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**METHODS AND MEANS OF CONCEALMENT AND IDENTIFICATION  
OF ACCOUNTS AUTHORSHIP IN SOCIAL NETWORK**

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***Research methodology.*** *The article uses general scientific methods of analysis, synthe­sis, simulation, prediction, comparison. In practical aspect historic-graphical method is applied, as well as analytical and typological, comparative, structural, problem-thematic, theoretical methods.*

*In terms of presentation of the study main goal, which was presented in the paper as separate tasks, we have used the above methods as follows. To study the preliminary investigations we have used general scientific methods of analysis and comparison, as well as in the applied aspect — historiographical and problem-themed methods. To determine the basic principles and means of identification and masking accounts in online social networks, we have applied general scientific methods of analysis, synthesis, comparison, and in the applied aspect — analytical and typological, comparative and structural methods. To determine the current state of development and future prospects of problem processing we have used general scientific methods of analysis, modelling and forecasting, and in the applied aspect — theoretical, structural, and problem-themed methods.*

***Results.*** *Presented in the article studies have shown the nature and specifics of modern network communication technology, in the problems of design, promotion and identification of network accounts.*

***Novelty.*** *The results of the study, presented in the article, make it possible to study in detail one of the most important aspects of communication processes management in online social networks, such as personalization of users.*

***Practical significance.*** *Research results and recommendations presented in the article are important for further development of the system network communications. In particular, attention is focused on the prospects of the practical use of technology presented in the article as part of the network information warfare.*