
Influence of the Internet on modern society

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The article investigates influence of the Internet on the modern society and analyses both negative and positive aspects. The authors pay special attention to the “playing” character of the World Wide Web. They treat it as a special form of playing culture and self-sufficient form of a new sociality. The scientists have not overlooked mass media and the Internet impact on formation of personality in the modern globalized world. They analyse forms of Internet addiction.

Keywords: *Internet, gambling, "homo playing", Internet addiction, Internet users, addiction, World Wide Web, letter, Huizinga, intersubjectivity.*

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