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## **SOCIAL NETWORKS AS A SECURITY FACTOR: SOCIAL AND POLITICAL ASPECT**

Today the IT sphere is developing dynamically and the transformations occur with great speed. The development of high technologies has led to appearance of new opportunities and also threats to human personality and society. One of the forms of such threats is cybercrime – committing crimes in the sphere of high technologies. However, there may be some actions aimed on manipulation of human behavior as a form of cybercrime.

Practical implementation of high technologies includes informational influence which often has a psychological character. This influence can have both positive and negative character. Adverse informational and psychological influence can be understood as an influence of information on human consciousness that leads to distorted perception of reality and changes in behavior.

Influence is a certain kind of impact on someone's views or actions. There are non-directional and directional kinds of influence. Directional influence uses approval and suggestion as an action mechanism. In this case the goal is to achieve certain results from the individual. In case of undirected influence, the subject of influence has no purpose, which intends to obtain practical result from the object of influence. In general, the model of informational influence allows to show (показывать) the dependence of human behavior on the level of its awareness. Using this model, you can define what kind of informational influence should be to achieve the desired behavior from of the controlled person.

The model of informational influence can be useful both for analyzing the functioning of the so-called "death groups" in social networks and for detecting their criminal nature. So-called "death groups" are close communities in social network which can be joined only after the approval of administrators. As shown by journalistic investigations, they carefully examine the pages of potential victims before approving the application for admission. The reason of refusal for joining the community can be both the age and the optimistic nature photography and writing posts on the page.

Special place among these groups takes a kind of a game play in social network «VKontakte» called «Blue whale». In this game play so-called tutors destructively directionally influence on the psyche of a teenager using certain manipulative mechanisms try to get control of the behavior of a teenager. The final goal of this impact is committing suicide. Teenagers are pushed towards this action by tutors through game actions and threats, for example, if a teenager doesn't commit suicide, the organizers promise to kill his family or friends. This mechanism is called cyberbullying – pursuit or some else human anxiety using the Internet other electronic communication devices [1].

The spread of this form of cyberbullying is quite large. So, according to different sources in Russia, about 140 suicides of children were recorded under the influence of psychological manipulations in social networks from November 2015 till April 2016 [3]. In March 2017 it became known that the game reached Moldova: in Chisinau, two teenagers dropped from the roof of a multistory building [4]. In April of the same year shocked news came from Brazil: 16-year-old girl and 19-year-old young man have committed suicide playing the game «Blue whale» – this was evidenced by their strange behavior, cuts on their hands and drawings of whales [5].

As one of the important factors that provoke entrance to the game is behavioral innovation. The procedure of acceptance of innovation by teenager occurs according to the following scheme: knowledge (a teen has learned the rules of entry into the game); persuasion (a teen has an interest and he forms the attitude to innovation); decision (because of the desire to escape his problems a teen accepts the rules of the game); implementation (a teen actively performs tasks sent by the tutor); confirmation (a teen marks his results and decides on future use, although he understands all the threats from the game).

Managing the teenager's consciousness tutors reach their goals. In fact, both structural and functional modeling and informational modeling are often used. These kinds of modeling are called cybernetic models. The starting assumption of the cybernetic direction to control is directing to the statement of the fact of two arbitrary blocks. One of these blocks is managing and another is controllable. There are a managing link and a feedback between these blocks. A tutor sends certain task and gets teenager's photos of the executed task as a report. Analyzing such games and other «entertainments» representing «groups of death» with similar rules it is possible to make certain conclusions. First of all there is a goal that the tutor wants to implement. Background of this goal doesn't consider in this model. The next point implies existence of the potential opportunity of the goal achieving due to the directed activity of the object. Every day a teenager performs certain tasks specified by a tutor. These tasks have a negative impact on the psyche of the child. Also, it is necessary to consider that there must be a control link between the object of the action and the regulator. In this game this link is pronounced because a teen performs all tasks.

So, the main principle of tutor's impact is providing a teen by controlling instructions which are caused by getting feedback. In other words, a teenager talks about his problems, sends the report on the executed tasks. In this system the managing entity tries to compensate the managing object's unexpected deviations from a condition that provided by the goal. The impact on the psyche using manipulations like intimidation, concealment of certain facts and events by music and movies can be considered from different sides, but the result is the same – destruction of the child's personality and incitement to suicide. Thus, the state and society must counter this threat using all possible legal, technical and administrative ways.

1. *How to protect your children from cyberbullying [Electronic resource]. – Access mode: <https://www.arscomp.ru/307-kak-uberech-svoih-detey-ot-cyberbullying.html>.* 2. *Cybernetic management model [Electronic resource]. – Access mode [http://studbooks.net/1462765/menedzhment/kiberneticheskaya\\_model\\_upravleniya](http://studbooks.net/1462765/menedzhment/kiberneticheskaya_model_upravleniya).* 3. *Group of death: how to kill children and why among them is the demand for a suicidal game [Electronic resource]. – Access mode: <http://narasputye.ru/archives/3755>.* 4. *"Blue whale" involves Moldovan teenagers in a deadly quest [Electronic resource]. – Access mode: <http://www.moldovenii.md/ru/news/view/section/542/id/27675>.* 5. *Teenage "group of death" was discovered in Brazil [Electronic resource]. – Access mode: <https://rossaprimavera.ru/news/v-brazilii-volna-podrostkovyh-suicidov-pod-vliyaniem-grupp-smerti>*