

# COMMUNICATION IN INTERNET SPACE: PROFESSIONAL ASPECT, PROBLEMS AND IMPLEMENTATION FEATURES

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## Abstract

The global network in the modern world has a great impact on the development of all spheres of society. Today, many practices are implemented in the virtual space, which until recently could only exist in the real world. Over the past few years, the blog has become one of the most popular formats for constructing virtual communication with other users. The purpose of the study is to identify the characteristics of bloggers, their profiles, as a new subject of the virtual space and as professionals. Research methods: as a research method, a questionnaire survey was used as a method of collecting information, which allows us to identify the features of virtual communication phenomenon and the personality features of professional bloggers. Research results: the article considers the features of bloggers professional identity, establishes the origin and essential features of professional blogging phenomenon. The novelty and originality of the research lies in the fact that for the first time the phenomenon of communication in the Internet space is considered. The following qualities of a blogger are considered: adequacy, creativity, sociability, stress tolerance, responsibility, honesty to the audience, usefulness, diligence, professionalism. It is revealed that one of the main requirements for bloggers is their ability to express their thoughts clearly. It is determined that the more a blog is maintained, the more carefully bloggers work through the texts, build a publication plan, think about what and why to post, and determine the timing for publications. The pros and cons of blogging have been proven. The advantages include freedom, doing what you like; self-realization; new acquaintances; demand; promotion of your activities; popularity. Among the disadvantages of blogging as a profession were: lack of consistency, no guaranteed earnings; high competitiveness; working hours; public criticism, public discussion of your activities; no obvious career growth; condemnation from the older generation; in the absence of the Internet, it will not be possible to blog. The criteria of a professional blogger are defined as follows: the regularity of publications; a certain topic of the blog; blogging in the same style; the usefulness of the broadcast information; the audience recognition in the form of the number of subscribers, likes, comments. Practical significance: The data obtained in this work can be used in social psychology, labor psychology, as well as for further theoretical development of this issue.

**Keywords:** bloggers, profession, Internet space, Internet communications.

## INTRODUCTION

In the modern scientific discourse, when transforming public communication, virtual reality is considered as a kind of social reality, as a subjective reality. The concepts of social reality and virtual reality are related based on the principle of complementarity, i.e. these categories cannot be opposed to each other (Babaeva, Voiskunsky & Smyslova, 2000; Castels, 2000; Moiseev, 1996). The prototype of a blog is a traditional personal diary, which also respects the chronology and immutability of entries. Nevertheless, at the same time, the blog has significant differences. First, the environment itself causes the difference. Secondly, the blog is not only for the creator of the posts, but even more so for his/her readers. Virtual space modifies the structure of the intimate and the public. The experiences of Internet users are taken out, become available to other users, i.e. they cease to be personal. You can even talk about violating the environmental friendliness of your personal space (Korsuntsev, 1997; Cherdymova, 2010; Voiskunsky, 2004). Such changes occur not only in the blogosphere, but also in various social networks that involve recording the user's life activity using text or photos. A noticeable transition to the virtual space occurred in the field of communication. The key feature of virtual communication is its mediation. This interaction is always implemented using technical means, such as a computer, tablet, or phone. In addition, users became not only consumers of information, but at the same time, they began to participate in its production. This change was made possible by instant feedback. Now everyone can express their opinion by commenting on the material they read (Babaeva & Voiskunsky, 1998; Belyaeva & Cole, 1991; Yakushina, 2001).

One of the most popular ways of communication on the Internet is blogs. A blog can be understood as an Internet site where a blogger can express a personal opinion. From the point of view of the structure of communication, a blog always has one author and many commentators, readers (Yaroshevsky, 1974; Zaslavskaya, 2004). Blogs are an integral part of virtual communication; they allow Internet users from all over the world to express their point of view. Some do this directly by blogging, while others do it by reading and commenting on what they read. Today, almost every head of state,

region, and city maintains a blog. In many ways, this format of interaction accelerates the solution of many problems. It is worth noting that any user of the global network can blog, for this purpose, it is not yet necessary to have a special education or belonging to a certain social or professional group (Naumenko, 2003; Chugunov, 2002; Klimova, 1994; Shaidullina et al., 2018).

For bloggers, the search for identity is one of the key points in creating their profile, since it depends on who will be the reader, the subscriber of their activities. When creating a virtual identity, the user constructs it in such a way as to get rid of the shortcomings of their real identity. For example, he/she can broadcast a social status higher than he/she has in the real world, and which for him/her is actually unattainable. Being unlimited in the number of virtual personalities created, an individual can try on various images and, if necessary, get rid of them without a trace, i.e. delete the created accounts (Vershinskaya, 1999; Klimova, 1995; Olkhovaya et al., 2019). However, recently, the trend of stable virtual identity has prevailed, as users want to follow the lives of real people. In the blogosphere, already in the early stages of its formation, it was important to maintain two accounts, where one was filled in on behalf of a real person, and the second under a pseudonym. Today, there are significantly fewer such bloggers. Thanks to the Internet, and in particular the blogosphere, users have the opportunity to express themselves online, to reveal themselves' in different ways, including competence and professional (Arestova, Babanin & Voiskunsky, 1996; Bugayski, 2010; Narutto et al., 2019; Kvon et al., 2019; Bayanova et al., 2020).

Blogging for many users ceases to be just entertainment and develops into something more. Thanks to professional identification, there is a continuity of professional norms, roles, and statuses. It is important to emphasize that social and professional status is achievable, it is not determined by social status, attitude to a certain stratum of society, but depends on the individual characteristics of the individual. Most researchers, speaking about professional identity, note the fact that an individual must learn his/her profession somewhere (Lukina, 2010; Titma, 1975; Akopov, 2002; Ilyina, 2009; Sheregi, Dmitriev & Arefyev, 2002).

## Materials and Methods

Nowadays, anyone can start writing a blog. Indeed, today a large number of users claim to be bloggers. However, is just such a statement enough for a person to be considered a blogger? There are no restrictions on age, gender, or any other attribute in the blogosphere. Whether you live in a large metropolis or a small town, you can be an active Internet user on equal terms. Each blogger chooses a topic that is close and interesting to him/her, but everyone has his or her own goal of blogging.

Thus, one can set the following tasks: to identify the motives for becoming a blogger; to analyze the accounts of bloggers; to consider how bloggers position themselves on different platforms.

In this regard, the following questions were used in the questionnaire:

How long have you been engaged in blogging?

Do you like this activity?

Who, in your opinion, can be called a blogger?

What do you think, what qualities should a blogger have?

Is blogging your main income?

How do you feel about advertising cooperation?

Is this a significant income for you, if you refuse to advertise, then why?

Do you communicate with other bloggers, read their posts?

Do you think that blogs are replacing the mass media?

Can we talk about the profession of a blogger today?

Do you think that you can talk about professional bloggers?

In general, the main leitmotif of the empirical research is an attempt to answer the question of whether it is possible to talk about blogging as a new profession, on what grounds this can happen and what role does the professional self-identification of bloggers themselves play here.

## Results

Blogging, like most other creative professions, is characterized by subjectivity in evaluating this activity. One of the indicators that a creative person is able to do something is universal recognition. Recognition by the audience, subscribers, the larger the audience, the more people talk about it, the more likely we can talk about it as a professional. Indeed, when talking about blogging, do not forget that this is a creative activity, where there are no strict evaluation frameworks. The respondents identified several criteria for a professional blogger: the regularity of publications; a certain topic of the blog; blogging in the same style; the usefulness of the broadcast information; audience recognition in the form of the number of subscribers, likes, comments.

For some users, blogging has become a major area of employment. Based on this, it is necessary to find out what advantages and disadvantages the respondents see in blogging as the main area of employment. The advantages bloggers refer: accessibility, there is no need to have any relationships in society; flexibility, freedom, there is no territorial binding, a strict work schedule; you do what you love; self-realization; blogging helps to open up, liberate yourself; a large number of new acquaintances; demand, invitation to social events; promotion of your activities; popularity. However, as in all areas of activity, it is not possible to get rid of drawbacks. They included: lack of consistency, no guaranteed earnings; high competitiveness; working hours; public criticism, public discussion of your activities; no obvious career growth; there is a condemnation from the older generation; in the absence of the Internet, it will not be possible to blog. However, bloggers still understand that, having a large audience, they are able to form, even if not purposefully, public opinion, so they treat their statements carefully, realizing that they bear a certain responsibility, including criminal responsibility (100% of respondents agree with this).

However, at the same time, the respondents do not believe that blogs displace the mass media (72%). There is an opinion that they are for a different audience (97%). The older generation prefers to watch the news (100%), and the younger generation takes information from the Internet and blogs. However, not all respondents agree with this position. Some bloggers draw

information from trusted sources that they can trust.

Here we can rather say that blogs are just another information channel, an alternative source of information, but there is no question of crowding out the mass media (72% agree with this). For their blog, respondents develop their own style (76%), a model of interaction with the audience, and build communication with other bloggers (13%). It is worth saying that the respondents, thanks to their account, are acquainted with many bloggers; communicate with them not only online, but also in real life. In this way, events are being organized today. The essence of such meetings is that bloggers gather in a designated place, communicate, post certain hashtags dedicated to the meeting, and share with each other their experience of maintaining an Instagram account. It is also a common practice for bloggers to create joint projects to develop their accounts. If we compare the two groups of bloggers, we can say that they have more in common than different. For the most part, they differ in three things: the fact that popular bloggers have more opportunities to earn money on their blog, popular bloggers publish posts more often, and the fact that not all novice bloggers have yet developed their own style. At the same time, they are similar in who is considered a blogger, what are the criteria for a professional blogger, what are the advantages and disadvantages of this field of employment. The analysis shows that in order to become a blogger, a person must be an interesting personality, he/she must understand some area, and provide his/her audience with useful information.

In the study, several respondents expressed the idea that Instagram as a platform for conducting a full-fledged blog was becoming irrelevant (24%), due to the abundant advertising and a large amount of low-quality content. Today, we can say about professional bloggers that this industry is rapidly gaining virtual space and has an undeniable influence on the process of communication and perception of information.

In general, the respondents note that advertising cooperation provides good support for blogging, but today there are a lot of those who undertake to advertise any product. Because of such bloggers, the entire industry suffers, because they give out low-quality advertising, from which there is no effect. This situation with

advertising is also because the advertiser often goes to those bloggers who have a large audience and many likes under the posts. However, today there are programs that wind up subscribers, likes, and comments. Moreover, the advertiser does not see that out of the entire audience of thousands, there are practically no real people in the blog. Regarding the issue of subscribers' cheating, the opinions of the informants were divided. Therefore, there were those who did not see the point in cheating, because, in their opinion, if a blogger writes uninteresting, then they will not read it anyway, and, accordingly, on the contrary, if he/she leads an interesting blog, the audience will find it without any programs.

In order for the audience to grow, the blogger must produce high-quality content; he must interact with his/her subscribers. Based on the analysis of the results, we can distinguish three main types of interactions between a blogger and his/her audience: communication through comments; live broadcast; communication through personal messages; publishing posts specifically for subscribers, in order to find out what they are interested in. It is worth saying that in the issue of interaction with subscribers, each of the bloggers adheres to their own style of communication with the audience, someone more actively communicates using all of the above-mentioned types of communication, and someone is more focused on themselves and just gives the opportunity to observe their activities. In turn, several popular bloggers noted that they were more interested in the opinion of the audience during the period when they were just starting to develop their blog, when it was important for them to understand in which direction to move. Nevertheless, bloggers always try to respond to comments and personal messages from subscribers.

Almost all respondents believe that a positive atmosphere should prevail in the blog, so if there are conflict situations, they try not to inflame them. However, all bloggers react differently to criticism. For someone, it causes strong emotions; someone tries to perceive it adequately. In this question, all respondents have a similarity in the sense that for themselves they distinguish two types of criticism: constructive and hateful, or in other words, unfounded. Bloggers, as a rule, do not pay attention to haters, but they listen to constructive

criticism, because it helps to improve and correct mistakes.

## Discussions

Today, according to many researchers, having gained wide popularity, blogs are beginning to displace traditional media. The blogosphere has an undeniable influence on the culture of information consumption. Thus, comparing traditional mass media and blogs, some respondents note that they prefer to follow bloggers, since information from them does not pass through any filters, as it happens in traditional mass media, that is, it is first-hand information. Bloggers seem to be closer to people, they are more interesting, more lively. The format of blogging itself does not have a certain framework, censorship. Having considered such a phenomenon as a blog from different sides, having understood its structure and main functions, one can say that the blogosphere has a visible impact on different spheres of society.

Speaking about professional identity, it is necessary to understand such a concept as a profession. Of course, there is a connection between the two terms. The profession forms the content characteristics of professional identity, is a socially objective part of professional activity, and professional identity: informal, subjective, semantic reality.

Having considered the main characteristics of professional identity, one can transfer them to bloggers. On the one hand, in terms of criteria, a blogger is a profession. So, to become a blogger, a person must have certain skills, the social environment must identify a person as a blogger, and not a simple inhabitant of the global network. On the other hand, blogging is not taught in educational institutions, this profession has not passed the process of institutionalization. If we rely on these criteria, one can say that a blogger is not a profession, but a hobby. Given the rapid development of the blogosphere, it can be assumed that this skill may soon begin to be taught in educational institutions. Therefore, today, various courses help novice bloggers to learn the basics of this business. In addition, popular bloggers communicate with each other in a non-network, which can be interpreted as the birth of the so-called corporate culture. Although the entire

blogosphere cannot be considered as an enterprise, nevertheless, there is a formation of certain norms of communication among bloggers.

## Conclusions

Because of the analysis of the results, the main characteristics that a blogger should have were identified. So, to become a blogger, a person must be an interesting person, he/she must understand some area and carry useful information for his/her audience. Bloggers broadcast their hobbies in their accounts most often, but not everyone devotes their blog to a specific topic. Popular was such a style of blogging as lifestyle, way of living, that is, bloggers broadcast interesting, in their opinion, moments of life.

It is possible to distinguish significant qualities for bloggers: adequacy, creativity, sociability, stress tolerance, responsibility, honesty to the audience, usefulness, diligence, professionalism. Having these qualities, a blogger should be able to express clearly their thoughts. It is determined that the more a blog is maintained, the more thoroughly the texts are worked out, the publication plan is built, what should be posted and why should be considered, and the time and periodicity for publications is determined.

The criteria of a professional blogger can be called the following: the regularity of publications; a certain topic of the blog; blogging in the same style; the usefulness of the broadcast information; recognition of the audience in the form of the number of subscribers, likes, comments.

Bloggers highlighted the disadvantages of this type of activity: lack of consistency, no guaranteed earnings; high competitiveness; working hours; public criticism, public discussion of one's activities; no obvious career growth; condemnation from the older generation; in the absence of the Internet, it will not be possible to blog.

We can say that the blogosphere today is a large field for various types of research. To date, it is possible to highlight some of the important aspects of blogging. One can identify the main motives for creating a blog: a personal diary; a

desire to share ones activities, one's life, and popularity with people. In the course of the development of the blog, these goals change, so one of the important motives for further blogging was to promote their activities and earn money from advertising.

Having considered the main criteria of professional identity, one can conclude that today it is still impossible to say unequivocally that a blogger is a profession; however, it is impossible to say the opposite with certainty. At the same time, a certain corporate culture is being formed among the bloggers themselves, having met online bloggers begin to communicate in the real world, creating joint projects. There are a number of trends in the development of the blogosphere, suggesting that in the near future, this type of activity may undergo a process of institutionalization and gain legitimacy to be considered an official profession.

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