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ÚSTAV JAZYKŮ

NEGATIVE IMPACTS OF THE INTERNET ON HUMAN SOCIETY AND COMMUNICATION

NEGATIVNÍ VLIVY INTERNETU NA LIDSKOU SPOLEČNOST A KOMUNIKACI

BACHELOR'S THESIS

BAKALÁŘSKÁ PRÁCE

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- 1) Prostudujte dostupnou literaturu
- 2) Identifikujte hlavní negativní vlivy na lidskou společnost
- 3) Identifikujte hlavní negativní vlivy na lidskou komunikaci
- 4) Zpracujte získané výsledky do přehledného a uceleného celku
- 5) Zformulujte závěr

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S. Turkle, 2012. Alone Together: Why We Expect More from Technology and Less from Each Other, Basic Books, ISBN-13: 978-0465031467, 384 str.

A. Krotoski, (2013). Untangling the Web Faber & Faber, ISBN-13: 978-0571303663, 224 str.

E. Zuckerman, 2014. Digital Cosmopolitans: Why We Think the Internet Connects Us, Why It Doesn't, and How to Rewire It, W. W. Norton & Company, ISBN-13: 978-0393350326, 320 str.

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Abstract

At present, it is possible to speak of the Internet as one of the most significant inventions of humanity. The Internet is not only a worldwide system of integrated computer networks where a huge amount of various information is stored. It is a whole virtual world. The Internet is used almost in all spheres of human activities – home (Smart Home usage), communication, education, transportation system, etc. With the emergence of the Internet human life became easier. Carrying a huge amount of advantages, this invention, however, also possesses certain disadvantages that affect human life. The purpose of this bachelor thesis is to examine the main negative impacts of the Internet on human society and communication. This thesis discusses the Internet phenomena that affect society in the most negative way. Also, the thesis analyses the Internet as a communication channel. It deals with the influence of the Internet on the language system, and with the impact of impunity on communication. The information was gathered by studying literature and conducting the research in the fields connected with the topic of this thesis.

Key words

Internet Addiction Disorder (IAD), Problematic Internet Use (PIU), cyberbullying, Internet fraud, lack of privacy, Internet-communication, negative impact on language, negative influence, the written speech, internet jargons, impunity, boorishness, English-based Leet, emoticons, Internet acronyms.

Abstrakt

V současnosti se o internetu mluví jako o jednom z nejvýznamnějších vynálezů lidstva. Internet ovšem není pouze jen celosvětový systém propojených počítačových sítí, ve kterých je uloženo obrovské množství různých informací, je to také virtuální svět. Internet je používán téměř ve všech sférách lidských aktivit – domácnost (Chytrá Domácnost), komunikace, vzdělání, dopravní systémy atd. Díky internetu se lidský život stal jednodušší. Vznik internetu sebou přinesl velké množství výhod, nicméně tento vynález má i negativní efekty na lidský život. Cílem této bakalářské práce je prozkoumat hlavní negativní dopady internetu na lidskou společnost a komunikaci. Tato práce se zabývá internetovými jevy, které ovlivňují společnost tím nejvíce negativním způsobem. Internet je v této práci taky analyzován jako komunikační kanál. Tato práce pojednává o vlivu internetu na jazykové aspekty a dopadu beztestnosti na komunikaci. Studium literatury a provedení výzkumu v oboru spojeného s daným tématem byly hlavními podklady pro tuto práci.

Klíčová slova

Závislost na Internetu, netolismus, cyberbullying (kyberšikana), internetové podvody, nedostatek soukromí, internetová komunikace, negativní vliv na jazyk, písemná řeč, internetové žargony, beztestnost, anglický Leet, emotikony, internetové zkratky.

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Declaration

I hereby declare that I have worked on this bachelor thesis independently, using the resources listed in the bibliography.

Prohlášení

Prohlašuji, že svou bakalářskou práci na téma *Negativní vlivy internetu na lidskou společnost a komunikaci* jsem vypracovala samostatně pod vedením vedoucího semestrální práce a s použitím odborné literatury a dalších informačních zdrojů, které jsou všechny citovány v práci a uvedeny v seznamu literatury na konci práce.

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V Brně dne

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(podpis autora)

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Contents

1 Intruduction	1
2 Negative influence of the Internet on human society.....	3
2.1 Internet Addiction Disorder (IAD).....	3
2.2 Cyberbullying.....	5
2.3 The Internet fraud.....	9
2.4 Lack of privacy.....	13
3 Negative influence of the Internet on human communication.....	17
3.1 The Internet as communication channel.....	17
3.2 Negative influence on language	20
3.2.1 Emoticons and emoji	22
3.2.2 Acronyms and abbreviations	24
3.2.3 Olbanian language	25
3.2.4 Leet	26
3.3 Internet-boorishness and impunity	29
4 Conclusion	32
List of references	34
List of abbreviations	39
List of tables	40

1. Introduction

Nowadays, humanity lives in a century of rapidly developing technologies that have already become an integral part of modern life. All human activities are in one way, or another connected to the usage of technologies. At present, with the help of technology, a single culture that erases boundaries and unifies all mankind is being created. This technology became known as the Internet.

It is widely acknowledged how important the Internet is. It is one of the most indispensable things people cannot live without. Nowadays, the phrase “How could have we lived without the Internet before?” can describe the attitude to technology of the majority of people. With full confidence, the Internet can be called one of the most significant inventions of humankind that shows more and more potential and efficiency.

Modern society lives by the new rules. Before the emergence of the Internet it was impossible to imagine that such a large number of people will be able to conduct a successful business online. A large number of various products which are not available in particular cities can be bought or sold in the network. Nowadays, people have access to communication with relatives and others, they are able to get to know new people, create their own Internet communities. The Internet has had an impact even on the notion of “success” in certain areas. Knowledge of computer science, the ability to use computers, the ability to search the information on the World Wide Web and work with e-mail became key skills required. People who do not have at least a minimal knowledge of computers could nowadays remain unclaimed on the job market.

Internet resources provide us with valuable information that cannot be found on the shelves of libraries. The information superhighway is becoming a library of knowledge for every person who requires information. Every day the Internet is being replenished with thousands of people. Its audience is growing, the level of awareness in certain events is increasingly being reflected on the society. The Internet has changed the structure of modern society. Having unified the world’s population, it has made the world closer destroying the geographical barriers.

The cyberspace possesses such characteristics as globalisation (provides immediate access to information from all over the world), lack of control, low access barriers, a wide potential to keep information, and the ability for unlimited communication. The Internet has no analogies among the rest of the inventions of humanity. Its numerous opportunities contributed to a rapid penetration into personal and public life.

The Internet like all global discoveries is able to exert a significant influence on all aspects of human life, and here not only the positive influence can be negotiated. In my

bachelor thesis, I will guide the reader through the negative impacts of the Internet on human society and through the negative influence of the Internet in the area of communication. The first chapter focuses on the impacts of the Internet that affect society in the most negative way. Thus, this chapter discusses such phenomena as Internet Addiction Disorder, lack of privacy on the Internet, cyberbullying and cyber fraud, and the way it negatively influences modern society. The second chapter refers to the Internet as the communication channel and is dedicated to the negative impacts of the Internet carried through this channel.

2. Negative influence of the Internet on human society

2.1 Internet Addiction Disorder (IAD)

Over the past decade, the Internet has become an integral part of life for the majority of population. Nowadays, any modern person at least once a day visits the cyberspace to communicate, work or just to search for the necessary information.

The Internet is of great importance in the modern world and it brings great benefits to humankind as an inexhaustible source of information, an accessible way of acquiring skills and knowledge, as an indispensable assistant for work and business, means of conducting and planning leisure, as a place for acquaintances, a way of communication, etc. However, the Internet affects a person positively only in case of its rational use. In other case, there is a possibility of the emergence of addiction.

Currently, the Internet has the ability to exert a certain influence on person's mental development. According to Dr David Greenfield from Centre for Internet Behaviour, USA, "The Internet appears to be capable of altering the mood, motivation, concentration, and producing a dissociating and disinhibiting experience for users. For some individuals, patterns of use can transform to abuse, taking on a compulsive quality ... Many of the daily spheres of behaviour, including work, appear to be effected by this powerful technology" (Problematic Internet Use, 2017).

Before giving the concept of Internet addiction itself, it seems imperative to introduce the general concept of addiction.

According to ASAM (2011), "addiction is a primary, chronic disease of brain reward, motivation, memory and related circuitry".

The word *addiction* can be attributed to almost any substance, activity or interaction. At present, this word has acquired a wider meaning. The concept of addiction today can be attributed to food, smoking, gambling, shopping, work, the Internet, etc.

Internet addiction or, more scientifically, Internet Addiction Disorder (IAD) can be described as the Internet-related compulsive behaviour that results in severe stressful situations negatively affecting human life (The Center for Internet Addiction, n.d.). Most commonly known as Problematic Internet Use (PIU) it can be also considered as "excessive or poorly controlled preoccupations, urges, or behaviours regarding computer use and internet access that lead to impairment or distress" (Young, 1996). In other words, the Internet addiction is the obsessive desire to use the Internet and its excessive usage, a waste of a large amount of time in the network. Despite the fact that the abuse of the Internet affects the human psyche, scientists, however, still do not consider Internet addiction as one of the

mental disorders according to the medical criterion of DSM-IV (Cyber Safety Solutions, 2012). However, Dr Jerald J. Block in his work “Issues for DSM-V: Internet Addiction” refers to IAD as to a mental disorder and classifies it into 3 main subtypes (Block, 2008):

1. excessive gaming
2. sexual preoccupations
3. e-mail/text messaging

These subtypes concentrate on particular preoccupations (Cornell, n.d.).

The first subtype is characterised by a pathological predilection to online games, virtual casinos, and online auctions. This form of IAD is in many respects (causes, consequences) similar to the typical gambling. Excessive gaming problem is extremely relevant in modern society and is a rather dangerous form of Internet addiction since the “world of games” offers an alternative reality in which one can forget and distract from real life problems. Excessive passion for online games can lead to the severe health problems, often financial or savings losses, and, even in some cases, loss of work.

The second subtype of Internet addiction is connected to sexting, cybersex, or to excessive viewing of online pornography. Sexual Internet addiction is not as harmless as it seems and, nowadays, can often contribute to a family break-up.

The last subtype is associated with constant checking of the phone for messages and with the obsession with conversations via the Internet in general. The lack of ability to check for messages or the absence of new notifications can cause severe anxiety or, in some cases, even depression.

According to Block (2008), each of the above-mentioned subtypes also contains the following general characteristics:

1. excessive use, often associated with a loss of sense of time or a neglect of basic drives;
2. withdrawal, including feelings of anger, tension, and/or depression when the computer is inaccessible;
3. tolerance, including the need for better computer equipment, more software, or more hours of use;
4. negative repercussions, including arguments, lying, poor achievement, social isolation, and fatigue.

The Center for Internet Addiction Recovery (n.d.) states that, in order to understand the Internet addiction phenomenon, it is necessary to compare it with other addiction types, and, subsequently, a sufficient number of common features can be found. Thus, as an example, according to the scientists of this Center, people suffering from alcohol or drug addiction can

be characterised by the development of “a relationship with their “chemical(s) of choice””. In other words, this relationship is in preference to other life spheres. Thereby, for example, drug addicts are confident that in order to have a normal health state the drugs are vitally necessary for them. Such situation is also characteristic for people suffering from Internet addiction, i.e. individuals addicted to the Internet do not consider their life normal without constant interaction with cyberspace.

Internet addiction phenomenon is also characterised by its progressive form. Individuals addicted to the Internet, as well as people with alcohol or drug addiction in the beginning try to control their behaviour and, in case of the impossibility or refusal of such control, there is a possibility for such individuals to fall into despair. Experiencing inability to overcome the addiction and lowering of self-esteem provides further amplification of the addiction.

2.2 Cyberbullying

In order to explicate a cyberbullying phenomenon, it is worth considering the concept of a general bullying.

Bullying belongs to the family of aggressive behaviours, as it involves repeated attacks, humiliation, or the exclusion of a person on behalf of one or more powerful others. (Heirman, 2014)

Bullying manifests itself in certain forms (National Centre Against Bullying, n.d.):

- Physical bullying refers to “hitting, kicking, tripping, pinching and pushing or damaging property.”
- Verbal bullying: “name calling, insults, teasing, intimidation, homophobic or racist remarks, or verbal abuse”.
- Social bullying or covert bullying refers to “lying and spreading rumours, negative facial or physical gestures, menacing or contemptuous looks, playing nasty jokes to embarrass and humiliate, mimicking unkindly, encouraging others to socially exclude someone, or damaging someone's social reputation or social acceptance”.
- Cyberbullying: bullying over the Internet.

Freedom of speech over the cyberspace perceived by the majority as permissiveness often demonstrates the level of aggression in society. With the development of modern information technologies, means of communication and an involvement of humanity to the

world of the Internet and mobile phones, such kind of violence as cyberbullying, which includes the characteristics of other types of bullying mentioned above, has emerged.

According to Belsey (2004) “Cyberbullying involves the use of information and communication technologies to support deliberate, repeated, and hostile behaviour by an individual or group that is intended to harm others.” In other words, cyberbullying can be considered as any general type of bullying which occurs in social networks, forums, messengers, chat rooms, online games, etc. (What is cyber bullying?, n.d.)

Bauman (2009) states that cyberbullies use particular methods in implementation of this type of cybercrime:

- Flaming occurs in the Internet open public space (chat rooms) through offensive confrontational messaging or comments using vulgar utterances and involves two or more participants. It can be observed in cyber-fights and can lead to a “flame-war” (Bauman, 2009, Marcum and Higgins, n.d.).
- Harassment includes recurring insulting messages sent via email or instant messaging.
- Denigration can be characterised as the intentional posting and distributing of humiliating statements. The purpose of cyberbully in this method is to damage the reputation of a person or to destroy friendships.
- Masquerading. Cyberbully, using particular IT skills, plays a role of his target and distributes insulting messages on the behalf of the target.
- Outing and trickery refer to the dissemination of personal information of the victim by cyberbully through making the victim reveal this information. The aim of this method is to confuse or blackmail the victim.
- Social exclusion or ostracism (Marcum and Higgins, n.d.) can refer to a refusal to communicate with the victim, to an exclusion from chat rooms, communities, etc.
- Cyberthreats and cyberstalking are the most aggressive methods. According to Willard (2007), cyberstalking is stalking, harassment or threats through the Internet that leave the feeling of insecurity and fear while cyberthreat refers to an utterance that is supposed to create an impression that the author of the utterance is upset and emotionally unstable, and is able to harm himself or another person, or to commit suicide.

Despite the fact that cyberbullying comprises a large number of aspects of the above-mentioned types of bullying, it, however, has particular features that distinguish it from the general bullying.

Relying on investigations of other scientists, Yang and Grinshteyn (2016) proposed 3 main differences that discern the cyberbullying from other types of bullying:

1. Blackwood states that there is the possibility for cyberbully to be anonymous during assault and, therefore, the cyberbully often is not conscious of the future repercussions (as cited in Yang and Grinshteyn, 2016).
2. The aim of the cyberbully according to Kowalski's 2008 study is to enlarge the audience and "leave behind permanent digital content attacking his/her victim" (as cited in Yang and Grinshteyn, 2016).
3. There is often no possibility for parents and other people responsible for children's safety, i.e. teachers, to apply disciplinary measures to preclude cyberbullying (Smith et al., 2008).

Cyberbullying, as it was previously mentioned, is characterised by the use of methods of psychological violence used in physical bullying (with the exception of physical violence) which, according to Marcum and Higgins (n.d.), make the victim's response to cyberbullying similar to that of the physical bullying. Cyberbullied, according to Ybarra and Mitchell (as cited in Marcum and Higgins, n.d.) "exhibit feelings of depression, stress, and anxiety and suicidal thoughts".

The harmful impact of cyberbullying, in accordance with the research of Marcum and Higgins (n.d.), can affect not only the reputation of cyberbullied, but also his psyche. According to their opinion, the acceptance by the victim of the irreversibility of situation and the absence of methods for its correction can become one of the results of cyberbullying, which subsequently can lead the victim to the opinion that suicide can be the only way. In accordance with a certain level of psychological damage, the victim of cyberbullying begins to undertake appropriate measures to overcome the situation. However, in case of a strong protracted depression, the victim sometimes finds no other way than to overcome this depression by suicide.

Nowadays, cyberbullying has become a global problem that increases rapidly. Cyberbullying can be considered as a rather aggressive form of bullying since the aggressor can, as it was previously mentioned, remain anonymous and act at a distance. Therefore, the cyberbully has an opportunity to manifest aggression in a more open form since there is no possibility of being liable for the actions performed. Thereby, cyberbullied are exposed to severe cruelty manifestation on the part of the aggressor. In such cases, cyberbullying victims are often not able to undertake particular actions to prevent the cybercrime due to the lack of knowledge of possible preventive measures. However, due to the rapid distribution of the problem, a large number of scientists of this field is nowadays already trying to develop cyberbullying preventive measures. Thus, Bauman (2009) offers to fight cyberbullying in 2 directions:

1. Actions to be performed by adults

Parents should be aware of measures that exist in case of the emergence of cyberbullying. According to Bauman (2009), parents can implement such measures as moving a computer from the child's private area to the home public area in order to apply control (types of websites visited, time spent online, etc.). However, i-SAFE (as cited in Bauman, 2009) warns that in this case only a certain degree of control is required in order not to violate the privacy of the child. In addition, at present, there are various public organisations, such as i-SAFE or Childnet.com which consult parents and children about proper behaviour within the network (teaching children and parents safe and adequate behaviour in the network).

2. Actions to be performed by school

There are certain measures to be performed by school personnel to reduce the risk of cyberbullying:

- It is necessary for the school staff to be aware of the cyberbullying problem and to inform parents of possible ways of its prevention (Brown et al., 2006, Campbell, 2005, Willard, 2006)

- It is also necessary for the school to inform its students and teach them of actions to be performed in case of cyberbullying emergence.

- Students should be aware that, in case of a problem, it is imperative to inform the school staff or parents.

In addition to the above-mentioned measures, it was suggested that school policies need to be introduced since they can provide a certain degree of effectiveness (Campbell, 2005). The policies should offer guidelines for students in case of the emergence of a problem. According to Bauman (2009), these policies should also ensure the confidentiality of the report on cyberbullying since a person intimidated by the possibility of retribution from cyberbully can hesitate about the reporting of cybercrime.

On the part of technical solutions, school can monitor the use of the Internet to be employed only within school requirements. Willard (2006) suggested that school staff have the right to request a printed browser history after using school computers to check for visits to suspicious websites. Bauman (2009) believes that computer screen monitoring in computer labs by school staff can also be an effective way. Another solution is the use of certain filters and blocks that prohibit access to suspicious websites. However, it does not provide a complete guarantee of threat prevention since, at present, students are aware of the ways to bypass these filter blocks.

2.3 The Internet fraud

Nowadays, humanity lives in the era of rapid development of technologies, which include the Internet. The Internet provides a wide range of opportunities for communication, entertainment, goods and services, etc. However, the cyberspace is not always used with a good intention. At present, there is a large number of methods invented by fraudsters to deceive the Internet users. The rapid development of the Internet fraud can be explained by the lack of the risk of being punished, since there is the possibility of being anonymous, by the difficulty of its tracing, and also by the lack of a restrictive framework (users are not limited by space or time).

The concept of Internet fraud can be considered as illegal act with specially developed schemes using elements of the Internet aimed at “deprivation of a person of property or any interest, estate, or right by a false representation of a matter of fact, whether by providing misleading information or by concealment of information” (Internet Fraud, 2005).

There is a large number of the Internet fraud types, and most of these types refer to a fraud aimed at obtaining money or involving business transactions. These types of fraud gained the name of scam (Scam, n.d.). Generally, scam can be considered as the subcategory of fraud. A significant number of websites nowadays provides intrusive advertisements that offer huge profits via the Internet. Also, an increasing number of spam, containing information of the same nature about huge and easy earnings, is sent by e-mail. Unfortunately, most of these kinds of advertisement or mailing, sometimes, do not cause any suspicion of its recipients and often trigger such feelings as curiosity, greed that fraudsters intend to cause. Once the goal is achieved, and the user is interested in the proposal, fraud schemes come into force, luring personal information from fraud victims, information about electronic accounts, money, credit card data, etc.

According to the Federal Bureau of Investigation, several types of the fraud/scam via the Internet that occur more often than other types are:

1. Business Fraud

A type of fraud, also called corporate fraud, that refers to the situations when individuals, as well as organisations, commit illegal acts under the pretence of business agreements in order to obtain financial benefits. The classification of fraud provided below falls under the scope of business fraud:

- Internet auction fraud - online auction by means of which fraudulent transactions or exchanges take place.

- Charity fraud. This subtype of Internet business fraud includes obtaining funds by creating “legitimate” charitable organisations people donate money to. One of the frequent schemes is the creation of a fund to help victims suffering from recent natural disasters.
- Non-delivery of merchandise - non-receiving of goods (ordered through the Internet) after providing a payment.
- Non-payment of funds - the type of Internet fraud, opposite to the non-delivery of merchandise, in which the supplier of Internet goods or services does not receive payment for them.
- Overpayment scheme. A person receives a payment in excess of the agreed amount for the delivery of a product or service via the Internet. In this regard, fraudster contacts this person apologising and reporting an overpayment and asks to return the excess funds back. The fraudster asks to put money first to the account of their victim, and then send them back to the individual or the company, which sends the funds, whose bank is most often located abroad. A fraud victim may find that the initial payment was made, for example, from an invalid or stolen card, or the payment cheque is invalid only after the money was sent back (Australian Competition and Consumer Commission, n.d.).
- Re-shipping scheme. Goods purchased via the Internet using stolen or invalid credit cards are sent to “reshippers”, usually living abroad, who are supposed to repack and sent these goods to the real destination to the fraudsters themselves. Reshippers may not know that the goods passing through them are stolen.

2. Credit Card Fraud

This type of Internet fraud involves actions performed with stolen or invalid credit or debit cards, and such actions are directed to receive money or other valuable funds. Theft of card numbers occurs through the receiving of these numbers through unsecure websites. One of the serious forms of credit card fraud is the stealing of a person’s identity since this form goes in combination with the identity theft (Ross, n.d.).

3. Investment Fraud

Generally, investment fraud is a fraud in the sphere of illegal sales of financial instruments with operable schemes that involve investments with low or no risk, unregistered securities, guaranteed income, etc. Fraudsters in this area put pressure on the trust of people they interact with, which only strengthens the success of the action of developed schemes. Fraudsters most often direct their actions to affinity groups (common ethnicity, religion), which they believe are easier to control referring to groups’ common interests. The subtypes

of investment fraud are pyramid schemes, Ponzi schemes, advance fee fraud, or market manipulation fraud.

4. Nigerian Letter / “419” Fraud

The name “419” Fraud in this case refers to the fact that this type of fraud violates section 419 of the Nigerian criminal code.

This type of fraud gained fame after the appearance of mass mailing via the Internet (spam). The essence of these Nigerian letters is that fraudsters send letters to the recipient asking for help in million dollars cash transactions and promising high percentage for the provision of services. Fraudsters in this case are hiding under the guise of any high-ranking officials trying to illegally export money from Nigeria. In case of consent, the victim of fraud must send his personal information to the fraudster: bills information, personal numbers, passwords, etc. Further, the victim is gradually being asked to send large amounts of money for a number of reasons (taxes payment, bribes to officials, etc.) with a promise to recompense all funds after the withdrawal of, in fact, non-existing funds from Nigeria. After the victim does not receive promised funds and ceases to send money, fraudsters begin to use personal information provided by the victim himself to use victim’s data and money, committing another crime called impersonation fraud.

In addition to the most frequent ones, it is worth considering high-profile schemes of the Internet fraud, including scam methods identified by Federal Bureau of Investigation:

- BEC or Business E-Mail Compromise

This type of fraud/scam is aimed at tracking the regular payment transfers of companies usually associated with foreign suppliers. In order to implement this scheme, scammers, using special methods of intrusion through computer or social engineering methods, compromise the company’s electronic accounts, thereby obtaining the possibility of unauthorised fund transfers.

- EAC or E-Mail Account Compromise

This scheme is similar to the previous one (BEC) in selection of companies (mainly financial, law or real estate companies) as the targets for performing a fraud. However, in this scheme, instead of compromising an electronic account, scammers use compromised emails with requests to send payments to fraudulent location.

- Data Breach

The type of Internet fraud associated with the violation of confidential or protected data (data leakage) at the personal or corporate level through its viewing, stealing, copying, or usage by unauthorised individuals via the Internet.

- Denial of Service

Malicious overlap of an access to systems and networks for an authorised user.

- Malware and Scareware

A fraudulent method related to the damage of computer systems using malicious software distributed via the Internet (including malware with scare tactics).

- Ransomware

An Internet fraud type associated with the distribution of malicious software through phishing emails in order to block an access to critical systems or data of some organisation by encrypting it. This scheme is aimed primarily at weaknesses in technology or the weaknesses of individuals. After the organisation is no longer able to access their data, the fraudster begins to lure the ransom in virtual currency in order to allow the organisation to obtain an access to the encrypted data.

- Phishing and Spoofing

Phishing (vishing, smishing, or pharming) is a fraudulent technique involving distribution of a fake email from “established legitimate business” in order to entice the user to provide personal or confidential data (credit card numbers, passwords, etc.) by sending it to a counterfeit website.

Spoofing, like phishing, deals with forged electronic documents, and its tactics is to send emails from an individual disguised as an actual source (falsification of data) to obtain some benefits.

In addition to the most frequent and high-profile schemes of the Internet fraud stated by the FBI, there is another type of fraud that is worth to be considered since it appears to be an increasing phenomenon over the cyberspace. Click fraud is the type of Internet fraud which involves the deliberate clicking on PPC (pay-per-click) online advertising by a person (fraudster) that is not interested in an advertisement (Kitts et al., 2006). The research defines two types of click fraud:

- Network fraud

The website creators click on advertisement placed on their own website thus receiving funds from the search engines serving their advertisement.

- Clicking on competitors

Clicking on the link made by employees of competing structures in order to obtain funds dislodge the competitor from the auction.

Thus, it can be stated that click fraud is intended to increase the advertiser's expenses for the placement of advertisements. Creators of ad networks also suffer from the click fraud since, in the event of this type of cybercrime, they can lose the trust of advertisers and, subsequently, their profit.

With the emergence of the Internet, fraud has moved a new level, gaining the increasing number of fraud types and becoming widespread, thereby increasing the number of its victims. The ability to remain anonymous, provided by the Internet, allows fraudsters to operate openly. By gaining trust of a person and deceiving him/her, fraudsters persuade the victim to voluntarily transfer money, property, etc. Since fraudsters, at present, are able to operate via the Internet, it can be difficult to prove the fact of the crime and, therefore, the risk of punishment of the offender is relatively low and it gives the Internet-fraudsters the freedom of action, thereby increasing the number of fraud victims.

2.4 Lack of privacy

Within recent years, the availability of the Internet and the ease with which it is used has had a certain effect on communication between people. Nowadays, rapidly developing social networks have become a new space for the information exchange, including personal information. At first glance, the use of the Internet can appear quite anonymous and, in this regard, people do not take into consideration that their personal data are exposed to the risk of being violated. This risk, according to Srinivasan (2012), can already be analysed based on the definition of social networks. According to Srinivasan, the concept of social networks can be defined as web technology which enables free content publication that can be used by friends or other network users, and which also enables the creation of personal profiles accessible to authorised users. This definition provides such key phrases as *free content publication* and *the availability of personal profiles to other users* which point to the fact that there is no guarantee of complete safety of personal data.

Data confidentiality and user privacy ensuring becomes a problem since personal data traffic on the Internet is not limited to a certain territory, but it reaches the international level where it is at risk of being tracked or intercepted, and also does not have centralised management. In other words, the user's personal data is open for access and there is the possibility of tracking them around the world (Schierl & Fischer-Hübner, 2001).

In this regard, privacy over the Internet has become one of the most current issues at present.

The concept of privacy according to Westin (as cited in Schierl & Fischer-Hübner, 2001) can be defined as the right to obtain information about the way personal data are communicated to others.

Rosenberg and Holvast (as cited in Schierl and Fischer-Hübner, 2001) consider three aspects of the privacy concept:

1. territorial privacy (human close physical area protection)
2. privacy of the person (protection of a person from excessive intervention)
3. informational privacy (data protection, control of data gathering, storage, processing, and selective dissemination).

Zuccato and Fischer-Hübner (2005) state that the increment of personal data traffic and the growth of the number of such Internet applications as e-Government, e-/m-Commerce, and e-Health primarily contribute to the risk of violation of the personal informational privacy which, in accordance with the privacy definition, can also be characterised as “the right of informational self-determination”, i.e. the right of determination of personal data revelation and its self-management. They also affirm that the increasing use of the Internet, including its mobile version, affects all the above-mentioned aspects of privacy by means of spam distribution since it is considered to violate not only the informational, but also the territorial and personal privacy through the dissemination of offensive or obscene information.

Thereby, the necessity of privacy protection emerges in connection with personal data violation.

The right of informational self-determination, mentioned above, in accordance with Schierl and Fischer-Hübner (2001), should be protected by Privacy Legislation in case of the necessity of data gathering and processing. For example, privacy protection in the EU has to be kept with respect to the EU Directive 1995 on protection of individuals with regard to the processing of personal data and on free movement of such data.

Thus, EU Data Protection Directive considers basic confidentiality principles to be assured in case of data gathering and processing (Schierl and Fischer-Hübner, 2001):

- purpose specification and binding, i.e. personal data can only be gathered for certain purposes agreed with law, and cannot be used for other purposes;
- necessity of data collection and processing, i.e. personal data can be gathered and processed only in case it is necessary for carrying out certain tasks the data processing agency is responsible for;
- the right of the data subject to receive information, process, correct, delete or block incorrect or illegally stored data;
- data protection control by an authority which has to perform allocated actions independently;
- technical and organisational security mechanisms should be required to ensure personal data are safe, confidential and available.

Despite the fact that EU Directive 1995 is still current, the new EU General Data Protection Regulation (GDPR) was already developed in order to replace the previous directive since, at present, the world is driven by data more than it was in the past decades.

Although most principles remained the same as in the directive of 1995, GDPR introduced several changes (GDPR Portal, n.d.). These include:

1. Increased Territorial Scope, i.e. GDPR jurisdiction is enlarged and applicable to all data processing companies within the EU
2. Fines up to 4% of annual global turnover
3. Consent must be accessible and comprehensive, and easy to eliminate
4. Obligatory breach notification (no later than 72 hours since the realisation of violation)
5. The right of data subject to receive information from the controller of data about whether or not their data were gathered, the purpose of its gathering and the right to receive free electronic personal data copy.
6. Data Erasure, i.e. the right of data subject to delete personal data, prevent its distribution by requesting data controller to provide these actions according with article 17 of GDPR.
7. Portability of data, i.e. the data subject right to receive and address personal data to other data controller.
8. Privacy by Design, i.e. data protection must be included when designing a system instead of its addition to the already designed system.

9. Obligatory appointment of Data Protection Officer only for controllers and processors responsible for large scale or specific data (criminal conviction, offence, etc.) operations.

GDPR was approved by the EU Parliament on 14 April 2016 and will come into force on 25 May 2018.

Privacy legislation, however, is not the full guarantee of data protection itself and, subsequently, the individual's privacy requires particular technical enforcement and some security criteria, covering privacy enhancing security aspects, should be introduced (Schierl and Fischer-Hübner, 2001).

These aspects include:

- Privacy-enhancing security aspects that protect user personality by the provision of anonymity, pseudonymity, unlinkability, and unobservability.
 - anonymity - use of a resource without revelation of personality.
 - pseudonymity - non-revelation of user's identity by using pseudonyms.
 - unlinkability - user's ability to repeatedly use resource without the ability for other users to link these repeated uses.
- Unobservability - non-observance by other users of a resource being used.
- Privacy-enhancing security aspects for protecting user's identity by maintenance of data subjects' anonymity and pseudonymity. In case personal information about data subjects is required to be compiled, its anonymity and pseudonymity should be provided once the objectives of data gathering enable this.
- Security mechanisms (access control, encryption, etc.) or data protection technologies required for personal information integrity and confidentiality protection in case of personal information processing, transmission or storage.

The development of such technology as the Internet and its accessibility has led to the necessity of the concept of private life and personal data to be viewed from a different angle. Communicating personal information over the Internet, people can expose themselves to the risk of personal data tracking, extortion using personal data, or even the risk of becoming a victim of cyberbullying. Although there are particular ways to protect personal information, there is still no full guarantee that personal data and the right to privacy of an individual will not be violated, and this guarantee will not be ensured until there are appropriate laws and the compliance with these laws.

3. Negative influence of the Internet on communication

3.1 The Internet as the communication channel

In order to penetrate deeper into this topic, it seems imperative to outline the concept of communication in general.

Communication is a socially conditioned process of transmission and perception of information, both in an interpersonal and in mass communication through various channels using various verbal and non-verbal communication tools (Lunenborg, 2010).

Nowadays, the use of traditional communication mechanisms such as fax or landline phone is being quickly replaced with new technologies - instant messaging, e-mail, voice and video transmission over the Internet. The Internet basic function of obtaining and exchanging information today ceases to be the leading one. The leading position is currently being occupied by the function of communication. First of all, it is worth noting that communication through the Internet is carried out in the environment of mass communication and, therefore, has its own characteristics in contrast to the traditional direct communication in real life. The global communication infrastructure, into which ARPANET¹ and other local networks evolved, becomes a means not only of mass, but a global communication, and steps across national borders and unites the world information resources into a single system. The phenomenon of communication using the global network technologies has been called an Internet-communication. The concept of Internet-communication can be considered as a complex of communication methods where the transmission of information occurs through the Internet channels. Information can be transmitted in various forms such as voice, video, documents, instant messages, files, etc.

Babaeva et al. 2000 in their research classified Internet-communication into two types:

1. Communication in real time (i.e. chat):

- with one interlocutor (a certain channel is selected for such communication)
- with a large number of people simultaneously

2. Communication where the information is delivered to the addressee with a delay:

- with one interlocutor (i.e. e-mail)
- with a large number of participants in the teleconference (news-group)

¹ Advanced Research Projects Agency Network, experimental computer network that was the forerunner of the Internet. (ARPANET, n.d.)

At present, there are hardly any doubts that electronic digital technologies in combination with the Internet (and further generations of information network technologies) determine the future of communication.

With the very first encounter with the Internet, it can be clearly seen that unlike the traditional media (TV, radio, newspapers, magazines, direct mail advertising) it provides a much greater degree of control and freedom of choice on the part of the consumer. Due to the properties of interactivity, the effect of presence and information saturation (combination of text, image and even sound) and due to the use of network navigation, the Internet surpasses other means of information in possibilities of communication.

It is important to stress at this point that the Internet environment and communication feature distinctive unique properties and characteristics. Interactivity, being one of the distinctive features of the Internet communicative function, is a characteristic of communication flow process determined by the relationship between the Internet user and the Internet technologies. A characteristic feature of the interactive contact is the necessity in an immediate response to the arrival of a message or information that should be in the context of previous messages.

There are three aspects that can be distinguished in network interactivity (Babaeva et al. 2000):

1. people and documents - an opportunity for the user to form and implement a request for information
2. people and technology - the adaptability, the convenience of information technology for users
3. people and people – the ability of the Internet to provide bilateral communication

It is also necessary to distinguish between the concepts of “interactivity” and “feedback” while analysing the communicative function of the Internet. The first concept is wider than the second.

Feedback is a reaction, the response of the subject to the impact of information. As the example of the area of feedback phenomenon occurrence, a web forum can be provided. The attendance rates also act as a feedback: they indicate whether the site and its content are of interest for its users. Interactivity, however, implies wider possibilities such as user control over the content (request, evaluation), participation in its formation through the posing of problems for coverage and discussion, an initiative in the discussion, authorship, opinion exchange, etc. Some application of these features can be observed among the more progressive traditional mass media, who added Internet-based features to their otherwise

noninteractive media. However, the ability to communicate horizontally² disclosed in direct communication between users, was never the characteristic feature of mass media.

The Internet is considered a multilateral channel for mass communication that creates various forms of communication. Morris (1996) proposed to divide these forms into 4 categories:

1. Asynchronous communication *one to one* (e.g. electronic letters)
2. Asynchronous communication of *many with many* (e.g. the Usenet³ that contains summaries, mailing lists (the agreement is required) and requires password to enter the program in which messages are concerned with a certain topic)
3. Synchronous communication *one to one, one and several, one with several* that is built around a specific topic (e.g. role-playing games, chats)
4. Asynchronous communication that is characterised by the user's attempts to find a website for receiving certain information. Such types of communication as *many and one, one to one, one and many* (e.g. websites, horoscopes) are intrinsic for asynchronous communication

In addition to the above-mentioned forms of communication, scientists distinguish another classification of the communicative process through the Internet - *axial* (from the Greek axis) or *retial* (from the Greek rete, meaning "network") communication (Human communication, n.d.). The purpose of axial communication is to transmit a message to a specific recipient (e-mail, ICQ⁴). The retial one denotes the message transmission to potentially interested recipients or to those with supposedly similar interests, however, all these recipients remain random unidentified users (chat, web forum, mailing lists). The retial principle of computer-mediated communication can also be described as "self-selected" - people "chose themselves", respond, agree (or refuse, ignore the opportunity) to participate in the communication process.

The world of electronic communication is being considered a specific field of scientific research. Representatives of this area such as N. Luhmann, M. Castells, A. Touraine, J. Habermas, and other modern researchers represented the society as a world of communication where the new information means become one of the most important tools of

² "the transmission of information between people, divisions, departments or units within the same level of organizational hierarchy" (Horizontal Communication: Definition, Advantages, Disadvantages & Examples, n.d.)

³ A worldwide system for Internet discussion that consists of a set of newsgroups that are organized by subject. (Usenet, n.d.)

⁴ A popular online messaging program. (ICQ, n.d.)

human orientation in the world and of the interpersonal communication. At the same time, the Internet as a communicative environment imposes its own imprints on the standard human communication.

3.2 Negative influence on language

Social networks form its own communication environment based on a number of factors specific to this communication such as freedom of expression, usage of particular vocabulary, the appearance of a new slangs, etc. As a special communicative medium, social networks, like the sphere of language realisation that had not previously existed, brought the new ways of communication, stereotypes of speech behaviour, and new forms of language existence. Many words produced by the Internet have come into use long ago having acquired an independent meaning. Crystal (as cited in Experts Divided Over Internet Changes to Language, 2010) stated that “The main effect of the Internet on language has been to increase the expressive richness of language, providing the language with a new set of communicative dimensions that haven't existed in the past.”

Any serious innovations that become a part of people's everyday life make certain changes in the use of languages. However, the Internet deserves a special attention among the others - it exerts a stronger influence on language than any other technical innovation. Moreover, the information superhighway is not only a technical innovation and it is not that much of a technical thing by itself. In other words, it can be stated that it is a fusion of technology and the user-generated content. It is primarily an innovation in the area of information exchange and storage. There are gigabytes of new texts on portals and blogs, millions of words sent via e-mail and various messengers that appear in the network daily.

With the emergence of the Internet, the use of written language has become more widespread. The circle of writing people has widened significantly. However, the language used on the Internet cannot be attributed only to the written form since it possesses some features of spoken one.

Nowadays, with the usage of the Internet, a new form of language interaction has arisen and it has been branded the written speech (Valiahmetova, 2001, pp. 7-9). The term is defined as a peculiar mixture of literary written and oral spoken languages. On the Internet, the language exists mainly in written form, but in terms of interactive network communication, the rate of speech is close to its oral variety.

With the development of the Internet and various programs for communication between users, the written language began to be used for instant communication. Analysing

the communication between users in such programs as ICQ, Skype, or in social networks, for example, on Facebook, it can be concluded that despite the fact that messages exchanged by users refer to the written speech, these messages, however, possess significant number of features of the oral one. First of all, using the above-mentioned programs and services, communication via the Internet is dynamic and assumes a fast response. In other words, messaging is almost instantaneous or at least the delay does not exceed a few seconds. The Internet-communication largely corresponds to a face-to-face communication despite the fact that users are at a distance from each other. In addition, users are, to some degree, deprived of the opportunity to think about each message and it results in a significant number of typos and errors in messages that do not harm the Internet-communication itself and that are often not perceived by the interlocutor.

However, despite the proximity of the Internet-communication to the conversational speech, it is worth specifying two significant differences that enable to clearly separate the sphere of communication in the network from the oral communication, relying on the monograph "Language and the Internet" by David Crystal (Crystal, 2001).

Firstly, during the Internet-communication, the user possesses at least a minimum of time to think about the message while exchanging. Secondly, the user has an ability to observe a message before sending, which never appears in oral speech. In other words, the oral communication is never fixed.

From the above-mentioned, it can be concluded that despite the fact that Internet-communication combines various characteristics of oral and written speech it, however, does not fully possess the characteristics of either of them.

However, it is worth considering the main problem that prevents standard "live" communication on the Internet. This problem includes an extreme poverty of the means. The first thing to pay attention to is the absence of a person itself. As a result, people cannot be presented to each other in a different way but through texts only. In addition, the members of chat rooms are almost completely deprived of auxiliary (paralinguistic) means: timbre of speech, accentuation of the part of the utterance, emotional colouring, strength of voice, diction, gestures, and facial expressions. Hence, the reliability of a verbal communication becomes extremely low.

The alphabetical writing system has a limited set of graphical means for expressing emotions during Internet-communication, and this limit comes down only to interrogative and exclamation marks the semantic potential of which is reduced to clarifying the intonation colouring of the message. These signs are unable to convey human emotions in all their diversity since the absence of paralinguistic means mentioned before. This fact became a

reason for people to create a new language of communication built on graphic symbols, short phrases, capacious and concise expressions, acronyms, and on denoting emotions with emoticons. It seems imperative to put a brief emphasis on such components of a new language as emoticons and acronyms and their impact on the natural language.

3.2.1 Emoticons and emoji

The concepts of emoticon and emoji can be confused with each other and, therefore, it is worth considering the differences between them.

The Grannan (n.d.) clarifies the distinction between these two concepts. Emoticons (emotional icons) are “punctuation marks, letters, and numbers used to create pictorial icons that generally display an emotion or sentiment”. The first man to suggest using emoticon in 1982 was a computer science research assistant professor Scott Fahlman from the Carnegie Mellon University and thereby laid the foundation for a new “language” (Wyrick, 2013). On the other hand, the concept of emoji (from the Japanese *e* (picture) and *moji* (character)) is defined as “pictographs of faces, objects, and symbols” (Grannan, n.d.). According to Gage (2016), emojis can be considered as the symbol generation that has been derived from the emoticons and, in addition to smiley faces, include such blocks of icons as different countries flags, animals, plants, people, gestures, food, drinks, etc. The first emoji appeared in Japan already in 1990 created by Shigetaka Kurita, an employee of the largest Japanese mobile operator NTTDoCoMo (Grannan, n.d.). Nowadays, the number of emojis increases significantly already heaving in total 2623 official Unicode emojis (Smith, 2017).

Emoji possess a great success on forums, chat rooms, etc. Communication using these pictographs is currently being transformed into a habit. The use of emoji provides the possibility for a person to create an impression of assertive individual, provide a positive communication environment, and even the possibility to gain popularity in social networks. The analysis of over 31 million tweets and half a million messages on Facebook showed that positive smiles can appear as indicators of status in social networks (Tchokni, O Séaghdha, & Quercia, 2014). In the course of the research, various indicators such as the number of followers and the Klout score⁵ were used to determine the traits of influential authors in social networks, and the use of emoticons and, subsequently, emoji appeared to be the common trait (see tab.1).

⁵ A number between 1-100 that represents person's influence. The more influential the person is, the higher the Klout Score. (Klout score, n.d.)

Features Used	FOLLOWERS	KLOUT
Baseline	50.00	50.00
unigrams	81.38***	80.43***
bigrams	80.59***	77.26***
NRC	64.30***	59.95***
LIWC	65.42***	65.11***
emoticons	66.46***	61.06***
tweet and word length	63.17***	58.98***
spelling	48.79	61.67
word elongation	49.02**	50.07**
punctuation	63.53**	54.11**
mentioning others	60.24***	57.95***
retweeting	70.02***	64.87***
All features	82.37***	81.28***

Table 1. 10-fold cross-validation accuracies on FOLLOWERS and KLOUT.

According to Tchokni et al. (2014), “positive emotion seems to be conducive to popularity while influentials write more negatively”.

Schilstra (2016) states that emoji are not used only to clarify the meaning of the text for better comprehension. These means are currently being used for developing communication approaches for people with autism and to help abused children in expressing complex emotions.

At present, emoji are gradually being considered as another new language in which new pictograms arise along with the necessity of expressing new human emotions and thoughts. Words in sentences or even the whole sentences are often being substituted by emoji. The fact that emoji can replace a whole speech can be proved by the book *Moby Dick* which was entirely translated into “emoji language” by Fred Benenson (Gage, 2016). Despite the fact that there are particular advantages of using emoji mentioned above, the opinion that emoji gradually impoverish language can be regularly observed on the Internet open spaces. People justify it by the fact that using emoji for expressing the whole sentences or for a partial substitution of words can contribute to the fact that people begin to lose the ability to express their thoughts in words, impoverishing the lexicon. Smithurst (as cited in Gage, 2016) in his article expresses a negative opinion about the use of emojis instead of words: “Basically, after 5,000 years of technological progress, we’ve returned to eking approximate meaning from pictograms”. Nonetheless, it is still difficult to discourse about messaging using only emoji since not every thought can be graphically expressed. However, nowadays, it also is almost impossible to maintain communication in social networks without these means.

3.2.2 Acronyms and abbreviations

In addition to emoticons and emoji, there is often the possibility of collision with unfamiliar acronyms and abbreviations in electronic communication and on the Internet in general. It seems imperative to clarify the difference between these concepts at first. According to Oxford Dictionaries (n.d.) acronym is “an abbreviation formed from the initial letters of other words and pronounced as a word (e.g. ASCII, NASA)” while abbreviation is “a shortened form of a word or phrase (SKU is the abbreviation for Stock Keeping Unit)”. The use of such means already contributed to the creation of a specific “language” that is being imbedded in a standard communication language. Crystal (2001) in his research introduces the special concept for this mixture of acronyms and abbreviations in the Internet-communication called *txt spk* or *text speak*. The reason for the active use of abbreviations and acronyms can be explained by the increasing role of information technology in an interpersonal communication. Nowadays, people devote a significant amount of time to chat conversations, instant messaging, and the timesaving factor in such communication has a significant role (Shumakova, n.d.). Use of such means replaces the use of long words or expressions; hence, these means save the time of the user on typing. Such encoding of information can be also considered as the desire to make a certain information inaccessible for understanding to the “uninvolved”. In the modern language, abbreviations and acronyms are also often used as means of expression. In addition, in certain cases, a correctly used abbreviation provides clarity – concretises and clarifies the meaning of the text. The following examples demonstrate some of the most commonly used acronyms and abbreviations:

- BTT – Back To Topic
- BRB – Be Right Back
- EOD – End Of Discussion
- BTW – By The Way

At present, acronyms and abbreviations are firmly entrenched not only in virtual communication but are also being transferred into communication in the real world, replenishing the vocabulary of colloquial spoken language. One of the reasons for transferring of these means to colloquial speech is disclosed in the fact that people often adopt certain manner of communication implementing it in different communicative acts. The desire for self-expression or the desire to make a speech more emphatic can also contribute to the reasons for the usage of acronyms and abbreviations in an everyday speech. The recent constant increase in the number of acronyms and abbreviations in an everyday life can serve

as the indicator that the *text speak* is already becoming a new style of communication. Thus, the following acronyms and abbreviations can already be heard in the everyday speech:

- ASAP - As Soon As Possible
- AKA - Also Known As
- LOL – Laughing Out Loud/Lots Of Love
- OMG – Oh My God
- ETA – Estimated Time of Arrival
- AFAIK – As Far As I Remember

It is worth mentioning that English language acronyms and abbreviations, since being borrowed, are constantly affecting the Internet-communication in other languages.

The Internet-communication is not limited to the creation and employment of the means mentioned above. In addition, it is characterised by the formation of distinctive Internet-jargons that will be considered in the following subchapters.

3.2.3 Olbanian language

The World Wide Web has “entwined” the language with new terms. If some time ago the influence of the network was noticeable only in narrow circles of few users, nowadays, the Internet - neologisms have become a normal language and even a “fashionable” style of communication predominantly, but not exclusively among the younger generation.

The two languages that are employed in an everyday life are the complex written and simple oral. However, the Internet gave birth to a third language - an intermediate one which combined the accuracy of the first and the brevity of the second. The network jargon has almost become a dialect, incomprehensible to the uninvolved. Modern language, nowadays, is being significantly influenced by the Internet since the increasing availability of technology. The situation began to change very recently when the phenomenon called Olbanian language began to claim rights and became widespread throughout the post-Soviet space.

Padonkaffsky jargon or, as it was called earlier, the Olbanian language, which can be compared to the English-based Leet, is a particular style of using the Russian language created in the early 2000s by a subculture of Runet called “padonki” (Olbanian language, n.d.). It is most often used in blogs, chat rooms, and web forums.

This Internet-jargon is almost phonetically correct but uses orthographically incorrect spelling (cacography⁶) on purpose. The jargon can be characterised by the frequent use of profanity and certain stamps specific for slang. In other words, it is an antinorm based on a consistent repulsion from the existing normative choice of spellings.

Classification of the jargon by the method of word formation is built on the grouping of words based on their grammatical origin. Loseva (2010) identified four groups exploring the grammatical rules of the jargon:

1. Distorted words - the largest group of words formed by distorting the original without changing the lexical meaning. The reason of formation of these words is the desire to identify the affiliation of a particular word to a given slang.
2. Neologisms - words the prototypes of which do not exist in Russian. These words are convenient for designation of different concepts.
3. Swear words (cyber-vulgarisms) - words formed by distortion of profanity. However, these words do not carry a single-valued lexical meaning and are most often used as introductory words and interjections.
4. Abbreviations - shortened spellings of frequently used words and combinations, in which only initial letters are used.

This classification is convenient for studying grammatical aspects of the Padonkaffsky jargon. However, at the same time, it is conditional because the grammatical norms in a given slang are completely impermanent and change together with the author of the text. Nevertheless, some regularities can be traced by studying the data of a group of words and expressions (Loseva, 2010).

3.2.4 Leet

A similar to the Albanian language phenomenon is the previously mentioned Leet. Leet (l337, eleet, leetspeak) is an Internet-based language with an alternative alphabet for a large number of languages, including English (An Explanation of l33t Speak, 2002).

Despite the fact that Leet has some similarities with the pseudo-Cyrillic alphabet (Padonkaffsky jargon), it is more difficult for perception. Transformation of a standard live communication language into one that is almost incomprehensible is the main aim of “elite” language.

⁶ Bad handwriting or spelling (Cacography, n.d.)

According to Mitchell (2005), the language of Leet was formed in the Bulletin Board System in 1990, where the “elite” status granted users an access to the stored files and folders, games, and special chats. At first, Leet was considered a hacker’s language but later became a mainstream. Forms of the unentertaining Leet contain more complex set of characters than its mainstream version. The use of such forms still serves the same purpose - to encrypt and hide the meaning of conversation from “prying eyes”. Therefore, the professional Leet can use combinations of cryptological techniques that make the writing thoroughly incomprehensible to the uninvolved.

The main characteristic transformations of the standard language into Leet are the replacement of Latin letters with similar numbers and symbols (4, /\, @, /-\, ^, ä, ^, aye for A and 8, 6, |3, ß, P>, |: for B), imitation and a parody of mistakes typical for fast typing, or imitation of the jargon of hackers and gamers adding the -z0r ending to words. This Leet style is used mainly in written form and the majority of words do not even possess a certain pronunciation (Mitchell, 2005).

The English-based Leet has its own distinctive morphology features, in particular, the use of certain suffixes and endings (Blashki & Nichol, 2005; LeBlanc, 2005; An Explanation of l33t Speak, 2002):

1. -xor suffix can be used as the standard English suffixes -er or -or to distinguish a noun, which denotes a person belonging to a particular profession, from the verb. For example, *pwnzor* (owner) and *haxxor* (hacker). -Xxor, -zor, -zorzz and -xxorxx are also used as suffixes of comparative and superlative adjectives. The words with such suffixes provide a greater degree of intensity.
2. -age and -ness suffixes. Verbs can be converted to nouns by adding the -age suffix. Similarly, adjectives become nouns with the -ness suffix. Thus, for example, the verb *speak* is transformed to the noun *speakage*, the adjective *leet* to the noun *leetness* as can be observed from the following example: “I know Leetness speakage” (“I know Leetspeak”).
3. -apostrophe. In forms of past simple tense ending with -ed, the users of Leet language can use an apostrophe (') instead of *e* (*pwned* becomes *pwn'd*). The use of the apostrophe emphasizes the pronunciation of a vowel sound. The apostrophe can change its position in a word without changing its meaning. Sometimes the letter *e* is completely omitted, and the word can end with *t*, for example, *owned* can be written as *ownt*.
4. -& suffix. The words ending with -and, -anned, -ant, or with similar sounds are sometimes written with the suffix - & at the end. Most frequently, such spelling is employed for the word *banned*. For example, “I'm sorry, you've been b&”. As an alternative to this suffix, “7” can be

employed since the symbols & and 7 are located on the same key of a keyboard: “I’m sorry, you’ve been b7”.

In addition to the above-mentioned morphological transformations, the rules of Leet allow omitting of punctuation marks (due to the high speed of typing).

Also, Leet language possesses another distinctive feature disclosed in the use of a large number of exclamation marks in a sentence. Since the exclamation mark is on the one button with the number “1”, ones can sometimes be accidentally or deliberately written among the exclamation marks. Such symbolic series has long passed into the traditional and habitual form of expressing emotions in Internet-conversations. This phenomenon of network communication is called *oneoneone* (Oneoneone, 2011).

The Leet lexicon is often replenished by the phenomenon called “portmanteau”⁷ (*phreak* as a combination of *phone* and *freak* formed by excluding intermediate syllables). Another frequent characteristic of the Leet jargon is the use of random capitalisations (*sUch aS tHosE*). In addition, instead of substitution, letters in Leet language can be omitted entirely (Mitchell, 2005).

During its rapid development, Leet language acquired a certain classification. Mitchell (2005) suggested the differentiation of Leet jargon into two variations – Simple Leet and Hardcore Leet. Simple Leet is characterised by transposition of one or two letters in a word only, while the Hardcore Leet substitutes all original letters by their Leet version. In order to clarify the process of transformation of the ordinary language into Simple and Hardcore Leet, it seems imperative to consider the following examples (Mitchell, 2005):

Original: “Katie is a good pool player”

Simple Leet: “Katie is teh win at pool”

Hardcore Leet: “K4713 12 7h3 w1|| @ P00L”

These examples demonstrate the application of several above-mentioned features of Leet. In the first case, which provides the example of Simple Leet, such transformation as misspelling is applied to the definite article *the* (*teh*). The second case demonstrates the example of the Hardcore Leet, where almost all letters are substitutes by their Leet analogies.

Regarding the impact of such Internet-jargons on the standard language, it can be stated that the influence is mostly negative. Possessing a certain vocabulary, Internet-jargons often become the conductors of the problem of rudeness on the expanse of the Internet. Internet-communication takes the form of an aggressive and negative dialogue since the

⁷ A word or morpheme whose form and meaning are derived from a blending of two or more distinct forms (Portmanteau, n.d.).

conflict situation in the majority of cases is not burdened with consequences but only serves as a detente or self-affirmation on the basis of the humiliation of other people, depreciation of interests and values of the opponent.

Moreover, significantly small number of people nowadays pays attention to literacy, laconicism of written texts, and a large number of mistakes is made. At present, in most cases, the way the messages and other texts are written is of no importance. It is characteristically not only for the aforementioned jargons but also for the Internet communication in general. All these facts to some degree affect the speech of ordinary carriers. People listen, see and, therefore, adopt the manner of such speaking and writing thereby negatively affecting everyday language.

3.3 Internet- boorishness and impunity

Internet-communication can be characterised by a certain degree of anonymity. Despite the fact that sometimes it is possible to obtain some information of a questionnaire nature and even a photograph of an interlocutor, the acquired information is not sufficient for an adequate perception of the person. In addition, in the communication over the Internet, there is a risk of facing a concealment of a certain information or presentation of false information.

Anonymity and impunity over the cyberspace also facilitates the development of another features of Internet-communication related to the reduction of psychological and social risk in the process of communication. These features are disclosed in affective over-freedom, deviation from censorship, and a certain degree of irresponsibility of the participants of communication.

The Internet has long been the second and for some people even the first reality and life. There, under real names or fictitious, people exist with all their thoughts and emotions, which, unfortunately, are not always controllable. On the Internet expanses, a person has the ability to perform greater freedom of expressions and actions (up to insults, obscene language, and sexual harassment) since the risk of revelation is minimal.

In the real world, people always attempt to reconcile with each other and bypass strongly arrogant individuals. It can contribute to the avoidance of a large number of possible conflicts. However, in the virtual world, the situation appears to be different. A person is able to communicate with significantly small number of the Internet users without expecting to encounter rudeness. The reason for expressing rudeness is simple - every person communicating through the Internet usually remains in his own environment. At the same

time, the person feels himself the owner of the territory he lives on transferring this feeling to the digital world.

Other reasons for the network boorishness can include some psychological factors: low self-esteem, dissatisfaction with life, lack of education or upbringing, natural quarrelsomeness, and already mentioned kind of discharging (stress relief by insulting an unseen interlocutor as well as the desire to get a dose of adrenaline participating in virtual squabbling, have fun, etc.).

Along with the usual Internet-boorishness, such concept as trolling has recently gained currency on the Internet open spaces. The concepts of boorishness and trolling can often be confused with each other and, therefore, it is necessary to delineate these concepts. Trolling is a purposeful, often self-serving act. Relying on the definition from Urban Dictionary (n.d.) this concept can be defined as character messages aimed at creating a flaming⁸. In some cases, it can be a real business for a “troll”. On the other hand, boor provokes unselfishly, as it can be said “from the heart”.

People participating in forums or groups experience a certain degree of freedom in the use of expressions. This freedom can often lead to the appearance of useless verbal battles. Getting personal, people forget about the subject of the dispute and attempt to humiliate each other in every possible way. Such disputes can usually be observed in topics on the verge of what is permitted. Moreover, people who are supposed to follow the order called moderators are often guilty of such behaviour themselves, although they have the opportunity to apply such methods as removing the negative comments and, if necessary, banning their authors with or without a warning.

The same phenomenon of rudeness applies to blogs and websites. Here, it is concerned with people who come to a blog or website in order to express every thought about its author, about his articles, etc. In case, the commentator writes the criticism on the case and in the correct form, then it can be referred to as constructive criticism and should not be confused with the boorishness. Blog writers tend to listen to such criticism and, if necessary, provide the required changes to the material of the blog or website. However, negative commentators write on websites and blogs only solid negative often containing personal estimates.

The Internet anonymity and the concomitant boorishness negatively affect human psyche since they can contribute to the self-esteem lowering, mental (nervous) breakdown, and can even deteriorate in some form of cyberbullying. Therefore, it is imperative for people to make themselves invulnerable to the Internet boorishness. There are certain ways that a

⁸ A hostile online interaction that involves insulting messages, or flames, between users (Flaming, n.d.).

person can use to protect himself such as the ability to block the possibility of anonymous responses, monitor the IP addresses of abusers, delete the negative statements, etc. However, all these methods are not the guarantee of a complete deliverance of the Internet-rudeness and its negative impact.

4. Conclusion

At present, a huge amount of information collapses on a person and it entails consequences. Fast-developing Internet technologies take a huge place in human life, affecting all its aspects. The Internet has become the main source of information that forms human mind. If only a century ago the inner world of people was formed on the basis of their personal communication, professional activity, and the interaction with the outside world, nowadays the situation is in many aspects the opposite. At present, the Internet has acquired great importance and can be considered as an integral part of life of an individual. The Internet provides people with great opportunities, most notably the access to a large amount of information, social networking, conducting business online, etc. The cyberspace, by itself, carries a certain level of influence on human society and communication, both positive and negative one.

The purpose of this bachelor thesis was to identify the main negative aspects of the Internet and their impact on society and communication. I managed to identify four aspects with the most negative impact on human society.

One of the most serious problems associated with the Internet is the emergence of a new kind of mental disorder - Internet Addiction Disorder or Problematic Internet Use. People spending a large amount of time on the Internet may lose interest in real life and may be overwhelmed by the desire for a constant pastime in cyberspace. In case, it is not possible to spend a desired amount of time on the Internet, people may feel irritation and even depression, which can eventually lead to the appearance of this type of disorder. Also, it is worth mentioning that, in addition to the negative impact on the human psyche, the constant pastime in the cyberspace can negatively affect physical health.

The emergence of the Internet also contributed to the advent of a new and more aggressive form of bullying that gained the name of cyberbullying. Victims of cyberbullying can face serious consequences such as reputation damage, violation of a person's mental state which can lead to the most serious consequence - suicide.

The Internet has also become a conductor of fraud. Due to the fact that fraudsters have the ability to act anonymously and the risk of punishment is relatively low, the Internet fraud is becoming increasingly widespread, expanding the number of its victims.

Another important factor of the Internet that negatively affects the society is the lack of privacy. There is a possibility of leakage of personal data, their use by unauthorised persons or organisations, etc. Often, personal data can be used to commit the above-mentioned Internet fraud.

In the second part of the bachelor thesis the Internet was referred to as a communication channel which possesses certain properties. One of the main features of the Internet-communication that distinguishes it from the communication in real world is the physical non-presentation of participants to each other in a communicative act. The physical non-presentation, in its turn, contributes to the emergence of difficulties related to the emotional component of communication. In addition, virtual communication possesses almost exclusively written nature with elements of oral speech.

During the analysis of the Internet as the communication channel and the way it affects human communication, negative impacts on human speech were also disclosed. When communicating in cyberspace, texts are written quickly and, therefore, words are often not used in accordance with the rules, punctuation is neglected, and it can subsequently affect literacy and communication in the real world. Constant use of acronyms and abbreviations, emoticons and emoji can also negatively affect the language of an individual by impoverishing that person's vocabulary. As for the development of Internet jargons, it can be concluded that, using jargons that possess distorted language rules, people adopt this kind of orthography and communication, and transfer this manner to the everyday language.

Also, the freedom of speech, anonymity and impunity on the Internet open spaces contributed to the development of the phenomenon of boorishness. People with low self-esteem or with problems with communication in real world, feel free and safe on the Internet, and can transfer their anger to the virtual world. They know that there is low possibility of being punished for negative comments or obscene communication with other people. Facing such people in the cyberspace and getting in contact with them can negatively affect not only the communication between people, but also the psyche of an individual.

In conclusion, it is worth noting that the source of the negative impact of the Internet on modern society and communication is not the Internet itself, but the people using it. The Internet became an inalienable reality of the modern world. As in any other case, it is important to measure and adhere to certain boundaries in the process of implementation of the Internet in the life of an individual and in implementation of virtual communication.

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List of abbreviations

AFAIK – As Far As I Remember

AKA - Also Known As

ARPANET - Advanced Research Projects Agency Network

ASAP - As Soon As Possible

ASCII - American Standard Code for Information Interchange

BEC – Business E-mail Compromise

BRB – Be Right Back

BTT – Back To Topic

BTW – By The Way

EAC – E-mail Account Compromise

EOD – End Of Discussion

ETA – Estimated Time of Arrival

GDPR - General Data Protection Regulation

IAD – Internet Addiction Disorder

ICQ – “I Seek You”

LOL – Laughing Out Loud/Lots Of Love

NASA - National Aeronautics and Space Administration

OMG – Oh My God

PIU – Problematic Internet Use

SKU - Stock Keeping Unit

List of tables

Table 1. 10-fold cross-validation accuracies on FOLLOWERS and KLOUT	23
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