


Chapter 6

The Negative Consequences of the Infodemic and Technological Support to Deal With Psychological Issues

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ABSTRACT

The chapter deals with a theoretical generalization and new approaches of solving the scientific problem, which is manifested in the disclosure of the peculiarities of the experience of the threat of COVID-19 by residents of Ukraine, due to Infodemic. To prevent the negative consequences of Infodemic influence, psychological technology has been developed and tested, which is aimed at the formation/development of adaptive potential of the individual, which determines his ability to overcome difficult situations. The peculiarities of the organization and implementation of work in the training group on overcoming negative feelings and frustration caused by individual perception of personal information about the coronavirus and the spread of COVID-19 in the world are described. It is valuable to present the methods of training and the most effective exercises that were used in active social and psychological training. The results of implementation showed high efficiency and expediency of using this psychological technology in the work of a psychologist.

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INTRODUCTION

The ability of a person to resist the actions of adverse factors is one of the most important conditions for the actualization and realization of his personal potential, subjective sense of well-being and vitality. This is especially important now, at the present stage of human development, when the world has faced serious challenges due to the pandemic and the rapid spread of COVID-19.

Nowadays, the research on the influence of the pandemic and quarantine on human life and how it will affect it psychologically in future is going on. However, a number of interesting data from around the world on how humanity responds to COVID-19 and information on the spread of infection have already been partially presented. Each cultural environment (nationality) has its own characteristics of crisis response, which depends on the level of social and economic development, traditions, maturity of the individual and so on. (Okoro et al., 2020; Nguyen et al., 2020; Durodie, 2020) This is partly due to different quality of life, level of education, individual psychological characteristics of perception of information about Infodemic and response to it.

Literary Review

With the beginning of the pandemic, we witnessed another terrible disease that became dangerous to the human psyche and intellectual abilities. This is an infodemia. Infodemia is the dissemination of an excessive amount of information about a certain problem, which makes its solution even more difficult. The term itself appeared in early 2020, when the General Director of the World Health Organization, Tedros Adhan Gebreesus, legitimized the new term and called to confront the misinformation, exaggeration and intimidation that is sweeping the world today, seriously complicating the real problem of stopping and overcoming the pandemic. COVID-19 (Zarocostas, 2020). Every second the Internet, social media, and instant messaging spread information to a huge audience that was partially dangerously useless, incorrect, or even harmful to physical and mental health.

The concept of infodemia includes all manifestations of destabilization of the information ecosystem, which have significantly intensified in the XXI century: fake news, misinformation, enemy speech, propaganda. Along with the exponential growth of information produced and consumed, it becomes extremely threatening to the main species such as *Homo sapiens* it is the mind. Excessive emotional content of informational messages and the incredible pressure of their number on the human psyche significantly reduce the ability to perceive reality rationally and make well considered judgments and adequate decisions in everyday life. As a result, the panic and anxiety that accompanies men and women around the world are increasing significantly during important local or global crises, such as wars, economic recessions, and epidemics.

In addition, the modern world has become very dense in terms of information: if earlier, in order to get acquainted with certain events, you had to read a newspaper, listen to the radio, now more and more often the average person has a feeling that he dissolves into the planetary information web with its rapid emotions, fears, anxieties, and environmental threats. This determines the persistence of negative perceptive prejudices and the collective social tendency to panic behavior. (Hua, Yangb, Lib et al., 2020)

Psychologists note that the people with different education, age and social status feel the influence of news releases. TV viewers can be affected, because visual stimuli, together with all the others, give the greatest emotional load on the human psyche and cause the greatest emotional response. For example, people who watch news with special reports on emergencies and catastrophes have symptoms the same

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