

DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS

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CYBERNETIC APPROACH TO STUDY OF SOCIAL SYSTEMS SECURITY

Continuous development of the social environment under the influence of rapid and not always predictable process of social integration and rapid development of new technologies creates new relationships in society that can lead to an imbalance in the social security system. It creates preconditions for searching new approaches to create effective security mechanisms of social systems.

The goal of this article is an attempt to demonstrate the application of cybernetic approach to the study of social systems security, based on the energy potential and consciousness of the individual.

The study of human nature concerning the social system security provision is a key aspect that unites all its elements, since human nature is an energy potential that forms the striving for those actions. The functioning of any social system is based on that aspiration, which often is the result of certain motives and incentives that come from the outside to the person, but influence the formation of particular wish or its lack to do certain actions.

According the complex and multi-faceted structure of the social system and the

availability of existing energy potential of a person that creates multi-information links between elements of the system, thereby ensuring its continuous dynamism, it is necessary to choose an effective management model to ensure the security of the system. One of the types of complex systems management of different nature is cybernetics, which we believe is the best suited to meet the requirements for management of social systems security.

Considering the social systems as a cyber, we have to take into account the impact of each individual item or a set of them and the entire system in general. In other words, using a mathematical method of cybernetics it is possible to calculate the probability of cybernetics action development in a particular social system in a way to ensure its safety.

The main point of cybernetic approach is to manage individuals through their minds using certain instruments that primarily have to satisfy all the needs and interests of a person in order to create a new level of consciousness, which turn changes the motivation of their activities and encourage to influence others people and the system in general in order to improve its functioning.