An Inquiry of the Social Functions and Social Interaction in the Internet

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The internet is a product as well as a shaping part of modern societies. As such it chances social structures and interactions. The Cyberspace provides new opportunities for participating in seeking, organizing, presenting, talking about and creating information in many ways. I identify six social functions of the Internet: the function of communication, the function of a mass media, the function of a workplace, the function of a marketplace, the function of social interaction, and the function of socialization and education. The nature of global communication and information exchange in the Internet can be considered as immediate, overwhelming, and to a large degree uncensored. Although the participants in the WWW have already internalized social norms and values of the society, new customs and norms of social interaction are created through the communication in the Internet. The Internet promises to be a source of infinite global information. Therefore it may shape the perspectives of the participants.