UDC 316.472.4

THE PROBLEM OF PRIVACY BOUNDARIES ON THE INTERNET

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The article deals with the problem of privacy boundaries on the Internet, pays attention to such concepts as "Internet advertising", "consumer society", "consumer choice", "psychological targeting". The causes and consequences of the largest scandal between the social network Facebook and the British analytical company – Cambridge Analytics are analyzed. The possible negative results of high technologies use in the people`s private life in the near future are considered.

Considering the problem of privacy in the information society we can refer to the case when the biggest scandal between the social network Facebook and the British analytical company Cambridge Analytics occurred in March last year. The articles have "flashy" names: "Facebook – Intelligence company", "What will be with the scandal about the leakage of personal data from the social network", "We hacked Facebook" and others.

The main question of the scandal was how did Cambridge Analytics get the data of 50 million social network users without their knowledge? The fact is that having access to the user personal data of the social network and applying some analysing methods, it is possible to identify the individual's priorities based on the "like" marks left by him/her, this information provides an opportunity to show the user adverts according to his/her interests. And this is just one example. After analysing all the items on a user's page, someone can gather all the information of interest to analysts and thus, providing him with "random" advertising based on his interests, one can control both public opinion and the formation of the needs of an individual.

Therefore, the question arises: "Are there any limits of privacy in the information space in the modern world?"

It is necessary to understand that in network interaction the power of communication and information flows can not be controlled. Consequently, the Internet is becoming a technological tool for influencing people's thoughts, a fundamental source of power.

There is a reason to believe that today there is a replacement of traditional forms of the youth involvement in the public sphere to the interaction within the interactive field and replication of information products. As a result, a wave-like network communication is created. Information in social networks is constantly changing, penetrates into the individual network space, affecting consciousness and forming local thinking of people.

To ensure that the information influence does not weaken and does not cease to influence the participants of the Internet space, a news impulse is needed to continuously maintain the effect of wave-like network communication, without this, the chain of local influence will gradually weaken.

The emergence of network socialization mechanism is observed, when the traditional theory of socialization proposed by T. Parsons is actualised in the dynamics of network interaction, where the participant of the online community "absorbs" common values in the process of communication, as a result, compliance with generally relevant regulatory standards becomes part of its motivational structure, its need.

The course of the dynamically developing information process indicates the need for a new organization of interaction with young people. Network communications today should be seen as a giant empirical object containing digital "traces" and predictors of social consciousness and social action. The content materials distributed on the Internet form the basic attitudes of the network subjects with regard to the events and phenomena of the socio-political sphere, enlighten, promote their integration or disintegration, exchange of ideas that are used for the benefit or harm to society. Today, youth virtual communities have increased the flow of information quickly flowing from the social system to the political one [6, p.4].

Internet networks can be seen as a means of young people social mobilisation. The formation of the global information society and the massive spread of network technologies have led to the evolution of modern youth life. Today, the sphere of Internet communication, forming a virtual dimension of reality, is a new habitat for youth interactive communities and the implementation of political communications. Network studies of youth attitudes allow to analyse the emerging processes in society and to design solutions that allow to equalise the possible negative phenomena in the society life [5, p.4].

The modern period of society development is characterised by the intensive involvement of young people in the globalization processes, the penetration of new information and communication technologies. This redefines traditional forms of civic engagement and transforms the nature of youth engagement in political processes. The development of principles and technologies for the organization of dialogue interaction of political and social actors, individual strategies for the implementation of active citizenship of young people today is of national importance. Therefore, it is important to study not only the behavior of the young generation in the development of network technologies, but also the development of relevant tools and mechanisms for political and public discussion in the conditions of media policy, as well as more active and broad inclusion of Belarusian youth in state-building.

In March 2018, there was an incident in which Cambridge Analytics received data from 50 million users of the social network without their knowledge and may have brought Trump's victory in the election. The fact is that having access to the user personal data of the social network and using some analysing methods, it is possible to identify the priorities of the individual based on the marks "like" left by him/her, this information provides an opportunity to show the user advertising according to his/her interests. And this is just one example. After analysing all the items on the user's page, you can collect all the information of interest to analysts and thus, providing him with "random" advertising, based on his interests, you can manage both public opinion and the formation of the needs of the individual [4, p.4].

Analysing the problem of the existence of privacy boundaries in the information space, we would like to note some innovations in the modern world for example the emergence of new surveillance cameras. In public places, the state and the business community are watching us even more comprehensively. And gradually, society begins to say: "Enough!" But if we want to see significant progress in our society for the better, then society itself must make sure that our voices are heard: it must demand our privacy, and must demand it right now [1, p.4].

Thanks to IT-technologies, the government will be able to watch people in any area of business: people walk along the street or use the Internet - there are cameras in the city streets, and the information entered in the Internet space is recorded and stored in Cookies.

There is a real threat that the socialisation of future generations will take place on the Internet under the vigilant control of corporations and regulatory authorities. In fact, user data does not belong to the users themselves and users do not have the ability to control their data. As a result, we can talk about blurring the boundaries of privacy both online and offline [4, p.4].

Only two corporations, Google and Facebook, own a similar array of personal data. And if the first stores user data are in a closed access, then the second one reads it much easier. This conclusion can be drawn because of the largest scandal that occurred between the social network Facebook and the British analytical company Cambridge Analytics.

The modern consumer society can be called "the advertising society", since it is in consumerism that the impact of advertising on the mental sphere of people is maximalised. And it is the Internet that is a new and very promising field of increasing advertising influence on the society.

Consumption has long gone beyond the real world, becoming one of the most important forms of all sorts of interactions in the virtual world. Today, with the help of various Internet technologies, the creators of a particular product, as well as representatives of the service sector, have an excellent opportunity to significantly expand the boundaries of their business. The concept of e-commerce and virtual business has long come into use. A huge number of sites offer their services in the "promotion" of online business. And this is already a whole virtual industry, every year gaining its momentum and expanding its scale. In addition, in recent years, the number of buyers making purchases through the Internet has increased significantly [3, p.4].

Following the virtualisation of the economic system, the process of consumption and the consumer of economic benefits also undergo changes: items in a consumer society are characterised, first of all, not by their intended purpose, but by a symbol, symbolic function, due to which their owner becomes the owner of the prestigious status of the owner.

The main feature in modern marketing is the need for personification and individualisation of the consumer, development of personal relationships with consumers. Success in this business brings the greatest profit. The achievement of this goal is largely promoted by the Internet environment, which allows for a short time to learn the customers opinions (through reviews, virtual surveys, various forums, etc.) about goods and services, their preferences [7, p.4].

Today, a special direction in the field of marketing has appeared called psychological targeting, which is a "new marketing tool on the Internet that can highlight the part of the audience that, according to its psychological qualities, meets the pre-determined characteristics of the customer" [7, p.4].

With the help of this technology, representatives of the sphere of virtual business have the opportunity to increase the number of potential users-buyers, as well as maximise the impact of the advertising campaign.

In a consumer society, human needs are not just met (people at all times necessarily meet their needs), they are produced, purposefully constructed by marketers and "embedded" in the minds of people through the media.

But the field for advertising new generations of goods and services is the global Internet.

The modern consumer has undoubtedly become more selective. Today, people increasingly feel the need for unique products, interesting work, and entertainment.

The formation of electoral consumption is largely promoted by advertising, widely represented in both the real and virtual worlds [7, p.4].

People trust recommendations in social networks more than traditional forms of advertising. Realising agents, realising this, began to adapt to consumers, placing allegedly on behalf of the buyer of the goods laudatory remarks on websites and forums. True buyers are usually stingy with excessive praise, their messages are sincere, they often, along with praise, mention the negative characteristics of the product in accordance with the principle of "fly in the ointment" [2, p.4].

More than half of young people (age from 18 to 35) are captured by the Internet, they can't imagine how it can be otherwise, how do live without daily visits to social networks, news feeds, gaming and entertainment sites. The Internet is the most important technology of the modern society, is the source of the new economy and is becoming a determining factor in social development. At the same time, the Internet is created by people, adapting it to their needs, interests and values. In fact, the Internet is a reflection of society as a whole and people living in this society. It is necessary to understand that in network interaction the power of communication and information flows can not be controlled. Consequently, the Internet is becoming a technological tool for influencing people's thoughts, a fundamental source of power.

Every year more and more cases of identity theft occur, Cambridge Analytics is accused of interfering in elections around the world, manipulating voters with the help of IT technologies and stealing their personal data on social networks.

It can be concluded that a person does not have guarantees for the security of his/her personal data entered on the Internet. But at the same time, for registration, social networks require you to enter real personal data, notifying the user about non-disclosure, so there is no way to hide your personal data and protect yourself. A recent scandal related to the social network Facebook, indicates that the rules of personal data security are not respected.

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