

Peculiarities of cognitive estimation of inclusion into the virtual community by the internet communication subjects

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The article presents the results of the study on the cognitive estimation of participation in online communities by the users from the point of view of addictive and coping behavior. The author shows the results of content analysis of statements by the members of Internet forum on the basis of allocating emotional-cognitive activity and behavioral components. This allows us to conclude that participation in virtual communities can be regarded as three interrelated aspects: as a coping resource, individual coping strategies and means of implementation of other coping strategies, as well as an additional source of addictive behavior.

Keywords: participation, online community, internet communication, internet addiction, involvement, coping behavior.

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