Ways of Expressing Emotions in Social Networks: Essential Features, Problems and Features of Manifestation in Internet Communication

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ARTICLE INFO	ABSTRACT
	The purpose of the research is to study the specifics of the emotional side of communication on the Internet in modern Russian society. As a research method, the interview method is used, which is characterized by interest in the subjective meanings of human reality and their interpretations, allowing identifying the features of the emotional side of communication with the Internet. The article analyzes the role of emotions in social networks. The essence of the process of emotionalization in social networks, essential features, and features of its functioning are determined. Various traditions of studying the Internet environment and social networks in particular are studied. The process of emotionalization of the Internet is considered, which is characterized by a psychobiological basis, tends to various social aspects, is manipulative by nature, interacts with irrational personality traits, and is associated with obtaining benefits and profits for its organizers. For the first time, tools for expressing emotions on the Internet (emoticons, animated emoticons, stickers, descriptive text, phrases with the expression of emotional sounds, exclamation marks, punctuation marks, small videos, videos of yourself, Gif

animation, pictures, photos, mobile photos, photos of yourself, sketches, drawings, songs) were selected and ranked by popularity. It is revealed that informants with pictures, smiles, songs, etc. often make out positive emotions in the network, while users with smiles and profanity often express negative emotions in the Internet. It is shown that despite all the abundance of emoticons and other auxiliary communication tools, informants often find themselves in a situation of misunderstanding, speculation, and communication difficulties. It is revealed that what was originally created as an emotional tool for communication in social networks is gradually becoming a functional tool (so as not to forget; to read later), an image indicator (to mark, so as not to offend). It is shown that social networks are attractive, first, for their following characteristics in order of importance: a large flow of information; quick search for any person; free mobile communication; simplicity and ease of use; a tool for work; the ability to buy various things. It is determined that thanks to social networks, users get pleasure, realize their interests, and learn something new. It is highlighted that the disadvantages of social networks include: increased passion and waste of time; unnecessary information; poor mobile application of some social networks; complex website and navigation; the possibility of generating frustration in life; lack of people; waste of money; bad music. For the first time, it is shown that despite all the abundance of emoticons and other auxiliary communication tools, informants often find themselves in a situation of misunderstanding, speculation, and communication difficulties.

INTRODUCTION

Currently, people of all ages and social statuses are involved daily and as widely as possible in the behavioral practices that are formed by Internet communication. The modern rhythm of life is increasingly alienating people from each other. People, even when they are together in the same room, now communicate via a smartphone. In addition, now, this is the area of life in which emotionalization on the one hand is most clearly expressed, and on the other hand is constantly being formed. The processes of emotionalization permeate various spheres of society's life activity, penetrate into those social spaces that were previously perceived as exclusively business, functional and do not require emotional involvement of participants. Now we see similar processes of entering emotions in the field of the Internet. People now communicate so much and so often over the Internet on various aspects, that they move into a complex and multifaceted communication, where they convey what they feel now, tell and show their emotional condition. And we see that, on the one hand, the Internet has so endeared itself to users that they do not part with it for a second, on the other hand, the emotionalization of the Internet, taking place in the present, is a kind of forced and necessary process, because with such active and constant communication, people must not just interact, but also emotionally understand each other (Anikina, 2014; Simonova, 2016; Tsabolova et al., 2019; Votyakova, 2015; Waldman & Zvartau, 1974). That is why we see almost every day an update of a set of emoticons, different videos, and other tools for emotional communication.

The term emotionalization can be found in studies on the image of a person, businesses, and organizations. There is even such a definition as the emotionalization of consciousness, which includes a certain philosophical knowledge about the influence of emotions on a person's consciousness and life (Filimonova, 2007; Gak, 1997; Gokh, 2011; Putilina et al., 2019). Emotionalization is also used to refer to the process of visualization and the way to call for life changes through an internal sense of a new emotional reality. Some authors deliberately refer to this process as emotionalization instead of using the term visualization, as is already common, to emphasize the importance of emotions in this process.

LITERATURE REVIEW

From the point of view of the phenomenology of emotions and feelings, emotions are a special class of mental processes and States associated with instincts, needs and motives, reflecting in the form of direct experience (satisfaction, joy, fear, etc.) the significance of phenomena and situations acting on the individual for the implementation of his/her life activity (Bardina, 2017; Izard, 1980; Leontiev, 1971; Shakhovsky, 2012). On the one hand, emotions are a natural part of human life activity, in fact a biological or even physiological feature of human life that accompany and fill us always (Alisov et al., 2018; Vasiliev, Popluzhny, & Tikhomirov, 1980). On the other hand, today emotions appear to us in a slightly different light; in view of certain social

changes, they are increasingly entering different areas of human life, in which they did not exist at all before. Accompanying almost any manifestations of the subject's activity, emotions serve as one of the main mechanisms of internal regulation of mental activity and behavior, which are aimed at meeting the actual needs of a person (Chislova, 2014; Zinchenko, 1996). Such contradictory processes of emotionalization have spread widely in public life. In practice, we can observe this fact more than once, but the theoretical understanding of this topic in various scientific areas is lacking. Awareness of this process is gradually being formed in other social Sciences, which gives us a number of meanings of the concept of emotionalization in different aspects of society (Schirova & Goncharova, 2007; Shakhovsky, 1987; Tsoller, 1998). In addition to the fact that emotionalization is an increase in the criteria of emotionality in something (as an antonym for rational, strict, and pre-conceived), it also: has a psychobiological basis; tends to various social aspects; has a manipulative character (its processes always affect something); interacts with irrational personality traits; is associated with obtaining benefits, profits for its organizers. All this only confirms the fact that emotions and processes of emotionalization have spread widely across all corners of social life and represent something more and more general than individual characteristics. Emotionalization is a complex, unified process for everyone (Kreidlin, 2002; Krylova, 2016; Myagkova, 2000; Osipova, 2007; Starodubtseva, 2004; Vilyunas, 1973).

Emotional sensations in the process of evolution have become fixed as a kind of way of maintaining the life process within optimal limits and warn of the destructive nature of the lack or excess of any factors. The process of emotionalization, in our opinion, today consists in the fact that people do not just gush emotions and behave incorrectly, on the contrary, it is gratifying to note that now people are experiencing them as real researchers, more and more often observe themselves. Today, it is normal to hear that emotions are vital, that emotions need to be monitored from the point of view of the harmony of existence that you need to give positive emotions, and not show and demonstrate people unnecessarily bad mood. Users of social networks think about that emotions need and can be managed, that you can improve yourself and raise your mood to a higher level. This is a joy to see, and this picture was not there just a few years ago. Life changes and we change with it. The Internet is now a common phenomenon that has become firmly established in all spheres of life. This, for example, is evidenced by various studies. Today, social networks are on the one hand a platform, and on the other a source of increased emotionalization of the Internet. Emotions are transformed and what was previously unacceptable now becomes a normal phenomenon of life.

THE TASKS AND STRUCTURE OF THE STUDY

The research method is an in-depth interview with two groups of people from 17 to 25 years old and from 26 to 35 years old. The main criterion for selecting informants for research is the use of social networks. The younger generation under the age of 25 years is introduced to emotions on the Internet directly and without problems and unnecessary difficulties, through ready-made forms: sets of standard and non-standard emoticons, images, copying systems, network communication, etc. At the same time, their older friends (which are aged 26-35 years) remember another Internet, in which there were only words, and they had to get used to emoticons for several years. Thus, we understand that perhaps the attitude of these two groups to the Internet, and even more so to online emotions, may differ. In this regard, we plan to compare the opinions of informants aged 17-25 years (the first group) and 26-35 years (the second group).

Tasks of empirical research: to study the place of the Internet in the user's life; to identify the attitude of informants to social networks; to determine how users Express emotions in life outside the Internet; to find out how the emotional communication of users on the Internet is carried out; to study what role (Creator, transmitter or consumer) users most often choose for themselves.

The research questions are:

How often do you use the Internet? What does it depend on?

Do you use social networks? What do you need them for?

What types of social networks do you use?

Are there any differences between them for you? What are they?

Which social network do you like best? What for?

What makes you happy online? What makes you sad online?

What are emotions on the Internet, in your opinion?

What tasks does the Internet help you solve? What do you need it for? What does it give you?

What gadgets do you use to access the Internet? Is there a separation of functions?

Describe your day without Internet. Your feeling.

Do you discuss the Internet in real life? How do you feel about the Internet in General?

How do you feel about mobile versions of sites?

What do you do most often in social networks? (Do you create, just watch, transmit, repost).

How do you express your emotions on the Internet? Positive and negative?

How do your friends most often express their emotions? Do you understand their expressions? Do you understand them without difficulties?

How well do you think your emotions are understood online? By old friends or new ones (which appeared in the network)

How well do you understand the other person online? Were there any cases of speculation or explanation of emotions?

FEATURES OF EMOTIONS MANIFESTATION IN SOCIAL NETWORKS

It should be noted that the majority of informants (98%) identified the social network Vkontakte as the most favorite and most frequently visited. Instagram is also a very popular (89%) social network for users. They noted that Instagram is mobile. (96%), there are photos of the worst quality (11%), there is less informative component (13%), but it can be viewed at any time, without spending a large amount of Internet (81%), helps to get positive emotions (74%), provides information that can then be found and read in more detail (73%). It is interesting to note that informants use different social networks, while the second group has much more profiles in a large number of networks, many of which have long been forgotten (63%).

In turn, informants of the first group use social networks a lot and actively (100%), but this usually can be applied to one or two sites: Vkontakte, Instagram.

To determine how users currently express their emotions in life outside the Internet, we asked the following question: "what do you think emotions are." and we received very interesting answers:

"Emotion. The emotion is... something that expresses a state" (male, 19 years old). "Emotions help to express your attitude to something, to a person, to an activity, to yourself" (male, 25 years old). "Expression of emotions is an emotion" (female, 22 years old). "Emotions are the tool that controls your mood" (female, 23). "Emotion is life" (female, 21 years). "I don't know when I am sad or lethargic-it's still some kind of emotion. When I am upset, it is still some kind of emotion. Every step is an emotion" (male, 31 years old).

All the informants turned out to be people who openly express their emotions both positive and negative: "I can laugh hysterically, cry, I can just look sad, I can be angry, here... I have three tests this week and I can go and dump on others at home, I can't restrain myself" (female, 19 years old). "If I'm angry, I can shout, if I'm happy, I want to raise the mood of others" (female, 21 years old). "I raise my eyebrows all the time, I always smile, I keep going back and forth, and my hand gestures are endless, unthinkable, a lot... It doesn't matter what emotions" (female, 31 years old). "I'm just so demonstrative in expressing my emotions; I think everyone understands what emotion I'm experiencing. I cannot hide it, it is written all over my face. Ouch... I do not know, on the one hand it seems good. You know, there are people who speak very viciously, but with a smile, I do not know how to do this. I if I am angry, I will say maliciously, if something pleases me, I will smile" (female, 21 years old). "This is expressed in my facial expressions. I really like to joke, I am a real person, and I do not do "Poker-face If I like something or I am interested in something, I want to share it with someone, and I share this emotion, which may be interesting for them" (male, 19 years old). Almost all informants (86%) noted that they gave positive emotions to the world.

To find out how emotional communication is carried out on the Internet, we asked informants not only to list specific methods, but also to rank their responses in the future. On the Internet, informants Express their emotions in absolutely different ways: emoticons, animated emoticons, stickers, descriptive text, phrases like

ahahah, Miu; parentheses, exclamation marks, punctuation marks, small videos, videos of themselves, Gif animation, pictures, photos, mobile photos, photos of themselves, sketches, drawings, songs, recordings. All of the above-mentioned are emotional tools, ways of expression that users use to communicate. Because in social networks, there are more complex phenomena that can be called full-fledged emotions as a subjective evaluative reflection of the meaning of the situation or reaction to it:

It is interesting to point out that informants often make out their positive emotions in the network with pictures, emoticons, songs, etc. Moreover, the question of how you express negative emotions on the Internet was followed most often by one answer – profanity. "I use swear language to Express them. No bracket turned the other way or some malicious smiley face, in my opinion, functionally reflects nothing. Negative is said by swear word and that is all" (male, 23 years). "There is a situation that is clearly emotionally colored, and there is a certain obscene word that 100% reflects this situation. Why come up with some different words that do not hold up to this emotion?" (Female, 20 years old).

Almost every informant (98%) admitted that there was a super-emotional person in the list of their friends who actively and zealously expressed all their emotions in the network and whose behavior they were usually not happy with. "Such people in the network interfere, if let's say I'm busy with something, and I don't really want to talk about something, talk, I give a person to understand, and some begin to write, pee, already annoying. If you write-I'm busy, let's talk later… but they do not let up, they continue to write" (female, 28 years old). "They create everything… Whatever they did they loaded everything, so they went there, made a photo, loaded it, then they went here, made a photo, now they had such mood - loaded… they put brackets… they had good mood-having fun, made a photo. I don't think it's very decent. They just impose their mood on others… Maybe people are just too open… Sincerity - depending on the person. He is just emotional. Very. Well, he also wants to attract attention" (male, 23 years old) Informants get negative emotions about their friends in social networks when they see their unnatural behavior: "They can also put a lot of emoticons, although for example I know that this person in life is not as open and emotional as in messages. In real life, he is more constrained" (male, 31 years old) despite all the abundance of emoticons and other auxiliary communication tools, informants often find themselves in a situation of misunderstanding, speculation, and communication difficulties (82%).

"Speculation? Yes, quite often, and not only for me. It happens that you correspond with a person, and both begin to speculate. Because someone does not finish telling something, someone does not finish writing something, someone says A, does not say B, and constantly very often, especially if in a relationship… with a girl" (husband, 23 years old). Certain emotions or indicators of users' attitude to each other are likes (positive evaluation of a photo, video or record in a social network) and reposts (transmitting a photo, video or record to your profile for public viewing).

Most of the informants aged 26-35 put likes only in cases when they really like some content. "Likes-Yes. Well, I look at news from friends, there are some photos I like, and then I estimate them on. At the request sometimes: "Put me smile"… Honestly, I almost do not put, if I do not like it, my likes are real, i.e. not to please someone there" (female, 31 years old) In turn, informants of the first group are sometimes not so true in expressing their feelings in the network and do not treat it as something vital. "I like it, I don't always bet, I just write about it" (male, 18 years old). "Likes, no repost. I would rather add to my page and then listen to the melody itself. If the photo, or put a like, which is very rare, or just look further" (male, 22 years). "I can put likes somewhere. And if I really like it, I can leave a comment" (female, 21 years old).

Thus, you can see that what was originally created as an emotional tool for communication in social networks is gradually becoming a functional tool (so as not to forget, read later), an image indicator, so as not to offend, etc.

CONCLUSION

The essence of the process of emotionalization in modern society, features of its functioning, consists in the fact that the level of emotionality increases, we see and feel emotions everywhere. For example, the most favorite store becomes the one where there is always a pleasant aroma, the favorite specialist becomes the one who pleases our child and gives us an emotion of happiness. In fact, people are not just gushing with emotions and behaving incorrectly, on the contrary, it is gratifying to note that now people are experiencing

emotions and, like real researchers, are increasingly observing themselves. Today, it is normal to hear that emotions are vital.

Emotions need to be monitored from the point of view of harmony, it is important to give and you need to give positive emotions, and not bother others with unnecessary bad mood. Users of social networks think that emotions can be managed, that you can improve yourself and raise your emotions to a higher level. The Internet environment is firmly established in our lives and, from the point of view of various Sciences, has become a common phenomenon for the study of various phenomena. For example, such as: poverty, migration, political processes, family life, and so on. People in the modern world move with their heads down, but they look not at their feet, but at their phones and gadgets. The main source of joy, a tool for work, and a way to communicate today is a social network, whose site is visited every day by any self-respecting user. At the same time, the communication that occurs in social networks ceases to be purely functional, and becomes more and more emotional.

The phenomenon of emotions in the Internet environment is interesting for its versatility and a kind of unreality. As ordinary people, we understand that emotions are very difficult to put on paper, although, on the other hand, millions of books by different authors have been written, and we re-read and love them. Nothing happens for nothing. In fact, one hundred percent involvement of people in social networks and the Internet in General has causes: it is interesting, unusual, fun, enjoyable and there's an answer right on your question, there you don't feel left out, because as soon as you write the message, it appears in front of the interlocutor, and it will be difficult for him not to answer, because you see his/her activity in relation to yourself and your message. That is why on social networking sites we see a sea of different images, countless sets of different emoticons in the form of faces, cats, dogs, etc. It all formed as a standard product in the modern economy: on the one hand, there was a need for communication from users, on the other - the organizers and developers of social networks provoked this need.

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