Control of Information Interaction in Social Media

Vladimir Petrovich BATURA

Telecommunication Systems Department, National Research University of Electronic Technology, Moscow, Russia

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Abstract. In modern education, the protection against information and misinformation is absent. The protection against information is already in demand in the context of information wars. Information attacks violate the interaction of information space and social media and leads to the destruction of business and society. In the course, the participants learn about information exchange and minimization of losses from information attacks.

1. Introduction

The content of education should ensure not only the reproduction and development of the human potential of society or the satisfaction of the needs of the individual in deepening and expanding education, but also getting a job in accordance with the education received, coinciding with the aspirations of the individual. The emergence of market relations in the field of education led to the formation of the ideology of individual educational process, personal for each person, starting from the stage of school education.

However, the implementation of this provision is faced with the possibility of obtaining unnecessary education to society, since education is obtained with a focus on what a person wants, at an age when he does not yet know what he wants.

To determine their desires need a certain amount of knowledge obtained as a result of studying the basics of all subjects, not just selected, especially that the most interesting thing occurs at the intersection of disciplines. Therefore, knowledge of related areas gives an advantage in solving practical problems.

2. Organization of the Educational Process

2.1. Beginning of the Educational Process

The tendency to one or another type of activity is formed at the very initial stage of human development and is largely determined in the family under the influence of parents, a teacher in secondary or higher school.

At the same time, the task of educating parents and teachers in this direction should be entrusted to the media, which should not be a source of information, but an educator of society through the dissemination of information.

Thus, the direction of education can be determined based on the needs of society by regulating these three stages of formation of the specialist, but not strictly limiting the individual abilities of the individual.

The overall strategy for the development of the education system should be determined by the expert community, taking into account its own and international experience, coordinating it with the current and future tasks of the society.

The implementation of the strategy for the development of education takes place in this case by transferring the order of the government for the necessary number of technical and humanitarian specialists through the structures of industry, agriculture, etc. to the sphere of activity of the Ministry of
education. With such a structure of interaction, the quality and level of training of specialists will
determine the responsibility of each level of education management.

The Ministry of education is the main "contractor" implementing education in the public interest by
managing higher, secondary special, secondary and pre-school education. The positive effect of this
technology can be significantly increased if students are involved in the process of developing testing
tasks, programs (under the guidance of teachers) throughout the training period. With this approach,
there is no "separation" of the teacher from the student, i.e. not only knowledge, but also the spiritual
values of the teacher are transferred.

It is known, that the direction of training and the choice of the area of further work is often determined
by the personality of the teacher, his enthusiasm for his subject. Through the mechanism of sending the
best teachers to solve important problems of the society, the solution of these problems is achieved, using
the directions of development of the society predetermined by the legislators, financial and scientific
support for this process.

2.2. Preparing to Work in a Team

The second main task of education in secondary and higher education, after the choice of the field of
application of their forces, is the task of acquiring friends and creating an atmosphere of mutual
assistance in the joint solution of current problems in life. The foundations of mutual respect and
understanding are laid as opposed to individualism and hostility to the immediate environment in social
groups. Moreover, the implementation of any project requires collective action, collective intelligence, in
solving increasingly complex problems of our time. As a rule, at this stage future leaders who possess the
following necessary qualities are defined: sufficient health, memory (intelligence) and ability to work in
a team taking into account psychology of interaction of employees with different opportunities and level
of preparation. In the absence of at least one of these qualities, the leader ceases to be a leader.

Non-contact education, or as it is often called distance education, eliminates the process of educating a
person, tells him the amount of information, but does not control the process of applying the knowledge
 gained, i.e., does not give the opportunity to see the General objectives of the development of society.

Training of specialists and teachers in the field of infocommunication technologies involves the study
of current trends in the development of these technologies and their introduction into the practice of
teaching, maintaining the relevance of the content of education.

3. Further Development of Information Interaction Technologies

3.1. The Mutual Influence of Participants of Information Exchange

Infocommunication technologies in everyday life are represented by a large number of technical
solutions, which create possibilities for extremely high speeds and volumes of data transmission. At the
same time, it is important to separate information from misinformation when sorting, analyzing
information and decision making by authorized personnel. Technical specialists usually analyze the
hardware and software of an information attack, but the primary target of the attack is the authorized
decision maker (ADM). The most important parameters that characterize the quality of information used
for decision making, is the reliability of the source of information and the implementation of a systematic
approach in assessing all other parameters. The following of lectures represent topics for the preparation
of the ADM in this course:

1. Terms and definitions. Requirements for the quality of incoming information. Methods for
   assessing the quality of information. Factors affecting the efficiency of information exchange.
2. Methods of information peer review. Technology training and certification of experts. List of
   competencies. Requirements for candidates.
3. Research of the subject area during expertise of information. Analysis of publicly available information, dissertations, monographs, patents, the results of introduction in industry, directions of exploratory research funding and developments, personnel decisions and other information sources.

4. Determining the level of information attacks, and the existing level of protection from information. Identification and assessment of risk levels.

5. Software and hardware for protection from information, firewalls, analysis of the content at the application level, nonverbal firewall, etc.

6. Means to combat viruses, methods of countering virus attacks, anti-virus software, intrusion detection systems.

7. Counter advertising and opposition to expert estimates in the subject area. Analysis of the dynamics, trends, facts and conclusions.

8. Methods of information attack to the ADM. Preparation of information. Analysis of the immediate environment in a social group. Determining the level of ADM competence.

9. Opposition to the collecting information methods about ADM. Provocative questions and discussions. Questionnaires, business simulations, testing, creation of circumstances.

10. Methods of combined and psychological impact on ADM, professional traits of ADM.

11. The social and neurolinguistic programming methods. Technology of group and individual pressure.

12. Features analysis of the open flow of information in mass media and the Internet. Methods of selecting useful information.

13. Technology of information gathering, software and hardware, certification of hidden and open sources of information.

14. Informational aspects of decision making, indication of wrong solutions in business. Algorithms for information filtering.

15. Characteristics of information channels, symptoms of information attack (sudden appearance of a new subject, circumstances, etc).

16. Evaluation of reliability of information sources by "appearing at any position", telltale signs of disinformation (incompleteness, defamation reliable sources and etc).

17. Protection from information in non-verbal communication channels (eg, a look "... I am afraid to lose you"). Determining reliability of information exchange, importance of trifles.

3.2. Clarification of Some Terms and Definitions

Of the terms that are used in this field, the term "expert" attracts particular attention. This is not just a specialist, but a person who has the following features:

1. He is a teacher at a higher school in the specialty.

2. He has patents and scientific publications in periodicals.

3. His objective conclusions in the analysis of problems have confirmation in life.

4. He is a participant or head of scientific and technical developments.

5. During working and non-working hours he engaged in the same.

Thus, there can be no term "independent expert", either "expert" or not "expert", although the "independence" of the expert implies its objectivity.

The competence of an expert can be established by solving a problem in a group of two people. If the experts get the same conclusions, then they are both experts. If not, there are doubts about their competence.

The term "nonverbal firewall" refers to the amount of technical and psychological knowledge ADM has, which makes it possible to isolate useful information from the General flow in the decision-making process to assess the two levels of risk in the implementation of the project: "for yourself" and "for the project". In this case, the degree of objectivity, timeliness, reliability of the source of information, as well as the degree of responsibility of the source for the information provided is analyzed.
It is important to analyze the nonverbal part of the information, which contains many circumstances and details of human behavior, confirming or denying the text part of the message. Experts in the field of nonverbal communication are actors of theater and cinema, so the identification of the interlocutor as an actor will help to make adjustments to the conclusions about the quality of the information received.

Those who know the technology of working with nonverbal information get an advantage in the field of information interaction. He will be able to detect lies, weed out unnecessary, understand the subtext of the message or mislead the interlocutor, i.e. to carry out an information counter-reception, or even influence his decisions. At the same time, knowing the techniques of nonverbal communication, you can find the fact of applying these technologies to yourself.

Systematization of knowledge in the field of protection from information improves and complements the basic property of a businessman, i.e. a person who may not know what he will do tomorrow, but knows how.

This state of the professional is realized if he receives information in the form of his own answers to the questions he asks himself. This form of work is called self-education, the degree of confidence in the information received is the highest.

In addition, without this knowledge, he will not do his job efficiently, that is, so that it does not have to be redone.

4. Conclusions

The course can be used to train specialists in the information technology field [1] for creating protection from information attacks to the ADM using the APCFB model of organizational behavior of the master of business administration (MBA) [2].

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References

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