

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

LI Longxiao

COUNTERING THE SPREAD OF FAKE NEWS ON SOCIAL MEDIA

Master's Thesis
ANNOTATION
Speciality 7-06-0321-02 Communications

Academic supervisor:
Irina I. Ekadumova
Doctor of Philosophy in Political Science,
Associate Professor

Minsk, 2024

ANNOTATION

Object of study is counteraction to fake news in social media.

Subject of study are patterns of neutralization of antisocial consequences of fake news in social media.

The aim of the study is to identify and characterize the most effective strategies for countering fake news.

Research methods: are general scientific methods (analysis, synthesis, induction, deduction, comparison, classification) as well as desktop research, case study.

The obtained results: fake news on social media is a problem mainly due to limited media literacy, engagement-focused algorithms, and financial motives. Fact-checking, media literacy education, and algorithmic adjustments are crucial strategies of countering fake news. Current approaches have limitations, requiring further research for more effective strategies.

The novelty of the obtained results: this paper deepens understanding of fake news on social media, offering insights to combat it, secure information, and maintain stability. It analyzes transmission patterns, causes, impacts, and strategies for countering fake news, fostering a healthy social media landscape.

Area of possible practical application: journalism and communication, public administration, political and information security, further academic research as well as educational process in the training of specialists in journalism, information and communication.

The structure of the master's thesis includes an introduction, three chapters, a conclusion, a list of references and two appendices.

The volume of the master's thesis is 64 pages. The work contains 3 figures, 54 sources.

The author confirms that the work has been carried out independently, and calculation and analytical material cited in it correctly and objectively reflects the state of the process being studied, and all theoretical, methodological provisions and concepts borrowed from literature and other sources are accompanied by references to their authors.

Keywords: fake news, social media, communication, dissemination of fake news, policy, regulation, fact-checking, network ecology.