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## **INCREASING EFFECTIVENESS OF COUNTERING OF THE SEPARATISM PROPAGANDA AND ANTI-UKRAINIAN IDEOLOGY IN SOCIAL NETWORKS**

Significant progress and dissemination of information technology, the global nature of mass communication systems have led to the creation of a global information space that forces the world community, each state to navigate and adapt itself into the modern information environment quickly. In this context, the world community has realized that international information security is a problem, the solution of which significantly affects the existence of mankind. That is, with the development and spread of ICT into all spheres of vital importance, the issues of information security recognized in our country as one of the most important components of national security, as a multi-level problem of state information policy, become more significant. It should be noted that the Ukraine Constitution (Article 17) defines the information security as the most important function of the state and an affair of the Ukrainian nation.

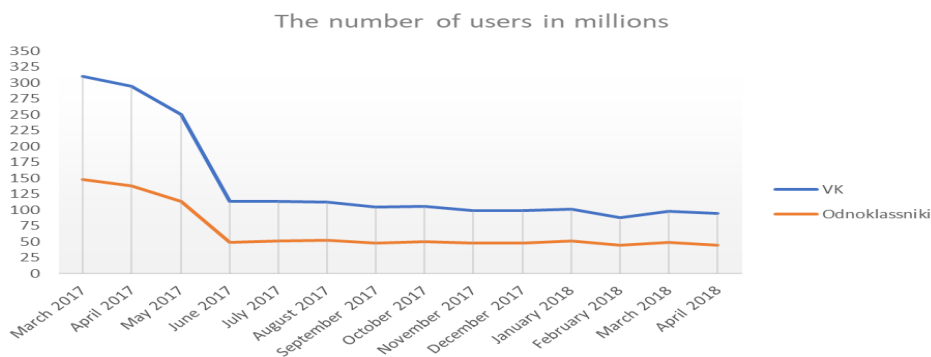
Providing information security is carried out by using various tools and techniques, which together form the methods. They can vary, depending on the type of activity they are used in and the scope of application.

Persuasion methods got powerful development during the 20th century. Propaganda, which has a large arsenal of such methods, stimulates socio-political activity of citizens, showing them specific directions and tasks of activity, indicating the ways and means of solving the problems they are facing. Methods of propaganda do not always aim to completely change the mindset of citizens, but in most cases they aim to correct it in the right direction, to form certain opinions. Political propaganda is effective when its methods are not accidental, but systematic. It is difficult to find any other tool of persuasion or suggestion, which could be compared with the propaganda in its effectiveness of consolidating certain views and ideas in the mind of people.

The aim of the work is to increase the effectiveness of resistance of the separatism propaganda and anti-Ukrainian ideology that are spread in social networks.

Ukraine implemented an approach to resist propaganda in social networks (Decree of the President of Ukraine dated 15.05.2017 №133 / 2017 On the decision of the National Security and Defense Council of Ukraine dated April 28, 2017 "On the application of personal special economic and other restrictive measures (sanctions)"), which is to prohibit the Internet providers to provide an access to Russian-made Internet services: V Kontakte, Odnoklassniki, and many others. However, as practice shows, the approach to ensure the information security of the state proved ineffective. After all, the blocked websites are still among top 10 mostly visited sites in Ukraine (Fig. 1), as users actively use VPN, Tor, Opera and other ways to bypass the lock [1]. Based on the above, there rise the task of improving

the implemented approach of blocking of Russian origin Internet resources, with the help of which anti-Ukrainian ideology and separatism propaganda is spread. Taking into account the foreign experience of solving the formulated problem, it is proposed to implement a modified approach to counteract the propaganda in social networks, including Tor and VPN blocking, through modification of the domestic legal framework. That is, in addition to the already existing access blocking in Ukraine, the addresses of incoming Tor nodes, VPN provider servers, and sites with information about bypass of blocking, should be blacklisted and blocked by providers [2, 3].



*Fig. 1 – Visiting Russian Web resources by users from Ukraine*

An improved approach will significantly increase the effectiveness of resistance of the separatism propaganda and anti-Ukrainian ideology that are spread in social networks. For example, after introducing such restrictions in Belarus for one year, the number of "normal" connections to Tor was three time reduced, from 9000 to 3000 users per day [2]. At the same time, the number of people who connect to Tor through the bridges has sharply increased.

Thus, it is shown in the work that despite the introduction in Ukraine of the prohibition on Internet providers to provide an access to Internet users to Russian-made Internet services, in particular social networks "Vkontakte" and "Odnoklassniki", which are means of spreading propaganda of separatism and anti-Ukrainian ideology, part Ukrainians are still using them, bypassing the blocking with VPN, Tor, etc. the way. Therefore, it is proposed to improve the approach to counteraction to anti-Ukrainian propaganda in social networks by additional Tor and VPN blocking.

## REFERENCES

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