**INFORMATIONAL ENVIRONMENT AS A FACTOR OF IDENTITY FORMATION**

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**What has already been investigated?**

**We suppose that IE influences not only attitudes and behavior but personal identity as well.**

**Ways of IE Influence on Personality**

* Products of IE are **images, symbols and standards;**
* They create a **social context** – criteria for social comparison and categorization;
* People use these criteria thinking about themselves in social environment **products of IE influence personal identity**

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