

СОЦІАЛЬНА ПСИХОЛОГІЯ, ПСИХОЛОГІЯ СОЦІАЛЬНОЇ РОБОТИ

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PSYCHOLOGICAL FEATURES OF COMMUNICATION IN VIRTUAL ENVIRONMENT

In today's society there are many forms of communication, many of them somehow related to technical progress, in particular the use of the Internet. First of all it is connected with the development of society in the technical field. According to statistics, the number of Internet users reaches about 15 million, and that number is steadily increasing. For some individuals the communication in a virtual environment have become the primary substitute for «live» communication. Researched many scientific works of scientists such as Belinskaya, Angelica, N. Petrov, who in his works provide substantiated findings on the study of the World Wide Web and communicating in it.

Ways of communication of modern society in the Internet there are a variety of chat rooms, social networks, conferences, forums, games and much more. The most relevant means of computer communications think email. Thanks to the virtual communication person accustomed to express their thoughts, emotions and feelings through electronic communication capabilities. There are several forms of psychological identifying traits of personality. From a psychological point of view, a character in virtual communication is significantly different from the real individual. Because the Internet is inherent in the use of the following types of user presentation as anonymity and the use of «nicknames». Despite the provision of certain personal data, photos, user is not a basis for an objective perception of him as a person. Also according to this anonymity non can hidden real name is buddy, which uses the nickname (nickname) that gives a base for virtual impunity. Consequently, the user gets lower self-doubt, fear of risk and irresponsibility participants

generated communications. Due to the anonymity creates an image that reveals bezhrannu freedom of action and expression (including profanity or even sexual harassment), since the chances of exposing the real personality minimum [2].

In connection with the latest news, there is reason to believe anonymity is one of the main reasons of cybercrime on social networks, which in turn provokes and impunity. To install the real percentage of anonymity on the pages of users, we have chosen the most popular social network Facebook, 100 random Ukrainian users the network and worked out the data page according to the following criteria: jobs and education; place of residence of the user; contact and basic information; members of the family.

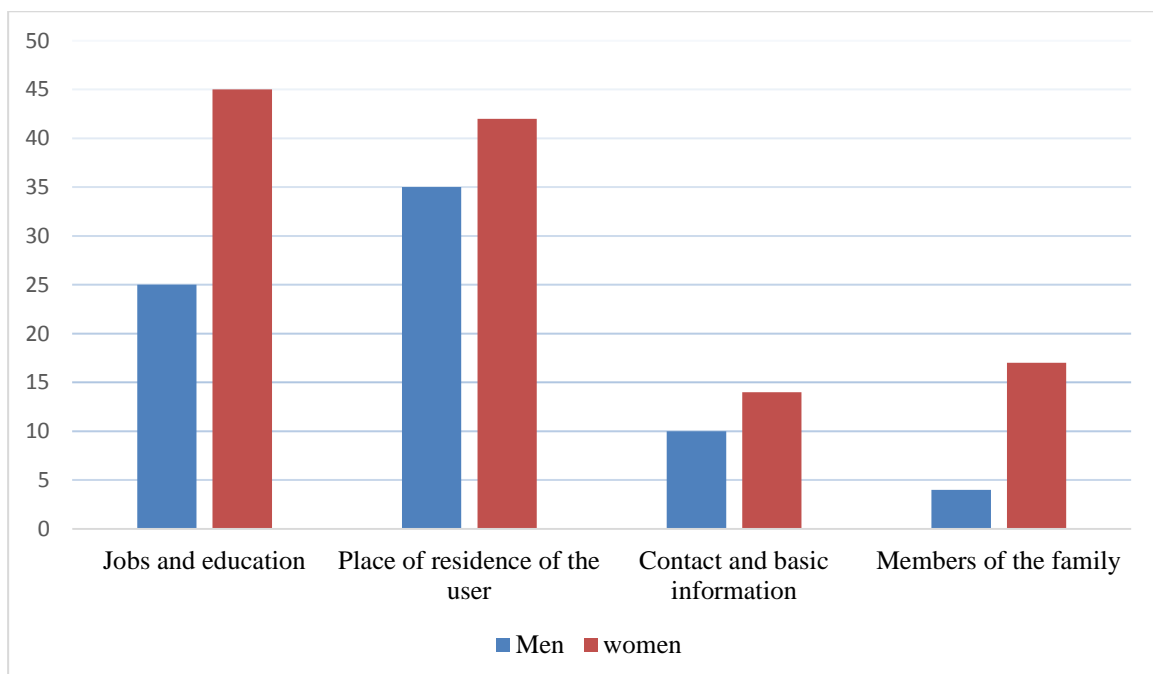


Fig. 1. Providing personal information on users of the social network Facebook (male/female)

Another important factor is that a person can create any image and impression of myself, that deems advantageous. So it creates a social «jump» that can be expressed in age, sex, social status or even appearance. The advantage of this style of communication is the ability to voluntarily establish and terminate the communication at any time. This way you can avoid unwanted topics of dialogue [2].

The development of communication in social networks has spawned a new kind of activity-online shopping. Creating an account for this kind of earnings, one retailer is looking to «own» the customer, offering a particular product. This occupation has an extremely large capacity and at

the same time gave rise to a whole community of scammers using other people's/fictional data or anonymity, duping their clients. It is clear that anonymity in these cases plays a big role because the scammer will remain without punishment [3].

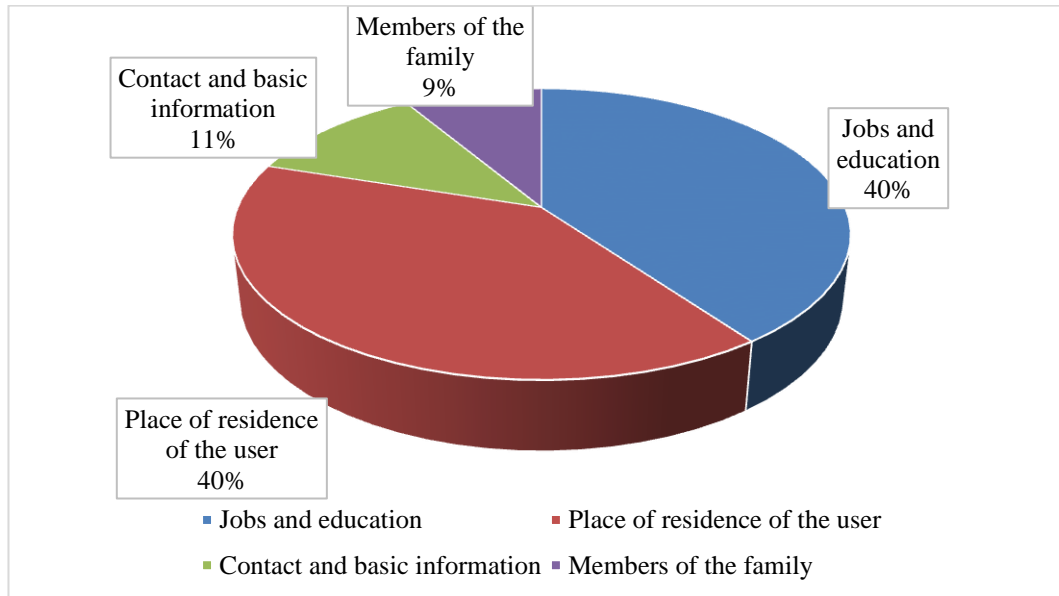


Fig. 2. Percentage providing private information for the investigated category

In general it can be concluded that the main principle guiding virtual representatives for communication in the network are: the possibility of the created image, the experiences of real and fictional emotions, that is, for other reasons, are not available in real life.

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