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**RRJETET SOCIALE DHE RINIA SHQIPTARE NË MAQEDONINË
E VERIUT**

**СОЦИЈАЛНИТЕ МРЕЖИ И АЛБАНСКАТА МЛАДИНА ВО
СЕВЕРНА МАКЕДОНИЈА**

**SOCIAL NETWORKS AND THE ALBANIAN YOUTH IN NORTH
MACEDONIA**

Abstract

Social networks have become more and more important in the lives of young people. This paper discusses the impact of social networks among young Albanians in the Republic of Macedonia in the framework of their moral and ethical behavior in the context of security, electronic violence, false identity, addiction or success in learning. Social networks are an area where the division between our network identity and our identity beyond the network as a sphere of morality can be noticed. Even young ones who are determined to behave positively on network, most often describe the Internet as a place where morality and ethics are not valid in principle and as a place where individuals talk and do things that in real life will never do. This shows that young people usually have good moral instincts, but more orientation is needed to choose moral dilemma such as bullying, data theft, identity, etc. Studies in this topic have shown a trend of emerging aggressiveness in the network especially of young people with false identity and in less developed societies. One-third of teenagers in Albania have stated that postings and commentary on the network have ruined their mood and

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positivity while surfing on internet. Two-thirds of respondents say they don't care about the language used in the network at all. Even those young people positively inclined to discuss online, most often the internet is described as a place where morality and ethics are not valued, and where people talk and act like nowhere else. This suggests that young people, regardless of their moral instinct, need orientation for internet access as a space where morality and ethics take place. This paper through the survey and the method of analyzing the content of the statuses and discussions on the network on various issues and attitudes of Albanian youth in Macedonia tries to examine, on the one hand, the ethical and moral aspects of their behavior on the network, such as the language used, age and identity, and dependency on social networks, success in learning, negative consequences, and the role of family, school and environment to face this challenge present among us.

Key words: *Social networks, youth, ethics, false identity*

INTRODUCTION

When discussing the meaning of ethics, the word *ethos* is translated as a tradition, use, character. This can be explained by the fact that ethical norms are created or constructed through different situations that are repeated and as such approved, and then we practice it. They often depend on the environment and the mentality of people, though the fundamental principles of science on morality are all the same. On the internet there are no rules, every media and user can make a choice based on conscience and freedom of expression. A significant portion of the media market is represented by teenagers and young people.

Exemplary structure

Gender	Age	Residence	Profession
F (66) M (65)	11-14 (27) 14-18 (47)	City (67)	Primar. and second. school students (71) Students (37) Others (20)
	18-22 (37) over 22 years (20)	Village (64)	
Total	131	131	128

Table 1

The content provided by these media outweighs, more often in a negative sense, the upbringing or educational examples that this age is provided by the family or the school. The internet is dominated by offensive contents that overthrow the dignity of young people, contents that often manipulate the real needs of young people, and which content encourages them to find a value-free solution when everything is relative, permissible and without any liability or sanction. One of the main issues facing the internet and other social media today is also the linguistic ethics, especially by young people. Debates about youth and social networks, their behavior along with language ethics in social networks are increasingly going to become a global trend. In Macedonia, the Internet has occupied the public space, has become uncontrollable, space of distribution, not as bad news as rumor, rancor and insult. This essay aims to explore this new digital world from the point of view of young people's behavior when communicating on social networks. The subjects of the review are Facebook, Instagram, and other web sites that serve as a communication window or reaction that are most often used by the younger generation. As for their attitudes and self-assessment, 131 young people (12-25 years old) from several Macedonian cities were interviewed. While subject of review with a content analysis, were posts, discussions or comments from young people from Macedonia on Facebook and active portal sites, as well as websites and Facebook statuses. The Internet has in some cases changed the identity, the behavior of young people, most of them are identified by their name, but there are those who possess false identities, present and distribute violence or hatred, and rarely become part of rampant actions. The area, in which the division of identity between social networks and identities still exists, is in fact the aspect of morality, regardless of whether young people are as friendly and polite as they express aggressiveness and violence against others on internet. Two-thirds of adolescents in Macedonia, who were part of this research, stated that postings and commentary on the network have disrupted the mood and positivity while surfing on the web. Research data shows that children in Macedonia are very active internet users. 91% of adolescents surveyed stated that they are internet users, while 72% of them use the Internet every day and possess Facebook profiles. A total of 63 percent of respondents did not think about ethical behavior or internet threats.

What do you get on the Internet?

Your Security	57
Linguistic culture	24
Identity of the interlocutor	26
Topic of conversation	22
Total	129

Table 2

Even young people with positive tendencies to chat online, most often describe the internet as a place where morality and ethics are not worthwhile, and where people talk and act like nowhere else. This suggests that young people, regardless of their moral instinct, need orientation for internet access as a space where morality and ethics take place. Children aged 12-15 years old usually have Facebook profiles, no matter what parents or teachers will tell them, they are not interested and they don't need their lectures or their reprimands.

WHAT SHOULD BE DONE?

An approach of encouragement, a personal example: limiting to the maximum, using the internet at home during the resting hours. This also applies to schools. State institutions need to engage more in the management of young people's leisure time: to create an infrastructure where young people spend part of their time out of school and family as an encouragement for sport, culture, or protection of the environment or cultural heritage and good traditions from the past.

Talk to teenagers and young people about everything, leisure time, school, sports, real friends and virtual friends, who they are, talk to them about the risk coming from the Internet, possible consequences, but also their responsibilities when on the net. Also, their demands should not be ignored, to speak without imposition, listen to their demands, the consequences of long hanging on internet on the school success, loss of leisure time and companionship, internet addiction, or loss of friends and their beloved ones. They will probably later understand it, but they can face very serious and irreparable consequences. In children aged 10-14, family education is even a more important factor

than school or environment, so parents through personal examples become a model for their children, in terms of using the phone or Facebook suitably. They should be explained the importance of privacy, morality, identity, in the sense that personal information that is distributed on the Internet is never safe and after publication they may be banned and not personal. Take an example of the actuality or environment you live in.

One of the most aggressive features of computer age is the direct presence of the Internet and social networks in the lives of young people. Parents may need a little more time to understand Facebook's attractive magic, but teenagers are walking almost at the speed of light, right in the cyberspace. Privacy, security, and identity options are always changing, so it would be very possible that you can't follow what's going on with them. In these circumstances, the role and parental control should increase the role of the school and the rise of social morality should be strengthened in general. Children should be told to be careful and attentive during communication on the Internet. Communication over the Internet already exceeds any other form of communication, therefore rational and responsible use is required for the purpose of responsible use of the Internet, in order not to overcome the negative impacts and possible abuses. The family and the school should have students cultivate good communication and the sense of control over their actions on social networks, promoting ethical conduct of online communication. The Internet must use this age for learning, communication, fun and entertainment, but at the same time it must recognize the rules of communication, because excessive use and unintended education also harms them in the intellectual sense, in terms of bad results and stagnation in learning.

Asked whether social networks have made the youth happier, 87 percent of the sample responded positively, and only 13 percent rated social networks as damaging. This high percentage imposes a mostly negative and prejudicial change to social networks, to create a new view and view that social networks are an inseparable part of the youth and others, so they must fight, not to ban them with punitive measures and other measures, but for the affirmation of the good values of the Internet and how to put it in the function of affirmative exploitation that can be extracted from the Internet.

Who should take care of the protection of young people from social networks?

Family / parents	58 %
School	42 %
Total	98 %

Table 3

Another equally surprising and emergent response to social institutions, such as family and school, as a total of 71% of the researched sample declare that they forget to take care of the language used on the Internet and do not even care about language ethics at all. Even some of them declare that the bastard or insulting and jargon language is appropriate, and it is 'cool' for communication on social networks. In the relationship between the impact on the protection or the over-use of social networks, family, school and environment, the largest number of young people surveyed (58%) place the family in the first place, the school in the second place (48%) and the environment (39%) in the third place. When asked about their opinion about banning social networks in schools, the survey sample is divided by half, 49.4% of them are to be banned, and 49.6 percent are against banning of social networks at school. Based on the answers to the question about hanging on the internet, 65% of respondents say that the hang on the Internet 3-5 hours and only 31% of them say they surf for two hours a day on the network. The research found that by gender, female and male youths do not differ in the use of social networks. According to some UN parameters, this high percentage of Internet use by young people in the Republic of North Macedonia indicates a high degree of dependence on social networks.

CONCLUSIONS

Currently, one of the main issues discussed in the public sociological or philosophical circles or within the framework of democratic society where the hottest topic is about the importance of social media in human life. Aspects of interaction of human beings with social media represents a reflection and of human culture because social media are also a duty of ethics. How they represent man, the values in today's society and what are the implications of media influences. What values

and what attributes social networks promote among young people and how young people should face these values. While within the social structure theorists compare social networks with money, prioritizing the material function, philosophy based on the etymology of the term “medius”, which means mediation, in this case between language and media consciousness. According to Wiegerling, K. 1998), media ethics as a discipline reflects critically to enable responsive action.

In the absence of legal regulation of content, public language and rules of conduct in public, where information or media writings where everyone can assume the role of a journalist or editor, communication culture and moral responsibility are considered decadent for the society in general. Macedonia is counted as a place where the Internet and social networks are used above the world average, with the tendency to occupy all the attention of citizens by age, profession or gender. Communication over the Internet already exceeds any other form of communication, therefore rational and liable use is required, so as not to fall victim to negative impacts and potential misuse.

The family and the school should cultivate good communication and sense of control over their actions in Facebook, promoting ethical behaviors of Internet communication. When social networks are so much used for entertainment or games and very little for learning, young people necessarily and at the same time have to know the rules of communication because their excessive and unintentional use harms them in the socializing, but also from an intellectual point of view, in the sense of bad results and stumbling upon achievement in learning and in life.

In an uncontrolled use of the Internet, young people should be taught to keep their privacy and the privacy of their family because they can communicate with strangers, being exposed to various dangers such as violence, trafficking, vagrancy vocabulary, personal or profile photo theft, exposure to pornographic content and online abuses. Also, excessive internet use creates dependence on this age group, especially aggression from games and other violent content. Another risk to adolescents during online games is communication with an unknown or fake identity that could open the way for misuse. Experts of this problem point out the risk of diseases already recognized by long standing in the

network, especially eye, back, headache, but also mental illness. Meanwhile, sociologists and psychologists who deal with the impact and consequences of social networks, along with the mobilization of social institutions, suggest permanent parental engagement, to advise young people, that in addition to the positive side, uncontrolled exploitation can also have serious consequences. They say that instead of punishing and stopping the use of social networks, they should be taught how to use them in a controlled manner and with no consequences, how to protect themselves from false news, how to confirm a false identity.

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