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**SPECIFICS OF DESIGN OF ALGORITHMIC MANAGEMENT SYSTEM  
OF INFORMATION PROCESSES IN SOCIAL NETWORKS**

**O. V. Kurban**

*Borys Hrinchenko Kyiv University,  
13-B, M. Tymoshenkо St., Kyiv, 02000, Ukraine  
bairam1970@bk.ru*

***Research methodology.*** *Presented in the article studies have been conducted using scientific methods such as analysis, synthesis, simulation, prediction, comparison. Also in the process practical tools have been used, including the following methods: historiography, analytical and typological method; comparative method; structural and problem-themed; theoretical.*

*Specifically for the analysis of the formation of management technology and algorithmic information processes in online social networks we have used methods of analysis, synthesis and comparison, as well as the base – the method of historic-graphical analysis. Analyzing the state of contemporary development of information processes management technology in social networks we have applied general scientific methods such as analysis, synthesis, comparison. In the applied aspect we have used analytical, typological, comparative, structural and problem-thematic and theoretical methods. To determine the opportunities and prospects for management systems of information and communication processes in modern network online wars we have used general scientific methods of analysis, modelling, forecasting, and at the applied level we have used structural and problem-thematic methods.*

***Results.*** *Presented in the article studies revealed the content and nature of information processes management in online social networks. Within the presented topics we have discussed online and offline analysis technologies of communication situations and management decision-making. In particular, it was suggested to combine tools and technologies logically such as neuron-linguistic programming (NLP) support systems of management decision-making (SPPUR) principles of social psychology and achievements in the field of artificial intelligence (swarm intelligence, neural networks www-bots).*

***Novelty.*** *Analyzing the current situation and the situation with the invention of management tools of online information flows we have offered essentially new, innovative approaches that are based on algorithms and standardization processes of appropriate management decisions. On this basis it was suggested to turn to tools such as NLP, SPPUR and artificial intelligence to be used in the planning and implementation of information projects in social online networks.*

***Practical significance.*** *Research results and recommendations provided in articles are important tools to further improve the planning and implementation of information processes within the information-psychological conflicts in the online network environment. Particularly, innovative approaches and improving information and communication processes management methods will be an important part of the information security system of Ukraine in the context of protection against foreign influences.*