

allowed humanity to increase the level of mutual understanding so greatly?

Over the past 10 years, the Internet became available in almost all corners of the world, and according to the official statistics, 1.5 billion users regularly used the Internet in 2008(a quarter of the world's population). The Internet provides wide technical opportunities for communication. Moreover, it is relatively easy to find people with similar interests and views in the Internet, or to find old friends, who, because of life circumstances were scattered across the Earth. In addition, communication networks start psychologically easier than face-to-face. These reasons are responsible for the creation and active development of web-based communities - groups of people with common interests and communicate mainly through the Internet. Such online communities are starting to play an important role in the life of whole society. Examples of online communities are wiki-projects, forums, chats, social networks, multiplayer online games, etc.

This allows people easily contact outside their close circle of friends, their country and social group. And in this case, it is possible to exchange not only text but also graphics, audio and video information, what greatly simplifies and helps to establish contact and to develop further relations. Let's review this process in detail on the example of social network Facebook.

Facebook - is a social network created in 2004 by Harvard University students, since September 2006 it is available to all users over the age of 13, who has an e-mail address and now it has an audience of 600 million users, and even outran such a media-giant as Google by the number of visits. 170 countries, all continents, even Antarctica, talking in 35 languages, are the users of this social network. Facebook has become so popular, thanks to the ability to create a profile with photos, invite friends, and send messages, pictures, audio tracks, video clips, to notify other users about the status. Facebook also provides an opportunity to create interest groups. The user can also control the level of access to information published on the profile, and determine who has access to one or another part of it. All these things allow each person to practice the intercultural exchange of information and communicate with people, even those, who are not available for personal contact (eg. live for the moment in other country) or with whom you do not acquainted personally. Moreover, the trend is that Facebook became extremely popular not only among young audience (the number of users aged 25-44 years increased from 32% to 50% for 2010).

Thus, due to the transformation of communications and the emergence of online communities, became affected not only large groups of people but each of us personally. In some ways, it changed the nature of