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THE MAIN INTERNET RESOURCES FOR DETERMINING THE MANIPULATIVE POWER OF INFLUENCERS IN MEDIA COMMUNICATION

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Abstract. The present work is devoted to a comparative analysis of Internet services to identify the manipulative power of influencers due to the fact that virtual communication in the second-generation Internet networks is becoming more popular and is able to influence the socio-political agenda. The article presents data on Internet resources that represent data on the manipulative power of individual influential persons in the media discourse within such categories as lexemes that produce an effect on the audience, lexemes used for retweets, the most mentioned lexemes. The issue of comparing this resource with the tools of other sites is considered separately: Hashtagify and Social Searcher.

The relevance of the topic is due to the fact that for communicants, interaction on social platforms today directly coincides with social and political interaction.

The problem of this work is an important review of important Internet resources for determining the manipulative power of influencers. The goal is to establish the advantages and disadvantages of these resources. In accordance with this, the process of solving the tasks of identifying the main tools of these services is being implemented

The methodology is based on comparative analysis. Descriptive analysis also helps to understand the basic algorithms of the functioning of the resources under study

The result of the work is the justification of the sample of the studied resources. The main advantages of each of them are also emphasized in the work.

An important part of the work is the understanding that in the process of determining the manipulative influencing force of influential persons of media communication, heterogeneous elements of the lexico-semantic field of the studied socio-political phenomenon should be studied.

Keywords: Social networks, manipulative force, influencers, media communication

An important part of the process of modern virtual communication is the interaction of actors among themselves. But an even more important component of the media discourse at the moment is the manipulative role of influencers, who are able to influence the opinions and actions of speech actors not only in the online space, but also in the further transitions of this communication into real life. Often these processes become a trigger for the emergence of social and political protest campaigns, which can lead to the destabilization of the regime inside the country. Sometimes the

requirements in these actions have a construc-constructive basis with low requirements, and with a positive solution of topical issues, the situation can stabilize. However, there are also artificial prerequisites for the start of certain socio-political demonstrations, often taking place outside the state in which these protest actions take place.

The most striking case confirming this fact is the protest campaign, illuminated by a digital lexical unit, which is expressed in the form of the hashtag #StopKony. In the process of using it, influencers mainly from the United States of America managed to promote their geopolitical interests on another continent. It is the influencers who are the driving force of any campaign, and the correct definition of their messages is able to anticipate further actions and opinions of communicants in the virtual sphere subscribed to influential people [Alekseev, 2020].

In connection with this fact, we believe that the definition of the manipulative power of influencers in the second-generation Internet networks is becoming an important stage for understanding certain socio-political transformations in society. The advantage of virtual communication is that all processes at the present stage of development can be recorded and verified, and lexical units and texts of media communication become empirical material that is convenient to calculate by analogy with how exact sciences calculate digital values. To date, there are a significant number of resources on the Internet that can provide statistical data on the activity of communicants on the Internet. Some of them represent information on active influencers. Initially, most of these services were focused on the business community and for SMM analytics. However, this trend has now affected the socio-political life of the population in different countries of the world.

Having studied a number of services focused on hashtag analysis, understandable and accessible resources with comprehensively developed algorithms were selected for the researcher. These platforms include Hashtagify, Social Searcher and Socialert sites [Alekseev, 2022]. The Brandments website also has a high-quality interface, but it focuses on information about brands and the commercial sphere, rather than socio-political campaigns. This resource can be used in research, but due to the specifics of the tasks, its functionality will not be considered in this article.

An important resource that is designed to establish the level of manipulative power of influencers is Hashtagify. On this site there is information about Twitter regarding the five main influencers, which can be identified by entering the hashtag the researcher needs in the search bar on the main page [URL: https://hashtagify.me/].

Social Searcher is becoming another service for the study of digital lexical units that reveal the topic of socio-political protest movements. Facebook Instagram (*Meta is recognized as an extremist organization and banned in the territory of the Russian Federation*), VKontakte, Youtube, DailyMotion, Web, Twitter, Flickr, Vimeo, Facebook, Instagram, VKontakte, Youtube and others [URL: https://www.social-searcher.com/].

The Social Searcher website provides analysts with data on influencers in various social networks. Having the most general coverage, this site can be used with the previous additional tools to expand the representation of specific digital lexical units called Hashtagify.

Socialert [URL: https://socialert.net /] has the best functionality for searching for influencers on Twitter (and Instagram). Socialert offers uploading about influencers by categories "Most Impression", "Most Retweeted", "Most Mentioned".

Modern society is more faced with the fact that the process of modern virtual communication is becoming an integral part of it. The actors of this contact communicate with each other in a non-linear and diverse way, organizing new communities and groups in an online environment. This medium is not only a means of communication for entertainment purposes and for ordinary communication purposes, but also becomes an important platform for covering various kinds of information agendas on topics such as politics, sports, culture, art, etc.

The news feed becomes an important means of communication between bloggers

and their subscribers, thus the process of ma-manipulative influence of influencers begins to be implemented in order to implement their assigned tasks. At present, along with the emergence of the phenomenon of these influential persons, there is a need to understand and study the patterns of their behavior, the prerequisites for the translation of a certain point of view. This issue is relevant for representatives of a large number of social sciences and some sciences related to information technology.

In this paper, we consider it important to demonstrate the important manipulative power of influencers from the point of view of philology. The main subject of study in this context is both the text within the framework of modern virtual communication and digital lexical units implemented by actors of the second generation Internet networks. As part of the study of influencers, it should be noted that in media communication there are basic parameters for determining their manipulative power, among the most important of them one can emphasize the number of subscribers, the number of retweets, mentions, etc. In the process of searching for the service we are interested in analyzing the influencing power of influencers, we selected the three resources Hashtagify, Social Searcher and Socialert presented above, which correlate with the tools that are important to us. Also in the process of work, these services for studying the strength of influencers on social platforms were presented as a resource base for further comparative analysis.

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ОСНОВНЫЕ ИНТЕРНЕТ-РЕСУРСЫ ДЛЯ ОПРЕДЕЛЕНИЯ МАНИПУЛЯТИВНОЙ СИЛЫ ВЛИЯТЕЛЬНЫХ ЛИЦ В МЕДИЙНОЙ КОММУНИКАЦИИ

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Аннотация. Работа посвящена сравнительному анализу сервисов сети Интернет по идентификации манипулятивной силы инфлюэнсеров в связи с тем, что виртуальная коммуникация в сетях Интернета второго поколения становится более популярной и способна влиять на социально-политическую повестку. В статье представлены данные об Интернет ресурсах, которые репрезентует данные относительно манипулятивной силы отдельных влиятельных лиц в медиадискурсе в рамках таких категорий, как лексемы, производящие эффект на аудиторию, лексемы, используемые для ретвитов, наиболее упоминаемые лексемы. Отдельно рассматривается вопрос сравнения ресурсов Hashtagify, Social Searcher и Socialert.

Актуальность темы обусловлена фактом того, что для коммуникантов интеракция на социальных платформах сегодня напрямую совпадает с социальным и политическим взаимодействием.

Проблемой данной работы становится важный обзор важных интернет ресурсов для определения манипулятивной силы инфлюэнсеров.

Целью становится установка преимуществ и недостатков данных ресурсов. В соответствии с этим реализуется процесс решения задач по выявлению основного инструментария данных сервисов

В основе **методологии** лежит сопоставительный анализ. Дескриптивный анализ также помогает понять основные алгоритмы функционирования исследуемых ресурсов

Результатом работы становится обоснование выборки исследуемых ресурсов. Подчёркиваются в работе и основные достоинства каждого из них.

Важной частью работы становится понимание того, что в процессе определения манипулятивной воздействующей силы влиятельных лиц медиакоммуникации следует изучать разнородные элементы лексико-семантического поля исследуемого социально-политического феномена.

Ключевые слова: Социальные сети, манипулятивная сила, инфлюэнсеры, медиакоммуникация

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