

пропорційності й необхідності є настільки ж важливими, як і для будь-якої форми збору інформації [11, с. 3].

Безумовно, правозастосування щодо використання соціальних засобів масової інформації як інструменту розслідування в умовах законодавчого вакууму вимагає традиційних концепцій легітимності та відповідності правоохоронної діяльності.

Таким чином, *big data* неминуче впливатиме на правоохоронну діяльність, зокрема на аналітичну розвідувальну практику, так само, як і на будь-який інший аспект соціального світу. Побутує думка, що розвинені країни, за наявності ресурсів, здійснюють масовий відбір даних для забезпечення національної безпеки з усього того, що межує чи співвідноситься із правами громадян. Поряд з тим, немає достатніх підтверджень того, що поліцейські системи зробили те ж саме, хоча чітко йдеться про прагнення використовувати актуальні інструменти та методи обробки даних, задля верифікації інформації в масиві безглузвих даних. Поряд з цим дещо завищеними видаються запити щодо результатів правоохоронної прогностичної діяльності, розвиток якої передовсім потребує набагато більшої кількості досліджень щодо застосовуваних методів. І, наостанок, можна стверджувати, що соціальні медіа дають правоохоронним органам набагато більше можливостей щодо протидії злочинності, ніж загрози, що потребує, у свою чергу, урегулювання правоохоронної діяльності в цьому контексті через конфіденційність особи та достовірність слідства.

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OPPORTUNITIES AND THREATS TO THE EFFECTIVENESS OF LAW ENFORCEMENT ACTIVITIES IN THE DIGITAL ERA

Modern society nowadays is at the very beginning of the development of a new era of digital, Internet and intelligent (cognitive) systems. The environment is changing and law enforcement agencies have the ability to use data in more intelligent ways. In addition, there is the problem of determining the limits of an access to information, especially individual. Society's concern can be provoked by the use by law enforcement agencies of the technologies of processing "big data" because of the reasons beyond the financial or other personal expense. Police legitimacy is constantly on the move, growing and decreasing, either on the basis of successful law enforcement or the condemnation of mistakes and miscalculations. Use of such an array of data generates significant ethical issues, and this, in turn, may endanger traditional freedoms. The emergence of Big data, data management, and criminological prediction is a significant advancement in crime prevention, where SOCMINT (social media intelligence) is actively used. Their use is desirable not only because of intelligence capabilities, but also of its capacity to lead to a certain reduction in the use of potentially more intrusive methods of criminal intelligence.

The study showed that the relationship between the volume of data and the knowledge that can be derived from them is not linear, but there is an obvious symbiosis between Big data and the high expectation of the state on crime reduction, namely, predictive law enforcement defined as "methodology used by law enforcement agencies to analyze data regarding past crimes for prediction of crime knowledge and vulnerability in the future".

It is stated that there are four scientifically substantiated categories of predictive law enforcement activities and the need to ensure synergy between analytical and research efforts.

It is noted that the rapid spread of social networks as media creates a number of opportunities and challenges for state institutions, as well as threats in the context of law enforcement activities. But social media gives law enforcement agencies much more anti-crime opportunities than threats that, in turn, require regulation of law enforcement activities in this context due to the confidentiality of individuals and the credibility of the investigation.

The necessity of applying more intelligent law enforcement practices, definition of the limits of an access to information, as well the need to deepen the research component of the criminological forecasting and additional legal regulation of law enforcement activities in the context of use of social networks is emphasized.

Keywords: law enforcement activity, intellectual law enforcement practices, big data, social networks, criminological forecasting, prospective law enforcement activity, analytical intelligence activities.

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