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**INFORMATION IMPACT ON PUBLIC OPINION: THE EFFECT  
OF THE «SPIRAL OF SILENCE» IN THE DIGITAL AGE**

Master's Thesis

ANNOTATION

Speciality 7-06-0321-02 Communications

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Minsk, 2025

## ANNOTATION

The structure of the master's thesis includes three chapters. The first chapter reveals the essence of the phenomenon of the spiral of silence, analyzes the influence of social networks on the increase of the spiral of silence, reveals the dependence of public opinion on the formed zones of silence. The second chapter identifies and analyzes the features of the manifestation of the «double spiral» and «reverse spiral» in the process of social communication. The third chapter is devoted to the analysis of the problem of minimizing the negative impact of the spiral of silence on public opinion. Specific ways of its solution are proposed as the main results.

Master's thesis includes 79 pages, 76 used sources.

*Keywords: spiral of silence, digital age, public opinion, social media, double spiral, reverse spiral.*

Object is informational impact on public opinion.

Subject is the phenomenon of the spiral of silence spiral of silence and its informational impact on public opinion in the digital age.

The purpose of the master's thesis is to reveal the essence of the phenomenon of the spiral of silence and analyze its impact on social communications and public opinion in the digital age to reveal the essence of the phenomenon of the spiral of silence and analyze its impact on social communications and public opinion in the digital age.

This study used the systematic method, analytical literature review, case study analysis, and content analysis of social media platforms.

The master's thesis reveals the essence of the phenomenon of the spiral of silence and the specifics of its manifestation in the digital environment. The classification of the main types of the spiral of silence: classical, double and reverse is carried out, the peculiarities of their manifestation in social networks are revealed. The factors influencing the formation and reforming of spirals of silence are revealed. The specificity of the informational influence of the spiral of silence on communication processes is determined. The results of the study show that echo chambers and filter bubbles enhance the effect of the spiral of silence. Mechanisms for leveling the negative impact of the spiral of silence in the process of social communications are proposed.