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THE IMPACT OF NEW MEDIA ON SHAPING PUBLIC OPINION IN THE POST-INDUSTRIAL ERA. GOVERNMENT REGULATIONS IN THE FIGHT AGAINST DISINFORMATION

INTRODUCTION

The aim of this article is an attempt to distinguish features of electronic publications and motives on the basis of which one can speak about the phenomenon of post-truth. An important element is also the indication of tools used by modern media administrators, but also creators – prosumers. The media, which are now closer to the postmodern idea of aestheticisation of life, seem to effectively redefine the concept of truth. The presentation and analysis of several selected examples of false information will let us understand the essence of the functioning of mediatised messages. The formulation of trivial content saturated with emphasis and sensationalism is an essential feature of media discourse. As a result of the excess and inflation of messages, it becomes impossible to differentiate between reliable and true news and lies. In other words, new media make it possible for almost all of us to participate in the creation of (collective) culture. Cyberspace, in which the information society currently operates, enforces changes in the use of digital media, but also creates numerous threats for the modern recipient – it causes changes in the behaviour, but also in the awareness of new media users.

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The processes of globalisation and technological development determine the consumption of the media and affect the relationship between technology and social life. The visible expansion of new communication space seems to redefine the term 'fake news' though they should still be considered in the context 'of news that is intentionally false' (Center for Information Technology and Society 2018). Electronic resources, which are presently almost a basic source of information, pose a threat of a shortage of an information stream received by people, but also intensify the desire to manipulate this stream (Gogołek 2007: 346–347).

1. Post-truth as a Kind of Social Activity

One of the basic means of communication in today's culture is speech, which has significantly contributed to the development of humanity and to the creation of new cultural content, and consequently has led to changes in many spheres of social life. Using this skill also brought about the emergence of new means of communication, starting from writing and ending with the Internet. According to J. Ong, the basic features of orality are its connections with: memory: 'I know what I can recall, I can recall what I remember' (Ong 1992: 77), in addition, the association with social experience and practice, the role of additivity and redundancy, conservatism, psychological and social homeostasis, unity of the auditorium, and at the same time antagonistic coloration, lack of distance, commitment and empathy, lack of self-analysis and abstraction in thinking due to a strong relationship with the immediate situation in which speech is taking place (Ong 2009: 62–88).

In contrast to speech, writing separates such spheres as: 1) cognition from the cogniser, 2) interpretation from data, 3) the word from the sound, 4) the source of communication (writer) from the recipient (the reader, both in time and space), 5) the word from space filled with existence, 6) the past from the present, 7) administration from other sorts of social activity, 8) logic from rhetoric, 9) academic science from wisdom, 10) 'high' language from dialects, 11) abstract concepts from specific ones (Ong 2009: 159–169).

Sumerian cuneiform 3500 years BC is recognised as the beginning of writing. Of course, at this point one should reject other ways of development of writing – including Egyptian hieroglyphs, i.e. a system of pictograms, ideographs (codes) or phonograms (sound) as well as the Chinese alphabet. The Semitic peoples about 1500 years BC contributed to the invention of the syllabic alphabet. However, the Greeks in the eighth century BC created

a phonetic alphabet. Initially, in the fifth century, this alphabet contained 24 letters, and it was in this form that it was handed over to the West, which supplemented the alphabet so that all sounds can be written in a given language (Welsh 1998: 68).

In this context it seems the most important to notice certain rules and changes that have taken place over the centuries. Writing has become a democratic medium, although initially it was reserved for elites. Today, almost everyone can use it. Moreover, this medium has contributed to the development of culture and the emergence of civilization. Today, this role is performed by new media, mainly the Internet, operating with digital algorithms, which effectively build a new communication situation. Therefore, it is important to distinguish socio-cultural, psychological and ontological consequences of this phenomenon. As far as the latter is concerned, in 1998 German philosopher Wolfang Welsch rightly pointed out that there is no difference between being and a phenomenon, and a phenomenon and essence. The result of these considerations is the fact that instead of looking for depth – we are satisfied with shallowness, instead of stability – volatility, and real reality is more and more often replaced with virtuality, along with the possibilities offered to users (Welsh 1998: 69). It can be noticed more and more often that the changes that occur within the media are only a response to the needs and complexity of the modern world, to omnipresent multiculturalism, hybridisation and globalisation. It allows a person who is searching to find the answer to the question that bothers him. And while the path that the user has to follow is short, it requires certain skills. A person using Internet resources should take into account dangerous consequences of subordination to content appearing in the media and the lack of selection of information. This exposes society to risk of succumbing to dominating messages that may contribute to the adoption of a certain worldview, a sense of alienation, shyness, and so-called information metabolism, that is, the excess of information flowing into a human being and not going out from him (Golka 2008: 28).

2. A Lie in Public Discourse

Terminological problems concerning the phenomenon of post-truth and fake news have appeared since the popularity of the phenomenon increased. The widespreadness of this phenomenon was confirmed when on 16 November 2016 publishers of Oxford Dictionaries announced the

decision to recognise the term 'post-truth' as the Word of the Year (Oxford Dictionaries 2016). Of course, this fact is nothing new, but the inclusion of the term in public discourse has encouraged some to sort out and properly name the dangerous phenomena (functioning even in politics). A lie is not *novum*. On the other hand, it has become important to assign specific functions to relevant organisations, i.e. to online media. It turns out that the term was used in public space by Steve Tesich in the magazine *Nation* as early as the 1990s (Kreitner 2019). In turn, 2004 set the course for the popularisation of the phenomenon of post-truth. What was important was the indication of the reasons for the appearance of the term and the identification of this appearance with the birth of television in Ralph Keyes's book *The Post-Truth Era: Dishonesty and Deception in Contemporary Life* (Keyes 2004: 212). The author believes that the mass medium has contributed to the change in the way in which messages are distributed. Nowadays, the role of simplifying and creating a certain vision of reality can be attributed to social media. The online environment is a space where we can observe a continuous information flow. Messages that are adapted to digital requirements have little in common with facts. The term fake news itself can connote not only changes caused by new technological solutions. As M. Castells noted, the use of Internet resources and the treatment of the Web as a communication platform had led to the emergence of a new phenomenon of 'mass self-communication' (Castells 2013: 19). The selectivity and bias of false content is particularly dangerous in the case of shaping public opinion and political views. This unidentified message is able to effectively dethrone all kinds of appearing objections which do not suit the user, additionally reinforcing his deeply held view. Therefore, spreading false messages is nowadays identified with lying. Talking about post-truth, it is worth referring to the definition of a lie proposed by Saint Augustine. According to him, a lie is a false statement, the purpose of which to mislead the recipient.

Bearing in mind the above premises, a statement is a lie, when it is false, and also if it has been formulated with the intention of deceiving the recipient (Piechowicz 2009: 32). The largest broadcasters, online publishing houses, institutions or independent bloggers seem to be included in the mechanism of distributing garbled messages. The reason for this phenomenon is the desire to be noticed in the media world, which could contribute to maximising profit in a significant way. An entity which becomes a part of virtual reality is able to programme and distribute fake news often for economic and commercial purposes. The broadcasters of these messages realise that there is a target group that is not immune to this type of action and can be easily affected,

which in consequence may lead to a situation in which the ability to decide on many important, often socio-political issues depends on knowledge (or fact manipulation). Post-truth is simply information

> 'relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief' (Oxford Dictionaries 2016).

Producing and disseminating false messages is dangerous because, despite being later denied and corrected, they can permanently change individuals' perception of the world. The artificially generated image is the result of unreflective and emotional diagnosis of content on the Web. Society, which is devoid of an element of reflexivity, follows everything that is (not physically) available, and can be guided by specific discursive lines leading to the same thing.

Wojciech Chudy is right when he notes that the phenomenon of post-truth dominating in culture can lead to a situation in which a confused man, having no idea about reality, cannot make decisions himself. The author distinguishes six consequences of social lies, which nowadays can be associated with the phenomenon of post-truth (Chudy 2003b, 212–218).

A lie contributes significantly to a dysfunction which is the lack of ability to make decisions. Man is deprived of the possibility of making a rational choice. He sticks to what he believed in, often thanks to deliberate misinformation. Every recipient of mass media makes selections and follows the imposed schemes, attitudes, value systems and patterns presented by the chosen medium. The fact that in the era of democracy it may be the cause of numerous conflicts should be taken into account.

The second result of a social lie is the division of society into organised, opposing camps. Distrust is the cause of forming completely contradictory images of the world. The lack of coherence in representing the same values can lead to the atomisation of society.

Another consequence is more and more visible commercialisation of democracy resulting from the subordination of social truth to the principle of maximising profit and market laws (Filipowicz 2016: 59–71). In the context of post-truth, the phenomenon becomes even more apparent. The individual who represents his worldview is able to deny it and reject it in order to obtain benefits and maximise profit. Pursuing his own interest he tries to ignore the measures that are necessary to achieve an established goal.

The fourth outcome is the violation of communication rules. Communication allows a community to exist and to some extent creates

it, however, when the society experiences lies, communication is disturbed and the community breaks down. It is worth noting that the mechanism of post-truth is identical. Post-truth creates conditions for the development of new communities within existing ones, and at the same time for the decay of higher-order communities. Constructing the artificial image of the world is conductive to building a strong community and maintains social bonds. Certainly, various types of socio-professional movements are a manifestation and a kind of proof of the commitment of individuals participating in social life, testifying to the validity of values and ideas representing them.

The next effect is a violation of the right to truth and the deconstruction of the individual's reality (Chudy 1990: 398). A lie becomes the cause of enslavement of the other person and domination over the person being lied to. The development of new media contributes to shaping the image of reality. In the society of post-truth, partial knowledge predominates, which is the result of the erroneously perceived reality. Simply speaking, it results from modern man's lack of willingness to verify the source and from his inability to think critically.

The last result of post-truth is aggression (Chudy 2003b: 55–56). The climax comes when the lie is exposed. Both the person being lied to and the liar can observe their aggressive behaviours. They appear in the person being lied to when he realises that he has been cheated, in turn in the liar through experiencing prolonged anxiety and stress caused by fear of the disclosure of the lie and its potential consequences. The deceived person becomes internally ambivalent – he loses any desire to know the truth. He surrenders to a comfortable, shaped vision of the world.

In the context of the phenomenon of post-truth, it is important to notice certain similarities within communities based on alternative truth and beliefs. These communities adopt, as their own, such attitudes which confirm their deeply held worldview, but negate those assessments which are contradictory to their (often mendacious) image of reality. Thus, it is worth emphasising at this point that post-truth is a continuation, and in a sense, a modern form of social deception, caused by the development of new media that easily falsify our identity and divide society. As McLuhan stated,

'the electric media constitutes a total and near- instantaneous transformation of culture, values and attitudes' (Zingrone 2001: 336).

3. Disinformation as a Part of Media Culture. A Russian Troll Factory

Disputes around fake news are full of findings and predictions about the direction of the evolution of contemporary culture. Models of the operation of online platforms are responsible for the spread of disinformation in society. The mechanism of content personalisation, i.e. a filter bubble is the result of a personalised search on the Web. The term filter bubble was introduced in 2010 by activist Eli Pariser (Fundacja Wolność i Demokracja 2018). The phenomenon is dangerous in the sense that the user does not see all the results, but only those that have been selected for him. Undoubtedly, it becomes the reason for the assessment of the credibility of information by stakeholders because users have at their disposal only these elements in the virtual space that are quite attractive to them. This process depends on algorithms which, on the basis of recent activities on the Web – including responses, likes, search history or location, match the content to the recipients. As a result of content personalisation the user's chances for consuming all kinds of distinctive content are obscured. Algorithms effectively prevent and discourage from a further search for alternative sources of information. Due to the adjustment of information channels to users, recipients become less active and live in the space in which the previously established point of view dominates. Despite open access to various types of information, users are isolated from democratic decision-making. The issue of the possibility of potential use of the media by senders of alternative facts is one of the key problems that can be observed in connection with unlimited access to the Internet. Despite the possibility of confronting their own convictions with the opinions of others, explorers of new media are, however, inclined to search for content close to their views. This leads to the echo chambers effect. The use and reproduction of one content can also contribute to numerous distortions of reality (Kowalski 2017: 7).

It turns out that medicine is one of the most dangerous areas in which the dynamic spread of a well-crafted lie can lead to negative consequences. An example is a scientific article published in 1998 by a (former) doctor, Andrew Wakefield, in which the author pointed to the relationship between autism and the MMR vaccine against measles, mumps and rubella. Although the publication was officially withdrawn, and the author was removed from the doctors' register, the myth of vaccines causing autism went viral.

Currently, new media are an additional tool for people who propagate incorrect information. These people are active on the Web, make their voice heard and are recognised in social media. Using a tool such as Facebook and the possibility of an immediate reaction, setting up closed groups in which the followers of a given theory gather, they have an opportunity to strengthen the worldview that is close to them and other like-minded people.

The most popular anti-vaccine entries were posted by the Russians on Twitter. Russian trolls were responsible for promoting false information about the quality of vaccines used in the United States. They disseminated statements that only American elites have access to 'pure' vaccines and the rest of society would receive worse quality inocula. This doctrine was spread to force society to start a debate on increasing inequalities in the United States. The Russians were aware that dissemination of such content might lead to many misunderstandings, which would eventually result in social, political and economic conflicts. It turns out that a Russian troll factory is to blame for the diffusion of the false ideas. Researchers at the University of Washington in a published report said that the accounts that participated in the digital debate were linked to the Internet Research Agency (IRA), consolidated in turn with Russian military intelligence and dealing with the production and dissemination of fake content on the Web.

The Internet Research Agency employs currently about a hundred people (Fundacja Wolność i Demokracja 2018). In 2014–2017, bots and IRA-dependent accounts posted a lot more entries on Twitter than natural persons. In addition, accounts registered in Russia started conversations with other users under entries. The messages contained voices 'for' and 'against' inoculation, which aimed to trigger a discussion among public opinion. They used easily recognisable hash tags, i.e. #antivax or #learntherisk, which greatly facilitated faster identification of the topic and thus reaching even more recipients.

The tweets of the Russian trolls were also characterised by much smaller polarisation in relation to entries posted by individuals. It was possible to distinguish 19% of extreme posts, while 47% of entries were antivaccine (Broniatowski et al. 2018). The results shown in the 'American Journal of Public Health' prove that Russia uses the #VaccinateUS hash tag to send messages that propagate the wrong theories about vaccines. Social media, including Twitter, effectively support the process of misinforming society and the dissemination of false messages. Researchers analysed motives that were willingly used by pro-Russian trolls.

Messages with the #VaccinateUS hash tag also refer to all kinds of conspiracy theories and they primarily attack the activities of the American government. Interestingly, users of #VaccinateUS try to avoid detailed information about vaccines. They formulate their messages in such a way that the recipient does not feel attacked by aggressive senders. Unconventional, open dialogues stimulate a discussion, which may trigger specific social activities.

The application of such a strategy can effectively influence the undermining of authorities in the field of health and medicine and turning away from these institutions and spreading pseudoscience. The effect of the discourse is the questioning of the effectiveness of the vaccine and the introduction of chaos in society, which in turn leads to numerous divisions of groups and undermining confidence in health care in the United States and Europe. Citizens become more and more ignorant, which facilitates further spread of disinformation and is conductive to the deconstruction of the social framework. Environments more and more willingly subordinate their cognitive capabilities to digital media transmissions.

4. Government Regulations in the Fight Against Disinformation

In the era of the more and more prevalent phenomenon of fake news, the governments of individual countries have decided to join the action against the spread of disinformation in the world.

4.1. Germany

The first country to make attempts to fight against harmful information was Germany, whose government passed a law on hate speech Netzwerkdurchsetzungsgesetz (NetzDG) in 2017 (Rogalewicz, and Zakrzewski 2018). The purpose of the Act is to combat hate speech, which more and more frequently appears on the Web. The legislator obliged portals, such as Facebook, Twitter or YouTube, to remove illegal posts within 24 hours of receiving information about their existence. In exceptional situations requiring the implementation of changes, portals have 7 days to respond appropriately. Disregarding or failure to comply with the obligation imposed by the legislator entails a fine of up to EUR 50 million (Rogalewicz, and Zakrzewski 2018). It turns out that already in January 2018, the Twitter

account of the satirical magazine Titanic was blocked. The direct reason for the removal of the profile was the publication by Titanic of a post parodying an anti-Muslim and anti-immigrant commentary of a member of the right-wing party Alternative für Deutschland. The German government also obliged social media platforms to report information about blocked content and the reasons for removing it. In July, such a report was presented, among others by Facebook (Rogalewicz, and Zakrzewski 2018).

4.2. Italy

In Italy, the problem of the dissemination of alternative messages effectively activated the Italian government to try to prevent the spread of news fake. On 18 January 2018, former interior minister Marco Minniti announced the creation of an internet portal where citizens were able to report false information to the police. The content is verified by Polizia Postale (a department of the Italian police dealing with cybercrime), which checks whether the law has been violated and in the case of infringement, may proceed to initiate legal proceedings (Rogalewicz, and Zakrzewski 2018).

4.3. France

As far as France is concerned, at the beginning of July 2018, the National Assembly of France passed a law that would enable the fight against false information mainly during election campaigns. As the French president stressed, the aim of the new law will be the protection of democracy. False messages broadcast on social media can be deleted, while websites that have published them – blocked. The body responsible for media control in France, that is Conseilsupérieur de l'audiovisuel (CSA) will also be able to fight with every attempt at disinformation on the part of the media funded or controlled by foreign countries. In addition, the platforms: Facebook, Twitter and YouTube are obliged to report who and for what price financed ads that are part of election campaigns (Rogalewicz, and Zakrzewski 2018).

4.4. India

The government of India, in turn, is working on the creation of a database containing false information circulating in social media. In one of the states in India, a list of false massages has already been made. The database contains data of people who in the past committed a crime related to

disinformation. Today, regulations do not allow for penalising people who spread false information. The Indian government is planning, however, to introduce provisions that will envisage punishing people publishing false content on the Internet, especially processed photographs. The motive will be the key element in the assessment. And thus, it will be possible to distinguish the following criteria: crimes committed intentionally; in order to achieve a specific profit; unintentionally or as a joke. At this point it is worth quoting an example of the negative consequences of distributing fake messages by means of WhatsApp. At the turn of May and June 2018, false information began to be disseminated, accusing innocent people of trading in human organs and abductions of children. The application enabled sending messages to 256 additional recipients, which significantly contributed to the promulgation of false messages. Whatsapp introduced new technological solutions. In July 2018, it significantly lowered the sending limit and minimised it to 20 recipients. In turn, in India, the WhatsApp application allows transmitting information to no more than 5 new people. India is the largest market for Facebook-owned WhatsApp with over 200 million users. The company, however, tries to constantly react to and prevent the spread of disinformation. Importantly, on 11 April 2019, parliamentary elections will begin in India, the outcome of which may depend on the problematic content sent and appearing on the Internet in large quantities. Therefore, WhatsApp uses artificial intelligence to clean up the platform in the country in which more than 800 million citizens have the right to vote. It also warns India's political parties against the spread of politically-motivated materials. The Facebook application uses artificial intelligence (AI) tools to detect and block accounts that spread untrue content on a large scale. These automated systems of WhatsApp blocked more than six million accounts globally in the last three months (Iyengar 2019).

Another example of good practises was the campaign 'Share Joy, Not Rumours', launched by WhatsApp in 2018, aimed at raising social awareness about disinformation.

4.5. Indonesia

Currently, also in Indonesia there are attempts to combat disinformation, as evidenced by the establishment of the Indonesia National Cyber and Encryption Agency, which is responsible for the protection of the government, private companies and society in cyberspace. The organisation cooperates with the police, army and institutions fighting with cybercrime. In January 2018,

nine companies, including Google, Facebook and Twitter, also entered into an agreement initiated by the government. The main goal is to combat fake news and hate speech and protect society against unverified and manipulated content. Another solution that the government has introduced is a tool based on artificial intelligence that verifies false content on the Web. The tool searches websites by following keywords found on them. If false content is identified, the tool automatically notifies the Association of Indonesian Internet Providers (APJI) which can remove the website (Rogalewicz, and Zakrzewski 2018).

5. Alternative Position of Sweden in the Fight Against Disinformation

Analysing attempts to stop disinformation spreading in the world, we can observe the implementation of ever newer means and methods, the purpose of which is the recognition of misleading content and its effective eradication. Increasingly the verification of the truthfulness of messages is conducted by independent NGOs to avoid bias. Publishers, such as Facebook, Google, or Twitter have also joined the fight against false messages. Their tasks include first of all locating and removing fake accounts, adjusting search engine algorithms to promote valuable content, reducing the profitability of publishing fake news and strengthening cooperation with organisations providing proven messages (Balcewicz 2018).
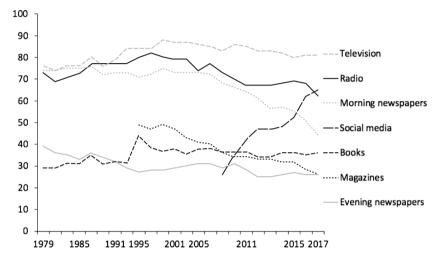
Nowadays less profitable, analogue media seem to subordinate themselves to new digital instruments. Social life also seems to be regulated by a series of changes that take place within technology. The form of information transfer is an important component of the current broadcasting culture. Sweden is an exception, as there television is still an important point of reference in the context of the daily use of news media.

The graph illustrates changes that have taken place in the frequency of using traditional and digital media by the Swedes over several decades. An increase of activity in the area of social media is particularly important. Especially the last years are characterised by a large upsurge in the use of these media.

In 2017, 65% of the Swedes used social networking platforms every day (*vide* Figure 1). On the other hand, the stable position of television, that is a traditional medium, which remained at the level of 80%, may indicate the dissemination of good practices and active support of the activity of the media

Figure 1

Media use by the Swedes

Daily media reach, share of population 9–79 years (%)

Source: https://nordicom.gu.se/en/media-barometer-2019 [11.03.2019].

market. From the position of this indicator it can be inferred that the message that comes through traditional communication channels is one of the most frequent sources of information for the Swedes. Thus, responsibility falls on journalists who, while preparing the material, should use appropriate tools to be able to verify the 'transmitted' content. In Sweden, media education at the early school stage plays an important role in recognising fake news. It turns out that children have a chance to learn about dangers resulting for unskilled use of Internet resources. Bamse Bear is a hero of a popular comic book for children. One of the issues of this comic contains a story in which Bamse teaches and makes the readers aware that they should always check the sources of information available on the Internet (Ceglińska 2017).

Conclusion

Information is a form of commercialisation of the world and constitutes a dichotomy between randomness and necessity. The role of information can also boil down to decision-making strategies that regulate the political and economic sectors, but also to some extent characterise the contemporary user

of new media. Today, users are able to distribute and disseminate a range of alternative content via the Internet. The media seem to be a place not only for social but also political activity. Many, as it seems, distinct environments are able to participate in a global exchange of thoughts, manifestation of their own views or implementation of deeper ideas.

The 1990s were a period when the Internet became widespread. It has become the dominant mass medium, and above all contributed to changes in many areas and segments of human activity. Therefore, an important element in the fight against false information is striving to maintain the greatest possible objectivity and the ability to filter information. An in-depth analysis, a lack of simplification and an impartial attitude to the information heard will allow people to effectively establish the framework of the surrounding world. While in the real world we are able to decipher the interlocutor, the virtual world builds our false identities. It creates the right conditions for us to be who we want to be. In Goffman's understanding of this word: as each of us is an actor and can put on any mask, manipulation and creation of our image is something inevitable (Goffman 2000: 99). The Internet is a perfect tool for adopting distinctive values, attitudes and behaviours. Multimedia transmissions pose a real challenge for today's consumers. Thanks to the use of appropriate tools, the sender of the message is able to create a completely new phenomenon in a verbal-visual way, but also to shape our perception. Despite information overload, man accepts a set of fragmented and disorganised message contents appearing in various types of channels. At this point the question should be asked: who disseminates false pieces of information and who repeats them? The user of new media seems to know after all that repeated information becomes a fact and enters media discourse as a mediatised fact. This in turn contributes to the creation of false content, while often shaping the negative image of a given entity.

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The Impact of New Media on Shaping Public Opinion in the Post-Industrial Era. Government Regulations in the Fight Against Disinformation

Abstract

This article focuses on the process of spreading fake news on the Internet. Today, by means of the media, users are able to distribute and disseminate a range of alternative content. The article shows the changes and consequences that users of new media must face. As a result of the unprecedented development of technology and disinformation that is spreading thereby, the tendency to fix erroneous beliefs in society is becoming more and more visible. The Internet creates perfect conditions to give autonomous cells an opportunity to quickly exchange information and confirm their beliefs. While traditional media are subject to institutional control, in the case of social media communication possibilities seem unlimited as they are subject only to social control, which in turn translates into the amount of rippling pernicious content.

Dynamic development of technological solutions directly affects the placement of disinformation in another dimension. Fake news has become such an important problem in the media and social discourse that initiatives have been taken in many countries to combat the spread of disinformation on the Web. The key element is, above all, building public awareness and identifying false messages and sources that publish 'fake news'.

Key words: post-truth, fake news, information, disinformation, information society, social media

Wpływ nowych mediów na kształtowanie opinii publicznej w epoce postindustrialnej. Rządowe regulacje w zakresie walki z dezinformacją

Streszczenie

Niniejszy artykuł koncentruje się na procesie rozprzestrzeniania się fałszywych wiadomości w Internecie. Współcześnie za pośrednictwem mediów użytkownicy są w stanie dystrybuować i upowszechniać wiele alternatywnych

treści. Tekst pokazuje, z jakimi zmianami i konsekwencjami muszą zmierzyć się użytkownicy nowych mediów. W wyniku bezprecedensowego rozwoju technologii i szerzącej się przez to dezinformacji, coraz bardziej wyraźna staje się tendencja do utrwalania się błędnych przekonań w społeczeństwie. Internet stwarza doskonałe warunki do tego, aby dać autonomicznym komórkom możliwość szybkiej wymiany informacji i utwierdzić się we własnych przekonaniach. O ile media tradycyjne podlegają kontroli instytucjonalnej, tak w przypadku mediów społecznościowych możliwości komunikacyjne wydają się nieograniczone. Podlegają one bowiem tylko kontroli społecznej, co w rezultacie przekłada się na ilość rozprzestrzeniania szkodliwych treści.

Dynamiczny rozwój w obrębie rozwiązań technologicznych bezpośrednio wpływa na umieszczenie dezinformacji w innym wymiarze. Tak zwane fake newsy stały się na tyle istotnym problemem w dyskursie medialnym i społecznym, że w wielu krajach podjęto inicjatywy mające na celu walkę z rozprzestrzenianiem się dezinformacji w Sieci. Kluczowym elementem jest przede wszystkim budowanie świadomości społecznej oraz identyfikowanie fałszywych wiadomości oraz źródeł publikujących „fake newsy”.

Słowa kluczowe: post-prawda, fake news, informacja, dezinformacja, społeczeństwo informacyjne, media społecznościowe

Воздействие современных СМИ на формирование общественного мнения в постиндустриальную эпоху. Государственное координирование в борьбе против дезинформации

Резюме

Настоящая статья посвящена исследованию процесса распространения фальшивых информаций в Интернете. В настоящее время через средства массовой информации пользователи могут распределять и распространять огромное количество альтернативных материалов. В статье продемонстрировано, с какими реорганизациями и последствиями могут иметь дело пользователи современных средств массовой информации. В результате беспрецедентного развития технологий и связанного с ним распространения дезинформации, тенденция к фиксации ошибочных представлений в обществе становится все более заметной. Интернет создает идеальные условия для того, чтобы дать автономным источникам возможность мобильного обмена

информацией и формирования собственных убеждений. Если традиционные средства массовой информации подлежат институциональному контролю, то в случае социальных сетей коммуникационные возможности представляются неограниченными. Они подлежат только социальному контролю, что в результате приводит к распространению вредоносного контента.

Динамичное развитие в области технологических решений непосредственно влияет на размещение дезинформации в другом измерении. Так называемые «фейк-ньюсы» представляют собой настолько серьёзную проблему в медийном и общественном дискурсе, что во многих странах предпринимаются инициативы по борьбе с распространением дезинформации в Интернете. К ключевым задачам относятся прежде всего формирование общественного сознания и выявление фальшивых новостей и источников, публикующих «фейк-ньюсы».

Ключевые слова: пост-правда, «фейк-ньюс», информация, дезинформация, информационное общество, социальные сети