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## INFORMATIONAL AND PSYCHOLOGICAL SPACE AND SAFETY OF PERSONALITY

**Abstract.** The article deals with the study of basic scientific positions of informational space of personality within geographical, media technical and semiotic paradigms. Given the understanding of informational space as a certain projection of a single space-time of informational processes the effectiveness of its influence reflected in the psychological field should be taken into consideration. Informational and psychological safety context is helpful for both the individual as well as for the other social subjects, as safety identity is associated with the concepts of adaptation, resilience, stability and orderliness. Exactly these concepts are the criteria of informational and psychological safety of personality. The main goals and objectives of providing the informational and psychological safety of personality regard the identification and analysis of sources of negative informational psychological influences, organization of psychological defense of different levels social subjects, development of the legal framework of providing the informational and psychological safety, etc., creating a favorable public opinion and climate in society that promotes the democratic transformations and economic reforms. Decisive role plays the thought out constructive strategy of information activities and important condition for its organization is optimal mobilization of science potential.

**Keywords:** information, informational and psychological space, mass communication, communicative system, safety of personality, informational and psychological safety.

One of the main functions of modern culture is the formation of versatile, harmonized, humanistic-directed personality. Trying to interpret the process of purposeful influence on personality development as mistaken, almost totalitarian phenomenon, cannot withstand criticism at all today. Therefore, grounding the relevance of presented material, first of all we have put forward the idea that influence on the development of personality in all its forms in "macro environment" and "micro environment" plays significant role in forming its attitude to social, political, economic and other processes which occur in society. It is clear that special attention deserves studying aspect exactly the informational space

of an individual which is peculiar reflection relief of socio-psychological reality. Context studying of informational space of personality in social psychology appeared in response to the long overdue public need in profound cognition the essence of mass informational processes, their social nature and global character, ideological, social and psychological functions. And as a result – contains a lot of epistemological approaches and interpretations. Hence, the aim of presented material is theoretical justification of interpretational contradictions in defining informational space in socio-psychological literature and outlining the empirical coordinates of its studying. Study of literary sources shows that research on informational space problem of personality is highlighted in the works of many contemporary scholars, including H. Andriyeva, Ye. Yegorova-Hantman, V. Zazykina, Z. Zotov, T. Skrypachenko, R. Starovoitenko, O. Suska, T. Lipman, P. Frolova etc., who created certain theoretical and methodological basis to solve this scientific task.

We'll try to highlight consistently the scientific positions of interpretation of the given psychological phenomenon. Analysis of socio-psychological literature shows that the most common is an understanding of informational space as certain historically, geographically and politically defined territory – whether currently existing state, whether former one that someone is trying to save as political reality. It may be noted that in spite of diametrical ideological positions this understanding of informational space in both cases, from the epistemological point of view, functionally identical. Informational space is essentially identified with geographical and geopolitical. So in this case we deal with *geographical paradigm* of its definition. In an explicit or latent form, the following definitions are found in a huge number of publications [1, 2, 4 and others].

Geographical paradigm's failure is evident, because it leaves the informational process as well, in fact, in the background, which could satisfy neither journalists nor the theorists of mass communication. Therefore, in recent years, geographic paradigm is gradually replacing by others which can be called media-technical. Informational space was started to be determined as an infrastructure of production means, storage and dissemination of information [5]. This definition was certainly a step forward – at least that made it possible to talk about the development of an informational space, not only about its protection from external expansion.

Attempts to equate it with the language environment also do not look convincing – so-called semiosphere, studies of which are focused in so-called semiotic paradigm. It analyzes the production, encoding and decoding, data replicating as subject of general culture and as mass media. The value of scientific achievements of this approach postulates understanding of „informational field of personality” that brings semiotic sign of informational space to the psychological characteristics due to its interpretation as information that is a part of the public

consciousness, and the information which is inherent in uniqueness, originality, belonging to specific individual.

This approach also actualizes aspects of studying the influence of mass media on the individual. This effect exists objectively, as there are certain limits of media influence on public opinion and personality formation. This limitation arises due to lack of certain issues coverage as lack of journalistic material and their imperfect training, the low ranking of some TV channels and radio media sources.

To influence the mass consciousness such techniques as links to reputable sources for statistics, the results of a survey of public opinion, using graphs and tables, expert opinions, eyewitness accounts, photographs of the scene, „live” reports are used so that they could convince audience the message is „true”. Thus there is the discourse of elites, their ideology and opposition perception is blocked, so we can notice „reading”, understanding the fact or event coverage by the media in the format of news or other genre of political communication [2].

The influence of the media can be identified with its effectiveness of the event if the parameters of their influence are experimentally determined. Otherwise perception of established (basic) media product specifications by the audience remains unchanged for a long period of time. These changes can be made both by information producers (television or radio communicator, the author of the article, etc.), and by the audience, which can be applied more suitable for the tasks of socio-psychological research methods. Everything depends on the availability and commitment selecting a channel and its audience, which is studied.

The level of efficiency is the main indicator of strength or weakness of mass communication impact on recipients (both at the level of individual perception, so as at the level reflected in the mass consciousness of the contents of consciousness – the text of equivalent aggregate communicator). Communicator’s comprehensive text is all topics that make up the content of the information process in the system of mass communication.

It’s worth emphasizing that information environment understanding is different from general philosophical where space is interpreted as „[...] a form of existence of matter, its attribute (along with the movement and time) philosophical category that describes the coexistence of objects, their interactions, the length and structure of material systems” [3, 545–546]. Traditional philosophical definition of space was always based on the postulates of Euclidean geometry which had dimensionality: length and area measurement. Since the beginning of the space age, the practical use of Einstein's theory in the modern world there appeared idea embodied infinity inherent in the very process of electronic communications – so there is a new understanding of space and limitless possibility. This understanding is natural to study the space distribution of

sign information, and in particular the total mass of text communication. The feature of this area is functioning of audio-visual „texts” in the general context of television and radio programs, newspaper articles and other communications. Thus emerges as necessary, such an interpretation of information space: a set or range of messages distributed by the media in a particular area, and can be adequately perceived by recipients. Information space is meta system [6, 135], where each text (message) is its natural component. Time limitations can be overcome by repeating or serial production programs, newspapers, etc. at each interval of time zones, which is new to the traditional time measurements of objects existence.

Finding factors of selective human behavior was carried out outside of so called behavioral thesis „stimulus – response” (where the content of mass communication is considered as immediate and direct impact on the individual and encourages him to answer.) They are likely to also assume that the world is a massive information flow communication contribute to or hinder other threads – which appear in interpersonal contacts. This position corresponds to the „two-level model of communication”, developed by E. Katz and Lazarsfeld G. [7]. Macro communicative process is structured into two stages: first media information is perceived by an active part of the audience – „opinion leaders” – followed by interpersonal channels broadcasting it to the passive part which is indifferent to the radio and newspapers.

This prediction is reasonable, because macro communication reality is not formed in an isolated area, and is wedged in the social world of the inherent complex relationships between subjects and sources of important and meaningful information. Interest to interpersonal component in mass communication is consonant with the growing interest in social psychology to social interaction, to intercommunicative approaches and role theory. "Two-level model" is based on the hypothesis that individuals hold to different social roles concerning mass media. Some people are active in the perception and dissemination of knowledge and values reported in the media. It is definitely related to the status, communication abilities of the individual, regular contacts with newspapers and radio. Others, however, are inert in communicating with the media, and therefore often turn to informal sources or interpret the messages of reference group leaders. Thus, the influence of mass communication is not always straightforward and direct. Most likely it passes through the gateway and mediation of the individuals' social environment.

Nonlinear two-tier structuring of the massive information flow has stimulated theoretical modeling of macro communicative processes and empirical verification of these models. However, like „paradigm effects” in general, the idea of which tended to perceptions limits, partial influence of the media on the structure and content of knowledge, values and behavior, „two-level model” was also doomed to be clarified and reviewed. Social practice has exhausted the

possibilities of its fruitful application to mass communication, which is particularly important in situations of tension between the elite and the public, where each of them tries to control mass communication.

As an alternative to existing substantial notion of information space is a relational theory proposed by M. Sliusarevskyi [5]. This scientist claims that information space is the distribution space of any information, the space for information processes deployment. The mere existence of information can occur when someone perceives it, the availability of information processes is possible while there is a communication system „source – the recipient of the information”. Therefore it’s logical to state that regardless of the communication systems there is no information space. So as a scientific category science area should describe the spatial characteristics of communication – their length, structure, elements coexistence and interaction.

In this interpretation, as M. Sliusarevskyi noted, category of information space is filled with its own theoretical and communicative, social and psychological content, having got rid of geographical and other layers, so that starts performing independent epistemological function, and it is essential [5, 341]. Clearly, this reveals new horizons of information processes cognition.

Following the scientific position M. Sliusarevskyi, we try to summarize the theoretical excursus in the studying of the phenomenon and note that direct understanding of informational space is a define spatial projection of a single space-time of informational processes, where the main factor is exactly the time (rhythm and frequency), and which provides spatial organization of these processes. Parameters of informational space are caused primarily by temporal and psychological characteristics of the informational processes course and socio-psychological characteristics of information consumers.

Completing the conducted theoretical and methodological analysis of the problem, we’d like to point out that study of informational space of personality opens wide perspectives of studies in social and psychological practice. So when it comes about informational space of a young man, the specific sensibility of its perception and consumption should be taken into account that often requires psychological interference in the form of correctional influence. If we consider informational and psychological space as a state (and a result at the same time) permanent interaction of production processes and information consumption, it is clear that information production processes generate informational space, and its determination is acquired through information consumption. Study context of this peculiarity is also quite relevant.

Besides one should remember that perception of culture, traditions and norms of social behavior – this is a real process that creates a mechanism of protection from the adverse effects of circumstances, manifestations of mental burnout, which is required for the formation of the individual as a personality,

as well as for the formation and development of society. Impact effectiveness as a characteristic feature of the media is a part of any communication process and appears primarily in the psychological field. The media influence on the consciousness of Ukrainian society – from individual to social groups and society as a whole – is quite important precisely because of its scale and mass distribution. Thus, there is an immediate need for a reasonable notion of limits, functions and consequences of this large-scale process.

Introduction to psychological research use the term information-psychological security is beneficial for both the individual as well as for other social subjects. Since the term „security” and „defense” always possess a personal meaning – is first, and secondly, the concept of security associated with the concepts of adaptation, resilience, stability and order. These are the concepts are criteria of information and psychological security of the personality.

The main objectives and tasks of information-psychological security providing may look like this:

- identification and analysis of negative information and psychological effects sources;
- organization of social subjects psychological defense at different levels;
- development of the legal framework for information-psychological security, etc.;
- creation of favorable public opinion and climate in a society that promotes the democratic transformation and economic reforms.

Decisive role is played by thought-out informational strategy in the broadest sense, and the knowledge that it affects the information-psychological security. An important condition for constructive organization of informational activity should be the optimal potential of science mobilization.

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## INFORMACYJNO-PSYCHOLOGICZNA PRZESTRZEŃ I BEZPIECZEŃSTWO OSOBOWOŚCI

### Streszczenie

W artykule zostały zbadane główne czynniki informacyjnej przestrzeni osobowości jako nauki. W badaniu informacyjnej przestrzeni najbardziej rozpowszechnione są paradygmaty: *geograficzny* (przestrzeń informacyjna jest utożsamiana z obszarem geograficznym i geopolitycznym), *mediatechniczny* (przestrzeń informacyjna jako infrastruktura środków produkcyjnych, zachowania i rozpowszechnienia informacji) i *semiotyczny* (analiza produkcji, kodowanie i dekodowanie, popularyzacja informacji jako kultury powszechnej i produkcji środków społecznego przekazu). Należy zauważyć, że właśnie semiotyczne podejście kreuje rozumienie „informacyjnego pola osobowości”, które zbliża semiotyczne właściwości przestrzeni informacyjnej do charakterystyki psychologicznej poprzez jej interpretację informacji, która jest składnikiem świadomości społecznej i informacji unikalnej, niepowtarzalnej, dotyczącej konkretnej osoby. Oprócz zaprezentowanych zasad, zostały zmodyfikowane aspekty badań wpływu mediów na osobowość.

Przegląd kwestii podsumowuje modyfikacja teoretycznego modelowania komunikacji masowej w zakresie informacyjnej przestrzeni człowieka. Zostały konkretyzowane zasoby medialne i ich skuteczne oddziaływanie na świadomość człowieka. Zauważono, że poziom skuteczności jest głównym wskaźnikiem wzmocnienia lub osłabienia wpływu komunikacji masowej na odbiorców.

Prezentowane koncepcje teoretyczne określają kierunki praktycznego badania treści przestrzeni informacyjnej, która jest metasystemem, w którym naturalnym elementem

jest każda wiadomość. Międzyosobowy element komunikacji masowej w rozumieniu klasycznym jest tłumaczony w zakresie interkomunikacji i teorii rólowych. Nową alternatywą jest teoria relacyjna, która twierdzi, że przestrzeń informacyjna jest przestrzenią rozpowszechnienia pewnej informacji, czyli przestrzenią wdrażania procesów informacyjnych z całością przestrzennego systemu komunikacji, czyli ciągłością, strukturalnością, współistnieniem i wzajemnym oddziaływaniem składników.

Ze względu na odbiór przestrzeni informacyjnej jako pewnej projekcji jedynej przestrzeni czasu procesów informacyjnych, konieczne należy uwzględnić skuteczność jej wpływu, co znajduje swoje odzwierciedlenie w sferze psychologicznej. Kontekst bezpieczeństwa informacyjno-psychologicznego jest wygodny zarówno dla poszczególnej jednostki, jak też dla innych podmiotów społecznych, ponieważ bezpieczeństwo osobowości jest związane z pojęciem adaptacji, stałości, stabilizacji, uporządkowania. Te pojęcia są znakiem rozpoznawczym informacyjno-psychologicznego bezpieczeństwa jednostek. Główne cele i zadania zachowania informacyjno-psychologicznego bezpieczeństwa jednostki dotyczą ujawnienia i analizy źródeł negatywnych wpływów informacyjno-psychologicznych; organizacji obrony psychologicznej podmiotów społecznych na różnym poziomie; opracowania bazy prawnej zachowania bezpieczeństwa informacyjno-psychologicznego itp; tworzenia pozytywnej opinii publicznej klimatu społecznego, które promują reformy demokratyczne i gospodarcze. Decydującą rolę odgrywa w tym przemyślana konstrukcyjna strategia działalności informacyjnej, istotnym warunkiem której jest optymalna mobilizacja potencjału nauki.

**Słowa kluczowe:** informacja, informacyjno-psychologiczna przestrzeń, komunikacja masowa, system komunikacji, bezpieczeństwa osobistego, bezpieczeństwa informacyjno-psychologiczne.