

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
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**FALSE INFORMATION AND THE DECLINE OF TRUTH
IN NETWORK PUBLIC OPINION**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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ANNOTATION

The structure of the master's thesis includes three chapters. The first chapter provides an analysis of the current situation of online false information. The second chapter delves into the causes of online false information. The third chapter is dedicated to analyzing countermeasures to avoid the spread of online false information.

The master's thesis includes 65 pages, 22 illustrations, 1 table, and 50 sources used.

Keywords: false information, network communication, online public opinion, misinformation, regulation, digital media, social media, ethics, law.

The object of the research is the spread and impact of false information on the Internet.

The subject of the research is the causes, effects, and countermeasures of online false information in network public opinion.

The purpose of the master's thesis is to analyze the current situation, causes, and consequences of online false information, and to propose effective countermeasures to mitigate its spread and impact on public opinion.

In this study, a combination of methods was used. The analytical method was employed to examine the current situation of online false information, focusing on its characteristics and real-world examples. The causal method was applied to understand the reasons behind the spread of false information at various levels. Finally, the comparative method was used to analyze the effectiveness of countermeasures implemented in different contexts.

The master's thesis presents a thorough examination of online false information from multiple perspectives, exploring its causes at the producer, mechanism, and macro levels, and suggesting practical solutions at the ethical, regulatory, and receiver levels. This study contributes to the understanding of how false information affects public opinion and how network communication can be better regulated to ensure truthful information dissemination. It also provides insight into potential strategies that individuals, organizations, and governments can use to combat false information in the digital age.