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СПОСОБЫ ИСПОЛЬЗОВАНИЯ СОЦИАЛЬНЫХ СЕТИ ДЛЯ УЛУЧШЕНИЯ ОБЩЕСТВЕННОГО МНЕНИЯ

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Аннотация

В данной статье автор подчеркивает, что защита сознания и деятельности людей от все более разрушительного влияния современной пропаганды в современном обществе связана с оздоровлением общественного мнения, а для этого следует мобилизовать позитивный потенциал социальных сетей на реализацию этой задачи, а также принять соответствующие меры для реализации этих возможностей.

Ключевые слова: пропаганда, современная пропаганда, социальная пропаганда, социальная сеть, общественное мнение, современное общество.

INTRODUCTION

In modern society, the influence of the media on public opinion is as great as the influence of social networks, which are becoming more active every day. Social networks are special platforms designed to form and develop relationships between individuals and organizations in the Internet space¹. Today, social networks with various goals and functions operate in the Internet space. In particular, social networks such as "Facebook", "VKontakte", "Instagram" are considered general-purpose networks and are characterized by their ubiquity². Social networks such as LinkedIn and ResearchGate are designed for professional activities and scientific research. In addition, thematic networks can be found on the Internet. For example, the Stack Overflow network is for IT professionals, and Goodreads is for book lovers. Social networks such as YouTube and TikTok specialize in creating and distributing video and audio content. Each social network has its own structural structure. In particular, they are composed of user profiles containing personal information and contacts, content in the form of posts, photos,

¹ See: Boyd D. M., Ellison, N. B. Social network sites: Definition, history, and scholarship.// Journal of Computer-Mediated Communication, 2007, №1, Pp. 210-230.

² See: Kaplan A. M., Haenlein M. Users of the world, unite! The challenges and opportunities of social media.// Business Horizons, 2010, №1, Pp. 59-68.

videos, comments, chats, likes and reposts, interactions between users, and trends within the network.

LITERATURE ANALYSIS

- Social networks perform a number of important functions in modern society. Experts include the following³;
- the function of establishing communication and social connections – social networks establish connections between people⁴;
- educational and professional development function - social networks provide opportunities for distance learning and professional development⁵;
- business and marketing implementation function - social networks serve as an advertising and marketing platform for various brands⁶;

Social networks are an integral part of modern society and are used for various purposes. They facilitate communication between people, accelerate the exchange of information, and make a significant contribution to economic and cultural development. At the same time, it should not be overlooked that their activities and use have a number of positive and negative aspects. For example, on the one hand, social networks allow for the rapid dissemination of news. With their help, users quickly and easily receive information about events taking place in the world and in the country. Platforms such as Twitter and Facebook are particularly active in this regard. Social networks give people the opportunity to communicate with close relatives and family members. The role of social networks in remote work, education, and entrepreneurship remains unique. However, on the other hand, social networks create conditions for the collection and misuse of users' personal data by various circles. People who use them regularly are developing social media addiction. Some people who see an idealized lifestyle on social media are developing depression and stress.⁷ As a result, cyberbullying (online harassment, insults, threats to make personal information public) problems are emerging among adolescents and young people⁸. Most worryingly, some social networks serve as a source of manipulation of people's minds and activities, the spread of disinformation, and the influence of public opinion through trolls and bots. In any case, social networks remain a factor that seriously influences public opinion in modern society.

ANALYSIS AND RESULTS

As can be seen from the comments, the potential of social networks for shaping and changing public opinion is also quite significant. The rational use of these opportunities to improve public opinion increases the potential for protecting people's minds and activities from the influence of destructive propaganda. We believe that a number of recommendations should be paid attention to in this regard.

Firstly, it is necessary to improve people's skills in the rational use of social networks and digital technologies.

³See: Newman N., Fletcher R., Kalogeropoulos A., Nielsen R. K. Reuters Institute Digital News Report 2019.// [amic.media/media/files/file_352_2028.pdf](https://www.amic.media/media/files/file_352_2028.pdf).

⁴ See: Wellman B., Haase A. Q., Witte, J., Hampton K. Does the internet increase, decrease, or supplement social capital?// *American Behavioral Scientist*, 2001? №3, Pp. 436-455.

⁵ See: Selwyn N. Social media in higher education.// *The Europa World of Learning*, 2012, №2, 2.- Pp.1-9.

⁶ See: Kietzmann J. H., Hermkens K., McCarthy I. P., Silvestre B. S. Social media? Get serious! Understanding the functional building blocks of social media.// *Business Horizons*, 2011, №3.- Pp.241-251.

⁷ See: Fardouly J., Diedrichs P. C., Vartanian L. R., Halliwell, E. Social comparisons on social media: The impact of Facebook on young women's body image concerns.// *Body Image*, 2015.- №13, Pp.38-45.

⁸ See: Patchin J. W., Hinduja S. Cyberbullying and self-esteem.// *Journal of School Health*, 2010, №12.- Pp. 614-621.

Secondly, it is necessary to instill in members of society the habit of participating only in meaningful and constructive discussions on social networks.

Thirdly, it is necessary to protect personal data on social networks and prevent their illegal dissemination.

Fourth, it is necessary to take measures to increase the number of pages and groups on social networks that are designed to encourage people to be kind and promote humane ideas.

Fifth, it is necessary to increase the number of pages on social networks that are designed to expose the essence of destructive ideas. It is also evident that ideas such as extremism, radicalism, nationalism, and religious fanaticism, which are aimed at increasing social conflicts and instability, are being spread and promoted on social networks.

CONCLUSION

In conclusion, the second task in protecting the minds and activities of people in modern society from the increasingly active influence of destructive modern propaganda is related to the improvement of public opinion. To achieve this task, it is necessary to mobilize the positive potential of social networks and take measures to realize these potentials.

List of used literature:

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