MBTI Principles in Detecting Emotional Manipulators among Digital Platforms Users

 $Solomia\ Fedushko*^{[0000-0001-7548-5856]},\ Sofiia\ Kolos\ ^{[0000-0001-9811-5997]}, \\ and\ Yuliia\ Malynovska\ ^{[0000-0002-1551-9492]}$

Lviv Polytechnic National University, Lviv 79013, Ukraine

solomiia.s.fedushko@lpnu.ua, otikakolosok@gmail.com

Abstract. The paper deals with the process of detecting emotional manipulators among digital platforms users by MBTI (Myers-Briggs type indicator) principles. The main means of manipulation of public consciousness are considered. Methods and technologies of manipulation, the types of manipulation based on feelings are studied in this paper. There discussed that types of manipulation can be reduced to causing three feelings: shame, guilt and fear. Common types of manipulations are adapted to the online community users. Myers–Briggs Type Indicator principles were used to classify users by the level of manipulation in online communication. The classification of manipulation level of online community users is suggested. Ways to approach the manipulation of different users using Myers–Briggs Type Indicator are proposed in this study.

Keywords: Manipulator, MBTI, Myers–Briggs Type Indicator, Emotional Manipulator, Digital Platform, User, Manipulation.

1 Introduction

In our modern society the term manipulation has varied meanings. For someone, this is a period in history where totalitarian regimes have prevailed, yet others may associate it with different religions or sects, and perhaps most relevant is the belief that manipulation exists in our daily lives through television, advertising, social networks, etc. Anyway, as we can see, this term acts as a kind of "brainwashing" or "zombifying" people, because of the impact on the person's psyche and consciousness.

People, regardless of their ideology and political preferences, are divided into two types. The first type believes that a person is a big child and manipulation of his consciousness by an educated and wise politician is a "progressive tool". It is not necessary to force a person, but properly manipulate his consciousness, leading him to the necessary actions. Whip is painful but spiritual drug is nice. The second type thinks that human's will is a great value. They reject the manipulation, believing that physical violence is less destructive to the human race than "zombifying" or robotization of humans. These two positions are determined by the values and ideals of the person. You cannot argue what position is right. When a self-respecting person hears about

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the manipulation of consciousness, he or she thinks that it is no longer possible to be fooled [1]. The person is an individual, a free atom of humanity. An atom is an atom, but even an atom was split.

Attention is drawn not to the state of rest, but to the situation of breaking a stable system. It gives the strong impression that a small stream can ruin a huge dam. But the main interest is the man himself. He is not just a social being; he has a mind capable of abstract thinking. He has a complex psyche, an important part of which is imagination. It is developed in such a way that a person lives in two dimensions simultaneously, in two realities - real and imagined. The imaginary world largely determines human's behavior. But it is fragile and malleable; it can be influenced externally so that a person will not notice this influence.

You can program people's behavior through external influences, such as by applying electrodes to the brain, or by influencing the higher nervous system through physical fields and chemicals. Lobotomy (surgical operations on the frontal part of the brain, after which a person loses rebellious spirit and becomes happy with everything), sterilization of women and castration of men (actively used by the Nazis against Semites) - all this changes the psyche and behavior of people. In this perspective you need to determine what kind of influence is defined as manipulation.

In the dictionaries of the European languages, this word is interpreted as referring to objects with a definite purpose, intention. The modern figurative meaning of the word is a deft attitude towards people as objects or things. The Oxford English Dictionary interprets manipulation as "the act of influencing or managing people with dexterity, especially with disdainful implications, such as covert control or processing." The metaphor of "agility of hands and no fraud" is based on perception and attention, on knowledge of human psychology. If the magician has the skills, then it is difficult to notice the manipulation, although everyone looks very closely. The concept of manipulation is also seen as imposition of the manipulator's will in the form of latent influence. The basis of manipulation is the exploitation of human emotions.

The first book on manipulation was a book by a sociologist from Germany, Gerber Frank, "Manipulated Man" (1964). He described the manipulation as "a psychic influence that is produced secretly and therefore to the detriment of the people to whom it is directed. The simplest example is advertising." So manipulation is not violence but temptation. Each person is given the spirit and the will. It turns out that one is loaded with responsibility - to resist, not being tempted. But most people don't listen to reasonable evidence - they seem to want to be fooled. The main condition of manipulation is the reluctance of people to spend time and mental forces to doubt the reliability of information. It is easier to passively immerse yourself in the flow of information than to process it critically [2]. This will not be sufficient if one does not possess some set of controlling "mental tools" that by themselves, without effort of consciousness and will, analyze information on one trait: are there symptoms of manipulation? It is necessary to identify the message from which there are too many "noodles", cooked to hang it on the ears of the object, and think about the question - and who is the cook, who benefits? Finding hidden content is a psychologically difficult process. The ancient Romans discovered the most important principle of social hermeneutics - "look for someone who benefits."

The main types of manipulation are:

- interpersonal;
- mass;
- political.

The last type is the hidden management of the political consciousness and behavior of the people in order to force them into action or inaction on the contrary to their own interests. Methods of political manipulation are: direct falsification of facts, concealment of unprofitable information, prejudiced interpretation of facts, providing falsified information, labeling for politician discrediting, use of group interests, etc. [3]. The main means of manipulation of public consciousness are in table 1.

Table 1. The main means of manipulation of public consciousness

Types of means of manipulation of public consciousness	Explanation
Linguistic	the use of certain stamps, terms, ideological and political clichés
Non-linguistic	blocking or withholding "disadvanta- geous" information, presenting infor- mation in a context that is favorable to oneself
Active	instilling stereotypes and values
Passive	fragmentation of information

Manipulation becomes particularly important with the improvement of information technologies, which significantly expand the range of manipulative strategies and tactics [4, 5]. The graphical tools of the text help to make it clear and emphasize the message, enhancing certain parts of it. These tools can be used individually or in combination with iconic tools, enhancing the manipulative potential of the verbal part of the message. The accompanying images enhance the impact of verbal argumentation through the selection of iconic elements that corresponds to the general manipulative intent of the addressee. This is also facilitated by color separations, which attract attention to the message and, through the properties of colors, in a certain way affect the human psyche, adjust it to a particular emotional perception of information. In this case, it is appropriate to give an example of the social network Instagram, because particularly there mostly images or videos are featured.

Yes, the media uses sign language as a mean of manipulating the mind of the addressee, posting photographs that have a certain appreciation of the non-verbal behavior of the object (for example, emoji) [6]. Generally, non-verbal elements confirm the assessment contained in the verbal part of the message, making it more effective.

In general, the main purpose of verbal and non-verbal manipulative strategies and tactics is to form a positive or negative perception of the information provided. And

successful manipulation strategies provide a positive perception. A large number of specialists from different industries are involved in their creation and implementation. Political scientists and sociologists are studying their concrete embodiment. The applied aspect of mind manipulation is important for sociology, since the actual results of opinion polls in the media can be falsified in the interests of the interested party. Manipulation of consciousness is the subject of study of such modern fields of scientific knowledge as political marketing and public relations. Methods of influence on the subconscious are thoroughly studied by psychologists and linguists.

Analysis of the media shows that stereotypes serve as a basis for manipulation of consciousness, since they are a simplified form of perception of information [7]. By using stereotypes, the manipulator is able to engage the socio-cultural attitudes of the audience. Adapting to the existing stereotypes, the manipulator relies on the fact that the information he provides will be received unconditionally. The stereotypical perceptions observed in the political sphere are less stable than other branches of society. This is due to the rather high dynamics of change in the political arena. Modern studies show that the most widely used in manipulation of consciousness is the use of fear, because fear is the basic factor that determines human behavior (for example, "don't do this, you know what will happen!"). Crisis, real or artificial, that has a profound effect on feelings, creates favorable conditions for the use of fear [8, 9].

1.1 Methods and technologies of manipulation.

The world is full of different self-help gurus and YouTube seminars that promise to turn our lives into a fairy tale with the right words, tense optimism, false smiles, or other nonsense. Like the words they utter are some kinds of magic.

But here's the thing. Our brain is an extremely imperfect machine for processing information. Therefore, to fool it when using certain techniques is very simple. That what fraudsters do. Official science has only begun to study this area of life, and here are some methods of manipulation:

•Nonsense repetition method. All political talk shows are built on this method: they are easy to watch, they gather large audiences because of the politicians presented there, who, in turn, are happy to earn regular political points and infect people with their idea. People believe in nonsense because television and social networks tell that it is truth. It works because if our brain often hears any thoughts and ideas, it starts to consider them as believes accepted in its group. Studies have shown that if at least one person publicly repeats a thesis three times, it has a 90 percent chance of forming around them people who hold the same views. Researchers at the University of Michigan have found that there is a phenomenon such as memory corruption. It is a brain glitch that, with every memory from the past tends to "remember" new touches. As a result, over the years, some things from the past do not seem to be what they really are. In essence, this can be called stereotypes. Politicians also use this skillfully.

- •Audience imitation method. If you work in a profession where the distribution of advices brings the lion's share of income, then you probably know that in order to accommodate an audience, you need to become a part of it. Making people do some horrible things is easy enough if you pretend to be part of a group of people, and better still, its leader. Research studies show that people tend to be more helpful to those they consider "theirs". Customers are more likely to buy goods and services from those sellers who are most similar to them gestures, social status, and demeanor.
- •The method of believing that it is their own decision. The success of the course depends on the fact that the visitor of the weight loss and nutrition course believes that the diet is his own decision, and not, for example, his family's. In order to persistently resist temptation, people need to believe that they have made this decision. In the same way propaganda works now: it does not call for active action, but only properly organizes facts and speculations so that the consumer can come to the right conclusions. Then he will selflessly believe in "his own conclusions" for a very long time.
- •Ceremonial method or performances. Man is a creature highly dependent on rituals. It is proved that for people who are on holidays and feasts, the food becomes tastier than usual. For exactly the same reason, eating at fancy restaurant seems more delicious than a home-cooked meal, although in reality it may not be so. That's why charlatans at self-development seminars make us play stupid social games. Why does it work? For the same reason: when we perform our rituals, we feel a great degree of involvement in the life of our group.
- •Vulnerability or agitation method. People who show their vulnerability are always above empathy. That is why experienced professors, when speaking at the auditorium, always apologize for being excited. It is also proven that constant repetition of the fact that you are excited about yourself can reduce the production of stress hormones and help calm down. So if they want to cheat you, they confess about being exited not only because they want to enter into trust, but also because they subconsciously reduce their anxiety level.
- •The reasoning method. When you give examples or constructively try to prove your position, you are much more likely to gain the confidence of the listeners. True to the argument, or not many will check later. But this also applies to illusion or self-suggestion. If we try to convince ourselves of something else, then we are manipulating ourselves. Or rather someone has given us some idea, but we are already trying to reprogram ourselves [10]. Psychologists say that the essence of manipulation is to cause a person fear, shame or guilt and use it to meet their goals. However, the manipulator is not always aware of his actions often people manipulate because they do not know how to otherwise achieve theirs needs or are afraid and ashamed to speak directly about that. We have to figure out how manipulations work, why we allow ourselves to be manipulated and why we do it.

Manipulation is the ability to get what you need without the desire of another person. Its essence leads to meeting three biological needs:

- food instinct ("if you don't do it, I won't give you money" or "if you do well, you will get it".)
- sexual instinct (manipulation through flirting)
- the instinct for dominance ("I make more money and you make less, so you do what I tell you").

Manipulations are ways of influencing a person for profit. They can happen consciously or unconsciously. If a person understands that he or she is being mean, cruel and does so in order to achieve his or her purpose, this is conscious manipulation. The example of this kind of manipulation is shown in the movie "Gaslight", which brought the term "gaslighting". The film is about powerful and thoughtful manipulation, the purpose of which was to obtain wealth. Man was slowly, very carefully and gradually imposed by the idea that he was getting crazy. Unconscious manipulation is when people choose such a method of contact because they simply have not learned to satisfy their needs otherwise. This happens unplanned, instinctively, on the principle of habit. The types of manipulation can be reduced to causing three feelings: shame, guilt and fear. These are the feelings that lead to a change in behavior and a state in which a person is easier to control.

Table 2. The types of manipulation (based on feelings)

Feelings	Manipulation in a text	Explanation
Shame	"Well, how can you, I was counting on you!", "How can you be so untidy?", "How could you forget about me?"	As a result, the person tries to get rid of the feeling of shame and does everything to prove that it is not like that, trying not to be himself.
Guilt	"You do not love me"	It makes the couple feel guilty and prove that they love their partner. But this argument will not be a genuine expression of love, but will lead to a feeling not having a sense of guilt in front of a partner.
Fear	"If you don't do it, you will see what happened"	This is blackmail, threats and intimidation.

Person instinctively tries to get rid of these feelings and does what the manipulator wants. Manipulation works where there are many unmet needs, most often basic ones: the need for love, recognition, and acceptance is what makes us more important. The manipulator often feels that the victim needed, so he can play to those needs. But this does not always happen consciously. For example, we often use the phrase "If you ... then I ..." without even thinking it is blackmail, but we just get into the right emotion.

1.2 Common types of manipulations

When it comes to parents' manipulations, this is usually an unconscious form of doing what is best. Parents do not realize that they can injure their child, and do so because they were once children and have been taught this method of contact to achieve their goals. They simply do not know otherwise. Manipulation can also occur on good deeds: "I have done so much for you, and now you owe me." This is the case with people who are demonstratively involved in charity work to improve their image. It is a manipulation that appeals to dominance. If a person is demonstrably engaged in charity, it shows that this one is different from others. One is not necessarily aware of this, but can explain it to oneself by most noble motives. Collectives and organizations often use kind of corporate unity manipulation. We are a team, we all do one thing, we have one goal, and we don't care that the work schedule is abnormal. This is often seen in big brands: these companies almost always have traditions that create a sense of unity. It raises the spirit of the employees, and a sense of belonging to a very important cause. But if top management condescendingly looks at you when you leave for home at 6:00 pm, it is no longer about unity, but about using an employee purely to achieve the goals of the company, regardless of his needs.

Table 3. Common types of manipulations

Types of manipulations	Explanation	
Take on the weak	"What's wrong with you?", "Are you a man or a chicken?"	
Reinforcement	"No one ever does it", "It never happens"	
Pity manipulation	"You don't notice me, you don't love me, and you don't appreciate me." This is the position of the victim that leads to a benefit - I am so unhappy, but later I will get what I wish for.	
Consent manipulation	"Yes, of course, I am bad, I know nothing" - also a call for a pity.	
Another type of manipu- lation is silence	This is usually a very painful moment in parent-child relationships where parents punish the child with silence. Then the child experiences an acute sense of loneliness, and to overcome the tension, begs for forgiveness first, even if not guilty. And then as an adult often unknowingly chooses a partner similar to silent parents, who uses such manipulations.	

There is a healthier form of manipulation at work when companies create the most comfortable working environment for people at the workplace. With such concern, it is worth the goal of making more profit. This is the norm of the capitalist system of the state, with which you have to put up if you want to earn money, but knowing your rights and defending them will not hurt.

1.3 Recognition of manipulation

If you have been all right before contact with a person, and you feel shame, fear or guilt after contact, you are most likely being manipulated. Another sign of manipulation is a sudden change of mood. You can acutely feel negative emotions or euphoria.

The feeling of euphoria is that you suddenly find yourself in need of someone, you are important, they notice something that no one has ever noticed in you, they start to love, appreciate and respect you. It is very difficult to recognize manipulation for a person who has low self-esteem, minimum confidence and no inner core.

To monitor this, one must have awareness. It is necessary to pay attention to psychological and physical feelings. The first signal is body discomfort and tension that comes after contact with the manipulator. This can be manifested in different ways: the heartbeat, breathing, and sweating increase in especially anxious people. If a person is tracking this, but it is difficult to deny and defend their boundaries, it is worth taking a pause and at least saying, "I need to think." During this time, it is possible to understand if you need what you are offered and you can do it or not.

You can also ask directly, "What do you want? I understand that you are manipulating me, say directly what you need". It knocks out of the track, so the manipulator who is not accustomed to such, retreats and realizes that the number has not passed.

1.4 Why people become manipulators

One of two persons is unconscious manipulator. We resort to this because we do not understand how to get what we want. We are not used to a healthy way of contact, where we can say about our need directly. To do this we need to be sure, feel our limits and respect the other person's borders - then we can act directly.

Often, unconscious manipulators are the children of parents, who expected too much from them. Because the children couldn't give it all, they learned how to bypass confrontation through manipulation. It is scary to ask them directly; because there is a fear that they will do something bad and they will experience negative emotions.

The manipulator affects others through feelings of fear, shame, and guilt, but does so for the same reasons - he is scared and ashamed to act directly. "If I ask and I am denied, I will be ashamed. So, I am unimportant and unnecessary". Because of our unwillingness to face guilt and fear, we choose indirect ways of interaction. These feelings are difficult, but it is important to interact with them to reach a new quality level of contact with people and awareness of themselves.

1.5 Remember your beliefs, desires, and goals that you aspire to.

It is very easy to manipulate a person who does not know what he or she wants and how he or she treats this or that phenomenon. Then the manipulator is left to give the "victim" the direction in which he should go in order to receive the long-awaited benefit. Therefore, in order to avoid manipulation, you must clearly understand what you want, what goals you are pursuing, and what you are 100% sure about. Then any manipulation will be noticed by you as it will be contrary to your goals or beliefs. And as long as you are convinced that your goals are right and life is fully satisfying, it is

difficult to manipulate you. It is worth creating a list of your core values, for example: "I will never allow arrogance to my side", "I will not allow to use myself". These are all things you definitely don't want and won't do. The better you understand yourself, the easier it will be to understand when you are being manipulated and to resist it [11]. This is the main problem with children and teenagers. They do not know what they want, do not know themselves, and in general, they simply do not have enough life experience. That is why it is easiest to manipulate such an audience. So much garbage and dirt is now being stuffed into the infant and teenager's brains that a child simply cannot refuse and is manipulated.

The children and teens spend their primary time at school. The dilemma of our education is that children are not taught to give themselves advice in today's real world and to be able to think critically. And even in the screen of their devices, they also will not learn all this, because it is not profitable. Here are just a lot of examples of such profitable manipulation of children. These are various music groups, books, films that affect the psyche, as well as sects, suicidal groups, etc. And all this information comes from most of the social networks.

There were these death groups: Blue Whale, Red Owl, Run or Die, Momo [12]. The moderators of such groups provide a variety of tasks and the victim's videos or photos have to prove that the task has been completed. The ultimate goal is suicide.

The spread of the game is explained by psychologists - the number of children trying to commit suicide has really increased at times because teenagers think that their life is not happy. The provocation of such actions is that teenagers complain about lack of future, not finding their place in society, inability to do something when they grow up. Adding to this phenomenon is the lack of trusting relationships in teenagers with parents.

The principle of tracking down the victim's place of residence is very simple. The curator sends a link and after victim's clicking on it he finds out the victim's IP address. Then through the provider curator finds out the house address and apartment number. This way he blackmails and intimidates teenagers and children. The curator himself may be in the other end of the country, and the poor child believes in manipulation and ventures into a hopeless act [13]. Most death groups were in Russian social networks like VK, and in different messengers like WhatsApp and Telegram. For example, after blocking hashtags associated with the blue whale in VK, the game went massively to other networks - Instagram, Twitter, and various messengers.

2 Classification of online users-manipulators using MBTI

Myers-Briggs Type Indicator (MBTI) principles were used to classify users by the level of manipulation in online communication [14]. According to individual four opposite pairs, or "dichotomies", we determine which user is easier to manipulate in Table 4.

Table 4. Classification of online users by the level of manipulation in online communication (MBTI principles)

Dichotomies	Explar	ation			
Extrovertion (E) - Introversion (I)			pulate an ext society and it		se he almost
Sensing (S) - Intuition (N)			sensing make iit thinks befo		
Feeling (F) - Thinking (T)	The fee	•	to the burst of	f emotions, ar	nd the thinker
Perception (P) – Judgement (J)	someth	er will not ing out.) - the least m	waste his tin	me planning	or checking
	(0%)	(25%)	(50%)	(75%)	(100%)
Level 1 Level 2	LTM	ISTJ INTP ENTJ INFJ	ENTP INFP ENFJ		

Fig. 1. Classification of user manipulation level.

According to these parameters, each of these users can act as a manipulator, but in different ways. Manipulations are carried out by Table 5.

Table 5. Types of manipulators

Manipulators	Explanation
Extroverts	in the prospectus of a wide range of people, acquaint- ances and strangers
Introverts	in a narrow circle of people, or over a single individual, mostly acquaintances
Sensors	in the nearest time prospectus. Directions for now.
Intuits	in the distant time prospectus. Destinations for the future.
Feelers	emotions, feelings, experiences
Thinkers	facts, arguments, information
Perceivers	improvising, not planning in advance
Judgers	planning each step in advance

3 Ways to approach the manipulation of users using MBTI

3.1 First among the first: status motivation

Representatives of the group with the motivation "status" aspire to be first in one form or another. They are all sensory extroverts. As sensors, it is important for them to provide material proof of status, whether it is expensive clothing or a large house. As extroverts, they want to show success to others. They say, "I have a big house in the center! See what I have achieved?".

They like the recognition of others. These people, when starting their business, will call it by their name - and will be extremely proud by the title of founder. It is also important to them how their position officially sounds: not a "Public Relations Specialist" but a "Senior Public Relations Specialist".

You want to get this person to do more work for the same money - change the name of his or her position and let all employees know about it. Expensive things are therefore appreciated by them, showing the status of the owner. A separate office indicates career success. Even marriage to the owner of this type of motivation serves as a marker of what he has accomplished in his life.

3.2 The only and unique: uniqueness motivation

Recognition of society in one way or another is necessary for all extroverts - otherwise what extroverts are they if they do not want to share the results that they achieved with others? But people with the motivation of "uniqueness" - **extroverts-intuits** - want to tell not about status, but about their own exclusivity.

Designer and rare things are the weakness of people with "uniqueness" motivation. Often, the arguments like "you will never find it" are decisive when buying. By the

way, many advertisers are betting on the uniqueness motivation. The slogans of "Be Not Like All" or "It's Just for You" series are traditionally found in advertising a wide variety of products - from women's cosmetics to expensive cars.

The "uniqueness" motivation is partly related to the club of researchers. Do not feed them - let them explore new things. New methods, models, theories are not so important - the main thing this is something new. If the extrovert researcher is not eager to get involved in the project, just say that he is dedicated to developing new, unique techniques. It can be added that no one has ever used this technique before. After these words, he will be ready to spend the night literally at the enterprise.

3.3 Money Forward: Welfare Motivation

Introverted researchers are a bit more complicated. In psychology it is believed that introverts are generally more difficult to motivate or to persuade - at least it will take longer to convince them. Introverts are more focused on themselves and their needs than on the praise and recognition of others, so they take more time to make decisions. Well-being motivation for **sensory-introverts** can be expressed in a short phrase: "Pay me, and I will do." Remember: this is the only group whose members between a very interesting and very well paid job always choose the second one.

The key to understanding and motivating introverted sensors lies in the very word "well-being". In the minds of people, especially introverts, it is associated with stability. "You are investing in your future", "You are going to get a quiet old age" - are those familiar slogans? It is believed that they are for senior people but they really are for introverts. For such people in the store will work phrases "This thing will last you centuries!" or "This is a wise investment!".

3.4 Leave your neighbor alone: motivation for "self-sufficiency"

It's time to talk about intuitive introverts that are motivated by "self-sufficiency". The good news is that sometimes you don't have to pay these guys. Completely they really can work for the idea. Only on one condition - they should be very curious about what they do (especially if they are introverted researchers). In this they are similar to the motivation "uniqueness" - they are also driven by curiosity, interest and positive evaluation. But they make this assessment for themselves. It is not social recognition or status, but internal self-realization. Sometimes, to motivate such a person, it is enough to tell him: "You will have as much time as it will take." Introverts-intuitions (not always, but often enough) are very slow. And they are driven to life by different people: the boss at work, the cashier in the store, even the casual neighbor in line. Another feature of intuit introverts, and of all introverts in general, is that they make very slow decisions. And they hate to do it. It's enough to leave him alone, not hurrying him up, not demanding this momentary decisions, allowing him to do what is interesting for him - and voila. Another employee is ready to work extra hours at your service [15].

4 Conclusions

The manipulation is often paradoxical. On the one hand, we may think that no one is manipulating us and we are completely free people, but in fact someone without our knowledge uses it very favorably. Or when self-suggestion occurs, you realize that you are causing yourself that someone manipulates your thoughts. You can continue to live in the illusion that you are a skeptic and know that you are armor and do not trust anyone. But what can you do here; human nature is such that it can break at any moment. So try to be skeptical in moderation, and kind advice - trust, but check.

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