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**SOCIAL TECHNOLOGIES FOR CONSTRUCTING DISCURSIVE
PRACTICES IN THE POST-TRUTH ERA**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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Minsk, 2025

ANNOTATION

Structure and scope of the master's thesis

The structure of the dissertation is subject to the logic of the study of the designated subject area, the solution of the tasks set in the work. The dissertation includes an introduction, a general description of the work, the main part consisting of three chapters, a conclusion and a list of references. The full volume of the dissertation research is 112 pages, of which 95 pages are the main text, 6 pages are the list of references (74 titles, 2 of which are in Chinese).

Keywords: post-truth era; social technology; algorithmic governance; generative artificial intelligence; discursive construction; platform capitalism; technological discourse ecosystems; public discourse, digital governance.

Summary text

The object of the research: the phenomenon of discursive practices and their role in the post-truth era.

The subject of the research: social and socio-information technologies for constructing discursive practices in the context of digital transformation of modern society

The purpose of the research: the aim of the work is to carry out a comprehensive analysis of the essence of social reality formed under the influence of modern means of communication and new media, the peculiarity of which is the coexistence of many discourses and social practices based on them. This problem acquires particular relevance in connection with the emergence of the phenomenon of post-truth as a social technology that gives priority to emotions and personal beliefs than to objective facts and events.

Methods of research: general logical methods (analysis, synthesis, induction, deduction), comparative and cross-cultural analysis, quantitative and qualitative analysis, statistical methods, discourse analysis, system-activity approach.

The results of the work and their novelty:

As a result of the conducted research, the following conclusions and theoretical positions were formulated.

1. Sentiment-weighted algorithms significantly boost the visibility of inflammatory content (e.g., “angry” posts on TikTok are 237% more likely to be recommended than neutral content).

2. User resistance strategies, such as dialect homophones and AI-generated circumvention techniques, are increasingly prevalent in response to platform controls.

3. Cross-platform synergies increase the reach and impact of false information, with crypto platforms acting as incubators, TikTok as a sentiment amplifier, and Twitter as a viral accelerator.

4. Generative AI tools like GPT-4 have fueled the “synthetic truth” phenomenon, with 72% of AI-generated content deemed credible by human readers despite inherent cultural biases.

This study is innovative in that it fuses computational and ethnographic methods to capture the dynamic interplay between technology and discourse.

Key innovations include:

1. Developing a “technology-discourse ecosystem” model that explains the recursive interactions between algorithms, users, and capital.

2. Introducing an algorithmic transparency index and AI content detection tools as practical governance solutions.

3. Applying digital ethnography to study crypto communities provides unique insights into user resistance strategies.

Authenticity of the materials and results of the master's thesis.

The dissertation is an independent scientific study, the sources and materials used are reliable, the conclusions obtained as a result of the study are substantiated and correspond to the modern level of development of science and the social sphere.

Recommendations on the usage

The results of the study can be applied in the following areas:

1. IT sector: development and management of specialized platforms for creating media content and distributing it in the public space of society.

2. Education: development of educational programs and special courses to improve the digital literacy of students and develop critical thinking skills in the post-truth era.

3. Social sphere: development of rules for the use of generative artificial intelligence technologies and neural interfaces to ensure information and humanitarian security.