

INTERNET - THE CHALLENGE OF THE CONTEMPORARY SOCIETY

Today, in the context of postmodern relativism, people in the computer's "virtual reality", i.e. the internet, are seeking more than ever a new meaning, a new shelter, a new pillar, a new residence. The Internet becomes not only a communication tool, but also an inclusive environment.

Internet technology affects greatly the lifestyles. The latest technological revolution in which people communicate is increasingly attracting the attention of the broader professional and academic public.

Contemporary social communication tools, especially the internet, contribute to social homogenization, thus they not only modify the way we live but also affect the very essence of the human being and of its nature.

There is no doubt that the internet makes many things easier in everyday life, and we as users should use it within the enabling and facilitating environments, while respecting the limits of permissibility, because any excess, exaggeration, and unauthorized use attracts rigorous restriction and ultimately even halting the use.

Thus, taking into account all the above, our goal is to highlight some of the challenges that the internet is posing as a form of advanced modern technology. Out of the possible negative reflections on the use of the internet on the human personality and the society in which we live, we can point out: the loss of precious time; failure to control and provide the rapid transmission of information and news, which are dispersed explosively through social networks and portals; negative reflections on the moral code and behavior due to the (mis)use of the internet by children, families and the society.