within the framework of the modern educational space and draw the following conclusions:

1. The penitentiary system of methods of pedagogical influence when working with juvenile convicts should be of an individual nature, which consists in recognizing the role of psychological characteristics and intellectual capabilities of the individual;

2. Interaction with the collective and consideration of socio-psychological motives of activity should become the main focus of penitentiary work with juvenile offenders;

3. The process of educating juvenile convicts who are in a difficult life situation is a complex process that requires the simultaneous introduction of innovative technologies and compliance with a clear methodology.

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POSSIBILITIES OF BEHAVIORAL MODELING ON SOCIAL MEDIA TO FIGHT CYBERBULLING

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Keywords: social network, analysis, modeling, digital footprint, cyberbullying.

In the modern world, a person has so many opportunities for communication that society does not leave us for a second. The world is full of people around us, both in real life and in virtual life. Meanwhile, social networks have gained such importance for the modern world that they have long been its engine: the market economy is entirely dependent on the virtual society, trends and demand are formed here, and behavioral patterns for different strata of society and generations are determined. The endless stream of people and information in the virtual space seems to erase individuality, and sometimes completely depersonalize.

Material and methods. In connection with this state of affairs, sociology comes to the fore with the opportunity to bring certainty and clarity to the existing relationships in the virtual network. The analysis of social networks is one of

the fundamental principles of sociology, since the importance of studying the patterns of social interaction of participants in society cannot be underestimated. The concept of "social network" was introduced into theoretical use by the early sociologist Emile Durkheim, long before the formation of social networks in modern understanding. However, the principles of analysis remain unchanged - the study of social relations through the prism of the theory of networks, where the participants are nodes, and the relations between them are connections. Based on the analysis of each node separately and the connections formed between them, a number of parameters can be distinguished: centrality (the significance of a particular person in a certain group), density (the ratio of the number of connections of one person over their average number), the strength of connection (the number and significance of factors that determine presence of connection), structural gaps (lack of connections between nodes) [1].

The application of these methods in relation to a social network makes it possible to model and visualize both general patterns that are inherent in the entire social network, and to form a portrait of each participant individually, based on his "digital footprint".

American sociologists S. Matz, M. Kosinski conducted a study in 2017, according to which a digital fingerprint allows extremely accurate modeling of the psychological portrait of each user of social networks [2]. This targeting is actively used in modern advertising, since it allows you to more precisely target the needs of different categories of people. As an example, there is a promotion that offered users of the social network online crosswords. More open to new experience – bright and challenging advertising was offered, more conservative – calm. The ad response rate was 30% higher than similar ads, but without targeted sampling.

Findings and their discussion. However, how else can you use modeling based on social media analysis? Based on the experience of our American colleagues, it seems promising to use social behavior modeling to combat cyberbullying in social networks. Cyberbullying is the repeated deliberate influence of one or a group of people on a victim with the aim of causing psychological harm to her and destroying her social position. Cyberbullying can be defined as a form of deviant behavior, and its consequences are traumatic for both the victim and the aggressor, since this method of self-affirmation traumatizes the adolescent's psyche and erases moral and social boundaries. There is a direct relationship between cyberbullying and such deviations in the behavior of adolescents in real life as low academic performance, aggression, or difficulties in communicating with peers [3]. Cyberbullying is directly related to Russia, since the results of an independent study by the European Commission EUKidsOnline indicate that at least 10% of adolescents in Russia are being bullied on social networks. Using all the possibilities of modeling the behavior of a specific person or group, it is possible to anticipate the negative consequences of cyberbullying and create a healthy environment for communication in social networks.

Conclusion. The prospects for using social network modeling are vast, some of which have already found practical application. However, the next step should be aimed at ensuring safety everywhere in the virtual society, since our future, in many respects, is in social networks.

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ELDERLY CITIZENS AS AN OBJECT OF SOCIAL WORK

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Keywords: socio-demographic structure, old age, loneliness.

Currently, such a category of citizens as the elderly occupies an important place in a number of social and demographic strata and groups. Naturally, this community has its own structural components, which include the most diverse socio-demographic layers. And one of the main signs by which the strata of society can be distinguished is the age of a person. By examining this category of citizens in the present time, we will gain knowledge about how elderly people feel and identify the level of need for social work with elderly citizens [1].

To date, official statistical sources say that the number of retired people in the Republic has significantly decreased. The number of elderly citizens registered with the labor, employment and social protection authorities in August 2021 amounted to 2 million 425.3 thousand people. It is noted that this is the minimum value in the history of Belarus. But it is also noted that the percentage of pensioners in the total population of the Republic of Belarus has not become minimal – now it is 26.0 [2].

The purpose of this study is to study the problems and social well-being of elderly citizens living in the Pervomaisky district of the city of Vitebsk.

The decrease in the number of retired people can be explained by several reasons: 1) increasing the retirement age. Belarus, like many European countries, has faced the problem of population aging in recent decades. For this reason, in 2017 it was decided to gradually raise the retirement age of citizens. This process will be completed in 2022. By that time, the retirement age will be 63 years for men and 58 years for women. 2) general demographic deterioration in Belarus. According to the National Statistical Committee, 94.042 thousand were born in Belarus in 2018. a person, which is the lowest indicator since 2005 And, unfortunately, this indicator is decreasing. 3) The COVID-19 pandemic. In