OPINION

regarding the procedure for awarding the educational and scientific degree "Doctor of Psychology"

of a dissertation on the topic: " Deliberate influence on unorganized social communities **"**

Professional field: 3.2. "Psychology"

Scientific specialty: "General Psychology"

Doctoral student : Ana Ilieva Khalil, VFU “Chernorizets Hrabar”, Department of Psychology

Scientific supervisor: Prof. Dr. Maiyana Mitevska

Prepared by : Assoc. Prof. Dr. Tsvetan Petrov Petkov, in accordance with Order of the Rector of VFU "Chernorizets Hrabar" No. 566/24. 0 9.202 6 years

Modern social relations are developing in the context of an intense digital transformation that is changing the way individuals perceive and interpret information. The development of communication technologies, social networks and algorithmic mediation is creating a new social environment in which unorganized social communities acquire a significant role in the formation of individual attitudes, beliefs and behavior.

Increasing information flows and opportunities for targeted impact give social influence characteristics such as scalability, adaptability, and covertness. This necessitates the need to view it not only as a natural outcome of social interactions, but also as a deliberate process, implemented through specific communication strategies.

The digital environment requires the application of integrative research approaches that take into account the interrelationships between psychological

mechanisms, social interactions and technological factors. Of particular importance are individual characteristics - personality traits, value orientations and the need for social approval, which are related to susceptibility to social influence and the perception of social messages.

In this context, the present study analyzes intentional social influence as a complex phenomenon, determined by the interaction between communication strategies, psychological mechanisms, and individual factors, with the aim of building a comprehensive conceptual framework to explain its manifestations in a digital environment.

1. EVALUATION OF THE RESULTS AND CONTRIBUTIONS OF THE DOCTORAL STUDENT

1.1. The main results achieved by the doctoral student in his work are:

- Systematization of theoretical propositions about intentional social influence on unorganized social communities in a digital environment;
- Development of an integrative conceptual model that takes into account the interaction between communication strategies, psychological mechanisms and individual personality characteristics;
- Establishing statistically significant relationships between the motivation for social approval and the subjective perception of social influence;
- Deducing the role of certain value orientations as factors that, to a limited extent, influence the perception of social influence;
- Establishing the absence of a clear and statistically significant relationship between basic personality characteristics and susceptibility to social influence ;
- Substantiating the understanding of social influence in a digital environment as a complex, multidimensional and contextually determined process;

- Deriving the importance of indirect social, communication and motivational mechanisms through which influence is often partially unconscious and manifests itself in the way individuals perceive and interpret social signals.

1.2. Ana Khalil's most significant contributions from her dissertation can be formulated as follows:

- **Development of an empirically based interpretative-motivational model** of intentional social influence in unorganized social communities, which explains the role of individual perception and interpretation of social signals;
- **Substantiation of the mechanism of indirect social influence** in a digital environment, in which change in attitudes and behavior occurs through social evaluation, interpretation and adaptation, and not necessarily through overt pressure;
- **Clarifying the role of social approval motivation** as an essential psychological factor related to the way individuals perceive and declare social influence;
- **Clarifying the place of personality characteristics in explaining social influence** , as empirical results show that the studied personality traits are not direct and statistically significant predictors of perceived influence;
- **Revealing the selective role of value orientations** in the perception of social pressure and group influence, arguing that their effect is not universal, but depends on the specific context ;
- **Connecting theoretical propositions with empirical results** to build a more precise explanation of intentional social influence in a digital environment.

2. CRITICAL NOTES AND RECOMMENDATIONS ON THE DISSERTATION

I have no critical remarks on the essential aspects of the main theses and their proof in the dissertation.

3. OPINION ON THE PRESENCE OR ABSENCE OF PLAGIARISM IN THE DISSERTATION THESIS

There is no plagiarism in the dissertation submitted for evaluation.

4. CONCLUSION ON THE DISSERTATION THESIS

In conclusion, based on the above, I propose to the esteemed members of the Scientific Jury to award the educational and scientific degree "Doctor" to Ana Khalil in " General Psychology " in the professional field 3.2. "Psychology".

Varna — Prepared the opinion:

09.10.2026 — (Assoc. Prof. Dr. Tsvetan Petkov)