

be on the alert. Using social networks, we often forget our communicative skills not in virtual life, and sometimes people can not decide a problem without the Internet, social network and so on.

To sum up, social networks have transformed the way people are living now, comparing how our parents used to live 30–40 years ago. At any rate, we need to move forward and forward, and social media is developing in non-stop mode. All things considered, the exploitation of social networks must be thoughtful and careful to maximize benefits rather than negative consequences.

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THE INFLUENCE OF SOCIAL NETWORKS ON THE FORMATION OF POLITICAL VIEWS

Влияние социальных сетей на формирование политических взглядов

This paper aims to analyze the impact of social media on the formation of political views, examining both its potential to promote democratic participation and its vulnerability to manipulation and information warfare. The analysis will explore the mechanisms through which social media influence political opinions and consider the implications for democratic processes.

In the digital age, social networks serve as the platforms for exchanging information, expressing opinions on various aspects of life, including politics. However, social media is also an instrument of information warfare. They are used to affect (including such methods as disinformation and mind manipulation) public opinion and the formation of political views of certain social groups.

The information warfare is a type of warfare waged not by means of military forces, but with the help of information and information technologies. The purpose of the information war is to undermine the confronted party's public confidence in their own governments and state-owned media, destabilize the political situation in the confronted country, and to change the public opinion of the confronted country to serve the interests of their opponents.

According to a VCIOM (Russian Public Opinion Research Center) study, 99 % of young people from the age of 18 to 24 use the Internet daily [1]. This means that the Internet, including social networks, is a key platform for them to obtain information and communicate. Based on this, it becomes obvious that the use of the methods of hidden influence on the formation of political views is becoming increasingly relevant. These methods are implemented through a variety of digital practices spread in social media: 1) increasing the availability of information: social networks provide access to a huge

amount of information, including political information; 2) deepening political dialogue: social networks create a platform for active political discourse (this communication format also allows to launch 'viral' ideas that can spread quickly and have an impact on a wide audience); 3) formation of political communities: these communities can organize online rallies, flash mobs, and even hold real protests, based on the organizational structure and coordination of actions in social media; 4) propaganda and manipulation: disinformation, fake news, bots can distort the reality and influence public opinion; 5) 'echo-chambers' and polarization: social networks can create 'echo chambers' where users are mostly provided with the information that confirms their existing views; 6) the role of 'influencers' and celebrities: their popularity and authority can be used to promote certain political ideas or politicians; 7) electronic petitions and initiatives: people participate in the creation and signing of petitions that address socio-political issues.

The influence of social media on the formation of political views is a complex and multifaceted process. On the one hand, they provide access to information and the opportunity to participate in a political dialogue. On the other hand, such cases as blocking accounts of such influential politicians as Donald Trump in the key Western social media, the arrest of Pavel Durov and the pressure on him from the French state intelligence services, the use of social networks to organize mass political actions during the so-called «color» revolutions, the blocking of a number of Russian bloggers on «YouTube» testify to the illusory independence of social networks, as well as the fact that they can be used for manipulation and propaganda by certain political forces, corporations and even government agencies.

Reference

1. Life without the Internet: paradise or the apocalypse? // VCIOM. – URL: <https://wciom.com/press-release/life-without-internet-paradise-or-apocalypsis> (date of access: 11.09.2024).

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DEVELOPMENT OF MODERN INFORMATION TECHNOLOGIES AT PRESENT AND PROSPECTS IN THE FUTURE

Развитие современных информационных технологий в настоящее время и перспективы в будущем

This article analyzes information technologies that exist today as well as their development in the future. Nowadays, digital technologies are moving forward decisively