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CYBERBULLYING AS A THREAT TO THE PSYCHOLOGICAL AND SOCIAL SECURITY OF THE INDIVIDUAL AND SOCIETY ACTIVITY

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Abstract. *The article discusses the problem of cyberbullying as a new form of the threat to the psychological and social security of the individual and the transformation of its socialization. The own clarifying of the concept of "cyberbullying" and the preconditions for its occurrence (psychological and social) are given. The typology of cyberbullying as a threat to the psychological and social security of the individual is systematized. The trends and international character of cyberbullying are provided. The article presents the practical recommendations for its prevention and counteraction in the system of individual's psychological and social security according to institutional, normative-legal, socio-risky, axiological and organizational and managerial aspects.*

Keywords: *bullying, cyberbullying, psychological security, social security, information technology.*

The psychological and social security of the individual is the value of life in a modern society as it promotes the creation of conditions, principles and guidelines for social behavior, as well as the formation of a stable and reliable security, social activity and responsibility and the ensuring the quality of life, rights and freedoms.

Along with the benefits that create the development and dynamic spread of digital technologies and global informatization it's necessary to state the emergence and deepening of the tendency of increasing the risks and threats to the psychological and social security of the individual from the virtual information space such as cyberbullying. Herewith primarily pupils and students are in the risk zone as they don't have formed psychological stability and are at the beginning of their own socialization in society.

The article deals with cyberbullying as a threat to the psychological and social security of the individual in terms of the expansion of the digital technologies and the formation of cyberspace. Also the causes of cyberbullying from the psychological approach are given. It's proved that cyberbullying is

a multifaceted problem therefore it is important to determine the categorical peculiarities at the level of the scientific concept for its solution. Systematization of scientific approaches to the interpretation of the concept of "cyberbullying" allowed providing its author's refinement, which, unlike existing ones, is based on a causal approach. The author proposes to determine cyberbullying as aggressive actions that generate the conflict situation in the relations of subjects in the virtual environment, the consequences of which are violations of individual's psychological and social security.

According to the results of the research the characteristic features of cyberbullying are generalized, preconditions for its occurrence (psychological and social) are given, the typology of cyberbullying as a threat to the psychological and social security of the individual is systematized. To understand the psychological motives of subject relations, behavioral strategies for initiating and participating in cyberbullying are defined. The revealed trends and the assessments of the impact of cyberbullying on the psychological and social security of the individual and society confirmed the necessity of developing

practical recommendations for its prevention and counteraction. To solve this issue a comprehensive approach is proposed. This approach is based on the principles of social security of the individual, self-regulation, psychological self-defense and mutual assistance in the institutional, normative-legal, socio-risky, axiological and organizational-managerial aspects.

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