

PSYCHOLOGICAL CHARACTERISTICS OF COMMUNICATIVE BEHAVIOR OF A PERSON IN THE INTERNET NETWORK

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Abstract

The scientific article provides a theoretical analysis of the psychological characteristics manifested in personality behavior in the internet network, covering various approaches of scientists on the issue of communicative behavior, which is formed in a person. In addition to the various content circulating on the internet, trolling attacks have also touched on interpersonal, intergroup interaction.

Keywords: communication, behavior, trolling, internet network.

Introduction. As you know, today the social network has become a part of human life. Now human communication, work activities and even festive events are losing their meaning without a social network. The Internet has entered the minds of young people at lightning speed, and we see that it negatively affects them both positively and negatively. Trolling attacks on society are causing people to exhibit destructive behavior on the internet. This in turn suggests that the study of these cases, psychological analysis, the search for factors and means of protecting young people from various ideological threats, the influence of trolling attacks is an important issue than ever.

The article focuses on the study of communicative behavior of an individual through the internet network, and the study of communicative behavior allows you to analyze some socio-cultural and psychological factors. As we analyze the process of interpersonal communication, we criticize the communicative model proposed as a formula "direct influence of information to motivate the individual to respond to behaviorist interpreters E.Katz and P.Lazersfel proposed their own two-stage communication model concept. Scientists believe that in the communicative process, the transmission of information to people does not occur immediately, but goes through several stages. Ideas from the social network go to the "leaders of thought", which are then distributed to the entire audience. Information changes as a result of interpersonal interaction [1].

In our opinion, this concept is interesting from the point of view of studying the norms of communication that exist in all societies in today's glabalization process. For example, individuals with the highest number of subscribers are obtained by those who have managed to establish themselves as an active, News-carrying blogger of society. Most often, users of social networks consider the opinion of the group Activist to be correct, after which they defend it in front of dissenters. However, it should be noted that the features of the perception of the information presented should be taken into account the study, including the scope of its analysis and sorting, adaptation and use by the public Within the framework of this concept, we assume that it is necessary to consider the cognitive attitudes of users towards information.

According to Van Dijk, who conducted research within cognitive orientation, attitude to communication implies the interdependence of social relations, a comprehensive cognitive approach that can control the formation, transformation and application of knowledge, thought, attitudes, social representation (and other social cognitions) [2].

E.Rogers proposed his "diffuse theory", arguing that the distribution of information in the communicative process goes from fewer people to more people [3]. In our opinion, by posting various inappropriate and funny video tapes on the social network itself, it leads to ridicule from many viewers. Its posts are sent to other users, and therefore its popularity increases. A month later, the screens of this page will be trending through Instagram pages with more than a million participants.

E.Hall insists that the individual does not know the mechanisms of behavior, as well as the methods of perception of the culture in which he is located, which are the same as the methods of perception. The author argues that a person tends to interpret the behavior of representatives of other ethnic groups based on their values[4].

G.U.Soldatova, T.G.Stefanenko focuses on the subjectivity of interethnic perception within ethnopsychological research and emphasizes the importance of disruptive communication in the process of interaction of ethnic groups [5, 6].

In modern psychological literature, both in Real life and in the internet, the communicative behavior of an individual is considered in terms of several approaches. Representatives of the first approach (A.P.Egides, M.E.Litvak, K.Thomas, R.Kilmenn, T.G.Vatolina) communicative behavior is considered as a situational manifestation of certain reactions, human personality traits. T.G.Vatolina cites communicative behavioral strategies in cases of interpersonal conflict in psycholinguistic studies: aggressive and tolerant, power and subordination strategies [7, 8, 9].

Thus, conflict is communicative behavior, and communicative behavior mediates not only through strategies for behavior in conflict, but also through the psychological components of communication.

Representatives of the second approach (A.I. Luchinkina, V.P.Morozov) view communicative behavior as a process that helps the Internet user adapt to the network. According to the authors, communicative behavior and its orientation are carried out in connection with the socio-psychological characteristics of the user in the internet network [11, 12].

One of the main concepts in the study of communicative behavior of an individual in the internet network is A.I. Lusinkina was a concept of lusinkina, where it was proposed to distinguish the direction of Internet activity: normative and deviant. The researcher lists the activities of online scammers, the trolling process and others among the deadly forms of activity on the network. The difference between trolls and disruptive communicators lies in the leading needs of these groups. Trolls seek to meet the needs of domination, with the internet for communicators becoming an intermediary between their needs and their ability to meet them in real life [12].

It should be noted that the psychological study of the communicative behavior of an individual on the internet network needs a systematic description. The manifestation of communicative changes in the internet network, the scientific methodology for their study has not been sufficiently determined, can lead to a complete study of the problem.

To study communicative behavior in the internet network, it is necessary to identify research approaches. The specifics of the internet, the variety of activities in the internet space, the features of virtual personalities form new ideas about the subject of activity, communicative behavior.

Thus, the concept of "communicative behavior" not only includes the psychological characteristics of the recipient and the recipient in the communicative sphere, but also reflects socio-cultural, psycholinguistic characteristics that allow it to be considered from the point of view of an interdisciplinary approach, as well as from the point of view of philological, semiotic, sociological and psychological concepts.

Thus, the post-classical paradigm, the approach to activity and the concept of action (V.A.Romenets) occupies a leading place in the study of communicative behavior of an individual in virtual space [13].

Conclusion. A distinctive feature of online communication is getting used to a new cultural space, that is, the user adopts language norms and rules of interaction in the social network. The user is exposed to jargon speech, words borrowed from English, understandable abbreviations for active internet users in

addition to another feature of internet communication is its saturation with graphic elements capable of replacing non-verbal emotional aspects (emojis, memes, various stickers and animations).

Based on the above, we can say that the communicative behavior of an individual in the internet space, in terms of socio-psychological concepts, is an interpersonal, intergroup interaction, during which the process of perception of information occurs, taking into account the attitude of an individual towards the Internet network, communicative participants. At the same time, the socio-psychological characteristics of communicative behavior in the internet network mediate its personal characteristics and the superior interests of being on the network.

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