E-USE AND INFORMATION CHANNELS
FOR YOUNG PEOPLE IN MONGOLIA[1]

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Abstract. As society develops, the lifestyles and social relationships of people also change. Today, the use of electronics has become a real and continuous use with the increase in the influence of electronic environments around the world. The aim is to determine the content and structure of emerging risk spaces in the digitalization of Belarusian and Mongolian young people. Since most social media users are young people, the study found that using social media tools to attract young people can influence the involvement of different industries.
Keywords: e-use, youth, e-environment, internet, information networks.

Background

In the past 30 years, the Internet has grown rapidly and many new social networking tools have been introduced. These types of social networks are easy to use for people of all ages, and have the advantage of facilitating the everyday activities of people and rapidly managing social interactions. On the one hand, it is necessary for everyone and, on the other hand, it shows the speed of social development. Furthermore, electronic payment instruments are also being used. Facebook, Instagram, YouTube, YouTube, Telegram, Viber, WhatsApp, and WeChat are social media that are used in various roles today. Furthermore, the world is changing rapidly, making the generation gap even more pronounced. The rapid development of technology, especially communication and socialization, is another generational issue. The boomers grew up exponentially, television grew exponentially, and their lives and interactions with the world changed dramatically. Generation X grew up during the computer revolution, and Millennials grew up during the Internet boom. This progress is unique for Generation Z because all of the above has been part of their lives since the beginning [(Medium.com, 2021)]. The iPhone was launched in 2007 at the age of 10 years. At the age

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of 15, young Americans had primary access to the Internet via mobile phones, Wi-Fi, and high-bandwidth mobile services. Social media, constant communication, entertainment and on-demand communication are innovations that Millennials have adapted with age. Those born after 1996 are generally considered. [(Dimock, 2019)]

The consequences of growing up in a "always on" technological environment are only now apparent. Recent studies have shown that the behaviour, attitude and lifestyle of adults at that time have changed positively. We don't know whether they're transgender traces or whether adolescent characteristics disappear in adulthood. Over time, it will be important to start observing this new generation. Therefore, people's interest and perception of information change over time.

The relevance of the study problems lies in the need to renew the social communication system at a new stage of society's development and change under the influence of social networks. Thus, the risk faced by young people in the rapid evolution of social media tools is to explore the impact of the online environment, how news channels change, and the consumption of the most desirable sources of information by young people. E-use is a very broad field, and this paper examines research on information exchange through social networking tools, electronic learning, participation in areas and clubs, Internet banking, online PC games, online shopping, online work, etc. The results were given. Today, electronic media are used to discuss issues, express opinions and make judgments.

Research methods

Scientists believe that technological innovation leads to social change and development. Furthermore, according to some theories of social evolution, technological innovation is the most important factor in determining social change. We believe that advances in computer technology in the development of the Internet will bring long-term development to society.

Some researchers expressed their views on the use of electronic technologies and the development of the Internet as follows.

Many scholars believe that technology (at present) is the most important force in social change. Technological changes are often taken into account in conjunction with economic processes. Historical materialism developed by Marx and Engels is one of the most prominent theories.[(N.Wilterdink, Form William , 2024)] We must recognize that the new technological paradigms are accompanied by structural changes and the co-evolution of economic and social movements, all of which follow the pattern of cyclical nature of capitalist development (long "Kondratiev" wave). [(C.Freeman, F.Louca, 2001, p. 21)] Freeman and Louka pointed out that society's evolution follows well-known patterns, which depend on the relationship between science, technology, economy, politics, and the five semi-autonomous subsystems of society as a whole. They do not give any priority to one of them, despite the fact that in particular instances, a subsystem can be the main driving force of change or has a dominant influence.

Matt Barnes (1954) attempted to explain how media and mechanisms are created. Social media, particularly Twitter, Facebook and Instagram, have proved to be the foundations of scientific communication. [(Van Eperen, 2011)] Therefore, the use of electronic devices has a profound impact on the life of young people. Young people using the latest high-speed technology devices are increasingly active in their use. It can be said that this is the result of the intellectual ability of the people who use it more and more easily.

Spanish sociologist Carlos said there were citizens who could not access the Internet. However, the idea that everyone who can't get to the Internet with time can be connected through social changes and development is now realised. [(Castells, 2001)] It is said that technological development and progress will change society and the human spirit. With technological progress, young people will soon be able to communicate with their families, friends, and relatives through Facebook and other social media.

Data collection has been carried out using the following methods to explore the risk of the digitalization of Mongolian youth. This includes quantitative and qualitative research of representative samples from the region based on established criteria. The data was collected using the same method of representation among 18– to 32-year-olds in 15 districts in seven provinces, including Uvs, Bayankhongor, Hovd Uvurhangai, Dornod, Dornogovi, Darkhan Uul, and six districts in the centre of Ulaanbaatar, conducting expert and in-depth interviews. The data collected was processed using the SPSS-27 research programme. The differences between demographic parameters, sex and age were analyzed in this process.

The electronic use of Mongols

Mongolia has a population of 3.5 million people. (NSO, 2023) According to the National Statistics Commission and the Ministry of Electronics Development and Communications, 80 percent of households used the Internet after the introduction of high-speed Internet networks in 335 remote villages and villages in Mongolia, according to the survey on the use of information communications and technology in households and individuals. The number of mobile phone users is also growing every year and, by 2021, 97.6% of the population will use mobile phones, 84.7 percent of which will be smartphones.

Figure 1. Use of social media by young people
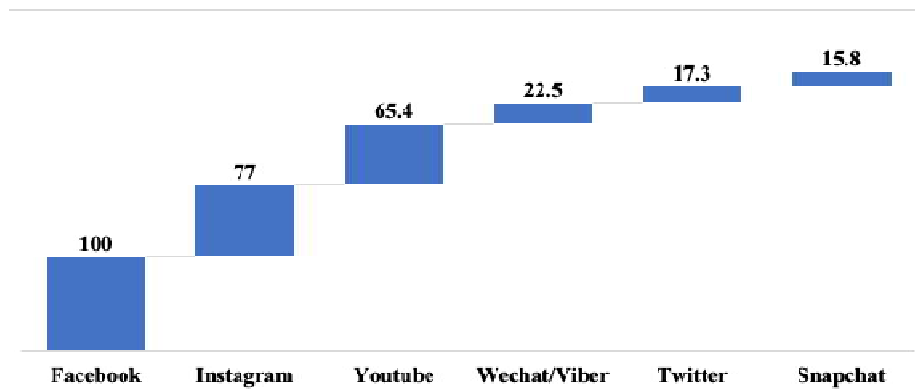
98% of Mongolia's population over the age of 15 uses mobile phones, and 90.4 percent of the population uses smartphones. [(G.Murun, 2022)] In Mongolia, 4.69 mobile devices are connected to the Internet, accounting for 128.8% of the total population, with 2.6 million active users of social media, more than our country's Internet users.

Between 2020 and 2021, Mongolia's active social media users increased by more than 400,000 or 18.2%. It should be noted that a significant proportion of these accounts are likely to be false accounts and bots. Mongolians are most frequently using social networks such as Facebook. Facebook accounts for 2.5 million active social media users, followed by social networks such as Instagram, LinkedIn, and Twitter. [(Kondrad Adenauer Stiftung, 2022)]

All the young people in the study use Facebook as a social network. Instagram is 77%, YouTube 65.44%, We Chat 22.55%, Twitter 17.33% and Snapchat 15.74%.

Table 1. Time spent using social networks (in per cent)

№	Social networks	un-used	up to 1 hour	1-2 hours	2-4 hours	more than 4 hours
1	Facebook	3.0	9.9	11.3	43.4	32.5
2	Instagram	23.3	20.8	13.4	24.1	18.5
3	Youtube	32.5	20.4	15.9	19.9	11.4
4	Twitter	75.3	13.6	4.6	4.4	2.1
5	Google account	58.0	23.6	3.0	7.4	8.0

For young people in the study, hours were calculated to determine the frequency of use of social media. More than half of the young people (75.3 per cent) do not use Twitter. 48 per cent of youth do not use Google, 23 per cent use YouTube, 26 per cent use Facebook or Instagram. 9.9 percent of users of social media use Facebook for 1 hour, 44.4% use Facebook for 2 to 4 hours, and 32.5% of young people use Facebook for 4 hours. Instagram is used for a minimum of 1 to 2 hours and a maximum of 4 hours. Most YouTube users spend 20.4% of the time at 1 hour and maximum of 4 hours. Twitter has not been used for a long time as a social network. Young people still use Google for up to an hour a day.

According to the study, people who do things regularly do not listen to the radio or read the newspapers every day. 96.6 per cent of young people who participated in the survey use the Internet every day. 58.1% watch television. Young people watch interesting programs and films mainly on television, quickly learn Internet news and prefer to communicate with friends and neighbours.

32% of the young people surveyed could find the information they needed on the Internet using search terms. 28 percent of young people can gather information from a variety of sources in order to fully understand the subject of interest. 14.8% could distinguish between information, evaluation and opinion. There is 0.4 per cent hidden information about service surcharges. According to the above-mentioned results, many young people use social media but do not use social media because they don't think they're at risk.

According to the survey, 26.6% of young people use the Internet and websites, 23.7% use social media and Facebook, and 22.4% use television. Other sources of information, such as newspapers, magazines, FM radios, oral communications and families, are no longer available. According to social science research, the way information is often re-used in the information age.In the Internet, young people exchange and transmit information is a normal phenomenon, not a new feature. However, they are important sources of social communication.

Youth Internet use distribution: 66% of urban young people use Wi-Fi to access the Internet at home. 63.2% use mobile data on their mobile phones, 62.1% use modems or wireless wireless devices and 58.3% use data on cafes. On the other hand, young people in rural areas are the opposite, with relatively small percentages using data and modems at home. Most young people use the internet in schools and cafes.

Concerning media doubts: 43.6% of young people surveyed believe that media sometimes disseminate inaccurate and unreliable information. 16.8% of citizens regularly question, 15.8% repeatedly question, and 5.4 percent never question. Thus, young people have little trust in the media and the Internet. Most young people agree that the media deceive people. And what is this information? For this reason, some people do not know. It was assumed that replacing one news story with another was a feature of social media. We concluded that millions of people responded to the same post and wrote from different points of view because the truth was likely to be distorted.

It has attracted the attention of young people and the older people. All these electronic activities are becoming the daily life of young people. They spend most of their time online instead of watching television or reading newspaper headlines, so they can find and receive news easier. Technological wonders will undoubtedly continue to emerge in the future. The use of the world's public Internet has increased rapidly over the past five years. This is because smart devices use the Internet. Today's Internet access is a necessity, network speed is increasing, device types are increasing, and features are improving. With the expansion of the latest high-speed technology devices, young people are increasingly interested in using them. Human consumption is becoming increasingly easy due to the intellectual abilities of a group of people. However, according to American sociologist Harvey Sachs, this may have negative consequences for consumers of finished products. [(N.Tsend, 2015)]

Conclusion

Young people understand social media as social environments, the Internet, and the sharing of information with the general public, Facebook, Twitter, and Instagram. Today, young people are rare who don't know how to use the Internet. The Internet has more than two hours of activity per day, they are very active in social media, and the number of young people active in social media is increasing. On the other hand, he checks the information received again on the Internet. Participants in the study refer to live radio or television programs in the event of any problems. Active in social media means that Internet users can express themselves on Facebook and Instagram, leave comments and post mutual opinions. In addition, they have realized the need for privacy settings and data security in social media, but they are not clear how to use them effectively.

Furthermore, there was an error in knowledge about risk from social media, friends, relatives, and television. In particular, the risk of negative effects of the Internet and social networks is high. People's communication, information exchange, daily financial transactions and online work show that it is impossible to use the Internet. However, with the increase in the use of the Internet, the methods of cyber attacks are decreasing and the number of offences is increasing. To avoid risks to young people online, it is wise not to accept directly the additional friend's request to participate in the online environment. You need to know how to navigate through many settings to protect your safety.

With regard to the frequency of things that young people do regularly in the online environment, they do not listen to the radio or read newspapers every day. Respondents answered that they use the Internet every day. 58.1% watch television. Young people mainly watch interesting shows and films on television, quickly learn information from the Internet, and prefer to communicate with friends and neighbours.

Simply wishing for this to happen quickly and easily would have negative consequences such as falsified information, inappropriate contact, financial losses, and further emotional, physical, and sexual abuse.

Moreover, living in an information age, all the news of the time can be seen without losing, but in some parts of technology, the old information is still stored, not destroyed.

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ИСПОЛЬЗОВАНИЕ ЭЛЕКТРОННЫХ СРЕДСТВ
И ИНФОРМАЦИОННЫЕ КАНАЛЫ ДЛЯ МОЛОДЕЖИ В МОНГОЛИИ

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Аннотация. С развитием общества меняются образы жизни и социальные отношения людей. Сегодня использование электронных средств стало реальным и постоянным благодаря увеличению влияния электронных сред по всему миру. Цель заключается в определении содержания и структуры возникающих зон риска в процессе цифровизации белорусской и монгольской молодежи. Поскольку большинство пользователей социальных медиа — это молодежь, исследование показало, что использование инструментов социальных медиа для привлечения молодежи может повлиять на вовлечение различных отраслей.
Ключевые слова: использование электронных средств, молодежь, электронная среда, интернет, информационные сети.