

The social and psychological aspects of communicative interaction in virtual reality

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Research Methodology. The social and psychological aspects of communicative interaction in virtual reality were investigated using a systematic approach. The actual state and prospects of virtual communication development were assessed by general scientific methods (analysis, synthesis, induction and deduction) and by secondary sociological research.

Findings. The concepts of “virtual reality”, “social network” and “virtual communication” were analyzed. The state of development and features of virtual communication in Ukraine were assessed. It was determined which specific characteristics of communication between people the functioning of social networks leads to. The role of virtual communication in shaping configurative identity of a person is identified.

Novelty. The objective preconditions of formation of configurative virtual identity of a person are covered. The list of characteristics of virtual communication is suggested. The psychosocial aspects of communicative interaction in virtual reality are classified.

The practical importance. Based on a thorough analysis of the psychosocial aspects of communication in social networks, the ways to study and analyze the change of a person’s identity were determined. This will contribute to raising the level of objectivity and link between theory and practice in the further study of human interaction over the Internet.