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ANALYSIS OF EXISTING INFLUENCE TECHNOLOGIES ON THE INDIVIDUAL USING SOCIAL NETS

The modern development of science and technology has reached such a level when the real possibility of the mass dissemination of the latest technologies is created. That enables the use of means and methods for direct and indirect impact on the human nervous system to change its functioning. Potentially there is a great social danger of the use of artificial change technologies the behavioral reactions of a person, the influence on the freedom of her will, as well as the health of the person.

The objectives of this paper are to determine technologies of influence on the consciousness of the individual through social networks. We use data analysis of various articles on the subject of technologies of the influence of social networks on the consciousness of an individual. Information about the most influential technologies and how they help some people manipulate others is also taken into account.

Manipulation is a psychological act aimed at unidentified motivation of one to the implementation of something by the action manipulator. Manipulation sometimes takes the form of subtle psychological pressure [1, p.417]. There are two groups of influence techniques: directive (direct) and indirect (hidden). The new 2018 Global Digital suite of reports from We Are Social and Hootsuite reveals that there are now more than 4 billion people around the world using the Internet [2]. More than 80% of them are covered by social networks.

People fall under the influence of social networks of adolescents, who have no knowledge of the world, and of sustainable principles. But why do they always disappear from the real world and prefer virtual? Because people try to satisfy the

need for communication, moral support and the most important needs of the personality of adolescence. If we cannot meet them in real life, then we satisfy on the Internet, which allows us to “escape from problems, difficulties that arose at a certain stage of socialization. However, it should be understood that, despite the fact that sometimes some online personal information can be obtained on the Internet, and even photos and real images of the interlocutor, they still do not give a realistic idea of the interlocutor. The most popular social network is Facebook that involves the largest number of users of the international social network. Twitter is also a popular social network reminiscent of mini-blogs. Instagram is a social network that has gained popularity in recent years; it aims to help other social networks distribute their photos and videos to users. How about dependence? Despite the statements of several researchers that Twitter is more dependent than cigarettes and alcohol, the obsessive use of social networks has not been included in the list of mental health disorders. However, social media is changing faster than scientists have time to study. Some researchers pay attention to the various types of obsessive behavior in social networks. And what about social networks affecting self-esteem? Women's magazines with photos of too lean models, moreover, processed in Photoshop, have long been recognized as a source of low self-esteem among young women. But now the concern of some groups of activists began to cause social media. Special filters in them, as well as lighting and angle of shooting allow you to create a non-realistic picture in them. According to a survey of 1,500 users conducted by the Scope charity fund, more than half of young people aged 18-34 said that social networks make them feel unattractive.

Studies show that compared with television the Internet resources are a much more powerful and flexible system of information transmission, and therefore their impact is more effective than television mass manipulation. There are several suggestive approaches in the implementation of psychological influence in order to manipulate the consciousness of people: 1) psycho-analytical approach, introduced by Sigmund Freud, who explained that behavior relies heavily on the techniques of

introspection (looking inside one's self), in other words, this approach uses “subconscious” to manipulate consciousness;

2) hypnotic approach, uses a trance condition. Nowadays social networks are full of unnecessary advertising, which forces us to buy unwanted goods. Advertising is an excellent illustration of social hypnosis in action [3, p. 41]. So, advertising should provoke transitional induction in the form of commodity-making impulsive purchases. Among the most promising methods of audio sources are spectral masking and the use of musical information.

It is believed that the main psychophysical danger is suggestive the influence is a change in the nature of the character, the behavior of the individual, the reduction of intelligence and creative abilities, suppression, and as a result the “substitution” of the person himself. The consequence of this may be the emergence of social groups, managed at the subconscious level, ready to execute any commands. These manipulations can be managed accordingly through social networks.

In order to make it easier to manipulate the masses in so-called democratic countries, narcotization of the population takes place. As tools of narcosis, social networks are always used through which one can easily manipulate the consciousness of the individual. In order not to get into the network of manipulators, it is necessary to filter the information coming from social networks and know what exactly they can lure us.

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