It leads to attention deficit and hyperactivity disorder. It has a bad effect on thinking abilities. It becomes difficult to hold the attention for a long time, such as reading a book. Mind follows acquired habit and begins to jump from one subject to another. Therefore, there are difficulties in order to consistently reflect, think about one problem: it always switches and dissipated. This problem is especially acute in the context of rising generation. Children's thinking is much more "plastic" than adults' and therefore can easier adopt the standards of harmful thinking as a result of social network.

The study of the experimental group which has an internet addiction and control group that does not exhibit this tendency showed that 12% of adolescents are a group of Internet-dependent, 29% of adolescents are in "risk" with a pronounced tendency to the appearance of Internet addiction, and 59% of adolescents were defined as "non-dependent", characterized by a lack of Internet addiction.

According to the study of the reduction of concentration it was found that the high level of dependence have 10% of adolescents, average was shown by 34% of teenagers, a low level of dependence was detected in 56% of adolescents who can control their use of social network and have priorities to communicate in real life.

An empirical study of interpersonal relationships and behavior (methods of W. Schutz) revealed differences on the scale of the required behavior in the "on" and expressed behavior in the "heat of passion" among adolescents with and without Internet addiction. Adolescents with Internet Addiction, have a greater need to 'turn on' the need to belong to different groups, the need for self-acceptance by others, but are very careful and selective in the establishment of close relations, at least tend to be warm and friendly feeling.

Speaking about the reasons for Internet addiction, we found that people often "escape" to the network from any dissatisfaction and problems. Therefore, simply limitation of time spent in the Internet is not enough, at the same time it is necessary to deal with the causes of these problems. The man is not prone to addiction, if he is in agreement with himself and his feelings and is able to adequately express them.

### Источники и литература

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Good afternoon! With deep respect and gratitude will take part in your conference! Sangilbaeva A.O.