SOCIAL MEDIA AND THE FORMATION OF SUBJECTNESS.

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Social media, both in itself and as a virtual learning space, have a great potential for the developmental action for their participants since they provide an opportunity for direct communication, facilitating the exchange of experience and the creation of new challenges and tasks. The Internet space itself in this regard is developing, because with the proper purpose and motivation of the participant, it opens up significant opportunities for self-learning, self-development and self-realization of adults, involving the appropriate psychological mechanisms for the development of subjectness. The developing space of the Internet and social media has a reason to be an additional positive factor in the development of subjectness, and in the future can be one of the main ones [1;2]. Educational and developmental technologies and, in particular, the formation of subjectness, have significant prospects on the Internet, which will only increase along with the subsequent scientific and technological progress in the fields of virtualization, network technologies and computer gadgets, because the virtual space deepens more and more, leading to the gradual disappearance of the boundaries between virtuality and reality, a unified space.

As a possible consequence of the development of subjectness, such positive effects are likely to happen: an increasing in self-control and confidence, critical thinking, constancy of self-identification, awareness of one's life values and goals, emotional stability, the ability to make predictions, etc. Deeper understanding of the

psychological mechanisms of the subjectness formation will allow, among other things, influencing on the learning process and behavior of a subject.

In our previous studies, a psychological analysis of the subjectness was carried out and its development in historical discourse was investigated. We have also considered the conditions and means for the development of subjectness, the stages of its development in various psychological approaches, in particular - applicable to social media. The technologies of its development were suggested [3;4]. Note that the effectiveness of the available technologies for the development of subjectness activity and subjectness is largely limited by the self-motivation of potential participants, and, therefore, it is important to deepen knowledge of the relationships between the psychological mechanisms of the subjectness formation.

In the context of the study of the subjectness formation and the psychological mechanisms of subjectness, a psychological model of subjectness activity in social networks is useful, within the framework individual psychological mechanisms of the subjectness development are identified, namely: reflection, forecasting, goal-setting [3;5;6]. Possible mechanisms for the loss of subjectness in social media are also important. We have noticed that the development of subjectness and subjectness activity occurs in social networks rather chaotically and, in particular, due to the mechanism of "likes". The personal activity of users is rewarded with "likes" and encourages them to create content that is more interesting for their audience, or an informational channel for communication. This means that there is a threat of loss of subjectness, in the event of reorientation of the user from his own goals, towards the goals of his audience. That is, the subjectness activity can, in this case, be formed by the user's virtual environment, or alternatively, the audience will become the subject in relation to the user, who will become an "object". Also, a threat that the development of subjectness activity in Internet users can help to cope with is the phenomenon of conformism, in particular artificial, which is very common in media and virtual spaces, and the prevalence of their use is growing daily. The creation of a "virtual": an artificial or fake representation of a phenomenon, event, etc., due to the artificial creation of "mass", can lead to the subject's loss of the subjectness and subjectness activity in a

given situation, lead to reactivity in actions, loss of initiative, following other people's goals, etc [3;7;8].

Thus, the formation of subjectness in the context of social media depends both on the deepening of technologization of life and on the effectiveness of the use of psychological mechanisms of its development, which, in turn, depends on the elaboration of this topic by researchers and practitioners.

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