

Network Identity in EducationTetyana Tarnavska¹**ABSTRACT**

Network technologies have become an integral part of our lives, radically changing the forms of communication and filling our sense of self with the new meaning. New terms have appeared: "network identity", "electronic identity", "online identity", "virtual identity", etc. Studies in this area are conducted by psychologists, sociologists, philosophers. Network identity allows people to introduce themselves in a special way and realize themselves in a non-standard way, in accordance with the principles and norms that are generally accepted in the virtual space. The network culture forms a special type of personality, the formation and development of which is largely determined by network interaction system. Dorian Wiszniewski and Richard Coyne emphasize on the concept of "masking" identity. Whenever an individual interacts in a social sphere they portray a mask of their identity to create a safety net. One of the great fears of online identity is having one's identity stolen or abused. This fear keeps people from sharing who they are. By making the mask available, people can interact with some degree of confidence without fear. Social networks are the platform for creating network identity. The opportunity not to disclose personal information leads to significant differences between the network identity and the real one. As digital identity is an important component of e-learning, the results of the research conducted by psychologists, sociologists and philosophers in this field must be taken into account in education.

Keywords: Network identity, education, e-learning

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