METHODOLOGICAL FOUNDATIONS FOR STUDYING PERSONALITY IN THE INTERNET ENVIRONMENT

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ABSTRACT

The article examines the methodological and theoretical foundations of the study of personality in the Internet. The relevance of the study is due to the fact that in the modern world there is a revolution in information technology, based on the major successes of physics, radio engineering, neuro-mathematics, psychology, neurophysiology, cognitology, sociology and other humanities. A person's activity is determined by his image of the world, a system of values and life-meaning orientations. This provision is non-trivial in the context of the impact of modern information and communication technologies on a person's personality. Scientific novelty contains the identification of the development trend of information and communication technologies (the Internet) and the description at the theoretical level of the prospects for the transformation of the picture of the world and the value-semantic sphere of the individual. The paper presents an overview of modern concepts of the influence of information technologies on the value-semantic orientations of the individual from the point of view of domestic and foreign scientific and psychological schools. A detailed description of the content of the value-semantic sphere of the individual is given and the main mechanisms of the influence of information technologies are determined. An urgent task is to study the features of psychological mechanisms of identification and self-presentation among users of information and communication technologies. The current state and promising directions for the deployment of further research of cognitive and communicative applications of the Internet are analyzed. The practical significance of the study lies in the fact that a detailed analysis of the impact of information and communication technologies on the value-semantic sphere of the individual has a wide range of applications in such areas as: ideology, imageology, psychotherapy, creation of electronic mass media, computer psychocorrection, business management and politics, information confrontation (information and intellectual wars).

Keywords: Person, Internet communication, communication, intrapersonality, information, personality psyche, technophobia.