

MODERN METHODS AND TECHNOLOGIES OF PSYCHOLOGICAL INFLUENCE ON HUMANS

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Abstract:

The article substantiates the relevance of the study of the psychological impact on a person of external factors associated with the dynamism and transformation of the modern information space. In the modern world, a person is exposed to an increasingly open and implicit (hidden and implicit) psychological impact of the information environment. Special attention is paid to online communications and the types of impact that can be implemented there. The purpose of the article was to study scientific concepts such as: "psychological impact" and "psychological impact", the analysis of which is associated with modern methods of psychological impact on a person in a virtual environment. The theory of research methodology is based on related disciplines that reveal the impact of the digitalization of society on the psychological security of the individual, based on scientific literature. The obtained research results made it possible to identify the negative impact of Internet technologies on the psycho-emotional sphere of a person, to understand the mechanisms of its action and to develop psychological protection in a person, the ability to competently dose the time spent on the Internet, to develop a culture of safe and ethical behavior in the Internet space.

Keywords: psychological impact, psychological violence, cyberbullying, cyber- hate, trolling, cyberstalking, flaming.

Introduction

The relevance of studying the psychological impact of external factors on a person in the information space is due to a number of problems associated with the dynamism and transformation of the modern information space.

Of particular interest are forms of providing psychological influence in the online space. In the modern world, when the Internet plays an increasingly significant role, many new opportunities arise for exerting a psychological impact on people through online channels.

Today, some of the most common forms of psychological influence in the Internet space are:

1. Microtargeted advertising: This is the use of user data to create personalized advertising that targets a person's specific beliefs, interests and preferences. This can influence a person's opinions and behavior, sometimes without their awareness;
2. Fake news and disinformation: This is the dissemination of incorrect or distorted information that can influence a person's opinion and behavior, leading to erroneous decisions and actions;



3. Virtual manipulative control: This is a form of psychological influence in which the attacker convinces a person to perform actions that he does not want to do through the manipulation of his emotions and thoughts;

4. Social imitation: This is a form of psychological influence in which a person imitates the behavior of others on social networks or other Internet platforms, which may be incorrect or harmful;

5. Cyberstorming: It is a form of psychological influence in which an attacker uses Internet platforms to organize massive attacks and lynching on a person, leading to psychological trauma and other psychological problems;

Cyber violence (Cyber Violence): is a form of psychological abuse in which a person is threatened, harassed, blackmailed or stalked online, including trolling, flaming, cyber-hating, cyber-bullying, which can have a serious destructive impact on people's mental health. I would like to dwell on the study of this form in more detail, as it is one of the most common and dangerous today.

According to media audience research company GWI, people are spending more time on social media today than ever before. Recent research shows that the average working-age Internet user now spends just over 2.5 hours a day on social media (see Figure 1).

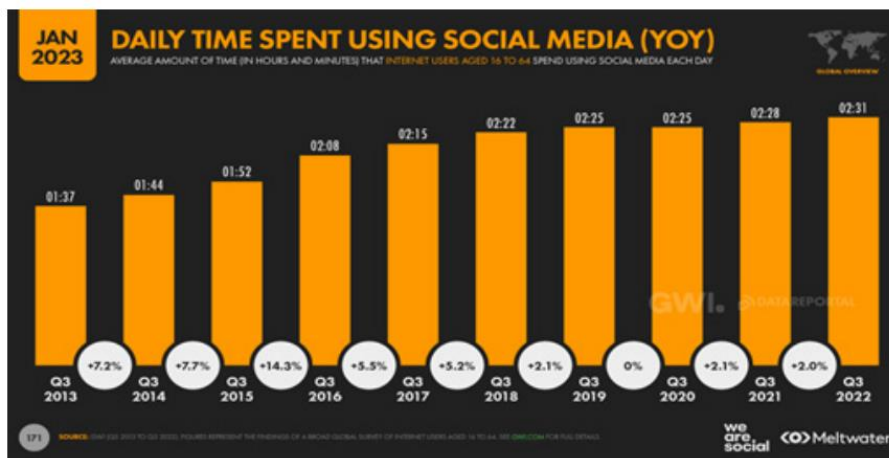


Figure 1. Growth dynamics of people spending time on social networks by year in the world

And although the global average is only 3 minutes higher than last year, there is still an increase. Investigating the destructive psychological influence on a person in the digital environment, large-scale research is currently being conducted aimed at identifying the causes and consequences of such areas as trolling, flaming, cyber-hate, cyber-bullying, etc.

Foreign and Russian scientists are studying these problems: N. Sest and E. March in their work "Constructing the cyber-troll: Psychopathy, sadism, and empathy. Personality and Individual Differences" [19], L.N. Uvarova - in the work "Psychological influence in the professional activity of a teacher" [16], A. Ya. Kasyuk "Information-psychological influence in information warfare" [18] and others.



In addition, research is being conducted in the field of psychological influence in social networks in order to identify mechanisms of influence on users and develop methods of protection from negative influences, in particular by scientist S.V. Tumsky. in his work “Trolling as a form of provocation in the Internet space”

However, despite the active development of research in this area, many questions still remain open and require further study. For example, questions about the consequences of psychological influence in the digital environment on the processes of personality development, about the extent of the impact of manipulative psychological techniques on human health remain currently insufficiently studied and require further research.

In modern society, there is an accelerated increase in information flows, which is associated with the constant development and improvement of technology, which leads to an increase in the volume and variety of information, as well as to an acceleration in the rate of its dissemination and transmission.

This process has many consequences for society and the individual. On the one hand, it provides more opportunities for obtaining information and communication, and also accelerates decision-making and technology development. On the other hand, relaying information flows can be used as an instrument of influence to achieve selfish and utilitarian goals; such goals can be both small everyday manipulations and large-scale organized influences exerted in the context of hybrid wars, which, in turn, threatens the security of society and the state as a whole. In order to determine the conceptual and semantic boundaries of the concept of “psychological impact”, one should refer to the definitions of this concept. Most generally and neutrally, from the scientific body we have studied, this term is defined by the Psychological Dictionary, ed. A.V. Petrovsky and M.G. Yaroshevsky: “impact (in psychology) is the purposeful transfer of movement and information from one participant in the interaction to another.”

The impact can be direct (contact) and indirect (distant). E.V. Vasca says that any interaction between individuals, in fact, leads to the provision of some kind of impact: “any interpersonal interaction involves the provision of a psychological impact both on the part of one of the subjects and the mutual (cross) impact of the communicators.”

Consequently, we can say that any fact of data transmission leads to a psychological impact. A different point of view is expressed by V.G. Pushkov. He says that it is inappropriate to reduce psychological influence to the process of transmitting information - “this approach captures only its formal side, while not only information is important, but also its personal meaning for the object of influence, the methods of transmission.”

The definition presented by M. Yu. Kondratyev and V. A. Ilyin in the work “The ABC of Social Psychologist” seems to us to be very complete and capacious, which define psychological influence as a conscious and purposeful process aimed at influencing one of the participants on the other in the process and as a result of joint activities and communication.

N.V. Sharafutdinova in her work “Impact, psychological impact, influence, psychological influence: scientific definitions of concepts” says that psychological impact is the process and result of a change in the state of the psyche and, subsequently, in the behavior of the individual



(external and/or internal activity), due to the interaction of two or more parties. She places particular emphasis on the negative aspect of the psychological impact:

such influence may be aimed at suppressing the will of the individual, changing constructive social attitudes to destructive ones, which is an extreme form of such influence, i.e. psychological violence.

The means and methods of psychological influence used today are extremely diverse, many of them are technically and practically perfect.

Methods and forms of providing psychological influence can be classified according to the criteria of purpose, place of application, nature of use, degree of emotional influence on people, etc.

As a rule, psychological influence is used, such as: suggestion, persuasion, coercion, condemnation, prohibition, censure, the Socratic method, as well as a compliment, request, recommendation, etc., which requires a revision of the standard typologies developed over time and connections with changes in interpersonal communications, and accordingly an increase in virtual communication.

Unfortunately, when it comes to the digitalization of society and the increasing role of digital tools in exerting psychological influence on people, most often we are talking about “mild”, medium or extreme degrees of destructive psychological influence, because The digital environment, with its inherent anonymity and impunity, allows individuals prone to socially deviant behavior to freely exert a psychological impact on others

In this regard, the problem of cyber violence as a new form of destructive psychological influence is of particular interest. Destructive or manipulative psychological influence in the cyber environment (Cyber aggression/Cyber violence) is a form of interpersonal violence that is carried out through network technologies and online communications. It may include threats, intimidation, harassment, blackmail, dissemination of false information and other forms of psychological influence. This problem is becoming increasingly common in the digital age and can have serious consequences for the psychological comfort or even the mental health of the recipients of such exposure. Aggression in psychology, according to G.U. Soldatova and E.I. Rasskazov in the above work is “motivated destructive behavior that contradicts the norms of coexistence of people in society, causing harm, physical damage to people or causing them psychological discomfort.”

Online, many types of psychological influence on a person can be manifested: verbal, direct, indirect, instrumental, etc. The escalation of conflict and manipulateness of the virtual environment is due to its anonymity, the absence of witnesses in many cases, the lack of direct feedback, and impunity.

The totality of these characteristics is designated by the new term “toxic online disinhibition”: offline a person does not demonstrate a tendency to exert unjustified psychological influence, but online his personality takes on other features - it removes the “filter” of cultural and social norms.

Analysis of the current practice of Internet communication allows us to identify such forms and methods of destructive psychological influence in the online environment as flaming, cyber-



hate, trolling, cyber-stalking, cyber-bullying (see Table 1). Their very existence is determined by the essential features of virtual space; in ordinary life, these forms of providing psychological influence are impossible.

All these types of psychological influence have varying degrees of social danger, each of which is used for a specific purpose of influencing an individual, taking into account its typological traits.

Thus, Cyber violence is a form of electronic destructive negative impact on a person, which manifests itself in the use of technology to infringe upon an individual, violate his rights and freedoms, as well as exert psychological pressure on a person, which can lead to various psychological problems, in particular, victims of Cyber Violence may experience feelings of helplessness, worry, fear, anxiety, depression and other negative emotions.

The consequence of Cyber violence can be a decrease in a person's self-esteem and self-esteem. The victim may begin to doubt their abilities and feel inferior, which leads to decreased motivation and self-confidence. Additionally, Cyber violence can lead to social isolation of a person. The victim may feel rejected and unsuccessful, resulting in a lack of desire to socialize and participate in social life. This can lead to deterioration of relationships with other people, as well as the development of antisocial behavior.

People exposed to Cyber Abuse may experience recurring intrusive thoughts, nightmares and panic attacks. At the same time, the victim of Cyber violence, oddly enough, may develop dependence on the digital space (virtual environment), which can lead to the fact that the victim of Cyber violence begins to spend more time on the Internet, avoiding the social environment, which leads to the development of various addictions to social networks, online games, online casinos and other virtual resources. To combat Cyber violence, it is necessary to take measures to ensure Internet safety, improve the regulatory framework in the digital space, train people how to respond to Cyber violence and where to look for help if necessary. It is also important to prevent psychological problems associated with Cyber violence, for example by raising awareness and supporting victims. Scientific research shows that online psychological abuse can have serious consequences for people's mental health. It is important that society recognizes the seriousness of this problem and takes action to prevent and combat psychological Cyber Violence.

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