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FLASHMOB AS A SOCIAL PHENOMENON

In this research the author makes an attempt to find out the origin of such a new phenomenon as flashmob, the degree of its prevalence, its characteristic features in the other societies in order to compare them to the Ukrainian ones. The special attention is paid to the features of Odessa's flashmob.

Keywords: flashmob, splash, phenomenon, smart mob, social control.

The urgency of this work is conditioned by the fact that such a phenomenon as "flashmob" is rather new (3 years) and poorly studied. Flashmob is a new form of social interaction which deserves the steadfast attention of sociologists and supervision over a course of its development.

The purpose of the research is to consider this phenomenon from the sociological point of view, to study its characteristic features as a kind of social action and social behaviour.

The subject of the research is the phenomenon of "flashmob", all its features and the peculiarities of development.

In the research the particular social aspects of the phenomenon are studied:

- flashmob as a social action and social behaviour,
- flashmob as a way of self-organizing of a society.

The following problems are to be solved:

1. To find out an origin of such a phenomenon as "flashmob".
2. To learn a degree of its prevalence.
3. To study the characteristics of the Ukrainian flashmob and to compare it with the other patterns.
4. To try to explain flashmob from the sociological point of view.

What is flashmob? It is translated as "flash of crowd". It is a technology which allows any quantity of people, having agreed by using the Internet, to make coordinated actions organized in advance synchronously. Directly at forums and special sites there are scripts in which it is precisely written what, where and when. Any inhabitant of a network can familiarize with the given script and take part in offered mob. Here, by the way, on one of such sites is a definition of flashmob from the other position: "This extreme entertainment of youth. We break... stereotypes and boredom of crowd. Having agreed on this site, we suddenly appear in places of

a congestion of people and we carry out our scripts. We surprise, we puzzle, we frighten, we admire and we disappear”.

In October, 2002, the book of sociologist Howard Rheingold "Smart mob: next social revolution" was printed in which the author wrote about potential opportunities of the mob, capable to gather for several hours with the help of the modern digital technologies (e-mail, SMS, etc.). Many flashmobbers in the West consider him as a "father-founder" of all movement.

It is necessary to note, that we have the formed social phenomenon — flashmob which has turned to well-fulfilled social technology for three years. Now we have to deal not with the natural phenomenon — classical crowd which depends on rain or good weather. But, on the contrary, with the effectively organized structure which is precisely planned and works, we have a deal with the smart mob which can be controlled, operated and supervised. The organization of the smart mob is mediated only by technical support and it definitely can be rather dangerous. Therefore it is necessary to investigate this phenomenon, to note its features and the forms which it acquires during the time.

In the nearest future, the author is planning to make a research in order to find out the motives that induct people to take part in flashmob; to find out, what kind of people take part in it; to predict how the phenomenon will transform during the time and which forms it will take: whether it has a chance to survive or it will serve as a basis for something new in the nearest perspective.

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ФЛЕШМОБ ЯК СОЦІАЛЬНЕ ЯВИЩЕ

Резюме

У своєму дослідженні автор прагнув розібратися із виникненням такого нового явища, як флешмоб, виявити ступінь його поширеності, дізнатися про відмінності

флешмобу у західних країнах та порівняти його з українським явищем. Особливу увагу приділено вивченню особливостей одеського флешмобу.

Ключові слова: флешмоб, спалах, явище, кмітливий натовп, соціальний контроль.

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ФЛЭШМОБ КАК СОЦИАЛЬНОЕ ЯВЛЕНИЕ

Резюме

В своем исследовании автор попытался разобраться с происхождением такого нового явления, как флэшмоб, выяснить степень его распространенности, определить особенности флэшмоба в западных странах и сравнить его с украинским. Особое внимание было уделено рассмотрению особенностей одесского флэшмоба.

Ключевые слова: флэшмоб, вспышка, явление, умная толпа, социальный контроль.