

G.S. Sultanbaeva* , B.Z. Tolegen , O.P. Lozhnikova ,
Z.K. Buyenbayeva , G.A. Tyulepberdinova 

Al-Farabi Kazakh National University, Kazakhstan, Almaty

*e-mail: gulmira.sultanbayeva@kaznu.edu.kz

DISSEMINATION OF FAKE AND INCORRECT INFORMATION ON SOCIAL NETWORKS

The article discusses disseminating fake and inaccurate information on various social media platforms. The authors examine the emergence and evolution of the term “fake”. In recent years, there has been a shift in content consumption on social media and an expansion of audience participation in its production and dissemination. The research aims to identify verification algorithms and sociometric indicators of fake and inaccurate information by analyzing sources of their dissemination and assessing their impact on society.

The scientific novelty and significance of the work are not just theoretical, but also have practical implications. The study focuses on dealing with inaccurate information on popular social media platforms in Kazakhstan, such as Facebook, Instagram, and TikTok. The inclusion of misinformation and fakes in the political, economic, and social agenda underscores the relevance of research in this area. The work’s practical significance lies in its potential use for training media trainers, media representatives working in fact-checking systems and journalism students. This application of the research can empower these individuals to combat fake news effectively.

The conclusion highlights that the development of electronic technologies and the emergence of new media platforms have not only led to new strategies for creating and delivering content, but also to the dissemination of inaccurate information. This has fundamentally changed the tactics of information consumption, with the audience now playing a crucial role in content production and dissemination. This realization should make us all more aware of our responsibility in sharing accurate information.

Kazakhstanis are subjected to attacks of blatant lies and disinformation, as well as fabricated or semi-true news on popular platforms, which can spread widely in the digital age with immeasurable consequences. The obtained results show that evaluating sources and verifying news content minimizes the impact of fake news and mitigates its influence. The research findings can be used to improve the level of information literacy among the population of Kazakhstan.

Key words: fake, social network, social media platform, disinformation, multimedia, information society.

Г.С. Султанбаева*, Б.З. Төлеген, О.П. Ложникова,
З.Қ. Буенбаева, Г.А. Тюлепбердинова

Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.

*e-mail: gulmira.sultanbayeva@kaznu.edu.kz

Әлеуметтік платформаларда жалған ақпарат пен дұрыс емес ақпаратты тарату

Мақала дұрыс емес және жалған ақпараттың әлеуметтік платформаларда таралуына арналған. Авторлар «фейк» терминін, оның шығу және дамуын талдайды. Соңғы жылдарда аудиторияның әлеуметтік желілердің контентін тұрақты қолдануы және оны өңдеуге қатысу үлесі артып отыр. Зерттеу мақсаты – дұрыс емес және жалған ақпаратты тексеру алгоритмдері мен социометриялық көрсеткіштерін, олардың дереккөздерін талдау және таралу жолдары мен қоғамға әсерін анықтау.

Мақала әртүрлі әлеуметтік платформаларда жалған және қате ақпаратты тарату мәселелеріне арналған. Авторлар «фейк» терминін, оның пайда болуы мен дамуын қарастырады. Соңғы жылдары әлеуметтік медиа мазмұнын тұтыну өзгерді және аудиторияның оны өндіру және тарату әлеуеті артты. Зерттеудің мақсаты – қате және жалған ақпараттың верификация алгоритмдері мен социометриялық көрсеткіштерін анықтау және олардың таралу көздерін талдау және олардың қоғамға әсерін анықтау. Facebook, Instagram, TikTok сияқты Қазақстанның әлеуметтік желілерінде жалған ақпаратпен жұмыс істеудің өзекті аспектілері жұмыстың ғылыми жаңалығы мен маңыздылығына байланысты. Жалған ақпарат пен фейктердің саяси, экономикалық және

әлеуметтік күн тәртібіне ықпалы аталмыш зерттеулердің өзектілігін танытады. Жұмыстың практикалық маңызы медиа-тренерлер, фактчекинг жүйесінде жұмыс істейтін БАҚ өкілдері мен факультет студенттерін оқытуда пайдалануға болады.

Түйін сөздер: фейк, әлеуметтік желі, әлеуметтік платформа, дезинформация, мультимедиа, ақпараттық қауіпсіздік.

Г.С. Султанбаева*, Б.З. Толеген, О.П. Ложникова,
З.К. Буенбаева, Г.А. Тюлепбердинова

Казахский национальный университет имени аль-Фараби, Казахстан, г. Алматы

*e-mail: gulmira.sultanbayeva@kaznu.edu.kz

Распространение фейковой и некорректной информации в социальных сетях

Статья посвящена распространению дезинформации и некорректных сведений на различных социальных платформах. Авторы рассматривают контент и коннотацию термина «фейк», его появление и динамику применения. В последние годы изменилось потребление контента в социальных сетях, расширилось участие аудитории в его производстве и распространении. Цель исследования – выявление алгоритмов верификации и социометрических показателей фейковой и некорректной информации, анализ источников распространения и установление факторов влияния на общество.

Научная новизна и значимость работы заключаются в актуальных аспектах работы с некорректной информацией в социальных сетях Казахстана, таких как Facebook, Instagram, TikTok. Включенность дезинформации и фейков в политическую, экономическую и социальную повестку дня сегодня актуализирует исследования в данной области.

Исследовательская работа проведена с помощью систематического, сравнительного и структурно-функционального анализа и медиаметрических исследований. Также использованы методы наблюдения, контент-анализ, компаративистики.

Авторы приходят к выводу, что развитие электронных технологий и появление новых медиаплатформ привели к появлению не только новых стратегий создания и доставки контента, но и лавинному росту некорректной информации. Это изменило тактику потребления информации, увеличило рост вовлеченности аудитории в производство и распространение контента.

Казахстанцы подвергаются как атакам откровенной лжи и дезинформации, так и смонтированных или полуправдивых новостей на популярных платформах, которые в цифровую эпоху могут широко распространиться с неизмеримыми последствиями. Полученные результаты показывают, что оценка источников и проверка новостного контента сводят к минимуму воздействие фейковых новостей и амортизируют их воздействие.

Практическая значимость работы состоит в возможности её использования для обучения медиатренеров, представителей СМИ, работающих в системе фактчекинга и студентов факультетов журналистики. Результаты исследования могут быть применимы для повышения уровня информационной грамотности населения Казахстана.

Ключевые слова: фейк, социальная сеть, социальная платформа, дезинформация, мультимедиа, информационное общество.

Introduction

Today, humanity has increasingly greater capabilities for storing, processing, editing, and disseminating information. This circumstance led to significant changes in political and sociological processes. The modern information society is considered in many aspects, but first of all, the high level of computerization, informatization, telecommunication technologies, and the development of multimedia information infrastructure are taken into account. Based on these characteristics, we can identify key features of the information society, such as computerization, the expansion of telecommunication technologies,

and the development of multimedia information infrastructure. An important characteristic of the information society is expanding access to information for a wide range of people. People from all walks of life have access to information. This puts traditional media in a difficult position; they are in fierce competition with new media. Modern digital technologies, especially digital television systems, have also created a new information environment to which they must adapt. In the new information environment, old types of media receive new roles and are filled with new functions. They can receive information through the most appropriate channels. But this has certain consequences. Traditional ideas about the field of communication

are being overturned. If previously each media outlet performed only its specific task of providing information, today each media outlet – print or electronic – has been turned into a real concern for the production of information. From the task of providing information, all media, whether print or electronic, are today turning into real subjects of communication. Electronic media have become a real platform for the production of information (Aronson E., 2008).

The most important feature of the influence of modern media on the formation of the information society is that the media forms an image in the minds of the audience. The media form an image of the world in the minds of viewers, convey how they perceive certain events, and express their attitude towards them (Sukhodolov A.P., Bychkova A.M. 2017).

The emergence of social networks, instant messengers and various online portals has complicated the work with information. Information is becoming increasingly complex. Journalists do not have time to check their sources. They do not have time to check them and rely on general sources. Sometimes they publish “fake” news for the sake of hype or “PR,” “publicity,” for excitement and “hype.” Today, verifying information is both easy and difficult. This is due to the fact that professional journalism constantly competes with user-generated information, user-generated content, and the blogosphere.

Materials and methods

The research work was carried out using systematic, comparative, and structural-functional analysis. The work used such methods as observation, analysis, content analysis and mediometric research. The application of this methodology made it possible to study qualitative and quantitative analysis in order to identify or measure the dissemination of fake and incorrect information on various social platforms.

To achieve the set goals, the following methods were used: analysis aimed at studying trends in changes in the influence of social networks Facebook, Instagram, TikTok, the level of their popularity among the population, the use of social networks to create and disseminate messages containing incorrect information, changes in the level of trust in information.

A historical method necessary to compare historical precedents of the deliberate creation and dissemination of incorrect information and the reaction to them on the part of both users and

representatives of government agencies and law enforcement agencies; the deduction method, which made it possible to detect general trends and isolate from them the individual ones that are most significant for the Kazakh media space; the induction method, which provided the opportunity to study and isolate the characteristic features of each individual behavioral manifestation on the part of users of the social network; as well as content analysis, which made it possible to study the topics and specifics of individual published materials found on Facebook, Instagram, TikTok and which caused a certain behavioral reaction on the part of users from Kazakhstan.

Using an observational method, the authors collected information on social networks to obtain data on fake materials posted there. Monitoring social networks made it possible to obtain information about users’ reactions to fake materials. The content analysis method helped to determine what types of fake information are found on social networks in Kazakhstan and how users react to them.

Using the case study method, specific publications were studied in detail, which allowed us to gain a deeper understanding of such phenomena as fakes and incorrect information. Using the analysis method, the spread of fakes on various platforms was examined, and some patterns were identified.

Results and discussion

Fact checking differs significantly from conventional investigations in the following ways. The fact-checking evidence base uses information exclusively from open sources. Merry Andriani, Annisa Fitriani Kalsum, Gabriele Nadina Elloianzain wrote about this in the article “Social discourse of fake news in French and its digital literacy in social networks” (2022). In Kazakhstan, the problem is also of interest (Akseit, G., & Kabdugaliev, A. 2023).

For example, there are often fakes about world leaders on Facebook. This is how information about the death of Ramzan Kadyrov came out at the end of last year. The video was saved by more than 3,000 subscribers, and more than 4,000 reposted. Information about the actions of Turkish leader Erdogan is also often fake. For example, it was reported that Recep Erdogan banned the screening of the film “Borat 2” in the country. There are few comments on this news, but it caused a certain reaction. Almost all commentators support the “solution”. I also found a “comment” by Recep Tayyip Erdogan on Facebook that “Turkey will not abandon Kazakh-

stan in difficult situations, it will always support it.” This fake is also approved by subscribers. The video that Israel attacked Red Crescent warehouses belonging to Turkey and Palestine did not inspire confidence among social media users.

Despite a sufficient number of views (more than 300), no one saved or forwarded the material, which suggests that Facebook users do not react to very obvious misinformation.

Against the backdrop of military operations in Israel, incorrect information about this country has increased. As a rule, she calls for compassion and pity. So in October, a video of children in a cage spread on social networks. It was alleged that these were Israeli children who were kidnapped from their parents. The reaction of users is similar to the previous one – there are enough views, more than 500, but there are no reposts and only 14 comments.

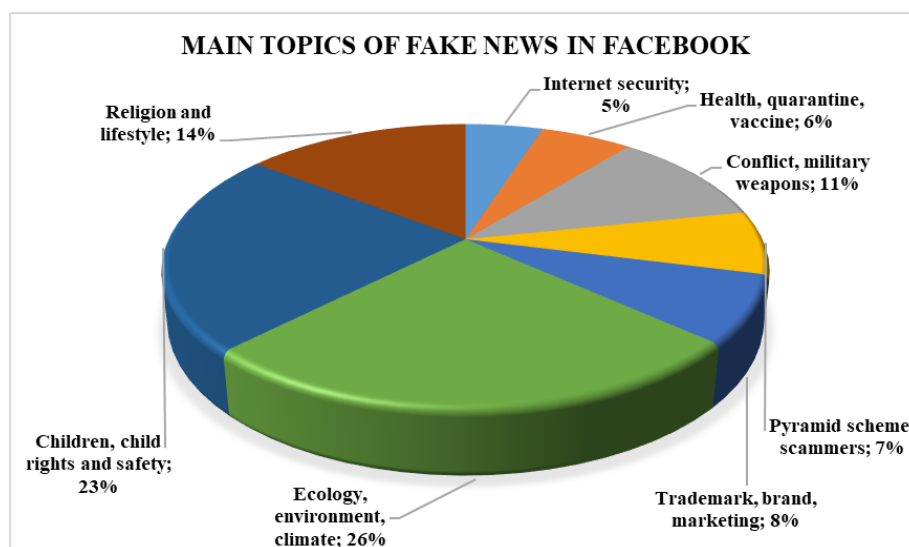


Figure 1 – Main topics of fake news in Facebook

This also includes a video in which it is alleged that the Egyptians are delivering water to the Gaza Strip. Only 28 views, one comment, no reposts.

Information about Kazakhstan’s closest neighbors – China and Russia – is of interest. But if the news that it was raining worms in China was of no interest to almost anyone, the video about fake chicken eggs scared subscribers and collected more than 100 views. The news that Russia sent troops to Kazakhstan received almost 800 views and collected about 200 comments, among which the prevailing opinion was that this was fake and the information needed to be better verified. Figure 2 summarizes the fakes and their analysis in social media.

Among the Kazakhstani information space, there is often misinformation on social issues – either President Tokayev signed a decree on a credit amnesty, or Kazakhstan ranks fifth in the world ranking for divorces. After a basic check, the unreliability of the facts becomes obvious.

There are a lot of fakes about Kazakhstan on Instagram. For example, the news that Kazakh authorities suspended consultations with potential

suppliers of nuclear technology for a nuclear power plant until a national referendum on the construction of a nuclear power plant is held. The timing of the referendum and the questions for it have not yet been approved, so there is time to understand the issue and separate myths and legends from actual facts.

The most incorrect information is found on the TikTok network. Very often, videos are deliberately edited incorrectly, as was done with a video with Ablyazov, where he uses obscene language. The same technique was used in a video where crowds allegedly turned out for a rally on October 25. This also includes a video about pens with disappearing ink during elections in Kazakhstan and how Kazakhs are tearing up their passports to check for the presence of a surveillance chip. A special group of information consists of fakes from the “obvious – incredible” category. We are asked to believe that there are sharks and crocodiles in the Caspian Sea, that mosquitoes with numbers launched by Bill Gates are found in Kazakhstan, or that A UFO appeared in the sky over Balkhash.

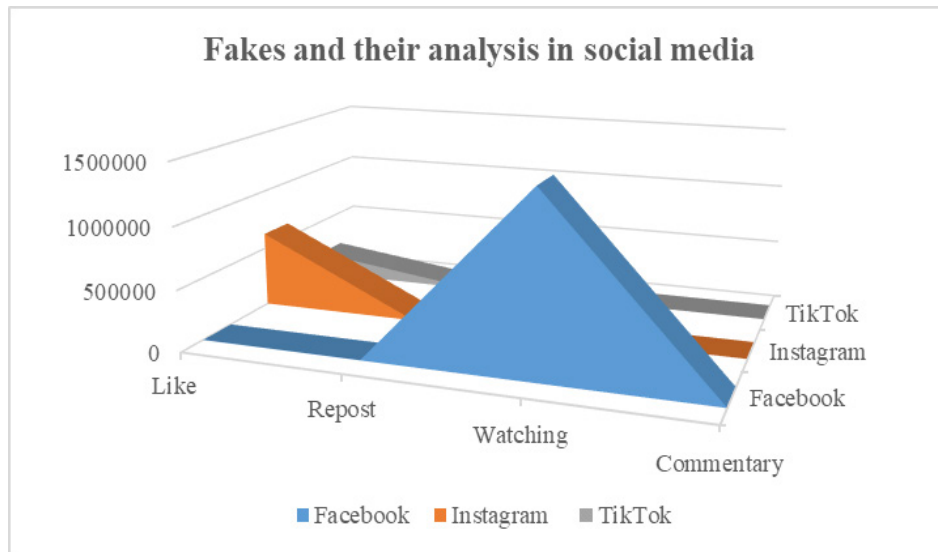


Figure 2 – Fakes and their analysis in social media.

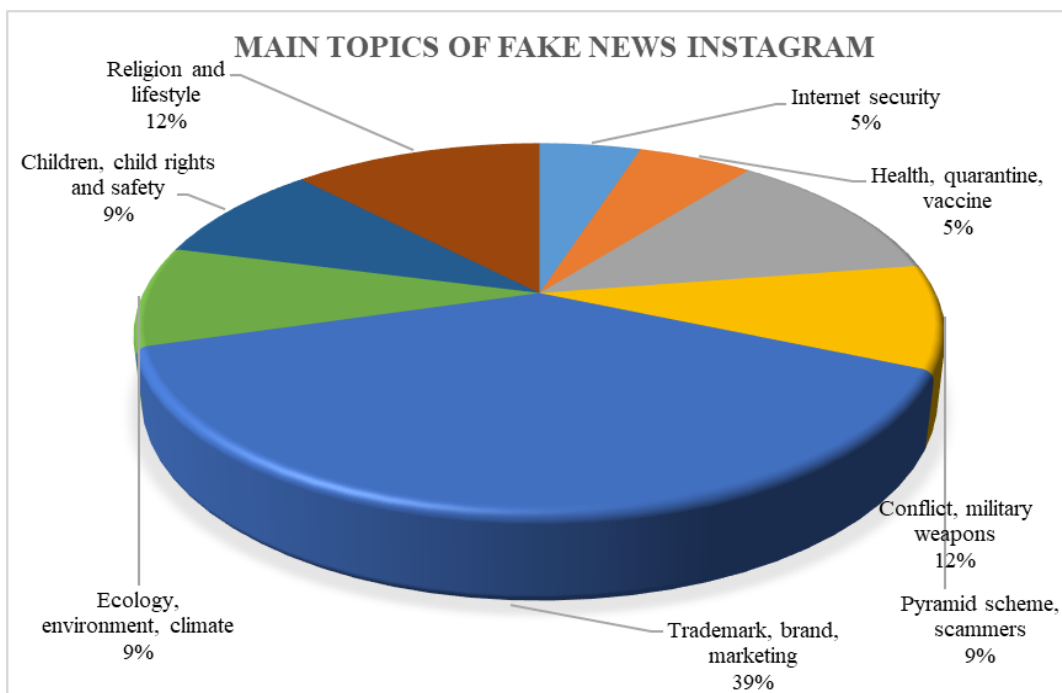


Figure 3 – Main topics of fake news Instagram.

When comparing incorrect information on various social networks, it can be noted that there is news that was posted everywhere – for example, about the rallies on October 2 or about the ban on non-hijabs. However, the content in all analyzed social networks still differs, primarily because the information from them is consumed by audiences with different socio-demographic characteristics (Adellia

Agissa, Fitri Mutia, 2023). Representatives of these audiences have their own news needs and habitual ways of consuming information. For example, TikTok contains short native videos (optimally from 15 to 60 seconds). Instagram focused on photo content. But here, a certain paradox arises. When subscribers see the same content on all platforms, the idea arises that the information is reliable since it

is repeated everywhere. Fake news poses a threat to the reliability of digital information sources. Media literacy training, which can be used to empower people to combat fake news (understood as referring to any kind of misleading information that can be mistakenly believed to be reliable, regardless of the mechanisms that led to its spread), is mainly aimed at young people in educational institutions (Eygene Loos, Loredana Ivan, 2023).

The news creation is a complicated process. In the pre-Internet era, to obtain news, editors sent reporters to the scene of events or (if the first was impossible for some reason) received information from the editorial office from a trusted correspondent. The editors, who had few resources, used the services of news agencies. With the advent of the Internet, departments began to be created in editorial offices whose employees monitored websites and social networks in search of original information. They try to find unique information that will attract more readers. Lack of experience, limited editorial time to prepare news, laziness, inattention, and fatigue – are the reasons why employees of quality media miss fake news. The terms “fake news,” “clip thinking,” and “post-truth” are the result of the evolution of methods of transmitting and receiving information, as well as sources of information. They are also a side effect of new online media. In the modern world, the rule increasingly applies: a large flow of information equals a large amount of fake news.

Fake news began to spread in 2016 concerning the US election campaign. Fake news has become widespread in connection with the US election campaign. This has affected the quality of journalistic publications and the global level of journalism in general: between 2015 and 2018, the global frequency of use of the term “fake” increased 3.5 times. All institutions are created for the mass publication of disinformation agencies. In Kazakhstan today, this problem is also becoming increasingly relevant. This feature indicates the need to increase the requirements for the professional component of journalists. Morgan Marietta, David C. Barker, and Todd Bowser concluded that the fact-checking industry does not provide consistent guidance on controversial realities (Morgan et al., 2015).

The first method of fact-checking is known as the critical approach. It is based on constant wariness and professional distrust of the speaker. Journalists must be able to separate emotions from facts, and they must also understand that people sometimes adjust reality to suit themselves for the sake of self-deception and exaggeration. Therefore,

the Anti-Plagiarism service allows you to find out which of your colleagues has already published a particular news text that has already been published. It is unlikely that a site in Kazakhstan will publish similar news about political innovations in Russia before authoritative publications.

Dear subscribers and guests of the channel! A coup d'état took place in Russia. On Thursday, October 26, at 20.42 Moscow time, Russian President Vladimir Putin died. There will be decisions and big changes soon. The country is really led by Nikolai Patrushev. Russian President Vladimir Putin is dead, his place is taken by an impostor double! We continue to inform you about everything that is happening in the country's leadership, and soon there will be numerous confirmations of our information.

The second way of fact-checking is methodological. Journalists should read historical, fiction, and political literature. To check facts, it is necessary to use specialized scientific reference books, publications, monographs, and journals with an impact factor. Work with photographs can be used as a reference for this method. For example, when a journalist publishes an article about a real person, he uses a photograph of a similar person or actor. Provide detailed information about the person to prove that the photo is fake. Here, one can identify the lack of specialized knowledge in this area. The most knowledgeable viewers can quickly spot fake news.

An advertisement for a certain platform allegedly launched by Kassym-Jomart Tokayev together with the director of the Karachaganak Oil company is being distributed on social networks. Any Kazakhstani can invest in it, and regular payments are guaranteed by the Ministry of Finance of the Republic of Kazakhstan, Zakon.kz reports.

There is absolutely no information about a platform of this kind on the official website of the President of the Republic of Kazakhstan. And a company called “Karachaganak Oil” does not exist in Kazakhstan, StopFake reports. The Karachaganak field belongs to Petroleum Operating BV, whose members include such foreign companies as the Italian ENI, the Dutch Shell, the American Chevron and others. The information that the Ministry of Finance of the Republic of Kazakhstan guarantees certain regular payments to all citizens of Kazakhstan has already been denied by the department's press service.

“Information about the participation of citizens of the Republic of Kazakhstan in a certain

investment platform with the payment of dividends is distributed on the Internet. The post is accompanied by a photograph of the Deputy Prime Minister – Minister of Finance of the Republic of Kazakhstan E. Zhamaubaev. The newsletter has no relation to the Ministry of Finance of the Republic of Kazakhstan, as well as to the Deputy Prime Minister – Minister of Finance E. Zhamaubaev.

Press service of the Ministry of Finance

The department asked not to click on links of this kind.

The third fact-checking method is the “mask method,” or psychological method. This format is primarily associated with the concept of myth and not with factual information. At the same time, fact-checking and debunking can use the same methods of work; the significant difference lies in the subject of research. Both forms deal with generally known statements (both past and present). Examples include the following:

October 26 on the website of the Russian publishing house “Komsomolskaya Pravda” material was released about the discussion of the divorce of Alla Pugacheva and Maxim Galkin.

This rumor is caused by the recent performance of the Diva’s foreign agent husband on tour in Poland. The showman usually amuses people with jokes, but this time everything was different. He sang a sad song about the end of love.

No official statement has been made by either spouse. On the contrary, on their social pages. On networks, artists share happy photos and videos from their lives, leaving gentle captions under them.

These rumors about the couple have been circulating for quite a long time, and even in May last year the singer responded to them with the words: “They read to me that Max and I are getting a divorce. No!”.

Fact-checking can be divided into pre-verification and post-verification. During pre-checking of publications, factual errors, inaccuracies, and typos are removed from the text. This avoids problems such as publication suspension or more serious legal action. Serious litigation can be avoided in these cases. Fact-checking is usually preformed by journalists and editors. Some media outlets have a full-time fact-checker, but sometimes, the job is done by an editor. The result of an “after the fact” fact check is often a separate external publication detailing the inaccuracies.

A message entitled “Mittal’s Revelations” is being circulated on social networks and instant messengers. The text states that this is “a fragment of a conversation” between the co-owner of the

metallurgical company Arcelor Mittal and a journalist.

The press service of ArcelorMittal Temirtau denied this newsletter.

“The message being distributed is not true,” the company’s press service said.

The results of an online search showed that the “conversation fragment” exists only in the form of posts on social networks. In other sources – on official websites or in the media – there is no mention of this or other interviews with Lakshmi Mittal after the tragedy that occurred at the mine. Kostenko in Karaganda.

To build an investigation, a journalist or fact checker uses only official sources of information, both local and foreign, as well as responses to requests from government agencies and foreign institutions. Comments and conclusions of experts are used in the evidence base only if they are based on documentary evidence and data from open sources. The conclusion or verdict has a clear formulation and criteria to avoid subjectivity and the use of value judgments. An example is how the fake video of the fire at the Kostenko mine was sent to Kaznet.

The tragedy at the Kostenko mine in the Karaganda region occurred on the night of October 28, 2023. After the incident, a video of the fire began to be distributed on social networks with the claim that the footage was filmed at this mine, Zakon.kz reports. However, as Stopfake.kz specialists clarified, the edited video has no relation to Kazakhstan. For example, one video shows a fire that started at an aluminum smelter in Spain. Another fragment: filming in 2014 during an explosion followed by fire that occurred at a mine in the Turkish city of Soma.

Another video fragment shows an accident at the Chinese Luliang coal mine. The akimat of the Karaganda region also commented on this video. “A video is being distributed on social networks in which the action allegedly takes place at the mine named after. Kostenko. We officially declare that this video is not true. Please trust official sources and do not spread false information.”

Press service of the akimat of the Karaganda region

Another example: On October 24, several sources on Telegram stated that the NATO Peacekeeping Operations Center began operating in Kazakhstan. The official position of the Ministry of Defense of Kazakhstan on the opening of the NATO Center was as follows: “Concerning the information disseminated on social networks regarding the opening of a Peacekeeping Operations Center in Kazakhstan, we explain the following. On

October 23, 2023, the official opening of the new conference hall of the Peacekeeping Operations Center of the Ministry of Defense of Kazakhstan took place in Almaty with the participation of the US Ambassador to Kazakhstan Daniel Rosenblum. The center has been operating since 2006 as an educational institution designed to develop the peacekeeping component of the Armed Forces of Kazakhstan. Its main goal is to train personnel to participate in peacekeeping operations according to UN standards,” the department said in a statement.

Also, the Ministry of Trade of Kazakhstan denied reports of bans on the export of goods to Russia October 19, 2023 at 21:50. Regarding the information disseminated in the media about the ban on the sale of 106 types of goods to Russia due to sanctions, the Ministry of Trade and Integration of Kazakhstan officially declares that it is incorrect. Regulation of trade relations <...> occurs in full accordance with the provisions of the Treaty on the Eurasian Economic Union. No bans on the export of any goods to the Russian Federation were established in connection with anti-Russian sanctions, the statement says.

Since its inception, disinformation has played an important role in social life and social interaction. Many global processes of the 20th and 21st centuries were formed under its influence. This phenomenon gained fresh momentum with the advent of the Internet, which expanded and became increasingly sophisticated in its methods of presenting false information to the audience, and the audience itself increased several times. Internet media, thanks to developed technological tools, have become an ideal platform for disseminators of misinformation. The huge audience that the Internet provides is limited only by the number of users (According to the We Are Social creative agency and the SMM service Hootsuite for 2022, the world population is 7.91 billion people. More than 67.1% of them use mobile phones, bringing the total number to 5.31 billion).

There are several levels of manipulation of public opinion:

1) Changing ideas, values and attitudes that already exist in the minds of people in favor of the manipulator;

2) Changing people’s views on certain facts and events;

3) Dramatic changes in attitude towards life. Concepts such as manipulation, disinformation and propaganda refer to the so-called “black rhetoric”. Scientists have identified seven basic rules that must be followed to create manipulative texts.

The first and main rule of disinformation is that the method of explanation must be simple and appropriate. The simplicity and appropriateness of the method of explanation are the main conditions for misinformation. If the communicator uses simple and understandable language means subtle and precise reasoning in his manner of presentation, then the argument will be more convincing.

The second rule is that the speaker must clearly highlight the main point in the text. The main point of the speech must be explained clearly and quickly. The most important points must also be convincing and justified. They must be convincing enough to take hold in the reader’s subconscious. The purpose of the utterance creates the focus of the entire message.

The fourth rule means that the main idea is always repeated after a clarifying message. The more times the same words are repeated, the more focused the message becomes. The more often the same words are repeated, the more positively the audience begins to perceive them.

The fifth rule is to present a position in contrast. This means that writing based on contrast sounds more persuasive and focused. To gain an advantage in communicating with news consumers, disinformers need to blur the lines between truth and lies, information and partial concealment.

The sixth rule is that to achieve the desired effect, arguments should not be overly complex and rich in detail. Otherwise, they will not look solid enough.

The above rules were developed in the second half of the 20th century; therefore, their use was intended in traditional media channels (mainly TV and radio). However, practice shows that all these rules can be fully implemented on the Internet because of its characteristics:

Firstly, the Internet can quickly provide users with the information they receive. This is a definite advantage in modern society, where news, as a rule, quickly loses its value and relevance.

Secondly, online publications are strong in their interactivity. For paper publications, special letter departments are required, but for technical reasons it is still impossible to receive all the reviews and suggestions from readers. And most online publications have their own section or comments page on social networks. They also promote reader analysis and research. Today, almost any printed publication has an online version. In addition, there are electronic editions of newspapers (“Kazakhstanskaya Pravda”, “Yuridicheskaya Gazeta”, “Liter”), there are only completely digital

publications without paper ones (for example, “Express K”). The integral characteristics of online publications include hypertextuality, interactivity and multimedia. The first feature is considered basic for this type of publication due to the fact that it expands the volume and content of information. The term “hypertext” is attributed to American sociologist Ted Nelson. He argues that the most important features of hypertext are the hyperlinks embedded in the text, which create a series of connections between different materials. These are external (links to other sites) and internal (links to other materials from the same domain). Journalists often use external links to cite the original article, and internal links to quickly jump to earlier articles in the same chain.

For information transmitters, disinformation on the Internet is more profitable than in other channels due to the special nature of the Internet. Let’s look at the techniques that are often found in materials from various news publications today. We will also try to analyze and systematize them. The beginning of any propaganda is the selection of news. Information useful to the general public is not always published. Only information that is beneficial to its publishers is published. In this case, the interests of the media are formed by its owner, sponsor, state or other third party associated with it.

Researchers Mahmood Al-Shareeda, Murtaja Ali, Selvakumar Manickam, Shankar Karuppayah note that in recent years, fake news has gained attention, especially among social media users. The rapid spread of fake news has been made possible by the increased use of social media as a platform for getting the latest news and information. As a result, it is becoming increasingly difficult to distinguish real news from fake news. The authors evaluate the usefulness of a set of tools for identifying fake news. Their first hypothesis is that increased media literacy will lead to increased awareness of fake news. It further argues that fake news toolkits significantly increase awareness of fake news among students and working adults. A survey was conducted among employees of the production company and institution, during which about 150 questionnaires were distributed and 110 responses were received. The project involved the creation of a web application – a set of tools for identifying fake news – that will increase users’ awareness of fake news in terms of knowledge, behavior and attitudes among students and workers (Mahmood A. Al-Shareeda, et al., 2023).

Tracy Simmons believes that fake news is not a new phenomenon, but it began to appear in 2016

during the disputed presidential election. Especially with the advent of social media, people have seen the dangerous impact this movement has had and continues to have on society. People easily bought into false stories, shared them online, and even acted on them. Because of this, the importance of fact-checking and analysis has increased, and the responsibility falls on both news consumers and practitioners. Additionally, the term “fake news” has been repeatedly used to imprecisely refer to news that people disagree with or dislike. By learning to identify the differences between truth, satire, lies, hate, and error, and learning why fake news goes viral, people can improve their media literacy skills. This, in turn, will improve the media landscape as news consumers will have to learn how to create, interpret and share news ethically and honestly (Simmons T., 2019).

In research Merry Andriani, Annisa Fitriani Kalsum and Gabriele Nadina Elloianza studied the social discourse of fake news in French and the French government’s efforts to overcome this phenomenon through digital media literacy through social media. The authors concluded that fake news has become increasingly intense with the advent of social media as a dissemination tool. Fake news data was first monitored, then selected based on the intensity of its spread and processed through the social media platforms with the largest number of users in France, namely Facebook and Twitter. This data set was then checked and verified through an official fact-checking platform to ensure that the data text was fake news. This data verification method also used methods introduced by the French government as part of its digital media literacy program. All data were analyzed qualitatively using a critical paradigm, specifically critical sociolinguistics and post-truth theory. The results of the analysis show the relationship between language practice through fake news texts circulating on social media and the practice of government propaganda discourse through digital media literacy. These two practices also give rise to certain social practices and movements in French society. It also shows that digital media literacy efforts alone are not effective enough to overcome the problems caused by fake news in society (Merry Andriani, et al., 2022).

Conclusion

After studying the spread of fake and incorrect information on various social platforms such as Facebook, Instagram, and TikTok, authors came to the following conclusions:

First, any information must be questioned. Professional distrust of a journalist is an important aspect when searching for fake information. Emotions and facts need to be considered separately, and it is also important to understand that no person is immune to embellishing what is happening. You can use any anti-plagiarism service, but it is better to analyze the facts from a logical point of view. If a provincial Kazakh website publishes material about the death of the president of a neighboring state before this news becomes known in the country itself, then it is clear that this is indeed a fake.

Second, the methodological method should be applied. Its essence is that to determine reliability, you need to use special literature, which includes scientific reference books, encyclopedias, monographs, and textbooks. If journals are used, they must have a high impact factor. Therefore, the method also needs to work with photographs so that there is no doubt whether the indicated person is depicted in the photograph or someone similar to him.

Third, psychological methods can be very effective in detecting fake news. In assessing the correctness of information, one should be alert to a change in the vector and direction of published materials. Working with social networks requires a particularly thorough check.

It is important to note that to analyze reliability, you can only use facts and information, not the sentiments prevailing in society, since they may not correspond to reality. The information verification format, commonly called “debunking,” will help here. It is not primarily concerned with factual information but rather with the concept of myth. Both “fact-checking” and “debunking” can use similar work methods; only the objects of research differ. Both techniques use statements that are sufficiently known and formulated or embodied in reality.

Fact-checking is divided into pre-check and post-check. Before publication, factoids, inaccuracies, and typos are removed from the text.

This helps avoid problems such as suspension from work or more serious lawsuits. The journalist and editor themselves usually does fact-checking, but some media outlets have a full-time fact-checker position. The result of an after-the-fact review is most often another external publication detailing the inaccuracies. This could be an analytical note on another site or a refutation in the same media.

Comparing incorrect information in different social networks, the authors note that there is news that is present in all social networks. However, the content in all analyzed social networks still differs, primarily because their information is consumed by audiences with different socio-demographic characteristics. Representatives of these audiences have their own news needs and habitual ways of consuming information. For example, TikTok contains short videos lasting 15 – 60 seconds. Instagram mainly relies on photo content. The authors note the emergence of a certain paradox. When subscribers see the same content on all platforms, the idea arises that the information is reliable since it is repeated everywhere. Fake news poses a threat to the reliability of digital information sources. Media literacy training, which can empower people to combat fake news (referring to any kind of misleading information that can be mistakenly believed to be reliable, regardless of the mechanisms that led to its spread), is mainly aimed at young people in educational institutions.

In recent years, content consumption on social media has changed, and audience participation in its production and distribution has increased. Accordingly, the fight against fake information should be intensified.

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Information about authors:

Sultanbaeva Gulmira Serikbaevna – (corresponding author) Doctor of Political Sciences, Professor of the Department of Press and Electronic Media, Kazakh National University. Al-Farabi (Almaty, Kazakhstan. e-mail gulmira.sultanbayeva@kaznu.edu.kz).

Tolegen Berikbol Zaripuly – Doctoral student at the Faculty of Journalism, Al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: tolegenberikbol@gmail.com).

Lozhnikova Olga Petrovna – Senior Lecturer, Department of Printing and Electronic Media, Kazakh National University named after al-Farabi, (Almaty, Kazakhstan. E-mail ol_loj@mail.ru

Buyenbayeva Zarina – PhD, Senior Lecturer at the Department of Print and Electronic Media, Faculty of Journalism of al-Farabi Kazakh National University (Almaty, Kazakhstan, email: Zarina.buenbai@gmail.com)

Tyulepberdinova Gulnur Alpysovnа- Candidate of Physical and Mathematical Sciences, Senior Lecturer, BigData and Artificial Intelligence Department, Al-Farabi Kazakh National University (Almaty, Kazakhstan. tyulepberdinova@gmail.com)

Авторлар туралы мәлімет:

Сұлтанбаева Гүлмира Серікбаевна – (корреспондент-автор) саяси ғылымдар докторы, Баспасөз және электрондық БАҚ кафедрасының профессоры, әл-Фараби атындағы Қазақ ұлттық университеті (Алматы, Қазақстан). e-mail gulmira.sultanbayeva@kaznu.edu.kz

Төлеген Берікбол Зәріпұлы – журналистика факультетінің докторанты, әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан, e-mail: tolegenberikbol@gmail.com

Ложникова Ольга Петровна – Баспасөз және электрондық БАҚ кафедрасының аға оқытушысы, әл-Фараби атындағы Қазақ ұлттық университеті, (Алматы, Қазақстан. E-mail ol_loj@mail.ru

Буенбаева Зарина Қайратқызы – PhD, Әл-Фараби атындағы ҚазҰУ журналистика факультеті баспа және электронды БАҚ кафедрасының аға оқытушысы (Алматы, Қазақстан, эл.почта: Zarina.buenbai@gmail.com)

Тюлепбердинова Гүлнур Алпысовна – физика-математика ғылымдарының кандидаты, BigData және жасанды интеллект кафедрасының аға оқытушысы, әл-Фараби атындағы Қазақ ұлттық университеті (Алматы, Қазақстан). tyulepberdinova@gmail.com

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