

THE TRANSFORMATION OF THE PERSON'S SOCIAL AND PERSONAL MINDSETS BY MEANS OF SPECIALIZED SOFTWARE

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Abstract. This article deals with new technologies and their application in the field of the transformation of social and personal mindsets to achieve individual and group goals.

Keywords. Mindsets, goal changing, mental states, training tools, transformation, self-regulation.

There is a need for better access to psychological aid, but a number of significant reasons, such as the high price, the remoteness of the therapist, the emotional discomfort on the part of the client, and the existing distrust of psychological aid, prevent it.

With the development of computer technology in medicine, there was a revolution in psychotherapy, and tools for additional help were developed for both the psychotherapist and the client. The first robot psychologist was created in 1966 — the bot "Eliza" (ELIZA), a computer program that parodied a dialogue with a psychotherapist, implementing the technique of active listening. In the past five years, there has been a significant increase in the development of automatic technologies to improve psychological well-being, achieve goals, and develop cognitive skills.

The Master Kit training tool is a modern program for psychological assistance developed by D. Trutneva, which is based on the idea of transforming the existing negative mindsets in people into new, favorable mindsets that contribute to the achievement of the necessary goal. The technique is a set of computer automated algorithms implemented in the form of a multimedia training tools that allows clients to work on their own internal state independently.

This software product is based on the following:

The cognitive psychology of A. Ellis, who created rational and emotional behavioral therapy. He established that negative emotions arise in people not because of the events that happen to them but because of their negative interpretation due to irrational beliefs learned from childhood and during life.

K. Rogers's humanistic psychology, where the main postulate is that the psychological reality of phenomena is based on how they are perceived by people. A person's feelings are not a direct reflection of reality—concrete reality is the reality observed and interpreted by the reacting organism [9]. Therefore, according to Rogers, each person interprets reality in accordance with his or her subjective perception, and each person's inner world is fully accessible only to that individual.

K. Jung's analytical psychology, which puts forward the idea that the "ego" is everything that a person can fully realize and is responsible for a sense of succession and the continuity of life experience. Jung's concept recognizes the psyche as self-regulating, helping a person to live a full-fledged system with an awareness of the unconscious processes that "rule a person."

Structural and functional psychology, which studies mental processes in terms of their function in the adaptation of the organism to the environment, where the study of the functions of consciousness in the process of adaptation by humans is at the forefront.

J. Volpe's psychotherapy of systematic desensitization, which includes a systematic gradual decrease in the sensitivity to objects, events, or people causing anxiety and phobias. He established that in an anxious state (phobia, fear, etc.), there is a generalization of affect, and the emotional experience is associated with the initially neutral signs of the situation in which the state originates. On this basis, the psychotherapeutic goal is formulated — to eradicate the conditioned reflex, which is the experience of this negative state in association with objectively neutral stimuli, by linking these stimuli with a pleasant reinforcement.

Aspects of deep psychology, which distinguishes the deep forces of personality and their attraction and trends, which are opposed to the processes taking place on the "superficies" of consciousness. It considers the unconscious of a person to be a resource in which the reserves of one's own personality are hidden.

The main postulates of the work of L. S. Vygotsky, who established that words play a significant role in the formation of the mental operations and mental processes of human subjects. According to this concept, the fundamental phenomenon in the development of the personality structure is *inner speech*, which both is an instrument of the language component and performs the function of subject regulation. Through inner speech, the logical processing of sensory data takes place, its awareness and understanding in a certain system of concepts is established, self-instructions for performing voluntary actions are given, and the self-analysis and self-assessment of actions and feelings are carried out. All these processes make inner speech a crucial and universal mechanism of mental activity and human consciousness. In a narrower, more psycholinguistic sense, inner speech is the initial moment of speech utterance generation, the "inner programming" before realization in oral or written speech [4].

The main tasks with which this program works are as follows:

1. The formation of a person's internal motivation to achieve goals in the field of financial well-being, self-development, or harmonization of family relations.
2. The development of the internal control locus.
3. The development of skills and self-help abilities to form a stable, positive emotional background.

The multifunctionality and multidirectionality of a person's world, which is filled with various activities, everyday situations, a large flow of information, and numerous interpersonal interactions, actualize the specific mental state of the person to varying degrees [8]. It is peculiar for a person to stay in a stable psychoemotional state. However, in the conditions of modern life it is challenging to maintain stable psychoemotional state since more and more high intensity mental states¹, and in particular stresses, which are energy-consuming not only at the physiological level but also at the mental level, dominate a person. At the same time, it is impossible to regulate one's state, which often contributes to problems of adaptation and various systematic violations [6]. It is also important to note that such conditions contribute to the strengthening of personal problems and generate maladaptive styles of social interaction, increase painful disorders, and become incentives to overcome disabilities [7].

The complexity of a person's adaptation to the environment begins at age three during the crisis period, described by L. S. Vygotsky as fundamental to forming a person's further psyche. A child in a new, unfamiliar situation tries to apply the behavioral patterns he or she learned from his or her parents or form new ones through the verbalization of actions, transitioning from external speech to inner speech [4]. Many of the psychological difficulties that a person experiences as an adult come from childhood and can be caused by both destructive psychological defense mechanisms and negative situations that a person could not process right at a psychoemotional level. It is important to remember the influence of external factors on the human psyche, which can form irrational mindsets² to almost any situation [3].

The difficulty lies in that most people do not even realize that they have negative mindsets or the wrong psychoemotional experience and often write off the external control locus as the various situations, failures, etc. that confront them. Those who realize the problem and accept that there are psychological difficulties and cannot solve the problems on their own. For this purpose, the Master Kit program was developed to help people not only realize the problem but also work on it in a way that

¹ Mental state is a temporary peculiarity of the mental activity of an individual, conditioned by the content and conditions of his or her activity and personal attitude to this activity.

changes their perception of the problem, forms a new, positive attitude, and helps the person form mindsets that will properly contribute to the achievement of their goals.

The program is based on a universal method of impact on the human psyche, influencing any of its manifestations, including mental states, and, as a result, acting as a self-regulatory tool for the person. The problems in the system of regulation are inherently connected to the need for an emotional response to events as well as the assessment and mastering of situations. The desire to assess, understand, and comprehend the reality of danger or the adequacy of positivity in the situation causes emotional suffering meant to help master the negative states of excitement, tension, and fear, as well as correct excessive states of pleasure, calmness, joy, delight, and admiration [5]. Moreover, the regulation of this system is manifested in the form of moral, intellectual, and aesthetic feelings associated with unusual, new, unexpected experiences that cause individuals to change their behavior and activities and to act – which the Master Kit program allows people to do. Its effectiveness is manifested in that a person's transition from one state to another is accompanied by the actualization of the new state and, accordingly, another structure, which is phenomenologically expressed in the experience of a different mental state. The program's triggering of regulation mechanisms ensures the transition from state to state. The main components of the regulation functional structure are the reflection (comprehension) of the experienced state, the presentation of the desired state (conscious image), the actualization of the corresponding motivation and personal meaning, and the use of psycho-regulatory means.

In conclusion, it should be mentioned that within the program, numerous socio-psychological studies have been conducted, which has established the effectiveness of the studies and shown a positive change in the mental state of the program users. A number of studies have shown that the program generally helps to improve users' reflection level and evaluation of their own mental state.

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