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The problem of information-psychological impact evaluation in the modern studies of information warfare

Information has become an integral part of activity in the modern world. Modern external and internal policies are impossible without taking into account and using effective forms of information-psychological confrontation.

In recent years, the number of influences on the information environment of the states has been increased by non-strain methods, which is due to the high level of development of information technologies and social engineering. Information-psychological influences become extremely widespread, as evidenced by the publications of advanced countries where information security issues are discussed in the context of information-psychological influences.

The main areas that become the aims of such influences are economic, military, political, and the means through which they are implemented, mainly media, social networks, global computer networks, rumors, etc.

Obviously, timely detection and identification of influence is necessary for effective counteraction. However, an equally important task is to clearly and accurately assess possible destructive effects, that lead to information-psychological intervention.

The importance of solving the problem of analysis and assessing destructive effects in the context of the current state of information processes in the world is extremely high. The analysis and forecasting of information-psychological influence are aimed at studying of [1]:

- features and trends of the development of informational and moral-psychological situation in the arena of military actions;
- available forces, means, methods and techniques, possible boundaries and areas, features of the content of the enemy's infiltration of information-psychological operations;
- activity and direction of enemy's information flows and communications, possible objects and channels of potential negative informational and psychological influence on troops (forces);
- the possible level of demoralization and psychogenic loss of personnel from the information-psychological impact of the enemy and the assessment of the degree of vulnerability of their forces;
- weak points of the enemy in carrying out informational and psychological actions.

As we see, the creation of a generalized system that would enable to assess the level of criticality of IPI, and in the long run, to predict their likely

consequences, and, in accordance with this, to choose methods of counteracting and preventing such influences would bring a number of advantages.

Among the currently available systems for assessing information-psychological impact should be noted Automated methodology for assessing the moral and psychological state of troops. For example, in the armed forces of most NATO countries, psychological resistance to "psychological resilience" is determined by the object of assessment and prediction of motivation and psychological stability. For the operative determination of the impact of the stress-factors of combat and the psychological stability of the unit, the statutory documents of the NATO armies provide parameters that allow automating the collection of data by personnel without special training for simplified assessment [2]. For example, in the US Armed Forces from the mid-1990s, a field computer system for collecting and storing information on the state of the environment and its impact on the health of military personnel was created [3].

Four groups of factors are used as diagnostic criteria for negative information-psychological influence. The first three summarize events of potentially high impact: the first one - potentially traumatic events, including death or its threat, serious damage to oneself or others; the second - the loss of loved ones, things, injuries; the third - potentially morally harmful events. The fourth combines the stressors of all types, non-influential ones alone. In combat conditions stress-factors are classified as follows: recent stressors; level of internal anxiety (anxiety); the level of functioning (behavior) in different conditions [4].

In 1999, the US Marine Corps launched the OSCAR program, a program for operational control of the load and combat readiness of fighters during armed conflicts. Since 2007 a model of psychological elasticity development has been introduced that provides a timely information resource for understanding and defining the spectrum of factors of moral-psychological influence, defines the full range of counteracting stress factors and their necessary results [5]. This approach has increased the ability of the personnel of separate units to the stress factors self-monitoring and take appropriate measures. On behalf of the US Department of Defense in 2011, a group of academics of departmental and civilian institutions studied the classification of factors in the battle and assessment of stability, "elasticity" once again [2]. Today, in the US Army, the GCCS (Global Command and Control System) is being put into operation, which will provide simultaneous organization and control of various software types [4].

Another example is the Methodology for Assessing Information-psychological Situation. The main purpose of this technique is to determine the factors and conditions that may affect the conduct of aggressive information actions against the state [6]. In this method, there are three main stages: the preliminary (preparatory), the main and the final.

1.The preliminary stage is associated with the implementation of organizational, methodological and methodical tasks.

At this stage, the following are determined: the object of study; purpose and objectives; circle of performers and organization of their work; recommended time for the accomplished tasks; the form in which the evaluation results should be presented.

2. The main stage, which covers the process of analysis, evaluation and generalization, which in turn can be divided into two partial stages:
- First - collection and initial processing of output data;
- The second one - the analysis and evaluation of the received data, the formulation of conclusions.

3. The final stage involves designing and presenting the results to the relevant authorities.

Conclusion

The problem of information-psychological impact evaluation is extremely important in the 21st century, however, it is not yet sufficiently researched. The main area of these techniques development is military. In Ukraine, from 2013 to 2016 there was a methodology for assessing information and psychological impact on servicemen. There is currently no single standard of assessment in Ukraine, so this topic needs further study and research.

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