

INFORMATION RESOURCES AND FEATURES OF COMMUNICATIVE INTERACTION IN THE MODERN INFORMATION SPACE OF UKRAINE

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Abstract: The capabilities of the global information society have allowed the development of human communication regardless of the place of residence, region, country, or continent, giving it a global scale. The rapid development of information and communication technologies dramatically increases information's social significance and role; it captures experience, accumulates, and needs to be organized and stored. As a result of processing and systematization, concentration in a certain way, the information turns into an information resource. The ability of society and its institutions to interact effectively in the information space to ensure freedom of information exchange is an important prerequisite for national security and the basis for the successful development of the state. In the course of the study, the most common sources of information in the modern information space of Ukraine were analyzed; the role and importance of social networks as a means of receiving news were investigated; features of communicative interaction of public figures were considered. Moreover, basic information retrieval schemes and threats from the dissemination of misinformation were covered in the research. It is concluded that the problems of determining the specifics of the use of information resources and the formation of communicative space arise in the studies of many Ukrainian and foreign researchers. However, given the dynamics of informatization and globalization, understanding the role of information resources, information perception in modern network space, new rules of communication, and information culture in Ukrainian society are fundamental and need further study.

Keywords: Communication, Information, Information culture, Information resource, Media consumption, Media resource, Misinformation.

1 Introduction

The formation of the information society is a characteristic feature of the 21st century. Today, information and communication technologies are being actively developed, conditions are being created for the effective use of knowledge to solve the most important tasks of governing society and democratizing public life. Information has become a necessary resource for the survival and development of social systems; there have been changes in the instrumental framework, the method of transmission and storage of information, as well as the amount of information available to the active part of the population.

Information resources are becoming a system-forming factor in modern conditions. The most universal definition of an information resource is contained in the Law of Ukraine "On the National Informatization Program" in accordance with Art. 1 of which, an information resource is a set of documents in information systems (libraries, archives, data banks, etc.). However, this concept does not take into account the features that turn information into a resource that includes such components as the subject and result of human activity, the object of property of individuals, legal entities and the state, the object of commodity relations, state and national resources. In addition, important features of the information resource are that it can have a positive impact on human activities, society and the state, socio-economic development and become an element of national security.

In the absence of this resource, its low quality or negative information expansion from other countries, public life is harmed. Understanding the role of information resources and communicative interaction in modern society becomes vital and involves the mandatory formation and understanding of the rules of organization of presentation, perception, and dissemination of information, the culture of public relations rules using the

Internet and the culture of public relations using information technology, and, therefore – detailed research and analysis.

2 Materials and Methods

To achieve this goal, a systematic set of general scientific methods and techniques of empirical knowledge (induction and deduction, analysis and synthesis, systemic and functional approaches, classification and systematization, observation and description, explanation and generalization) was used. In particular, the following was applied: the method of observation – to collect data on the use of information resources and features of communication in modern conditions; bibliographic method – to find the necessary sources of information; analytical-synthetic, comparative – to identify, on the basis of the collected empirical material, trends in the field of this problem; tabular – to visualize the collected data; method of content analysis – to study the dynamics of information consumption from different types of media; method of typological analysis – to differentiate the array of collected information on key trends in the functioning of the modern information space in Ukraine; inductive and deductive – to generalize and systematize conclusions.

3 Results and Discussion

A component of the modern information space represents information resources of various affiliations and forms of ownership that have consumer value, namely: political, economic, scientific, educational, socio-cultural, defense, market, historical, information, and more. At the same time, electronic information resources have become extremely important at the present stage.

Connecting to the Internet allows the user to work with information resources of various types, including Internet services – special software that most effectively serves specialized information requests of the user. The most popular ones among users are the following:

- Information retrieval based on the domain name system (DNS service), which ensures the availability of information;
- E-mail, which is used to exchange messages between users on the network;
- Chat (Internet Relay Chat), designed to support real-time text communication;
- Teleconferencing, videoconferencing, or newsgroups that provide the ability to collectively exchange messages in real time or in deferred interaction;
- File exchange, designed to work with archives in which storage and transfer of files of various types is carried out;
- Remote control of the computer, intended for communication and control of computers in the network;
- World Wide Web – hypertext hypermedia system designed to integrate different network resources into a single information space;
- Web 2.0 service, which provides each Internet user with the opportunity to work collaboratively with information resources of any modality (for example: Wikipedia – a free multilingual encyclopedia; Google Maps; Flickr –online photo album; del.icio.us – online bookmarking service; Netvibes – personal desktop; Digg.com – news resource; Pligg – Web 2.0 CMS; Quintura – visual search engine with intuitive map of tips; Live Journal – blogging service; Youtube – video service; MySpace – site of online communities; Last.fm – music community; Ucoz – web service for creating sites). Thus, in frames of Web 2.0, the Internet is perceived primarily as a means of communication, its objects are media services, blogs, social networks, and the subjects – partners;
- Web 3.0 service – a software system designed to support computer-computer interaction over the Internet, a

relatively new technology for creating and maintaining Internet applications;

- Streaming multimedia – services provided by computer software based on generally accepted standard technological solutions.

In addition to standardized services, the Internet constantly appears and offers the user a variety of non-standard software created by various commercial companies specializing in software and individual non-profit associations of programmers who often work at universities. Such resources include the great success of interpersonal communication programs, which implies various messenger programs such as ICQ, Internet, audio, video telephony (in particular, Skype and distance learning – Learning Management System, Blackboard, WebCT, Moodle and others).

For a long time, web conferences, as a means of communication, were actively used asynchronously for seminars, meetings, symposia, and other events, as they allowed participants to take part in the presentation and discussion of reports and messages while remaining at their workplace. As this type of Internet communication proved to be effective in business communication, in the late 1990s software tools for synchronous Internet conferencing were developed, which made it possible to exchange messages in real time [15, p. 167].

Today, video conferencing is mostly used as a means of rapid decision-making, in emergencies to reduce travel costs in geographically distributed organizations, as well as one of the elements of distance learning technologies. The most popular ones among Ukrainian audiences are such information resources for network communication as:

Google Meet [8]. A resource that allows about 250 participants to join at the same time; it provides the ability to join the conference from smartphones (Android, Apple), installing the appropriate program; it is convenient for organizing meetings and communication; has a general chat and the function of showing a screen or a separate program; provides a web conferencing scheduling feature in Google Calendar and the ability to save.

Microsoft® Teams [9]. It allows about 10,000 participants to join at the same time; provides the ability to join the conference from smartphones (Android, Apple), installing the appropriate program; convenient for meetings, communication, organization of joint educational and managerial activities; Users need to have an Office 365 account or use a Web application.

Zoom [11]. The free version, the conference can be attended by up to 100 participants (one conference can last up to 40 minutes); it is possible to join the conference from smartphones (Android, Apple), installing the appropriate program; information resource is convenient for organizing meetings and communication; it is possible to connect via the link; it has general and individual chats; it enables demonstration of one or more screens or a separate program, planning and recording is provided;

Skype. It works on Windows, Mac, Linux platforms; provides the opportunity to join the conference from smartphones (Android, Apple), installing the appropriate program; convenient for organizing meetings, communication; one can join the link; there are general and individual chats; it is possible to conduct polls, show the screen or individual programs, show several screens at the same time; plan and record [10].

In addition, network communication resources such as CISCO Webex [7] and Adobe Connect [6] are widely used in the business environment. These are professional platforms for organizing web conferences and webinars of CISCO and Adobe; which provide the opportunity to join open webinars on their platform and organize their own events for the whole community.

Webinars represent a subtype of teleconferencing used in cases where the speaker's speech is mostly one-sided and requires minimal feedback from the audience (i.e., it is actually a technologically enriched analogue of information interaction between the lecturer and the audience listening to him). However, webinars can also be joint – when both the lecturer and the audience are active – in this case, they include elements of voting and polls, which provides a fuller interaction between the audience and the speaker [17].

Online web conferences and webinars conducted on the basis of special software provide their participants with certain opportunities for information interaction (used in combination or separately). In particular, these are:

- Demonstration of slide presentations;
- Voice commentary to the slide presentation;
- Text chat;
- Sharing a computer screen or individual software applications;
- Shared access to the interactive whiteboard;
- Real-time video communication;
- Audio communication via computer in real time using headphones or speakers;
- Synchronous browsing of web pages;
- Monitoring the presence of participants;
- Certain types of feedback (e.g., surveys or evaluations of webinar participants);
- Recording (saving to a file) web conference [18].

Another resource for online communication is a blog – an online journal, or online diary, an online diary of events. This is a personal website, the main content of which consists of recordings, images or multimedia, which are regularly added by the author. The emergence of the Web 2.0 phenomenon is associated with the emergence of blogging technologies. At the same time, blogs have a high level of innovation potential, especially in educational activities, as well as in the field of marketing and advertising.

The main features of the blog as one of the most common computer network information genres are the following:

- Publicity – the blog contains information that the author wants to publish, to attract the attention of the audience;
- Interactivity and openness to comment by any reader, the ability to receive feedback from commentators and readers;
- Fixed authorship – the ability to purposefully shape image of the author or create own brand of specialist in any field;
- Information polyphony – the ability to combine the content of several author's blogs on one page, to compare different author positions and different views on issues discussed in the blog [20].

One of the world's best-known blogging platforms is the Livejournal platform. One of the most popular platforms for free blog hosting is provided by Google's Blogger service (blogger.com).

A subtype of blogging is a tweet in which the length of published messages is limited to 140 characters, and audio blogging – podcasting – the process of creating and distributing audio or video files (podcasts) in the style of radio and television programs on the Internet. A podcast is either a single audio file or a regularly updated series of such files published on a single Internet resource, with the ability to subscribe and comment on published information.

Along with audio podcasts, some types of video podcasts have recently become increasingly popular. In particular, these include the online service VoiceThread, which provides communication in the “cloud” (voicethread.com).

Thus, scientific and technological progress has led to the emergence of new ways of transmitting information: verbal means have been replaced by audiovisual. The basic streams of information are those that are delivered at high speed, easily

typed in the subconscious. There is a focus on the perception of visual and sound images, which leads to a decrease in reflexive perception.

At the same time, the most common source of information about events in Ukraine and the world for Ukrainians remains the traditional media, namely national TV channels. The share of Ukrainian television viewers, according to a survey conducted by the Razumkov Center, although decreased in 2021 compared to previous years, but still occupies a leading position and is almost 67% (Table 1).

Table 1: Sources of information (in %)

| Source of information | 2021 (Razumkov Center) | 2020 (Razumkov Center) | 2019 (KIIS) |
|--|------------------------------|------------------------------|----------------|
| Ukrainian television (national channels) | 66.6 | 75.0 | 74.0 |
| Social networks | 44.4 | 44.1 | 23.5 |
| Ukrainian online media | 28.5 | 26.9 | 27.5 |
| Relatives, friends, neighbors, colleagues, acquaintances | 28.1 | 23.4 | 10.6 |
| Messengers (Viber, Telegram, WhatsApp, etc.) | 16.4 | 11.4 | - |

Source: [5].

Most often, Ukrainians watch TV channels whose program combines newscasts with entertainment content. The most popular of them are 1+1 (43%), Ukraine (34%), STB (32%) and ICTV (31%). Less than 10% of viewers prefer TV channels, which show mostly news and political programs. However, the share of the audience of some TV channels in 2021 compared to 2020 due to distrust, unreliability and biased news has decreased. National TV channels lost the trust of viewers the most. The most significant drop in the number of fans affected ICTV (-6%) and "24" channels (-6%), slightly less lost the TV channel "Ukraine" (-4%), 1+1 (-4%) and Inter (-3%). The only TV channel that showed an increase during this period was UA: First (+5%) [5].

The main change in the media market of news in Ukraine in 2021 was the closure of several TV channels: ZIK, NewsOne, 112. As a result, half of the viewers of these channels switched to others with the appropriate agenda (for example, the channel "Nash" ("Our")), but the other half increased the time of consumption of other media resources, such as social networks and Internet sites [2].

As a result, the share of active Internet users is growing every year. According to monitoring studies, in 2021 their number was 82%; in addition, among young people aged 18-35 years, 97% use the network daily [21].

There is not only an increase in the share of consumers who learn news from the Internet, and a decrease in the share of those who use television for this, but also a decrease in the number of those who use both sources simultaneously. Thus, in 2021, consumers of news in online media and social networks who do not watch news on TV accounted for 49% of the audience [2].

In general, we can note the continuation of the current trend of moving away from traditional media and increasing the consumption of news from the Internet and social networks / messengers. The vast majority of Ukrainians (56%) choose Facebook for information, which for several years in a row ranks first in the ranking of social networks. Facebook is used as a news feed, the initial acquaintance with current news. An important feature of the network is the comments, which allows users to learn additional information, see the general background of the audience's attitude to the message and have a tool to check the news for objectivity. Among the shortcomings, users note the appearance of information with significant delays, difficulty in management, a lot of advertising and unreliable news.

The second place is occupied by Instagram (25% of users in 2021), which continues to be a "youth" social network, although the target audience with an average age of 30-40 is gaining popularity. The social network is used by consumers for

entertainment content, as well as to receive news, mostly at the local level.

The third place in the ranking is occupied by Viber (almost 24% of users in 2021), the main supporters of the network remains the audience of 39+ [21] (Table 2).

Table 2: Rating of social networks used by Ukrainians to receive news (in %)

| | 2021 (Razumkov Center) | 2020 (Razumkov Center) | 2019 (KIIS) |
|-------------------------------|------------------------------|------------------------------|----------------|
| Facebook | 56.1 | 58.2 | 74.2 |
| Instagram | 24.9 | 24.8 | 33.5 |
| Viber | 23.6 | - | - |
| Do not use social networks | 28.0 | 34.1 | - |
| Telegram-channels | 13.3 | 8.5 | - |
| TikTok | 8.7 | - | - |
| Twitter | 5.7 | 7.8 | 7.2 |
| LinkedIn | 1.0 | 2.2 | 1.9 |
| Other | 1.3 | 2.9 | 1.5 |

Source: [5].

As an alternative to television, Ukrainians have become more active in using YouTube and Telegram. Users perceive YouTube as a social network and use it to search for video confirmations of news of interest. However, the use of YouTube is often frustrating because it requires a lot of attention when choosing / searching for video and takes a lot of time due to the timing of videos on this platform.

The audience of Telegram channel users has increased, using this platform mainly to receive local news (20%), information about community life (19%), political events (20%), economic situation (16%), health care (15%) and from thematic areas of interest (18%). Significantly increased is the interest in channels that cover local news (+8%) and the economic situation (+6%). At the same time, there was a slight decline in interest in Telegram channels specializing in health (-7%), tourism and travel (-6%), education and self-development (-9%), as well as humor (-9%). City/local telegram channels are gaining popularity, news from which one can directly check independently or news from which can have an impact on life in the city [21].

Today, social networks occupy a dominant place in the information field of both the average citizen and public authorities. In the network, everyone not only exercises his constitutional right to freedom of speech, but also interacts with the state and receives information from it. Social networks represent a quality platform for communication between public authorities and citizens, which includes the disclosure of important information.

The society monitors numerous posts of public figures on social networks every day, and the verification mark next to the surnames in some way symbolizes the authenticity of the information published. However, not all such posts can be considered official sources of public information.

The Law of Ukraine "On Access to Public Information" stipulates that public information is information recorded on any media, which was obtained or created in the process of performing their duties by subjects of power or which is in the possession of public information managers [12].

According to the same Law, managers of public information can be:

- Subjects of power – public authorities, other state bodies, local governments, authorities of the Autonomous Republic of Crimea, other entities that perform government management functions in accordance with the law and whose decisions are binding;
- Legal entities financed from the state, local budgets, the budget of the Autonomous Republic of Crimea – regarding information on the use of budget funds;
- Persons, if they perform delegated powers of subjects of power in accordance with the law or contract, including the

provision of educational, health, social or other public services – in relation to information related to the performance of their duties;

- Economic entities that hold a dominant position in the market or are endowed with special or exclusive rights, or are natural monopolies, – regarding information on the conditions of supply of goods, services and prices [12].

One of the main responsibilities of public information managers is to ensure access to information through its systematic and prompt disclosure:

- In official printed publications;
- On official websites on the Internet;
- On the only state web portal of open data;
- On information stands;
- In any other way [12].

All information must be accurate, precise and complete; if necessary, administrators are obliged to check the correctness and objectivity of the information provided and update the published information.

With regard to social networks, although it is not the responsibility of administrators to publish public information on social networks, sometimes their use is the best way to exercise the right of access to information.

Thus, officials of public authorities cannot perform the duties of information managers, including responsibilities for accounting and disclosure of public information, and accordingly, their personal posts on the network are not public information. However, they can communicate on social media as public figures. For example, the President of Ukraine – Volodymyr Zelensky, who, according to Ukrainian law, is a national public figure, is marked on Facebook only as a public figure. Despite the official video appeals and the large audience of subscribers, numbering almost 3 million people, there is no mention on his page that he is the President of Ukraine [1]. In accordance with the Regulations on the Office of the President of Ukraine, the coverage of the President's activities and presentation of his official position to the media is carried out by the press secretary.

Despite the lack of legal mechanisms in Ukraine to regulate social networks and relevant public policy in this area, posts on social networks such as Facebook can be considered a source of public information if the following requirements are met:

- The information contained in the letter corresponds to the definition of public one;
- The letter was made by a state body – administrator of public information, not a public person;
- The post is made from the official, verified page of the state body;
- Such information is pre-published on the authority's website and/or on the state open data web portal.

With the beginning of Russia's full-scale war against Ukraine, the issue of communication on social networks has become even more relevant. The official sources and channels of state authorities have become key sources of operational news for the population, as the danger of spreading misinformation and fakes on government social networks has been minimized. In addition, they are usually concise, which saves time for acquaintance [16].

In order for Ukrainians to receive reliable information, an official Telegram channel of the head of the regional state administration has been created in each region (*oblast*), where current news is posted daily.

Therefore, in modern realities, social networks, as a source of information, have a significant level of trust of the Ukrainian audience and play an important role in establishing interaction between the government and the public. The use of social networks in such interaction is based primarily on the responsibility of all active actors and is aimed at establishing

effective communication and making transparent and collegial management decisions. Citizens develop a sense of involvement in socio-political processes, participation in the creation of political, economic, and socio-cultural strategies in the state. In this context, social networks act as a tool for the socialization of the Ukrainian nation and the involvement of society in state-building processes.

Radio and print media remain among the sources of news. Moreover, while the consumption of radio news is mostly through national all-Ukrainian channels, the audience of printed publications prefers the regional press over the national one (Table 3).

Table 3: Dynamics of consumption of different types of media (in %)

| | 2021 | 2020 | 2019 |
|----------------------|------|------|------|
| Radio | | | |
| Regional channels | 31 | 27 | 22 |
| Nationwide | 76 | 82 | 91 |
| Foreign | 6 | 6 | 2 |
| Printed publications | | | |
| Regional channels | 57 | 67 | 65 |
| Nationwide | 54 | 45 | 56 |
| Foreign | 7 | 7 | 2 |

Source: [2].

According to a study by InMind commissioned by the international organization Internews in 2021, the most popular among consumers were such radio stations as: Autoradio (24%), Lux FM (23%), Hit FM (22%), Friday (17%), Ukrainian Radio (16%), Chanson (16%), Nashe Radio (15%), and others [2].

Among the national print media used by consumers to receive news, such newspapers as Arguments and Facts (32%), News (15%), Boulevard (15%), Express (13%), and others have the most number of followers [2].

In general, in 2021, against the background of declining public confidence in regional online media due to unreliability and bias of news, there was a slight restoration of trust in national and regional radio and newspapers.

When choosing the media as a source of information, most Ukrainians say that they pay attention to the interest of materials (57%), impartiality of information (38%), efficiency of coverage (38%), ease of information (33%) and closeness of views (29%). Markers of media transparency, such as information about the owner and sources of funding, significantly influence the choice of less than 5% of Ukrainians [5].

The main remaining search schemes on the Internet are the following:

- Reading news on aggregator websites (such as ukr.net, UNIAN): information consumers are attracted by the convenient news headline – in fact, they read the headlines and choose the ones that really interest them, rarely paying attention to the source of information;
- Search for news on the search site by keywords and/or by categories (“latest news”, etc.) – one of the main methods of assessing the prevalence of news, which is a step to verify the news for veracity;
- Viewing favorite sites through “bookmarks” in the browser – is less common and only among young people.

According to a USAID-Internews media consumption survey in 2021, Ukraine has seen a downward trend in news consumption from all sources, as audiences have become overwhelmed with negative information, pay more attention to the source of news (35%) and present different points of view (32%); increasingly less consumers are inclined to trust the so-called “favorite” media (20%). The main requirements that Ukrainians make to the news are reliability and completeness. Compared to 2019, the number of those who consider accuracy to be the most important criterion has significantly increased [21] (Table 4).

Table 4: TOP-6 most important requirements of the Ukrainian media audience for news (in %)

| | 2019 | 2020 |
|--|------|------|
| Trustfulness | 22 | 27 |
| Completeness | 22 | 22 |
| Precision | 11 | 17 |
| Efficiency | 11 | 9 |
| Respect for the private life of citizens | 6 | 7 |
| Media independence | 10 | 7 |

Source: [21].

By capturing instantaneous events and not burdening themselves with questions about their essence and meaning, consumers of information stop thinking critically, easily follow the crowd and trust the propaganda [4].

The danger is the development of clip thinking, which leads to mass syndrome, attention deficit, loss of desire to acquire new knowledge and analyze information from various sources. As a result, disinformation becomes streaming, which shapes public opinion, adjusting the consumer to a favorable course for the "customer" and transforms consciousness.

The Cambridge Dictionary calls misinformation "false information that is disseminated in order to mislead people". In the Joint Declaration on Freedom of Expression, "fake news", misinformation and propaganda, representatives of the UN, OSCE and other organizations said that most misinformation is aimed at deceiving people and preventing them from knowing, receiving, seeking and disseminating information. The Special Rapporteur on the Promotion and Protection of the Right to Freedom of Thought and Freedom of Expression (UN), in his report of 13 April 2021, summarized the concept of misinformation as "false information deliberately disseminated with the aim of causing serious social harm". The EU Code of Practice on Countering Disinformation states that misinformation aims at economic benefits for the disseminator [19].

Therefore, the key feature of misinformation that distinguishes this phenomenon from ordinary unreliable information is the intention to create it. That is, misinformation is false, misleading, manipulative information created intentionally for economic, political, or other gain.

The results of a nationwide survey commissioned by the Ilko Kucheriv Democratic Detectors Foundation together with the Razumkov Center's sociological service from December 17 to 22, 2021, show that there is no unanimity among Ukrainians in the answer to question what is more important – freedom of speech or state protection from misinformation: 41% believe that freedom of speech is more important, 42% – protection of the state, 17% are undecided. As for disinformation, a quarter is in favor of the state legislating the work of those who may spread disinformation.

77% of the Ukrainian audience is aware of the existence of misinformation in the media, but most of those who know about its existence do not think that the problem is relevant (58%) [21]. At the same time, 23% believe it is necessary for the state to prosecute disinformers by law. 21% of Ukrainians are ready to support the state in the fight against misinformation if the state focuses its efforts on fixing misinformation and debunking it. It should be noted that when respondents were asked only about methods of combating misinformation, only 9% said that the state should not resort to any targeted actions, as this could impair freedom of speech [5].

Misinformation is spread in the same way as any other information: via television, radio, the Internet, printed materials (both media and brochures, booklets, etc.).

Among the forms of disinformation, text, video content, audio content can be distinguished, and among the methods – coordinated inauthentic behavior, targeting, and more.

Misinformation in the form of text is the easiest to create, because almost anyone can write and distribute the text. No professional editing or design skills are required to create a

manipulative text message. Most publications on Facebook, Telegram, on the websites of online publications, in printed materials are textual.

Video content has also become much simpler than before. If earlier video needed expression only on television or in cinemas, which required time and money to create it, now video blogging at the simplest level does not need it; it is enough to have a smartphone and Internet access.

Of course, with the growing competition in the video content market, bloggers are also investing much more in their product to attract more users. At the same time, even the simplest video blogs can become popular and dangerous in the context of misinformation.

Audio content is used in oral speaking, on the radio, in podcasts, word of mouth. The historical context shows that audio disinformation was a great success in Nazi Germany thanks to the oratory of Adolf Hitler. Among people who use the Internet little or do not check what they hear, disinformation messages can spread in the form of rumors from neighbors, colleagues, passengers in transport.

One of the most modern forms of misinformation is the so-called deepfakes. These are fake audiovisual recordings created with the help of artificial intelligence, in which the replacement of visual and audio content can create the illusion of reality. Thus, with the help of deepfakes one can discredit celebrities, blackmail, attribute to people not their words, etc. [19].

The most common methods used to create fake news are:

- "Clickbait", which is most often used in headlines, in order to attract attention and encourage users to click on a hyperlink or distribute content. Relevant punctuation marks, capital letters, words and expressions that evoke strong emotions, as well as the lack of specific information in the title (names, places);
- Republishing old news with reference to anonymous and unverified sources;
- Lack of factual information in the materials. Someone's opinions, conspiracy theories, low-quality journalism indicate that there are no facts on which the news should be based;
- References to for unnamed sources, such as unnamed officials, anonymous sources, political insiders;
- Lack of sources or use of unreliable sources;
- Fake sources. Completely fake site, forum, comments in which an anonymous user acts as an insider, an eyewitness to an event;
- Use of fake images, incorrectly signed or fake videos [13].

The First Draft News project, which counteracts the spread of inaccurate information and misinformation online, offers its typology of fake news:

- Satire or parody, when there is no intention to cause harm, but there is a goal to level the essence of the news;
- Deceptive content that is used to portray an event or person in the desired light;
- Content using unnamed, anonymous sources;
- Fabricated content, 100% fake;
- False links when the title or image is not related to the content.
- False context through which authentic content is distorted;
- Distorted content, when true information or images are distorted to mislead [14].

Printed materials are still one of the sources of information. A significant advantage of spreading misinformation in printed materials is, in particular, that they are often distributed free of charge or at a low price in crowded places. Thus, it is easy to spread the message among the poor, people of retirement age, young children, who tend not to give up color free printed materials.

Radio and direct communication through personal connections remain a source of disinformation. 28% of Ukrainians in the survey say they learn about current news from relatives, friends, and acquaintances [5].

At the same time, Ukrainian consumers of information note the growing skeptical perception of the news feed given the contradictory news, which requires additional efforts to verify the information. The most popular fact-checking strategies are searching for information in alternative sources (40%); thinking about who benefits from this way of interpreting events (32%); perception of such information as one of the possible versions of events (24%) [5] (Table 5).

Table 5: Fact-checking strategies (in %)

| | 2021 (Razumkov Center) | 2020 (Razumkov Center) |
|---|---------------------------|---------------------------|
| I'm trying to find out more about the owner of this media, the author of the post | 8.8 | 8.2 |
| I look for information in other sources to check the message | 40.1 | 41.0 |
| I turn to organizations that verify the facts | 5.7 | 2.9 |
| I think about who benefits from this interpretation of events | 31.5 | 29.3 |
| I perceive this information as one of the possible versions of events | 24.1 | 22.7 |
| I unsubscribe from the page of the author of such messages | 9.3 | 6.5 |
| Other | 3.0 | 2.0 |
| Difficult to answer | 17.1 | 24.7 |

Source: [5].

The main factors influencing distrust of the media are the following:

- Diverse, often contradictory information on the channels that information consumers trust: the coverage of alternative opinions is perceived as the presentation of false information, which leads to loss of trust;
- The presence of refutations, clarifications, new details to the news that are reported / exposed later – all this in the eyes of consumers is perceived as an attempt at manipulation and reduces confidence in the resource;
- Lack of references to facts presented in the news, or sources do not appear to be objective.

The NGO Detector Media has published a report on the results of the Ukrainian Media Literacy Index based on a quantitative survey conducted by the research agency Info Sapiens in late December 2020 – early January 2021. In particular, its results show that 15% of Ukrainians have a low level of information culture (media literacy), a third (33%) – below average, 44% of the audience is at above average level of information culture and 8% – at high. In addition, the level of media literacy depends on gender, age, and level of education. The share of men with a high level of information culture is twice as high as among women (11% vs 6%). The high level of information culture among young people aged 18–25 (due to digital competence) and low among the older age group 56–65 is quite predictable.

The lower the educational status, the lower the level of information culture. Thus, among respondents with general secondary education, the share of people with low and below average rates is 63%, and among those with full/incomplete higher education - only 30%. The results of the study showed a relationship between the type of settlement and the level of information culture: the lowest level is observed in rural residents, the highest – in cities with a population of over 500 thousand. Regarding regional differences, the highest level of information culture is in the northern region, and the lowest – in the south. The shares of people with below average and low rates, respectively, are 41% and 58%. The biggest differences in the level of information culture are observed between respondents with different financial status. In particular, the higher the level of well-being, the higher the level of information culture [3].

Thus, almost 15% of Ukrainian audiences are at risk of perceiving misinformation and lack fact-checking skills, especially among older consumers of information who live in rural areas and have not received higher education. That is why it is necessary to implement the state policy on the formation of information culture of the population.

In general, the following conditions are required to identify misinformation and its sources of origin:

Search for news through search sites – if many media write about this news, it is reliable;

- The presence of the original source;
- Subjective assessment of the headline / news feed;
- View comments, search for refutation of news in them.
- Conduct regular monitoring of as many sources of information as possible, comparing the obtained data;
- Distinguish between facts and opinions;
- Take into account whether the informant is able by his status to have access to the published facts;
- Take into account the subjective characteristics of the source;
- Remember that misinformation that one assumes or wants to hear is especially easy to perceive;
- Analyze the situation in order to identify stakeholders in the dissemination of misinformation.

Therefore, data obtained from different sources of information can be useful only after they are subjected to the necessary analysis and the most accurate interpretation. The information used by the consumer must, above all, be reliable and of good quality.

4 Conclusion

With the rapid development of information technology, especially the Internet, people are becoming increasingly dependent on the information that surrounds them. Intensive development of information resources has significantly increased their role in the system of information exchanges of Ukrainian society.

According to research in recent years, the most common source of information for Ukrainians remains traditional media, including national TV channels. Next on the list are social networks, messengers, personal connections, radio, and newspapers. The most popular platform for receiving news remains Facebook, the second place is occupied by Instagram, the third one is Viber. Consumers prefer online services and news services – Google, ukr.net. The most influential TV channel remains 1+1, the most popular radio – Autoradio, the newspaper – Arguments and Facts. Most often Ukrainians use several types of media. If they use only one source to receive news, it is usually either social media or television.

Currently in Ukraine the process of involving public authorities in social networks and forming their own style of communicative interaction with individual citizens and society continues. At the same time, in the modern information space of Ukraine, disinformation becomes a stream, which forms public opinion, adjusting the consumer to a favorable course for the 'customer' and transforms consciousness. Misinformation is spread in the same way as any other information, through television, radio, the Internet, printed materials (both media and brochures, booklets, etc.). Among the forms of its distribution, text, video content, audio content are the most widely used, and among the methods – coordinated non-authentic behavior, targeting and deepfakes.

According to a USAID-Internews poll in 2021, Ukraine tended to reduce its consumption of news from all sources as its audience became oversaturated with negative information, paid more attention to the source of news and presented different points of view, and consumers became less inclined to trust so-called "favorite" media. The main requirements that Ukrainians make to the news are reliability and completeness. The most

popular fact-checking strategies are to search for information in alternative sources; thinking about who benefits from this interpretation of events, perception of such information as one of the possible versions of events.

Today in Ukraine there is an active phase of cyberwar, which is accompanied by the actual destruction of TV towers, phishing attacks on the media and individuals, the creation of a million-strong army of bots, an inexhaustible flow of fake news and propaganda appeals. Ukrainians were forced to learn to communicate quickly in the new realities of war and information danger. The country has formed new rules of communication in messengers and social networks, any public posts are now made with the understanding that they can be read by the enemy; "open" and "closed" topics for conversation appeared; the habit of carefully checking and critically evaluating the information received and disseminated is gradually being formed.

Understanding the role of forming new rules of communication and information culture in Ukrainian society is extremely important and requires further research.

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