

## AN OVERVIEW OF POPULAR SOCIAL NETWORKS

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### *Анотація*

*Розглянуто популярні соціальні мережі, такі як: Facebook, Telegram, Viber, Instagram. Виявлено їхні найважливіші особливості, переваги та недоліки.*

**Ключові слова:** соціальна мережа, Facebook, Telegram, Viber, Instagram .

### *Abstract*

*The article reveals popular social network frameworks such as Facebook, Telegram, Viber, and Instagram. It also touches upon their most important features, advantages and disadvantages.*

**Keywords:** social networks, Facebook, Telegram, Viber, Instagram.

Today, one of the most convenient ways to obtain information and communicate is through social networks. They are used in almost all spheres of life. There is a great diversity of different networks and all of them have their own uniqueness of their tendencies (video hosting, messengers, information resources). Most people use definite social media because of its popularity or just because they are used to it. Certainly, it is not the best evaluation criteria.

The work aims to review the main features of the advantages and disadvantages of social networks.

For comparison, we will derive the main characteristics, and we will evaluate them on a scale from 0 to 2, where 0 - absence, 1 - presence, 2 - presence and better solutions than competitors. First, the main feature of social networks is the exchange of information, which will be assessed by the ability to transfer different types of files. Second, it is receiving information from the media. Third, the interface is also an important component, as it should be simple, user-friendly but also functional. The last criterion is the assessment of the spread of the social network and its popularity, as it is not good to disseminate or share information with zero audiences.

Telegram is a multi-platform messenger that provides access to the history of correspondence via the cloud, for smartphones, tablets and PCs, which allows you to exchange different types of messages (text, voice and video messages, stickers and photos, files in many formats). Also supports video and audio calls, and videoconferences in groups and channels [1]. Telegram supports sending photos in various formats to send them with high quality or with less use of the mobile network. It is possible to change the interface to your liking. It provides support for video and voice chats, and the ability to send all popular file types. Besides, it maintains secret chats, which are stored on only one device. It is also possible to divide chats into different folders, for example, work, study, family, etc. You can fix the interface by adjusting it in such a way that some of them will get priority and will then always be displayed on top. The disadvantage is the insufficient popularity of this social network compared to others that will be discussed below.

Viber is an application for calls and messaging. The application is linked to a mobile phone number, like a telegram. Messages and calls are made via the Internet connection (a feature of all social networks). In the messenger, you can create chatbots and communities and make payments, like in the Telegram. The exchange of information is well implemented in Viber through voice messages, groups, and communities. Besides, it offers quite a user-friendly interface. The network is very popular in Ukraine, as it is among more than 90% of Ukrainians according to data for 2020 [2]. The disadvantages are poor spam protection and the lack of special features.

Facebook is the world's largest social network and the oldest among those represented; it began its history as a network for students of some American universities [3]. Its main feature is convenient viewing of information, as not only the media but also friends can share it with you in the feed. The interface has a relatively large number of active buttons. The downside is that you need to download a separate application on your phone to use messages.

Instagram is a social network based on the exchange of photos; it allows users to take photos, apply filters to them, as well as share them through their service and some other social networks [4]. The certain benefit of this social media is its comfortable feed, video chats, good privacy settings. The disadvantages are the loss of photo quality after uploading (in a network whose main slope is the distribution of photos) and the lack of any kind of file transfer.

Table 1. Score.

	Information exchange	Distribution of information	Interface	Popularity
Telegram	2	2	2	1
Viber	1	1	1	2
Facebook	1	2	1	2
Instagram	1	2	1	1

### Conclusions

The choice of the main social network depends on the needs and subjective assessment of the user of various factors, such as convenience. The considered social networks are quite popular and each of them has its own extensive and sometimes unique functionality. Therefore, the best choice in everyday life will be a combination of all or any of them.

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