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Information-psychological impact detection and identification as a basis for counteracting information aggression

One cannot underestimate the role of information in XXI century. The theory of special information operations, the development of algorithms for the implementation of information confrontation, built on the integration of information-psychological influence methods, has become widely developed. That is why the process of identification of these methods still remains extremely important.

Widely known phrase “Who owns the information, he owns the world” fully reflects the current attitude to information. Thanks to the information it is possible to achieve the task with considerably less expenses. The use of information for one’s goals achievement is carried out through the implementation of special information operations and actions of informational influence, which in turn are combinations of the information-psychological influence methods.

Special information operation is planned set of actions aimed at the audience in order to incline to certain decisions or (and) certain actions that are beneficial to the subject of information influence [1].

The action of informational influence is a one-time action of information-psychological and information-technical influence, which involves the planned influence on the consciousness and behavior of people [2].

When conducting information operations, it is essential to identify the content (knowledge) that is enclosed in the information, taking into account the various aspects - social, political, religious, historical, economic, psychological, mental, cultural, intrinsic to different segments of society.

This problem was extremely critical during the Anti-Terrorist Operation in 2014-2018 and the Combined Forces Operation since 2018 in the East of Ukraine.

The signs of conducting information-psychological operations by the Russian Federation as revealed by the analysis carried out by Ukrainian scholars Pevtsov G.V., Zalkin Z.V., Sidchenko S.O. and Khudarkovsky K.I., are:

- content of information;
- information orientation (target audience and its characteristics);
- affiliation of information sources (sources of funding);
- the facts of information integration on various channels - through television, broadcast, press, Internet, rumors and others (massiveness);
- use of special techniques and approaches (psychotechnician) [4].

Therefore, it is equally important to identify the methods of information-psychological impact accurately for effective counteraction. Summarizing [5] and analyzing the statistics of information attacks, we distinguish the following methods of information and psychological impact as:

1) methods aimed at people who are critical to information: changing views through persuasion; psychological isolation of the object; coercion.

2) methods aimed at people who uncritically perceive information: disinformation; propaganda; changing views through suggestion; infection; manipulation; reframing [6].

Let's start considering methods with the group of those who are focused on critical thinking. The first and most common of them is the conviction. It ensures the inclusion of new facts in a persons' mind that analyzes and evaluates the information coming to it. One of the main factors on which the effectiveness of this method depends is the skill of the message sender and actually the quality of the message itself. The most favorable conditions for persuasion are discussion, group polemics, and controversy, since the opinion generated in the above-mentioned forms is much deeper than that which arose from the passive perception of information.

In the case of a critical perception by the person who is liable for a change of opinion, we will deal with such kind of information-psychological influence as a suggestion - the process of influencing the mental sphere of a person, connected with a significant decrease in its criticality to the information received, the lack of a desire to check its credibility, unlimited trust in its sources.

Psychological isolation of the object takes place in three areas: political, economic, military. Measures on psychological isolation in the political sphere are reduced to diplomatic influence on the state leadership.

Compulsion is characterized by psychological pressure on a person or a group of people. Psychological pressure is a representative, strong, indicative, intense influence on the human psyche in order to make changes in the behavior or incitement to human action.

Disinformation is highlighted in a separate method of information-psychological influence, as it, during the last information confrontation, is used separately from propaganda and has a significant impact on the audience.

One of the most effective methods of information-psychological influence is propaganda, which is used in this case to correct existing thoughts. Actually, propaganda itself is the spread of political, philosophical, scientific, and other ideas for their approval in the public opinion of the population [7].

Infection - the psychological impact on the personality in the process of communication and interaction, which conveys certain feelings, impulses not through consciousness and intelligence, but through the emotional sphere.

Psychological manipulation is a method of two-way, composer, smart, decisive, dual, equilibrium, balanced effect on the human psyche in order to put it into the awkward position of the need to choose its behavior between two alternatives (between bad and good, good and best, bad and worse, bad and neutral, kind and neutral) [8].

Reframing is a term widely used in NLP to describe procedures for rethinking and rearranging mechanisms of perception, thinking, behavior in order to get rid of unsuccessful (possibly even pathogenic) mental patterns.

Conclusion

Taking into account the foregoing, it is clear that information-psychological impact plays an extremely important role in the modern world. Therefore, for the sake of effective counteraction, it is necessary to detect and identify the methods used against a society, a group of people in a timely manner. Particularly important counteracting to information-psychological impact is for Ukraine, which is in a state of hybrid war with Russia, the key aspect of which is an information campaign.

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