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BOOK OF ABSTRACTS

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DATA-MINING AS A TECHNIQUE OF STUDYING THE VIRTUAL SELF IN THE SOCIAL NETWORK "VKONTAKTE"

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Social networks provide youth with ample opportunities not only to express their attitude towards the world and the current events, but also to present themselves and to construct their identity. A multidisciplinary analysis of research data suggests that the influence of the digital society on the identity development can be understood through the relations between the real self, the ideal self and the virtual self. Self-presentation of users in the social network Vkontakte makes it possible to get information about various aspects of the virtual self, including their world outlook, sources of inspiration, and life values. The study was dedicated to the life values presented by users on the social network Vkontakte. The study used the innovative technology of data-mining in the R development environment. The online profiles were analysed through the section "The main things in life", where users can choose one of the eight values: family and children, career and money, entertainment and leisure, science and research, making the world better, self-development, beauty and art, fame and influence. The study

included 9596 online profiles of users under and up to 18 years old. The users were from seven groups in the Vkontakte from different federal subjects of Russia. The most common value chosen by more than half of adolescents is "family and children". Most often, this choice is present in the profiles from the Republic of Tatarstan (69%) and from the Republic of Dagestan (65%), less often – in Moscow (51%), St. Petersburg (50%) and Rostov Region (53%). "Self-development" takes the second place in the hierarchy of values. Such values as "beauty and art" and "fame and influence" are least often chosen. The other values occupy different places in the values hierarchy of adolescents from different regions (Pearson $\chi^2 = 214, 251$, $p < 0.05$). The prevalence of "family and children" in the online profiles indicates the influence of cultural traditions on the identity of contemporary adolescents living in Russia. At the same time, some life values are determined by regional or ethnic traditions. The project was supported by the Russian Science Foundation (project No 15-18-00109).