

The Blue whale moral panic



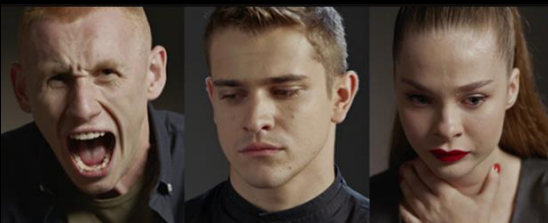
MORAL PANIC

Suggests a panic or overreaction to forms of deviance or wrongdoing believed to be threats to the moral order. Moral panics are usually framed by the media and led by community leaders or groups intent on changing laws or practices. Sociologists are less interested in the validity of the claims made during moral panics than they are in the dynamics of social change and the organizational strategies of moral entrepreneurs. Moral panics gather converts because they touch on people's fears and because they also use specific events or problems as symbols of what many feel to represent "all that is wrong with the nation". (Drislane & Parkinson, 2016)



According to Cohen there are five key stages in the construction of a moral panic:

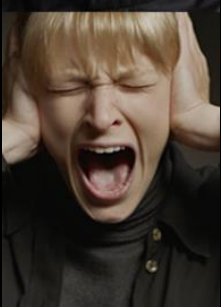
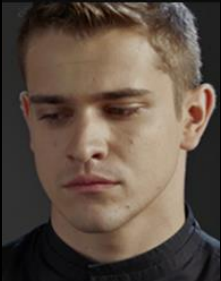
1. Someone, something or a group of people that are defined as a threat to social norms or community interests – a folk devil
2. The threat is then depicted in a simple and recognizable symbol/form by the media
3. The portrayal of this symbol rouses public concern
4. There is a response from authorities and policy makers
5. The moral panic over the issue results in social changes within the community



Blue Whale game

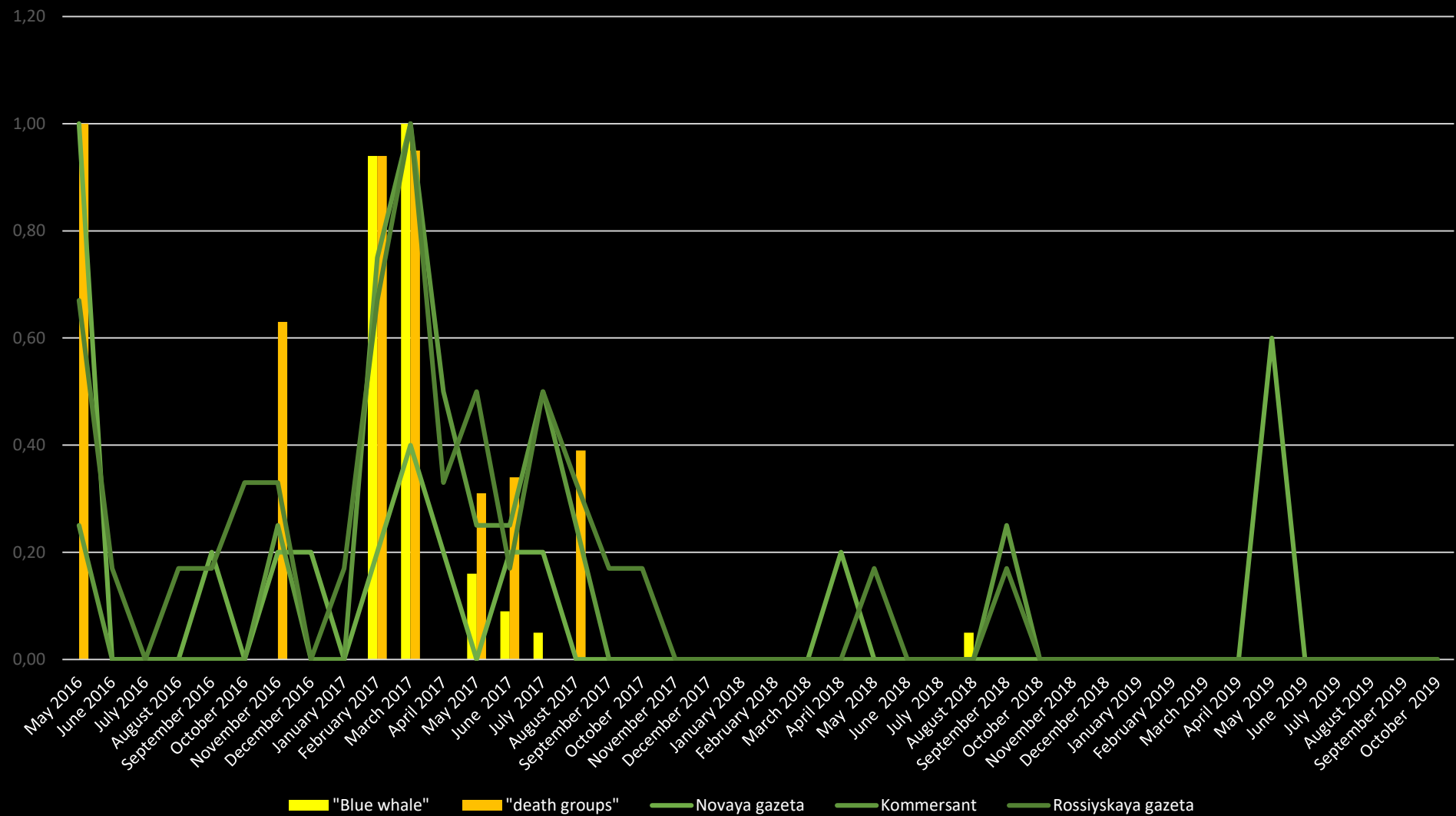
is an online quest in the VKontakte social network





The scenario of the “new single player game” that became popular after February 2017 could theoretically be played out in the form of one of four combinations:

1. The curator plays “seriously”, the player plays “seriously”
2. The curator imitates the game, the player plays “seriously”
3. The curator imitates the game, the player imitates the game
4. The curator plays “seriously”, the player imitates the game



Demonstration of the dynamics of moral panic in Russia associated with teenage suicides



1. The identifier of the problem and the means of its solution were the media.



2. Many of the most diverse groups and individuals constructed this moral panic at its various stages: media, politicians, social activists, video bloggers.



3. The media had the role of both the initiator of moral panic and the arena for its development (in accordance with Cohen's theories and the theories of Good and Ben-Yehuda)



4. Within the theories developed by Cohen, the moral panic about the deadly quest “Blue Whale” for adolescents refers to the social identity cluster named Child Abuse

5. Folk devil

- anonymity
- desire to harm teenagers
- excellent internet proficiency
- good knowledge of adolescent psychology
- hacking skills
- financial resources for the implementation of costly cunning plans

Thank you for attention!
