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BACKGROUND, EVOLUTION AND TRENDS OF DEVELOPMENT OF THE INTERNET COMMUNITIES AT THE PRESENT STAGE

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Anotation. *The article deals with process of forming the essence of the notion of «Internet community» and its preconditions, the stages of its development, the advantages in organizing various types of social interactions, and the prevention of the dissemination of negative information in social networks.*

Keywords: *interaction, Internet community, communication, social networks, communication.*

The purpose of the article is to study the preconditions and stages of development of Internet communities, their advantages in socio-economic development, possible negative consequences, directions of their prevention and overcoming. The Internet community in its essence is an association of users of the Internet resource with a certain common interest. They carry out a number of important social functions aimed at satisfying human needs. Through the intermediation of Internet communities, a person is self-identified, interacts with the personality of her interest, collects and processes information, shares her thoughts and experiences, makes good use of free time.

The evolution of Internet communities is a result of technical progress and social change, and is marked by a rapid increase in both the technical capabilities of communication and the growing number and scale of the communities themselves. The technical capabilities of the Internet provoke a certain passivity of participants in virtual associations, and as a consequence, the threat of manipulating their behavior.

Internet communities provide a number of benefits in various spheres of public life, including marketing, educational activities, political life, rule-making sphere. At the same time, the lack of control of the functioning of virtual communities causes a number of destructive effects on the society, the effect of which is aggravated in the context of the military conflict in Donbass region. They are aimed at imposing the atmosphere of impotence and immorality, forming a negative attitude towards cultural heritage, manipulating public consciousness, destabilizing political relations. In these conditions, it is necessary to create a system of information security of the state, business, citizens. It is necessary to ensure the information literacy of users of Internet resources, to inculcate their ability to analyze and critically evaluate information flows, especially when deciding on their dissemination. Taking into account the threats that are provoked by the dissemination of information that is contrary to the public interest, it is necessary to determine at the legislative level the responsibility of the entities involved in its production and / or distribution.

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