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Detect Signs of Information-Psychological Influence in Media Reports

The content of the main stages of special information operation is considered. Methodical approach to detection of information-psychological influence in the system of prevention and protection from external informational threats has been grounded. The analysis of methods for practical determination of the information messages impact on subliminal social groups and individuals is conducted

One of the tasks that arises during the confrontation to the Russian Federation's hybrid aggression is the task of creating a system of prevention and protection against external informational threats. Such system should foresee the emergence of negative information-psychological influence, to determine its degree of threat, to neutralize it and to provide suggestions for further development of the situation to appropriate bodies of military administration.

During the analysis of messages received by the means of monitoring from the system, task of evaluating of their content arises concerning the presence of destructive information-psychological impact in given messages. This fact can be identified only by list of certain characteristics that should become a mean for disclosing special information operations' purposes (actions, activities) of an enemy, characteristics of objects, through which the influence is made and manipulation techniques. Ensuring of implementation of given task is possible by taking into account characteristics of information-psychological impact in the messages.

In several cases characteristics of information-psychological impact may be detected by analyzing the theme of message. However, it is not always disclose the whole essence of message content, and especially its influential component. So for detecting the characteristics of special information operation (actions, activities) based on the results of messages classification it is expedient to take into account the peculiarities of conducting the information operation at each stage. The content of the main stages of special information operation is considered in the report, namely: planning phase, phase of information drive development, phase of studying the characteristics of the target audience, the stage of exit from information operation.

Methodical approach to detection of information-psychological influence in the system of prevention and protection from external informational threats has been grounded.

For this purpose, the analysis of methods for practical determination of the information messages impact on subliminal social groups and individuals is conducted:

phonetic analysis based on the formation of semantic differential applied to speech sounds;

linguistic analysis of positive and negative effects of certain words on the meaningful value of text completely;

color-sound analysis;

neurolinguistic programming to determine the load on the main sensory channels of human perception.

The implementation of the process of detection and analysis of corresponding phonetic meanings of words with using semantic differential allows to conduct the analysis of texts for determining their direction (presence of suggestive aspects), which foresees the using the dynamic semantic archive.

An essential stage in the analysis of content for presence of hidden information-psychological influence is also analysis of information about the source (author) of message. If the message has the character of news, usually the source (author), which formed information about the event is indicated. Thus, a rating and relevance of the source (author) by certain characteristics are formed.

The characteristic of the fact that the message contains information-psychological influence is the absence of primary source. These sources generally have a high rating among users viewing and reflect the current state of the situation that is happening.

For fast availability the message should be in a content category that is defined by specialization of edition, headings and according to the lexical requests.

It is important to determine the geographic orientation of the message, which can be identified by certain characteristics (marked geographical objects, map of the town, address). Main criteria used in determining the significance of the information message are grounded:

the importance of a specific message: the time of creation; credibility of the source; corresponding the theme plot with specialization information agency;

dynamics of the plot: integrity of the stream of messages; the period of time for which the message is in top news.

The significance of the information source is determined by the following factors:

number of citations of the sources by other news media;

speed determines how quickly publication responds to an event.

It is necessary to consider the fact that at the stage of message placement groups of similar documents (duplicates) are defined. Then from each group one message (master message) is left that can be given on the pages of the message and as the result of the search. Master message is determined by the time of its publication on the site by the results of comparative analysis of texts, by hyperlinks on the source. Duplicates are usually not displayed and are not involved in the search.

Today, there are software tools for searching the duplicate news messages. It uses algorithms that analyze relationships of message with headings and part of the text.

The result of research is formed activities, during which it is necessary to reveal the characteristics of conducting of special information operation.

Thus, suggested methodological approach allows to identify list of certain features that should become a mean for discoursing purposes of special information operations (actions, activities) of an enemy, characteristics of objects, through which the impact and methods of manipulation are made.

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