



## Access to information resource: problem of openness and privacy in Internet space

Lilia A. Kaletina <sup>1\*</sup>, Gulnara R. Ibraeva <sup>2</sup>, Evgeny V. Martynenko <sup>3</sup>, Elena P. Sukhodolova <sup>4</sup>, Valery A. Grinev <sup>5</sup>, Aysha A. Magomedova <sup>6</sup>, Sergei P. Zhdanov <sup>7</sup>

<sup>1</sup> Moscow Region State University, Moscow, RUSSIA

<sup>2</sup> Kazan State Power Engineering University, Kazan, RUSSIA

<sup>3</sup> Peoples' Friendship University of Russia (RUDN University), Moscow, RUSSIA

<sup>4</sup> Gzhel State University, Elektroizolyator, RUSSIA

<sup>5</sup> Rostov Institute (Branch) of the All-Russian State University of Justice (RLA of the Ministry of Justice of Russia), Rostov-on-Don, RUSSIA

<sup>6</sup> North Caucasus Institute (Branch) of the All-Russian State University of Justice (RLA of the Ministry of Justice), Makhachkala, RUSSIA

<sup>7</sup> Plekhanov Russian University of Economics, Moscow, RUSSIA

\*Corresponding author: [li\\_liliya@list.ru](mailto:li_liliya@list.ru)

### Abstract

The relevance of the research is conditioned by the fact that in the modern world, the global spread of mass communication significantly transforms the traditional systems of people interaction and communication. Publicity comes directly into contact with privacy and transforms it, which leads to a number of contradictions, including ethical ones. The aim of the research is to study the forms of openness and privacy in the Internet space, determined by the context of social networks. As a research method, we used the questionnaire method, which allows us to investigate the motivational, emotional, and behavioral aspects of social openness and privacy in social networks most effectively. The article considers aspects of the relationship between private and public spheres in the Internet space, and identifies the motives for demonstrating private life. It is revealed that modern users believe that posting reliable information about themselves is a safe process. It is determined that the virtual image often broadcasts the social success of the user; event saturation of the user's life; creation of an intellectual and spiritually developed virtual image of the user. It is shown that users primarily associate the placement of private information about themselves with feelings of anticipation and expectation of responses, likes, and comments from other users. It is determined that the presence of an undefined public is perceived as a positive side of social networks. It is revealed that there is a difference between the information that users post about themselves and their life in social networks, and the information that they present about themselves and their life in reality. For the first time, it is shown that users of social networks not only voluntarily refuse privacy, but also produce a simulation of intimacy, filter information provided to social networks. Virtual space is fixated on the production of images that are consumed as a commodity. A number of behavioral changes have been revealed in users: social approval, the desire to demonstrate the brightness and saturation of their lives are of great importance.

**Keywords:** internet space, information resource, social networks

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### INTRODUCTION

Currently, there are various studies on new media, their content, and their impact on the lives of people and society. In addition, it is interesting, from a scientific point of view, to analyze the phenomena that reflect the reaction of society to the numerous changes that have occurred in the information world. Such a phenomenon in this study is social openness or privacy. Television, cinema, and the Internet, as part of the socio-cultural process, provide consumers with a media product that affects their daily practices in various spheres of life

(Alekseeva, 1999; Vershinskaya, 1999; Parsons, 1985; Cherdymova et al., 2019; Sorokoumova et al., 2020; Khanmurzina et al., 2020). We can say that this product is a product of consumption in the full sense of the word. News feeds, reality shows, and soap operas of specific content are produced for the audience. This content is associated with the presentation of everyday details of

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someone else's life, revelations to the public. All this distracts people from actively changing their own and public life and leads to a passive role of a participant who empathizes with another celebrity (Moiseev, 1996; Baranov et al., 2019; Korsuntsev, 1997; Nosov, 1995).

Thus, the media product provided by television, cinema and the Internet, its features contribute to the development of social openness and privacy. This trend is getting a new round of development along with the development of the Internet, in particular social networks. Social networks, as a phenomenon of new media, have a number of specific characteristics (Blau, 2016; Alekseev, 2008; Yakunskaya, 2001; Kolokoltseva & Lutovinova, 2016). However, it is worth noting that the world scientific community, recognizing the existence of social openness and privacy in the Internet space, does not have a common opinion on these manifestations in the context of social networks (Ursul, 1991; Bauman, 2002; Shabalin, 1992; Belinskaya, 2002; Skorodumova, 2004). Currently, there is a certain tendency in society to over-demonstrate a person's life, which aims to demonstrate to an indefinite group of people the intimate and everyday facts of life, events, values, attitudes, feelings and emotions of an individual publicly. The concepts of network social openness and online openness will be understood as synonymous with each other and synonymous with the concept of social openness presented in the Internet space (Chudova, 2000; Forman & Wilson, 1996; Kuznetsova & Chudova, 2016; Grachev, 2013). In determining the signs of behavior characterized as socially open, the moment of demonstration is of paramount importance. Demonstrative behavior can be considered as a set of expressive deeds and actions of individuals aimed at attracting attention to themselves, regardless of the needs of the people around them. Social openness is not a targeted demonstration of life, but rather the placement of content in the public domain (Babaeva, Voiskunsky & Smyslova, 2000; Arestova, Babanin & Voiskunsky, 1996; Barkovich, 2016; Kerdellan & Greziyon, 2006; Zinchenko, 2011). In addition, it is worth noting that the signs of socially open behavior should include a certain emotional state that the Creator of a social channel experiences when demonstrating his/her life, about the possible enjoyment of this action, an obsessive desire to be heard and seen, to be marked with likes, to evoke an emotional response from the public.

Modern researchers dealing with the problem of publicity and privacy emphasize that it is extremely difficult to give a universal definition of both concepts, a definition that would be suitable for each social group or for any socio-economic system. In a General sense, publicity can be described as a rational consensus, a process of solving a problem in the life of a civil society that concerns everyone equally. The private sphere, in

turn, is all that is not the subject of legitimate concern to others.

## MATERIALS AND METHODS

The problem field of the study was predetermined by the fact that social networks are gaining more and more popularity, while increasingly influencing users, changing their behavioral practices.

The purpose of the study is to determine the manifestations of social openness among users of social networks. Instagram became one of the research sites, so it should be noted that this network does not have an age definition of its users.

The following tasks were supposed to be set:

1. Which social networks are most in demand among consumers?
2. How do these social networks attract the attention of consumers?
3. What is the degree of involvement of users in the social network?
4. What is the completeness and nature of the information provided by users of social networks?
5. What may be the motives of users who post private information on social networks?
6. What could be the emotions of users, showing personal information on social networks?
7. Is there a border between privacy and publicity for users of social networks?
8. How do social media users' behavioral practices change?

The study was conducted in several stages.

At the first stage, the questionnaire questions were compiled. This allowed us to expand the idea of social openness or privacy and the specifics of the phenomenon under study. At the second stage, primary information was collected and processed. At the final stage, the data obtained were interpreted in accordance with the tasks set and conclusions were obtained based on them.

## RESULTS

The questionnaire questions have several units that allow us to highlight the main directions of the informant's conversation with the Respondent. The first unit was aimed at determining the degree of user engagement in social networks. Analysis of the data for the first unit allowed us to draw several conclusions. Among the respondents, a larger number of respondents prefer such social networks as *Vkontakte* (89%), *Instagram* (76%). There is a tendency for users to create their own profiles on many social networks, but only use some of them actively. As for the time that respondents spend on social networks, we can say that most of them (86%) spend from two to six hours on social networks every day. However, the majority of respondents (64%) showed a tendency to use various

gadgets constantly to access their profiles and pages throughout the day to check their status, whether new messages have arrived, or whether something has happened that requires attention. Thus, the modern development of technologies and gadgets in some way obliges the user always to be aware of what is happening. From the point of view of respondents (72%), this phenomenon correlates with all spheres of human life and implies mass involvement of users in all information processes. In fact, users are included in a large-scale information cycle, and this is likely to become an internalized need for each member of the information society. The main goals of visiting social networks (82%) are communication and viewing news. Respondents (62%) also often use the *Vkontakte* social network as a resource for watching videos and listening to music. As a result, we can say that the communicative function of social networks is one of the main ones. For the majority of respondents (89%), social networks are a field where interpersonal, intergroup, and mass communication is spread out. However, the modern development of technologies allows us to expand the functionality of social networks for users: viewing photos, videos, listening to audio, searching for new information, searching for people - all this defines social networks as a multifunctional space that is firmly embedded in the coordinate system of a modern person. The following questions of the questionnaire were devoted to determining the nature of information posted by users in social networks, its content. According to the results of the survey, it was revealed that the majority of respondents fill out their profiles with reliable information about themselves and consider it quite safe. Based on the above-mentioned data, we can conclude that every user (100%) of social networks, in one way or another, constructs their own virtual image. Accordingly, we can talk about a new, virtual identity of the user. This construction of virtual images is necessary for users to include in a public dialogue in the social network space. In addition, the survey shows that modern users (79%) believe that posting reliable information about themselves is a safe process. This state of Affairs allows us to conclude that there is a certain devaluation of anonymity as a value in the space of social networks. By posting reliable information about themselves, users make a certain projection from a real image of themselves to a virtual image. Further, the study determined that users use in their activities in social networks both posts, independent placement of any information, and reposts, transfer of information from other sources, equally. We also found out that users (76%) often post information about themselves and their lives, as a rule, this information is in the format of photos. However, we should not underestimate the role of statuses, videos, and audio recordings, which are also a way for informants to reflect their inner world and specific state of mind.

## DISCUSSIONS

Analysis of user responses allows us to talk about social networks as a multifunctional space, one of the specifics of which is the ability to design your own virtual image. The social network space acts as a space for posting information directly related to the user and their life. Users reflect certain aspects of their life, such as having fun, creating an image of a person who leads a certain lifestyle, has certain qualities, and professes certain values. It is not uncommon for users to post photos of holidays, parties, dates - that is, events that allow us to meet the need for communication fully, Express feelings, and experience events. Thus, we can assume that such a photo series can serve to achieve other goals, in particular the goal of forming a certain image, the image of a certain social group. It is also worth noting that users themselves determine the format of the information displayed. However, there is a tendency to place information in a ready-made version. The lack of means to describe verbally your feelings, emotions, and experiences is compensated by using a ready-made audio and photo series.

The motives for posting private information that users attribute to other people, friends, and acquaintances also support the assumption that users have a need for self-presentation and its approval in the social network space.

The analysis of the responses allowed us to draw some conclusions about the motives for presenting private information in the space of social networks. As it was shown above, the demonstration of socially approved actions, deeds, allows us to talk about creating a certain desired virtual image. For example, users often display an image of interpersonal well-being. To achieve this goal, users post information confirming the presence of a partner: a guy or a girl; a husband or wife; a large circle of friends, or, more rarely, a successful relationship in the family. This emphasizes the intense emotional relationship between the user and their environment. In addition, a virtual image often broadcasts the user's social success. This is usually evidenced by the symbols of wealth and power: expensive apartments, cars, opportunities for recreation, luxury vacation, etc. It is worth highlighting such a characteristic of the virtual image as event saturation. It is assumed that an individual's activity is also a construct of a socially approved image. In this regard, users demonstrate their life through events: active recreation, visiting any institutions, meeting with friends, significant changes in life. Thus, users are producers of reports from the event place in some cases; user profiles are like a kind of news feed with a description of what happened, where and when. However, it is important to note that the event becomes more valuable for the author if he/she is a direct participant in it. In addition, users often demonstrate their competence and achievements in various areas of life: profession, study, and hobby.

There is a certain image of the inner world, or rather its fullness. It is assumed that an individual who is able to think deeply and reflect on what is happening causes social approval. That is why quoting authoritative authors, songs, and books is widely used. Thus, the creation of an intellectual and spiritually developed virtual image of the user is achieved.

All of the above-mentioned allows us to conclude that one of the motives for demonstrating private life is the desire to be socially approved, to receive a high social rating. Posting private information about themselves and their life allows users to solve an existential problem. In addition, the analysis of responses allows us to conclude that the desire to communicate also acts as a motive for posting private information. The study participants note that when they demonstrate their life, they expect a response, a reaction from the public - comments, likes, and dialogues.

There are several reasons for users of social networks to display private information. The study partially addressed this issue; however, it is of great scientific interest and requires additional study and consideration in the context of social openness phenomenon. Users to Express emotions and feelings use social networks. Feelings and emotions have energy potential and seek expression outside, which is an important part of a healthy mental life. In reality, such an expression is often not an easy task because of the lack of an interested interlocutor, because of the inability to find the right words, because of the reluctance to meet with the real, often unpredictable reaction of a particular living person. The emergence of social networks allows you to describe and Express your experiences in a safer way. Social networks make each user a person who can, without unnecessary doubts and worries, talk about everyday details of their life and they will arouse interest in the public. That is why the line disappears between the public revelation of a public person, which requires a certain amount of mental effort and preparation, and the daily revelations of everyone addressed to everyone. It is also worth saying that in the space of social networks, the absence of a real interested interlocutor is compensated by the presence of virtual recipients. At the same time, there are certain filters for readers' unwanted reactions. Some of them are formed spontaneously - those who do not want to communicate do not go to the page or do not express their assessment. Others are formed purposefully.

Summing up, we can say that users primarily associate the placement of private information about themselves with feelings of anticipation and expectation of responses, likes, and comments from other users. When these expectations are met, the desired number of responses and likes is received, and users experience a sense of satisfaction and joy. At the same time, the

nature of the information that they post on social networks can be assessed as positive largely. Thus, the placement of information in General and, in particular, information about one's life has a certain emotional connotation.

Data analysis showed that most of the respondents, demonstrating their life, did not assume that this information would be delivered to a specific person. Rather, on the contrary, the presence of an undefined public is perceived as a positive side of social networks. However, it is determined that there is a difference between the information that users post about themselves and their life on social networks, and the information that they present about themselves and their life in reality.

## CONCLUSION

All of the above-mentioned allows us to confirm the assumption that social network users not only voluntarily give up privacy, but also produce a simulation of intimacy - filter information provided to social networks. Blurring the boundaries between public and private has an impact on creating a virtual image, a new identity. Virtual space is fixated on the production of images that are consumed as a commodity.

There are a number of behavioral changes in users. For example, social approval, the desire to demonstrate the brightness and saturation of one's life, becomes very important.

It can also be concluded that their life values do not change under the influence of social networks. In the case of social networks, the most striking reactions of other users are their likes and comments. Analysis of the responses suggested that there is a certain type of information that can cause the greatest response from other users. Thus, we can assume that private information about users' lives has a rather large potential to attract attention to their image. From this, one can assume that people who demonstrate an intimate part of their life expect to cause other users to have rich reactions and emotions.

In addition, there is a certain fashion for information in the space of social networks. In other words, it is periodically fashionable to post this or that information on social networks with different length of time. In this regard, we can assume that the nature of the information displayed can be determined both by the user's internal needs and by some fashion for a particular media content. As a result, it is likely to change the behavioral practices of users who change their behavioral patterns in order to be fashionable and do something outrageous, bright, which is sure to find a response in social networks. Thus, we can talk about changing user behavior patterns under the influence of social networks.

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