**Social and Psychological Preconditions of Personality Stability to**

**Informational Influence**

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The article deals with the problem of psychological preconditions of predisposition of personality to verbal influence. The authors identify the basic conditions of high information susceptibility. It is emphasized that the lack of sufficient opportunities for social orientation of a person in the surrounding situation and areas of his/her development, inability to obtain socially important data in rapid information flow are largely determined by using information as a means to manipulate people and their behavior. The paper outlines the most significant social and psychological conditions of personality predisposition to psychological effects. The authors stress that frustration of some needs and social attitudes of a person greatly influences the susceptibility to informational influence.

Keywords: personality, informational influence, predisposition of personality, susceptibility to psychological influence, stability of personality, frustration.

The results of sociological, psychological and political studies indicate that nowadays Ukrainians have an unmet need for reliable and accurate information about important aspects of their life. The vacuum emerging in the individual and mass consciousness is filled with false messages during interpersonal communication and is deliberately caused by mass media.

In this regard, the problem of the socio-psychological preconditions of predisposition of personality to verbal influence is currently of great importance.

Studying psychological preconditions for strengthening of susceptibility of an individual to manipulative influence, Aronson E., Willson T. analyze the classification of needs by A.Maslow and, in particular, the need for security as a basic need [1]. G. Grachev and I. Melnik describe the notion of «information and psychological security» as a condition of security of individual, group and community psychology and, accordingly, social actors at different levels of generality, scale, systematic structural and functional organization from the impact of information factors that cause dysfunctional social processes [2].

The scientists state that in a relatively stable social environment the need for security of well-settled people is, at least in minimum, satisfied or subjectively perceived as satisfied. In such situations, this need, as an active determination factor in a person motivational sphere, is almost never noticed. But there are some periods of life and situations where the need for security outcomes and starts to lead, determining the motivation of social behavior by transforming the psychological features and characteristics of the personality [1].

Thus, the lack of sufficient opportunities for social orientation of a person in the surrounding situation, areas of his/her development and inability to obtain socially important data in rapid information flow is largely determined by using information to manipulate people and their behavior.

We should emphasize that getting sufficient data for orientation in life situations is considered to be a prerequisite for social and psychological adaptation of a personality to changes in developing society. It should be mentioned that adapting to contemporary conditions and arising sense of confidence in life prospects, in its turn, can reduce the degree of mental stress and social tension and decrease predisposition of personality to manipulative informational and psychological impact. We can claim that the main conditions of high susceptibility to information are the following: interest in the subject, the special relevance of information and its close relationship with the vital needs of people, the shortage of reliable information.

In ordinary situation, a person focuses his/her behavior on the signals of events of a high probability (which often happened in the past). Due to this factor his/her behavior is mostly appropriate and it determines the goal achievement. But in uncertain situations when a person does not have accurate information in order to organize his/her behavior to meet his/her needs, a different tactics to respond to signals is required. It is commonly known that negative emotions arise in case of lack of information which is necessary for achieving the goal that can be often observed in life. For example, the emotions of fear and anxiety develop if there is the lack of information necessary for protection, i.e. when there is a low probability of avoiding undesirable effects; and frustration appears when there is a low probability of achieving the desired goal.

The emotions are expressed weakly when the information needed for the action arrangement to fulfill some need is equal to one that is available to professionals. In case when there is no information prognostically necessary for activity and need fulfillment, negative emotions appear at full blast. This situation is particularly favorable for the emergence and outspread of false information with disturbing content. The urgent need for actions to meet the need, on the one hand, and the lack of information on the other make a person illegible in the evaluation of its sources.

Personality resistance to verbal impact is a prerogative for debated contents, while fundamentally not debated thoughts and beliefs which have background of cultural tradition or peremptory of the expert reveal the fragility and instability [4].

D. Myers [3] mentions that the relationship between expressed attitudes and behavior depends on the circumstances and can vary widely - from the complete absence to a very strong expression. Our attitudes predict our behavior in cases when other effects are minimal, the attribute specific for the definite behavior and the attitude is reinforced being updated.

Thus, the most significant social and psychological conditions for personality predisposition to psychological effects are the following: the alarming situation in the society, assurance in the reliability of the information and high suggestibility. Moreover, susceptibility to informational impact is greatly influenced by frustration of a number of needs and some social attitudes of personality.

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