

ALBANIAN YOUTH DEPENDENCE OF NEW COMMUNICATION TECHNOLOGIES AND SOCIAL MEDIA

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Abstract

Rapid technological development in recent years has brought great changes, especially in the field of mass communication. The use of new technologies has revolutionized the information industry. Internet and new media have fundamentally changed our perception of earlier (classical) media and the relationship of the public to media information. The Internet has created not only the possibility of interactivity, but from “passive” receiver everyone has the possibility of production the information today. Since young people absorb more quickly the opportunities and advantages offered by new technologies of communication, they are transformed into generator of these changes, affecting also the other age groups. However, besides favors bringing all of this, the use of new technologies, the internet, social media etc. from the youth has its negative effects. The purpose of the article is to explore the extent of the use of new communication technologies, the Internet, new media by young Albanians, compared with young people in the world, as well as its consequences. As a case study are taken the youth in Ulqin, respectively secondary school students, as the age group most affected and vulnerable. Starting from the research question what is the impact of new technologies and social media to young Albanians, the article argues that their unrestricted use can have a negative effect on them. Research findings show some of the consequences that come as a result of uncontrolled use of new technologies, the internet, social networks etc., such as the change in the behavior of young people, technological dependence as modern disease of young people, the lower level of success at school etc. Therefore, due to the negative effects that bring increased exposure of young Albanians to the new technologies and new media, it is good they to be educated to the culture of their effective using.

Keywords: *new communication technologies, internet, new media, social networks, the information industry, technological dependence.*