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PROBLEMS OF IDENTIFYING SOURCES AND VISUAL CONTENT IN SOCIAL MEDIA: THE EXPERIENCE OF KAZAKHSTAN

The article examines the problem of identifying sources and visual content on social networks in the process of recognizing false information. The goal and idea of the scientific work is to identify the problems of disseminating false information and formulate ways to prevent the proliferation of fake data. Online sources and visual content are important in the information industry and determining the accuracy is critical today, as it has become so easy to spread misinformation on social platforms. The theoretical significance of this work lies in the fact that its results can be used in the future as a guide in the fake news questions. The practical significance lies in the fact that the results of the study can be applied in journalistic and legal practice to improve professional skills. In addition, the results can be used in training journalists in higher educational institutions. To achieve the goal of the scientific work, 40 Kazakh publications with false information from the social network Facebook were selected, and an analysis was carried out to determine the category of false information, engagement metrics and the most effective means to stop the spread of fake information. According to the research, analyzing the content of the social network, we are convinced that there is a violation of the law. It can be said that the issues provided by the draft law "On introducing amendments on online platforms and online advertising" to the Code of the Republic of Kazakhstan on Administrative Offenses are being implemented today, and those who violated the law receive appropriate penalties. Two main means of combating disinformation were also identified, which can be characterized as manual and automated methods. The category of information that became most vulnerable to false facts was "News and Information." The value of scientific work: during the study, attention was paid to the work of Kazakh and foreign scientists. Based on the experience of Kazakhstan, the causes and consequences of the spread of false information were identified and the final goal was clarified.

Keywords: social network, false information, visual content, media, fact-checking.

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Әлеуметтік желілердегі дереккөздер мен визуалды контентті анықтау мәселелері: Қазақстан тәжірибесі

Мақалада жалған ақпаратты анықтау процесінде бастапқы көздердің ошағын табу және әлеуметтік желілердегі визуалды мазмұн мәселесі қарастырылады. Ғылыми жұмыстың мақсаты мен идеясы – жалған ақпараттың таралу проблемаларын анықтау және жалған деректердің көбеюіне жол бермеу жолдарын қалыптастыру. Интернеттегі ақпарат көздері мен визуалды мазмұнның ақпараттық саладағы сапасын және оның дәлдігін нақтылау бүгінде өте маңызды, өйткені әлеуметтік платформаларда жалған ақпаратты тарату оңай болып кетті. Жұмыстың теориялық маңыздылығы – тұжырымдарды болашақта жалған жаңалықтардың нәтижелерін зерттеу мен анықтауда нұсқаулық ретінде қолдануға болатындығында. Практикалық маңыздылығы – жүргізілген зерттеу қорытындыларын журналистік және құқықтық тәжірибеде мамандардың кәсіби шеберлігін арттырудағы мүмкіндік. Сонымен қатар, нәтижелерді жоғары оқу орындарында журналистерді даярлауда қолдануға болады. Зерттеу әдіснамасы – ғылыми жұмыстың мақсатына жету үшін Facebook әлеуметтік желісінен жалған ақпараты бар 40 қазақстандық жарияланым таңдалды. Зерттеу барысында фейк ақпараттың таралуын тоқтату үшін ең тиімді құралдарды анықтау бойынша талдау жасалды. Зерттеу нәтижелері бойынша әлеуметтік желіде жарияланған жазбаларға контент-талдауын жасай отырып, біз заңбұзушылыққа көз жеткіземіз. ҚР Әкімшілік құқық бұзушылық туралы Кодексінде, «Онлайн-платформалар мен интернет-жарнама

мәселелері бойынша толықтырулар енгізу туралы» заң жобасында көзделген мәселелер бүгінде іске асырылуда және заңды бұзғандар тиісті жазаларын алуда. Сондай-ақ, жалған ақпаратпен күресудің екі негізгі құралы анықталды, яғни оларды қолмен және автоматтандырылған тәсілдер ретінде сипаттауға болады. Жалған деректерге ең осал болған ақпарат санаты – «Жаңалықтар» қызметі болып шықты. Ғылыми жұмыстың құндылығы – зерттеу барысында қазақстандық және шетелдік ғалымдардың жұмыстары назарға алынды. Қазақстанның тәжірибесі негізінде жалған ақпарат таратудың себептері мен салдары анықталып, түпкі мақсаты нақтыланды.

Түйін сөздер: Әлеуметтік желі, жалған ақпарат, визуалды контент, медиа, фактчекинг.

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Проблемы идентификации источников и визуального контента в социальных медиа: опыт Казахстана

В статье рассматривается проблема поиска первоисточников, выявления фактологических источников и визуального контента в социальных сетях в процессе определения ложной информации. Цель и идея научной работы – определить проблемы распространения ложной информации и сформировать пути предотвращения разрастания фейковых данных.

Онлайн-источники и визуальный контент важны в информационной сфере, определение точности информации сегодня имеет решающее значение, поскольку распространять недостоверную информацию на социальных платформах стало очень легко. Теоретическая значимость данной работы реализуется в использовании результатов в качестве ориентира или инструкции при изучении и расчете фейковых новостей. Практическая значимость заключается в применении алгоритмов определения фейков в журналистской и юридической практике, усилении профессиональных навыков и компетентности журналистов. Кроме того, результаты могут быть использованы при подготовке журналистов в высших учебных заведениях.

Методология исследования строится на комплексе эмпирических методов и регулятивных принципов, обосновывающих гипотезу авторов о необходимости усиления исследовательской константы в журналистике. Авторами были отобраны 40 казахстанских публикаций с ложной информацией из социальной сети Facebook, проведен сравнительный анализ по определению категории ложной информации, метрик вовлеченности и наиболее эффективных средств для остановки распространения фейковой информации.

По результатам исследований, опираясь на контент-анализ и измерение социальной сети, авторы обосновывают нарушение законодательства РК. Также была описана практика реализации проекта закона «О внесении дополнений по вопросам онлайн-платформ и интернет-рекламы» в Кодекс РК об административных правонарушениях. Авторами были выявлены два основных средства по борьбе с дезинформацией, которые могут быть охарактеризованы как ручной и автоматизированный способы. Категория информации, которая стала наиболее уязвимой к ложным фактам, оказалась в разделе «Новости и Информация».

В ходе исследования было уделено внимание работам казахстанских и зарубежных ученых, сделано обзорное моделирование, что характеризует ценность научной работы. На основе опыта Казахстана были определены причины и последствия распространения ложной информации и уточнена конечная цель.

Ключевые слова: Социальная сеть, ложная информация, визуальный контент, медиа, фактчекинг.

Introduction

Misinformation, good or bad, has existed for centuries. In any case, they had a specific goal. Unfortunately, the rule in much of the media today is that the more negative, violent, and personal the news is, the more attention the audience will pay. As a result, some media spaces might include misleading information while sharing the content of mentioned types. The choice of this topic for this study is due to a number of reasons.

Firstly, modern society has already entered the era of “post-truth”, characterized by the fact that objective facts become less important for the formation of public opinion than the impact on emotions and personal beliefs. According to the Oxford Dictionary, “post-truth” became the word of 2016 (Article 207.1 Criminal Code of the Russian Federation). This is evidenced by an increase in the use of this term by the English-speaking mass media by almost 20 times. The blurred boundaries between truth and fiction make it possible for fake news to exist in the

media space. This trend is clearly evident during the coronavirus pandemic in the world, when the number of fake news increased several times (Civil code of the Russian Federation).

Secondly, digital journalism, also known as online journalism, is a new kind of journalism that appeared at the end of the 20th century with the development and spread of the Internet. This change contributed to the fact that journalists began to master advanced technologies in order to maintain their audience and produce modern content.

The basis of fake news is the distortion of facts. Currently, the method of “fact checking” is becoming relevant as a special editorial filter, despite the fact that the problem of unreliable information was present in the work of journalists before. “Fact checking” is a verification of the reliability of information described in popular science and journalistic style texts. Researchers at the Massachusetts Institute of Technology have concluded that lies spread on social networks 70% faster than the truth (About mass media). It also affects the economic and financial component of fake news.

Thus, the relevance of this study is related to the following aspects:

- blurring of boundaries in society between truth and fiction, which is especially evident in times of crisis (in this work, it is a pandemic of coronavirus infection);
- changes occurring in the activities of a journalist under the influence of Internet technologies;
- the rapid spread of fake news on the popular social network “Facebook”.

The problem discussed in the study is that nowadays there is a significant increase in the number of fake information on social media platforms, which, most of the time, misleads the audience. However, the mechanism by which fake messages can be identified is not described. As part of the study, an attempt is being made to form this mechanism.

The object of the study is fake news retrieved from various Kazakhstani communities on “Facebook”. The subject of the study is the structural and substantive features of fake news.

The purpose of the research work is to determine the general algorithm for recognizing fake news through their structural and content features.

The scientific novelty of this work lies in the fact that it examines the problem of the spread and growth of fake news on social networks. In addition, to ensure professional

The main methods of recognizing fake news and ways to combat them are proposed in the work. To

achieve this goal, it is necessary to solve the following tasks:

- 1) highlight the structural features of fake news;
- 2) consider the economic and financial component of fake news through the concept of “management” of fakes;
- 3) identify the main modern methods of combating fake news.

The hypothesis of the study is that when determining the structurally meaningful features of news, it is possible to quickly and accurately recognize fakes in the media space.

Using the methods of structural analysis and linguistic stylistic analysis, the structural and stylistic features of fake news in the Facebook social network are revealed, which allows us to formulate methods for detecting fakes in the media space.

Literature review

In the 21st century, the pace of information technology development has shifted towards media activities and information exchange processes. An information environment has been formed in the community in which the population has equal opportunities to participate in the exchange of information. There are special techniques that help to achieve the most effective impact when creating certain semantic systems with set goals. In particular, P. Bourdieu notes that “on the one hand, there are opinions formed, mobilized and pressure groups mobilized around the system in an explicit form of formulated interests; and on the other hand, there are predispositions that, by definition, are not opinions” (Butyrin, 2021).

P. Bourdieu introduced such a concept as the “field of journalism” (Vartanova, 2015). Journalism, in the researcher’s opinion, is a separate social phenomenon, a special world that lives by its own rules and laws, having its own position in relation to other spheres of society. There is a struggle for influence within this field. Also, within this field, P. plays a big role. Bourdieu assigns journalists, on whom the creation of media reality largely depends, because they are the ones who select the facts that are interesting to them, interpret them, and, among other things, use mass media as a means of self-expression of their personality. The field of journalism is very unstable and vulnerable, there are a lot of external factors that can affect the work of the media: ratings, commercial pressure, etc., which directly affects the content.

According to the computer science researchers Aldwairi and Alwahedi (2018), one of the main

reasons why info portals and news outlets provide false information is to gain more readership and popularity, which then gives them increased profit and advertisement revenue. It is usually done by applying clickbaits, catchy headlines and shiny visual materials (Aldwairi & Alwahedi, 2018). The same opinion has been shared by the researchers Shu et. al., who claim that false information are most of the time spread intentionally and has a comparatively higher attraction level of the audience entirely on a psychological basis (Shu et. al., 2017).

Researchers of Stanford and Carnegie Mellon Universities – Kumar and Shah (2018) – categorized fake information into two major groups: opinion-based and fact-based. While opinion-based fake data consists of fake reviews, which does not obtain a unique ground truth, fact-based false data, on the other hand has a particular unique ground truth and often includes false news, hoaxes or announcements (Kumar & Shah, 2018).

According to the study conducted by Moravec, Minas and Dennis (2018), people's cognitive activity was examined to find out whether they are able to detect false information or not. They revealed that there is a domination of confirmation bias, which means that when people see publications resonating their beliefs, their cognitive activity increases and they are more likely to believe this information. Results of this study has shown that only 17% of people could determine the falsified data on social media (Moravec et. al., 2018).

Naeem, Bhatti and Khan (2021), in their work, wrote about the cases of fake information during the spread of COVID-19. They analyzed 1225 pieces of manipulated data and claimed that in this period there was a fight against not only epidemic, but also infodemic. They revealed that many information sources about COVID-19 were full of false claims, conspiracy theories and pseudoscientific therapies regarding the disease and its treatment. Therefore, the researchers concluded that beside news outlets, there is a responsibility on public health workers, scientists and journalists, who must ensure that only credible information is being spread on social media platforms (Naeem et. al., 2021).

German researcher N. Luhmann also paid much attention in his works to the problem of the influence of mass media on the consciousness of the audience and the formation of an idea of reality. Moreover, N. Luhmann divides the reality of mass media into two components: “real reality”, reflecting life inside the media: “it would be more meaningful to understand by real reality the mass media flowing in them

and permeating their communications” (Vartanova, 2016). The second reality is the construction, the result of the work of the mass media. According to N. Luhmann, mass media do not distort, but only construct reality.

Thus, the chain of formation of media reality looks like this: the actual reality is filtered through the reality of mass communication and passes into media reality. The actual reality is being selected, because the mass media are not interested in everything, the system imposes restrictions. The following selection factors are highlighted in N. Luhmann's works: 1) novelty; 2) conflict; 3) informative, quantitative data; 4) locality; 5) the presence of violations of the law and moral norms; 6) the presence of actors; 7) relevance; 8) recursiveness (the possibility of using it in future messages), etc. (Vartanova, 2009)

The modern media space is characterized by an increase in the speed of communication processes that generate “waves” of information noise. In this regard, fake news is increasingly appearing in the media field. The content of the concept of “fake news” is still not clearly defined, comprehensive studies of this relatively new phenomenon are not yet available. There are no unambiguous criteria for classifying news as fake. Usually, consumers are not always focused on whether the information they receive or transmit is correct or not. This leads to the spread of false information in society (WHO dispelled 10 myths about coronavirus). It is noteworthy that today there is a lot of misinformation not only on the Internet and social networks, but also in the news of electronic media. As M.N. Bulaeva notes, in modern conditions, the problem of false, fictional and fake news, that is, fake news, has become one of the most important topics in modern journalism (Dabezha, 2017). To solve this problem, it is necessary to increase the media literacy of the population, to form its ability to identify fakes.

In foreign sources, the most common view is of fake as something with “malicious intent”, that is, a kind of deliberate misinformation. Thus, A. Gelfert defines fakes as “the intentional presentation of (usually) incorrect or misleading statements in the form of news, where statements are intentionally misleading” (Dmitriyev, 2018). In this sense, the Russian scientific tradition sometimes adheres to the opposite opinion about the term “fake”: in the Russian-language literature there is a view that can be summarized as “fake – from a person, disinformation – from the state.” Pocheptsov notes that fakes are the result of individual production, and misinformation

is the result of institutional production. However, both belong to manipulation tools (Efimov, 2015). In this study, fake refers to the intentional construction of reality, and fake news refers to news reports based on the intentional construction of facts created to extract a certain benefit (for example, to increase traffic or citations).

The information space is characterized to a certain extent by standardization and unification of media products, in particular, the ways of interacting with the audience of bloggers of the same subject are similar, social media accounts of companies of the same profile often have minimal differences. At the same time, texts on the Russian media market are often presented within the framework of the most common media formats in compliance with uniform requirements for submission forms. On the one hand, this makes it easier to work with them, and, on the other, it does not allow you to compete with new media in this regard.

According to A.A. Kalmykov, the advent of the Internet has given fundamentally new communication opportunities, created new ways of interaction between people, organizations and states. The Internet has the following characteristics: interactivity, openness, virtuality, absence of geo-positional restrictions. G.V. Lazutina believes that interactivity should be understood as a two-way contact taking place in real time through dialogue (Zubets, 2016). The communicative side is the exchange of not only information, but also actions. The concept of interactivity implies a deviation from the interpretation of communication according to the “subject-object” scheme, here both the recipient and the sender of the message have the same capabilities within this communication.

As noted by E.V. and V.F. Oleshko, in these conditions, the creative environment, the creative component of the personality, individual technologies, skills and knowledge of new technical devices and software are the most important characteristics of any modern subject of information activity, especially a professional journalist working in this field (Ivchenkov, 2018). All this contributes to his successful professional and productive activities. It should be noted that these characteristics are most in demand in the journalistic environment.

In the constantly developing digital world, the first online fact-checking platforms started appearing more than 30 years ago. Currently, there are about 150 platforms around the world, even in Latin America, Africa and Western Europe (Shaikenova & Morozova, 2019). Based on this, Karimova et. al.

(2023) highlighted the importance of digital platforms in the battle against fake information. On the example of Kazakhstan, their study investigated the effectiveness of “Fact-check.kz” platform, which, as a result, in the first 8 months of functioning revealed 34 fake data among 99 materials (Karimova et. al., 2023). Researchers of Eurasian National University – Tekanova and Takhan (2021) – compared Bulgarian, British and Kazakhstani prevention practices of the dissemination of false information in media. The results identified what kind of measures should Kazakhstan implement in order to eliminate the problem of fake information. They include: every published material must contain peer-review and experts opinion; promote the techniques of information verification and fact-checking among citizens; increase the number of open sources; humanization of laws against spread of fake news (Tekanova & Takhan, 2021).

The professional culture of a digital age journalist has its own characteristics. This is manifested in the fact that the journalist is constantly in a state of “entering” information, he does not have time to realize it. This is because he needs to make a decision as quickly as possible, therefore, he cannot work with large texts, but can work with relatively short ones. Accordingly, the very idea of a journalist’s work is changing.

The professional activity of a journalist is largely determined by how he understands the role and specifics of journalism. The professional culture of a journalist is revealed through his normative, communicative and personal interaction with the audience. At the normative level, the ways of building relationships with information users are predetermined, and the professional-communicative and socio-personal levels depend on various factors, primarily subjective (Ilchenko, 2016).

In journalism, honest, objective and high-quality information always exists alongside fake and inaccurate information. As a rule, any information about an event that has occurred is never accurate. It depends on the approach of the person who transmits the information. In the modern world, false information plays an important role, being a way to spread a false and distorted view of reality. In such circumstances, a journalist should be able to separate truth from lies, as well as work with them (Ilchenko, 2019).

Thus, the professional culture of a journalist has a decisive influence on his activities, which largely depends on his education, abilities, motivation to work, and the level of social significance of his pro-

fession. The professional culture of a journalist includes normative, professional-communicative and socio-personal characteristics. It should be borne in mind that the professional culture of a journalist not only determines the nature of his activities, but also determines the social appearance of a journalist. In this case, professional culture acts as a factor influencing the formation of public opinion.

According to G.V. Lazutina, the news is a special phenomenon of reality, which has a certain ontological meaning: what has arisen or happened, which did not happen before, is the result of changes. This result, according to the researcher's thought, can be presented in the form of an event, decision, or summing up some kind of activity. What is common to all these cases is that a fact appears in objective reality that changes the previously prevailing state of affairs (Ilchenko, 2016). N.I. Shapshai defines news as a concept that goes back to the concept of "information" ("Infodemic" and how to fight against it). Thus, the news is the result of a change in reality, the message of which reached the person and was perceived by him. Fake news has existed since the advent of print media. In the virtual space, information distributors can be divided into three groups. These are official websites; social media users posting news on their pages; and bloggers. Most often, fake news is spread by users of social networks. Despite the variety of form, content and size of such information, they are often published online without checking the source (Infodemic interferes with the treatment). In the national virtual space, consumers of social networks and news sites are divided into two categories. The first category does not pay much attention to sensational information. The second category believes every post (regardless of who published it and for what purpose) and even contributes to its dissemination. According to the Russian researcher E. Pronin, anyone who has come under the influence of the masses can receive news based on false information (Issers, 2014). At first, newspapers tended to publish false, fictitious news in the yellow press, which led to the emergence of various genres. Such news, of course, was perceived by the audience with great interest. Even one critical thought, similar to the real news, interested the audience and attracted their attention. Fictional news also contributed to the rapid development of the tabloid market. Even clickbait headlines popular on the Internet used fake data to surprise and attract the attention of the audience (Issers, 2014). To date, O.S. Issers identifies the following causes of fake news: 1) any human society naturally tends to exchange

rumors. This is a natural process that allows you to strengthen ties within a social group. Spreading rumors helps reduce stress and simulates control over the situation in those conditions when a person cannot influence what is happening. Deprived people who do not have political or social weight, as well as people who are emotionally unstable, are prone to spreading rumors; 2) people's faith in the reliability of information practically does not play any role. A person equally distributes both the information he believes in and the information he doubts; 3) the number of rumors and fake news increases in proportion to the growing instability in the state (How social networks fight fakes about COVID-19). Based on this, it is safe to say that the infodemia (approx. the author's problem is the appearance of an excessive amount of information about the problem, which makes it difficult to find a solution) does not arise by itself. Fake news is associated with the emotional stability of the narrator and the listener and is born in conditions of crisis, lack of balance, which is confirmed experimentally. Also, emotional arousal and lack of a sense of control stimulate confidence in fake statements. If a person puts up with a lack of control for a long time, then, most likely, he will explain this negative state by the intervention of an external enemy. Consequently, the more emotionally stable a person is and the more control he feels over the situation, the less he is inclined to "take his word for it" and spread rumors. It follows that the spread of infodemic narratives in the context of a social crisis (that is, the coronavirus pandemic in our case) is completely natural. False news was also spread to destroy the reputation of government officials, up to the presidents. For example, in October 2017, Trump gives an interview to the Fox Business channel and declares that a campaign to spread false information has begun. Maybe by that time the term fake news had lost its edge a little, but its significance still remained (Klinkova, 2017). The merriamwebster.com website notes that the term fake news has been used in official sources since 1890. It is also said that this term is quite young, although its age is already 125 years old. The studied data showed that the term has differences not in meaning, but in name. This is due to the fact that in history it was often called a "lie" or "fake", so its interpretation in the form of fake news is being studied as a relatively new term (Komissarov, 2022). Recently, the increase in the number of fake and fake news has been critically evaluated and forces a scientific investigation of this situation. As a result, local and foreign researchers strive, first of all, to under-

stand the theoretical significance of the fake news phenomenon. Numerous studies of fake news show their division into the following types according to the nature of the information contained in them:

- 1) fake with proportionality of verified and unverified information;
- 2) fake information about the place and time of the event;
- 3) fakes about the persons mentioned in the news;
- 4) fakes with specific purposes of creation and distribution;
- 5) fakes with a high level of reliability (Koretskaya, 2017).

Methods

A sample of 40 Facebook publications was selected for in-depth analysis in order to determine relevant problems of identifying sources and visual content in social media in terms of experience of Kazakhstan. The selection process of the sample represents a wide range of content types and sources, guaranteeing a well-rounded investigation of the struggles associated with source confirmation and visual content accuracy.

The data collection process contained the systematic retrieval of Facebook publications from different profiles and communities within the territory of Kazakhstan. Posts with high engagement levels were especially valuable in the selection since they tend to be potential vectors for the spread of misleading information. Indicators such as screenshots, timestamps, post URLs and user information were also collected to ensure quality analysis.

Content's originality patterns were determined by categorizing Facebook posts into three groups based on their nature. There are:

- α) News and Information;
- β) User-generated content (UGC);
- χ) Visual content.

Further subcategories were also defined within mentioned groups to distinguish between accurate and potentially fake information.

This study is concentrated on the identification of reliable sources. To confirm the reliability of data in the publications, a combination of manual and automated techniques was applied. The manual technique consisted of cross-referencing with reliable news outlets, official statements from authorities and fact-checking websites, while automated technique relied on the usage of digital forensics tools in the assessment of the accuracy of visual content.

Besides content and source analysis, the study tracked the connection between engagement metrics (likes, comments and shared) and the probability of a publication including misinformation. Thereby, this analysis contributed to the determination of the factors impacting the dissemination of potentially fake content on the social media platform.

Throughout the study, it was essential to keep ethical considerations. Therefore, all the collected information followed privacy policies and data protection guidelines, which included the anonymity of users and compliance with ethical norms.

The findings of this research might be influenced by certain limitations of the sample size and the particular time stamps during which the data collection was held. Also it cannot be denied that the dynamic nature of social media sites can influence the generalizability of the findings.

Results and discussion

The results of the analysis demonstrated that a considerable portion of the sampled Facebook posts represent the category of "News and Information". Subcategories constituted global events, local news and community updates. It's unusual to note that despite efforts to spread accurate information, cases of disinformation were detected in this category, highlighting the difficulty in determining reliable sources even in seemingly trustworthy content.

The second major part of the sample contained publications with visual content, such as images and videos. Visual content had a higher likelihood of being prone to manipulations as photo editing or misrepresentation, which demonstrates the need for better verification of the originality of visual materials shared on social media.

The third common category, which was noticed in the sample is User-Generated Content (UGC), which contains personal experiences, viewpoints and testimonials. Although UGC might seem an authentic content with valuable insights from personal perspectives, there are still cases of misleading narratives, which highlighted the challenges in identifying genuine UGC from potentially inaccurate data.

After determining main categories of misleading content and analyzing them, it was important to breakdown the types of source verification techniques. The manual verification process is considered to be the most effective one since it involves cross-referencing with credible news outlets and fact-checking websites. On the other hand, it is a time-consuming process, which may cause difficul-

ties in checking a huge volume of data. The next technique is an automated process with the application of digital forensic tools, which also demonstrated penetrating results. With the help of these technologies, cases of image alterations and deep-fakes were found out, highlighting the necessity of implementing such automated solutions to prevent the dissemination of inaccurate information.

Additionally, the analysis of engagement metrics showed a connection between high engagement and the probability of a publication with fake information. Usually greater number of likes, comments and shares are obtained by publications with controversial headlines or sensational content. Such indicators raise questions about the influence of social media algorithms and user actions in the spread of misleading data.

Conclusion

As a result of the conducted research, it was revealed that various types and classifications of fake news have developed on social networks. Due to the rapid development of information technology and the expansion of technical capabilities, it is difficult to distinguish the truth from rumors and half-truths. Since there are currently technologies that allow each user to easily copy documents, images and audio files, this will always be a barrier to publishing reliable information.

Fakes are found in various formats: This includes falsification of texts, photos and videos, sometimes even artificial news materials are created by order of famous people. The main reason of dissemination of fake information, as it was revealed in this study, is the low level of digital literacy among population. Most Kazakhstani citizens, especially elderly population, are not familiar with information verification or fact-checking processes, hence, they are prone to believe everything that's on social media and contribute to the spread of false information.

Consequently, fake data might raise serious problems such as loss of credibility, low trust in institutions, damage to reputation, risks of manipulation of policy decisions, public health risks and even polarization of society. To counteract fakes, it is necessary to develop a professional culture of journalists. The professional culture of a journalist includes normative, professional-communicative and socio-personal characteristics. It should be borne in mind that the professional culture of a journalist not only determines the nature of his activities, but also determines the social appearance of a journalist. In this case, professional culture acts as a factor influencing the formation of public opinion.

In the practical part of the study, an analysis of fake publications on the Facebook social network was carried out. The results revealed that most often fakes belong to the category of false information. Researchers identify different types of infodemic texts depending on the subject and specifics. One text can belong to several groups at the same time. They also vary in volume and structure, and may look like a retelling of events or a pseudoscientific study. However, the goal of such materials is always the same – to unite people and give them back the lever of control over what is happening, to help them cope with changes and emotional stress.

Based on the analysis of the theoretical and empirical base, the hypothesis of this study is fully confirmed – when determining the structural and content features of news, it is possible to quickly and accurately recognize fakes in the media space.

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