

## **THE PSYCHOLOGICAL INFLUENCE OF BIG DATA**

While working on some technical solutions it is impossible to ignore the psychological influence of Big Data. Thousands of PetaBytes of data are processed by google servers in a few seconds. There is an enormous amount of information about pretty much everything. It is called Big Data.

Modern society is a «consumer society». Every year developed countries generate excess production that isn't always vital for the humanity. In the same way people produce and consume information.

The emergence of the Internet, with flashy headlines, news and social networks, allowed people to get information from sources other than TV and newspapers. And society got lost in a huge stream of data. However, not all of the provided information is correct and true. Information has always been conveyed to people in the way favourable to a certain group of individuals. So actually it is an effective means of manipulating people's minds.

People have continuous access to almost any content, however, not everyone can properly manage it. It requires a lot of efforts to single out important and truthful content from this wealth of information. Not everyone is ready to do it. Not everyone is able to. Fragile young minds are most easily influenced. In the age of gadgets, children first get used to interacting with content through the phone screen before joining the "offline society". Thus, obtaining new knowledge and interacting with people through social networks is becoming much more popular and acceptable for the modern generation.

The problem is that young people nowadays cannot think for themselves, analyze facts, build logical chains. And they are not encouraged to do so. Such a model of early human development and the lack of analytical thinking give rise to insufficient vigilance to the information that we receive.

While some people are continually seeking for truthful information, the others are trying to get the minds of the first. And these two opposite groups cannot exist without each other. Simply put, demand creates supply.

And it will depend entirely on ourselves how to live and what to believe. As the great philosopher of the past used to say, "Who owns the information, owns the world." And each person is responsible for what kind of world he will own: real or fake.