

## THE CONTROL OF INFORMATION SUPPORT OF THE PROCESSES OF INFLUENCE ON THE OPPONENT

*In this research, the classification features of the information impact on interaction contractors knowledge with their individual feature of perception and defines the classes of information representations with a given exposure and counterparty interaction. Base of theory of the non-force interaction gives you opportunity to ground and formally represent scientific and methodological tools of management on impact, which should provide improvement of ways for preparing and conducting operations on the information impact on the enemy, the implementation of countermeasures, that will be most informative and clear, simple, efficient and minimally costly. Also issues of information management are examined not from the position of maximum informing of influenced contractors, but from the position of the necessary information influence on them. Using the proposed classification allows you more accurately and efficiently plan special military operations in the field of information impact on the enemy. This is the main purpose of this study.*

**Keywords:** *information technology; special information operations; theory of non-force interaction.*

**Entry.** As is known that in the information war, the aggressor is attributes to the victim what he does. The victim in the eyes of the consumer of information becomes the aggressor, and the aggressor – in justify avenger. This is actually information infection. Infection for which there is no "vaccine". Yes, indeed, today in Ukraine there are no effective tools that would be able to confront the information "virus". It is possible for a software virus, an effective anti-virus exist and for information of "viruses" you need to create certain security technologies, that filter information content and fill it protecting information "pills" and it is important to bring them to the "infected body" instead.

**Statement of the problem.** Our country is only trying to confront the information noise. And ordinary citizens, could hardly distinguish the truth from the information provocations. If we do not take the necessary countermeasures, will "ripe" next fruits of this war: a depressive society, the slave mentality, a complete incomprehension of the processes occurring in the state, apathy, aggression, distrust to everyone and everything. Today, the main impact of information policy of the aggressor is aim at the manipulation of consciousness of ukrainians and destabilization inside the country [1-2].

How to provide effective information influence on the broad strata of the population, an action which could confront the information infection? How to restore the positive attitude of ukrainians to their homeland, European country?

Making analysis of the latest researches and publications the author has found that Ukraine is in the third year of a hybrid war and failed to create efficient instruments for the effective confrontation on information expansion of the enemy. In the researched articles the question of assessment processes of informational management, which is need to make the right decisions the significant volume of scientific works is given, but if research problems of making the most favorable decisions [3-6], no attention is paid to issues of information management. But if describe methods of management of information during the informational influence [7-12], almost no attention is paid to the influence of this information on decision makers, and the decisions themselves. Examining the ways and tools of opposition to information infection, we stumble on a paradox: on the one hand, we need different ways to influence on different audiences of our society, and on the other, building trust between polarized groups to build overall confidence. Allow this and base on the Theory of non-force interaction (the Theory) and developed on its base tools [13-18] the author of this article proposed and laid the Foundation for the creation of information

technology support and maintenance of special information operations, that provide an unprecedented advantage in the course of realization of information effects and, above all, protection.

As the result of the analysis of the sources allocated previously unsolved part of General problem which the article deals.

**Presentation of the basic material.**

In our time we are suffering not so much because of the lack of information as from excess, unnecessary information, unrelated to the outcome of crisis situations. Find the ability to separate the useless from the important, and you feel that you are control the situation [19].

**Management of information support of the processes of impact on the opponent.**

Management information support should be aimed at ensuring the constant availability of relevant information, which has such features as targeting, timeliness, reliability, completeness. Relevant information important for making management decisions because it contains data that should be used for calculations in preparing information that will be provided to the counterparties of interaction. Irrelevant information (noise information) is irrelevant, redundant data, which do not have useful actions on the object of influence. The usage of irrelevant information may lead to lowering of the level of influence or its impossibility. One of the most challenging tasks of creating such a management system is to convert tacit (implicit) knowledge to explicit counterparties (explicit). What is achieved only using relevant information, with mandatory determination of the ultimate goals of the impact. With the aim of creating information technology (fig. 1) that will find the necessary (relevant) information that would respond the criteria of the most influential actions on the counterparty of interaction and would provide this information, taking into account his personal preferences and individual moral and psychological qualities, i.e. the creation of information technology management awareness, you first need to determine what information and what is the impact on the company.

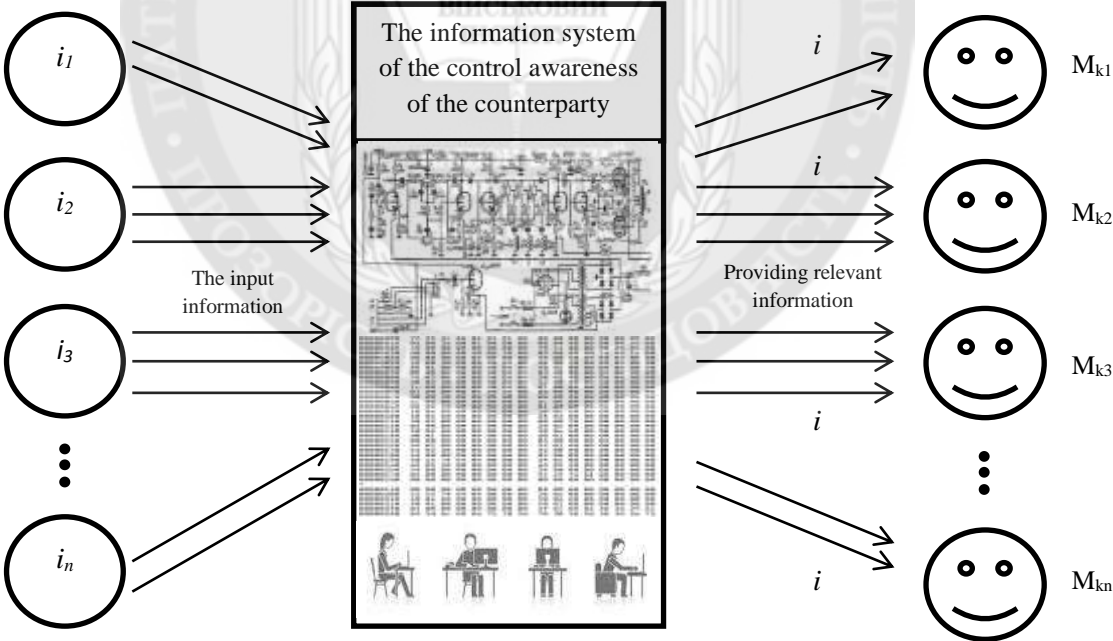


Fig. 1. Information technology impact on the counterparty of interaction

With this aim, the author elucidate the priority issues of this problem, namely:

- necessity to classify the features of the impact of information on knowledge of counterparties of interaction with the personality of their perception;

- necessity to represent the classes of information representations with a given influence on counterparty interaction.

### **Classification of the impact of information on knowledge of the counterparty of interaction by peculiarities of their perception.**

For effective management on knowledge of counterparty of interaction it is necessary to determine what information and how it will effect on his decision, to select the most relevant information and to consider the best ways of presenting this information. To solve this problem, we should classify objects of influence by the specific of informational perception and known relation to it. So the information provided to the Muslim that Christianity is the only correct religion will cause storm poured out emotions, as a maximum, and another confirmation of the correctness of conducting thousands of years of wars between the "true" believers and "infidels." On this basis, selected characteristics, which will provide classification for search and provision of information are:

1. Race - Negron, Caucasoid and Mongoloid. Some researchers also identify Australoid;
2. The national identity. So the Russian marketers have found that the same promotional video has a positive effect on the Russians, but the Ukrainians (as an example) causes a different attitude to the products that are advertised;
3. Sex. There is virtually no such thing about which men and women agreed to the opinions. We remain a mystery for one another and essentially live in two isolated, only occasionally crossing each other, realities of respectively, the impact on women and men must differ;
4. Age identity [20, p. 39]. Now adopted the following age periods: infancy (birth to 1 year); preschool education (1-3 years); preschool education (3-6 years) primary school age (6-10 years); adolescence (10-15 years); adolescence: the first period (senior school age 15-17 years), second period (17-21 years); Mature age: first period (21-35 years), second period (35-60 years); old age (60-75 years); old age (75-90 years); the oldest old (90 and above) and for each age period is the most acceptable information should have its own specific "taste" and "color". For the further work we define another option, which in the opinion of the author is more approximated to reality:

Children;

The youth that studies;

The youth that works;

Entrepreneurs;

Workers;

Military serves;

Retired people.

5. Membership by the perception of information [21].

All people perceive and memorize information differently. So, those who receive information through the auditory channel are called **auditory learners**. They are great listeners, remember details of the story and perceive intonation, tone of speech, have sharp hearing and an excellent memory.

**Visual** is the person who receives most of their information through vision. They are 30% of the population.

**Kinesthetic** - one who perceives the information through other senses (touch, smell, etc). They are 40% of the population.

There are also people who have the perception of information occurs by means of logical reasoning, with numbers, characters, logical proofs, they are called **discreters**.

It is clear that any person in his life uses different channels of perception. It can be visual, but this does not mean that the other senses are almost not working. If more channels are open to receive new information, the more efficient the process of perception.

6. Occupation, work, hobbies or lifestyle.

The above classification will help us to understand the special approach to every human being, as a person, and later to transfer this knowledge to family, group, country, possibly the world.

**Classes of information representations with determine exposure on counterparty interactions.**

The most important properties of information as we all know are: objectivity and subjectivity, completeness, reliability, adequacy, availability, relevance, accuracy and value.

It has been determined that the main types of information representations are: graphics, sound, text, numeric and video information.

And the most common methods of presenting information are: language (oral communication), writing, press, books, radio, film, television and computer.

Using proposed properties of information, the specificity of human nature to perceive the information and on the base of effected research propose classification of the information content of the representations with a given exposure to the interaction counterparty according to the age and business facilities according to the criterion of the maximum response (change in worldview), which is given below:

1. The information content is acceptable for children:
  - 1.1. What will give a praise;
  - 1.2. What is the punishment;
  - 1.3. About entertainment events and festivals;
  - 1.4. About getting a high marks of the success;
  - 1.5. About favorite dishes and preferences;
  - 1.6. About the injustice against them;
  - 1.7. Regarding the failure of the promises;
  - 1.8. About idols and Pets;
  - 1.9. About the need for homework and school responsibilities;
  - 1.10. About the threat to the life and health of a loved one.
2. The information content acceptable to young people, what works:
  - 2.1. What will give a praise or a positive rating of work;
  - 2.2. What is the punishment or negative evaluation of labor;
  - 2.3. About the health of a loved one;
  - 2.4. On the level of wages;
  - 2.5. The level of payment for utilities;
  - 2.6. About the fluctuations of the exchange rate and prices of products and goods;
  - 2.7. About the situation in the area of holding of Antiterrorist operation on the Eastern part of Ukraine;
  - 2.8. About sanctions of the international community to the aggressor state;
  - 2.9. On the activities of the state leadership and the high fighting capacity of the army to ensure the protection of the country;
  - 2.10. About the "atrocities" against the prisoners from terrorist groups in the East of the country;
  - 2.11. About the bad facts in the life of their army (their distortion, naked lies);
  - 2.12. About the threat to the life and health of a loved one.
3. The information content is acceptable for young students:
  - 3.1. What will give a praise or positive evaluation of study;
  - 3.2. What is the punishment or negative assessment study;
  - 3.3. About changes in the educational program of students;
  - 3.4. Status of scholarships and fees for the dormitory;
  - 3.5. About public events and institutions;
  - 3.6. On national consciousness and the certainty;

- 3.7. About the situation in the area of holding of Antiterrorist operation on the Eastern part of Ukraine;
- 3.8. About sanctions of the international community to the aggressor state;
- 3.9. On the activities of the state leadership and the high fighting capacity of the army to ensure the protection of the country;
- 3.10. About the bad facts in the life of their army (their distortion, naked lies);
- 3.11. On the possibility of self-realization after study;
- 3.12. About the threat to the life and health of a loved one.
4. The information content is acceptable for entrepreneurs:
  - 4.1. What will give a positive assessment of business activity;
  - 4.2. What will give a negative evaluation of entrepreneurial activities;
  - 4.3. About the health of children and loved ones;
  - 4.4. About the state of affairs and the income growth of the enterprise;
  - 4.5. The level of payment for utilities;
  - 4.6. About fluctuations in the foreign exchange market;
  - 4.7. About the situation in the area of holding of Antiterrorist operation on the Eastern part of Ukraine;
  - 4.8. About sanctions of the international community to the aggressor state;
  - 4.9. On the activities of the state leadership and the high fighting capacity of the army to ensure the protection of the country;
  - 4.10. About the "atrocities" against the prisoners from terrorist groups in the East of the country;
  - 4.11. About the bad facts in the life of their army (their distortion, naked lies);
  - 4.12. About the threat to the life and health of a loved one.
5. The information content acceptable to workers:
  - 5.1. What will give a praise or a positive rating of work;
  - 5.2. What is the punishment or negative evaluation of labour;
  - 5.3. About the health of children and loved ones;
  - 5.4. On wages;
  - 5.5. The level of payment for utilities;
  - 5.6. About the fluctuations of the exchange rate and prices of products and goods;
  - 5.7. About the situation in the area of holding of Antiterrorist operation on the Eastern part of Ukraine;
  - 5.8. About sanctions of the international community to the aggressor state;
  - 5.9. On the activities of the state leadership and the high fighting capacity of the army to ensure the protection of the country;
  - 5.10. About the "atrocities" against the prisoners from terrorist groups in the East of the country;
  - 5.11. About the bad facts in the life of their army (their distortion, naked lies);
  - 5.12. About the threat to the life and health of a loved one.
6. The information content is acceptable for military servers:
  - 6.1. What will give a praise or positive evaluation of serve;
  - 6.2. What is the punishment, or negative performance appraisal;
  - 6.3. About the health of children and loved ones;
  - 6.4. Of allowance;
  - 6.5. The level of payment for utilities;
  - 6.6. About the fluctuations of the exchange rate and prices of products and goods;
  - 6.7. About the situation in the area of holding of Antiterrorist operation on the Eastern part of Ukraine;
  - 6.8. About sanctions of the international community to the aggressor state;

6.9. On the activities of the state leadership and the high fighting capacity of the army to protect the country and the level of social security of servicemen;

6.10. About the "atrocities" against the prisoners from terrorist groups in the East of the country;

6.11. About the bad facts in the life of their army (their distortion, naked lies);

6.12. About the threat to the life and health of a loved one.

7. The information content acceptable to the pensioners:

7.1. What will give a praise;

7.2. That carries a sentence;

7.3. On the health status of children, grandchildren and loved ones;

7.4. On the state pension and social security;

7.5. The level of payment for utilities;

7.6. About the fluctuations of the exchange rate and prices of products and goods;

7.7. About the situation in the area of holding of Antiterrorist operation on the Eastern part of Ukraine;

7.8. About sanctions of the international community to the aggressor state;

7.9. On the activities of the state leadership and the high fighting capacity of the army to ensure the protection of the country;

7.10. About the "atrocities" against the prisoners from terrorist groups in the East of the country;

7.11. About the bad facts in the life of their army (their distortion, naked lies);

7.12. About the threat to the life and health of a loved one.

Information sense, that given, should be applied selectively, depending on the functional role and in accordance with the functional tasks of the components of exposure. But most importantly, it needs to be present in some information models, which allow to formally work them in the system of management of knowledge (relation to reality), which will allow you to make decisions that will lead to optimal and kvazioptimal actions of the counterparty of interaction. Which will able to optimize the information environment in the processes of management of information impacts and to determine the functional role of content representations in their management.

This issue will focus in the following works of the author.

**Conclusions.** In the article was given classification of the influence of information on the knowledge of the counterparties of interaction with their individual feature of perception, as well as defined classes of information representations with a given exposure and counterparty interaction.

The basic idea of the classification is to represent out to provide scientific and methodological tools of management on impact, which should provide improvement of ways for preparing and conducting operations on the information impact on the enemy, the implementation of countermeasures, that will be most informative and clear, simple, efficient and minimally costly. Also issues of information management are examined not from the position of maximum informing of influenced contractors, but from the position of the necessary information influence on them. Usage of proposed classification allows you more accurately and efficiently plan special military operations in the field of information impact on the enemy. What will be the background of victories in the information war with the enemies of our country.

**Reviewer:** doctor of technical Sciences, Professor Kravchenko O., Professor, Department of technology management faculty of information technology, national University of Ukraine named after Taras Shevchenko, Kiev.

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Без рецензії.

Кубявка М.Б.

## УПРАВЛІННЯ ІНФОРМАЦІЙНИМ СУПРОВОДЖЕННЯМ ПРОЦЕСІВ ВПЛИВУ НА ПРОТИВНИКА

*У даному дослідженні дається класифікація особливості впливу інформації на знання контрагентів взаємодії за їх індивідуальною особливістю сприйняття, а також визначаються класи інформаційних представлень з заданим впливом на контрагента взаємодії. Взята за основу теорія несилової взаємодії дає можливість обґрунтувати та формально представити науково-методологічні інструменти управління впливами, які повинні забезпечити значне покращення шляхів підготовки і проведення операцій з інформаційного впливу на противника, здійснення контрзаходів та будуть максимально інформативно зрозумілі, прості, результативні і мінімально затраті. Питання управління інформацією розглядаються не з позицій максимального інформування контрагентів впливу, а з позицій необхідної інформаційної дії на них. Використання запропонованої класифікації дає можливість більш точно і результативно*

планувати спеціальні військові операції в сфері інформаційного впливу на противника. Це і є основною метою даного дослідження.

*Ключові слова:* інформаційні технології; спеціальні інформаційні операції; теорія несилової взаємодії

Кубявка М.Б.

## УПРАВЛЕНИЕ ИНФОРМАЦИОННЫМ СОПРОВОЖДЕНИЕМ ПРОЦЕССОВ ВОЗДЕЙСТВИЯ НА ПРОТИВНИКА

*В данном исследовании дается классификация особенности влияния информации на знание контрагентов взаимодействия по их индивидуальной особенностью восприятия, а также определяются классы информационных представлений с заданным воздействием на контрагента взаимодействия. Взятая за основу теория несилового взаимодействия дает возможность обосновать и формально представить научно-методологические инструменты управления воздействиями, которые должны обеспечить значительное улучшение путей подготовки и проведения операций по информационному воздействию на противника, осуществления контрмер и будут максимально информативно понятные, простые, результативные и минимально затрате. Вопросы управления информацией рассматриваются не с позиций максимального информирования контрагентов влияния, а с позиций необходимого информационного воздействия на них. Использование предложенной классификации дает возможность более точно и результативно планировать специальные военные операции в сфере информационного воздействия на противника. Это и является основной целью данного исследования.*

*Ключевые слова:* информационные технологии; специальные информационные операции; Теория несилового взаимодействия.

