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Информационное недоверие и журналистские стратегии противодействия фейкам и deepfake-контенту

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Аннотация. ***Введение.*** В цифровой медиасреде фиксируется устойчивый рост информационного недоверия, связанный с ускоренным распространением фейковых новостей и синтетического deepfake-контента. Современные технологии генерации медиаматериалов радикально усложнили процедуры верификации и усилили скептическое восприятие новостных сообщений аудиторией. В условиях фрагментации информационных потоков и алгоритмической дистрибуции контента традиционные механизмы журналистского контроля испытывают структурные ограничения, что требует переосмысления профессиональных стратегий противодействия дезинформации. ***Цель.*** Провести аналитическое исследование феномена информационного недоверия и систематизировать журналистские стратегии противодействия фейкам и deepfake-контенту с учётом технологических, институциональных и образовательных факторов. ***Материалы и методы.*** В работе использованы материалы международных исследовательских отчётов, статистические данные социологических опросов, публикации профильных медиаорганизаций и аналитические обзоры, посвящённые дезинформации и медиадоверию. Методологическая база опирается на сравнительный анализ, критический обзор литературы, систематизацию эмпирических данных и интерпретацию статистических показателей, отражающих динамику доверия аудитории и эффективность применяемых практик. ***Результаты и обсуждение.*** Установлено устойчивое снижение уровня доверия к новостным источникам на фоне роста осведомлённости аудитории о манипулятивных технологиях. Показано, что deepfake-контент усиливает эффект тотального сомнения, при котором под подозрение попадает даже профессионально подготовленная журналистская информация. Проанализированы практики фактчекинга, автоматизированного обнаружения синтетических материалов и превентивного информирования аудитории; выявлены их функциональные ограничения и потенциал при совместном применении. Отмечена значимость межредакционного сотрудничества и взаимодействия с технологическими платформами для сдерживания масштабных дезинформационных кампаний. ***Заключение.*** Представленное исследование демонстрирует, что противодействие информационному недоверию требует комплексного сочетания журналистских, технологических и образовательных мер. Системная интеграция фактчекинга, инструментов верификации и программ медиаграмотности способствует повышению устойчивости информационного пространства и снижению деструктивного влияния фейков и deepfake-контента. Полученные выводы расширяют аналитическое понимание трансформации доверия в цифровых медиа и представляют практическую ценность для редакционных стратегий и исследовательских разработок в сфере коммуникаций.

Ключевые слова: информационное недоверие, фейковые новости, deepfake-контент, фактчекинг, медиаграмотность, журналистские стратегии, дезинформация, автоматическое обнаружение, цифровая эпоха, доверие аудитории

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Research article

Information distrust and journalistic strategies for countering fakes and deepfake content

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Abstract. ***Introduction.*** In the digital media environment, there is a steady increase in information distrust associated with the accelerated spread of fake news and synthetic deepfake content. Modern media generation technologies have radically complicated verification procedures and increased the skeptical perception of news reports by the audience. In the context of fragmentation of information flows and algorithmic content distribution, traditional journalistic control mechanisms are experiencing structural limitations, which require a rethink of professional strategies to counter disinformation. ***Goal.*** To conduct an analytical study of the phenomenon of information distrust and systematize journalistic strategies for countering fakes and deepfake content, taking into account technological, institutional, and educational factors. ***Materials and methods.*** The work uses materials from international research reports, statistical data from opinion polls, publications from specialized media organizations, and analytical reviews on disinformation and media trust. The methodological framework is based on comparative analysis, a critical review of the literature, the systematization of empirical data, and the interpretation of statistical indicators reflecting the dynamics of audience trust and the effectiveness of applied practices. ***Results and discussion.*** A steady decrease in the level of trust in news sources has been established against the background of increasing audience awareness of manipulative technologies. It is shown that deepfake content enhances the effect of total doubt, in which even professionally prepared journalistic information falls under suspicion. The practices of fact-checking, automated detection of synthetic materials, and preventive audience awareness are analyzed; their functional limitations and potential when used together are revealed. The importance of inter-editorial cooperation and interaction with technological platforms to deter large-scale disinformation campaigns was noted. ***Conclusion.*** The presented research demonstrates that countering information distrust requires a comprehensive combination of journalistic, technological, and educational measures. The system integration of fact-checking, verification tools, and media literacy programs helps to increase the stability of the information space and reduce the destructive impact of fakes and deepfake content. The findings expand the analytical understanding of the transformation of trust in digital media and are of practical value for editorial strategies and research developments in the field of communications.
Key words: information distrust, fake news, deepfake content, fact checking, media literacy, journalistic strategies, disinformation, automatic detection, digital age, audience trust

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Introduction. The modern information environment is experiencing a crisis of trust. A flood of unreliable information—from fake news to synthesized deepfake content—is undermining audiences' faith in the media. This topic is relevant because the widespread dissemination of disinformation threatens the quality of public information and democratic discourse. A phenomenon of "information distrust" is emerging, where consumers tend to doubt all messages, regardless of the source.

The aim of this study is to explore the scale of information distrust and analyze journalistic strategies aimed at countering fake information and deepfake content. To achieve this goal, the following objectives were addressed:

1) the manifestations of the crisis of trust in media in the digital age are characterized;

2) the main types of disinformation, including deepfake, and their impact on the audience are considered;

3) summarizes and evaluates the practices and tools used by journalism to verify facts and debunk false content;

4) Promising approaches to building trust were identified, including cooperation with technology platforms and improving media literacy among the population.

Materials and research methods. The study draws on a wide range of scientific publications, empirical observations, and statistical reports on disinformation generation technologies and detection methods. Securitymedia.org [1] described modern disinformation and deepfake content generation technologies; S. Anlen and R. Vázquez Llorante [2] studied algorithmic mechanisms for detecting deepfake in the electoral environment and identified the limitations of the tools; A. Majid [3] conducted a study on the perception of the credibility of journalistic materials and found a high degree of audience concern; Reuters [4] presented statistics on the decline in trust in traditional media and the growing popularity of TikTok news feeds; T. Sippy, F. Enock, J. Bright, and H. Margetts [5] assessed the level of concern about deepfake technologies and their impact on the information landscape; M. Stenciel, E. Ryan, and J. Luther [6] compared the dynamics of the spread of disinformation with the development of fact-checking institutions; M. Tulin, M. Hameleers, C. Talvitie, and C. de Vreese [7] examined journalistic countermeasure strategies in a changing media environment; K. Williams [8] offered a layman's guide to detecting synthetic content without deep technical skills. These contributions provided a rich body of empirical data and analytical insights to support argumentation.

The methodology is based on comparative analysis, a critical literature review, and a synthesis of statistical data from sociological studies. The work combines qualitative assessments of fact-checking practices and quantitative measurements of audience perceptions. The applied approach provided a systematic examination of information mistrust and the effectiveness of journalistic countermeasures.

Research results and their discussion. Analysis has shown that audience trust in news has declined significantly in recent years amid a surge in disinformation. According to global research, on average, only about 40% of consumers say they trust most news [4]. In comparison, less than a third of residents in some countries (for example, only 35% in the UK) express trust in media reports [3]. At the same time, the majority of the public is aware of the problem: approximately 56% of internet users are concerned about distinguishing truthful from fake news online [4]. Thus, more than half of consumers experience difficulty verifying the veracity of information, which defines the phenomenon of information distrust.

Deepfake technologies—methods for creating fake media content using artificial intelligence—have a particular impact on the growth of skepticism. Research has documented

near-universal public awareness of deepfake technologies: over 90% of respondents express concern about the spread of such technologies [5]. Importantly, 91.8% of respondents in one survey agreed that deepfake content increases distrust in information and is capable of manipulating public opinion [5]. Thus, the emergence of plausible fake videos and audio recordings further exacerbates the crisis of trust. Indeed, new generations of fakes are becoming virtually indistinguishable from reality, leading to reputational crises, market panic, and a general "erosion of trust" in the media. Experts note that generative AI and deepfakes have radically increased the credibility of disinformation: these are no longer crude sensationalist hoaxes, but texts, images, and videos carefully stylized to resemble genuine news, often distributed through online bots and anonymous messaging channels [1]. As a result, consumers are beginning to a priori doubt any information they receive. This is also confirmed by the sociological background: public opinion is increasingly characterized by distrust of official reports, a sense of informational uncertainty, and the expectation of a catch.

Meanwhile, the journalistic community and the news industry have developed a number of strategies to counter the influx of fake news and gradually restore trust [7]. The media sphere's key response is fact-checking (Table 1).

Table 1. Fact-checking (compiled by the author based on [6, 7])

Paragraph	Details
Tool of struggle	Fact-checking is a quick and efficient way to verify the veracity of information.
Projects in 2008	About ten professional initiatives
Projects in 2022	More than 420 initiatives in over a hundred countries
Organizational formats	Independent structures and divisions of major media outlets at the international and local levels
Main tasks	Promptly exposes false statements made by politicians, verifies viral news and other falsehoods
Significance for the industry	The expansion of the fact-checking network demonstrates the willingness of journalists to invest resources in restoring the credibility of the public information space.

In addition to the growth of fact-checking institutions, editorial offices are also implementing new technological tools to identify fake content. A class of specialized programs for the automatic detection of deepfake has emerged, ranging from video image analyzers to synthesized speech detectors (Table 2).

Table 2. Tools and limitations of automated deepfake detection (compiled by the author based on [8])

Paragraph	Details
Type of tools	Automatic video analysis and speech synthesis recognition
Examples of services	Deepware Scanner, InVid, Hive, and others
Reliability of algorithms	Algorithmic methods lag behind generative models; frequent false positives
Detector vulnerabilities	Adding noise or filters bypasses detection
Limitations of interpretation	The "70% synthetic content" label does not indicate which elements of the image have been modified.

The risks of blind trust	Excessive faith in AI reduces attentiveness and leads to erroneous decisions.
Test method	Frame-by-frame analysis, metadata verification, source search, and multiple checks with different detectors with critical analysis

A separate area of counteraction is preventative information and audience education (Table 3). Since a significant portion of disinformation is spread through social media and messaging apps, where journalistic oversight is limited, increasing media literacy has become an important task. Experts emphasize that, in the long term, audience education is no less important than technical filters [1].

Table 3. Preventive information and education of the audience (compiled by the author based on [1])

Measure	Description
Preventive information	Dissemination of recommendations for recognizing fakes on social networks and messengers
Improving media literacy among the population	Educational campaigns and guides designed to develop skills for critical evaluation of media content
Manuals and guides	Publications by international organizations (e.g., UNESCO's Handbook on Countering Fake News and Disinformation)
Contents of educational materials	Described methods of verifying information and recommendations for mastering fact-checking techniques
Editorial practices	Publication of exposés, fact-checking sections on websites, online Q&A forums on news reliability
Expected effect	Identifying false messages, developing critical thinking, and preventing information attacks

Finally, the collective efforts of the journalistic community and collaboration with other actors—tech companies, governments, and the scientific community—help effectively counter disinformation. In the 2020s, international alliances and projects emerged that pool the resources of various editorial offices to combat fake news (for example, IFCN – the International Fact-Checking Network). Some jurisdictions have created legal frameworks for such cooperation. A prime example is the EU's Digital Services Act (DSA), which, among other things, requires major online platforms to cooperate with reputable fact-checking organizations and increase the transparency of their algorithms [7]. This allows journalists and fact-checkers to more quickly identify widespread false narratives and flag questionable content for users. Globally, such initiatives reflect the understanding that restoring trust in information requires collaboration between the media industry, the IT sector, and society. Simply debunking every rumor is not enough; it is necessary to create an ecosystem in which disinformation has a reduced chance of spreading.

The results obtained paint a contradictory picture. On the one hand, trust in traditional media has declined significantly in recent years, as confirmed by both survey data and audience behavior. Information distrust has become a tangible social factor: a significant portion of society a priori doubts the veracity of news. This has been driven by objective factors: an avalanche of fake content in digital media, the politicization of the news agenda, examples of outright lies uncovered in the media, and, of course, the emergence of technologies like deepfakes, which literally blur the boundaries of reality. High-profile incidents regularly occur in which deepfakes are used to create false statements impersonating famous individuals or to disseminate staged events.

Although many of these cases are quickly exposed (for example, a deepfake video calling for the Ukrainian president to lay down arms was promptly debunked and removed from social media by users and official sources), their very existence undermines the overall atmosphere of trust. People begin to feel that "nothing can be trusted," that "everything is a lie," and as a result, even conscientious journalism comes under suspicion.

On the other hand, the journalistic community is not remaining passive – it is developing adaptive strategies, trying to restore lost trust or at least prevent its further decline. The expansion of fact-checking practices can be seen as a positive trend. The widespread creation of fact-checking departments in editorial offices, the emergence of independent fact-checking platforms, and international cooperation in this area have significantly increased the likelihood that false information will be identified and publicly refuted. According to the data presented, the growth of such projects was particularly intense in the 2010s, and there are now hundreds of them worldwide. This means that society has mechanisms for correcting post-truth: fake news is not ignored; it is exposed, often using striking visual comparisons of "fact vs. fiction" and widespread dissemination of the verification results. For example, when a resonant rumor or falsehood emerges, within literally 24 hours, leading media outlets and fact-checking websites publish materials analyzing and explaining what is true and what is fiction. Such a prompt response can partially neutralize the harm caused by disinformation.

However, it must be acknowledged that the effectiveness of fact-checking has its limits. Firstly, retractions don't always reach the entire audience that saw the original fake—especially in the context of algorithmic social media feeds, where corrections may simply not reach the user. Secondly, some audiences have developed a cynical view of the retractions themselves (as in, "everyone sticks to their own opinion"). Thirdly, the speed at which fake news spreads often outpaces the response of journalists. Therefore, while fact-checking is undoubtedly necessary and useful, it alone is not enough to fully restore trust.

Technical solutions, such as deepfake detection algorithms, are not yet a panacea. Research has shown that current detectors are too narrowly specialized and can fail when encountering new types of synthetic content. Moreover, attackers are beginning to deliberately adapt their fakes to known detection algorithms, turning the situation into a kind of race. Consequently, journalists cannot rely solely on software tools; they need a combination of technology, analytical skills, and common sense. The need for "proactive content authentication" is becoming increasingly prominent in professional discourse: that is, the implementation of standards in the media sphere whereby the original, reliable content is marked with special labels (digital watermarks, certificates of authenticity, etc.) [2].

Initiatives like these (such as the Content Authenticity Initiative, promoted by several major media outlets and tech companies) aim to enable users to verify whether an image or video has been edited and trace its chain of origin. While these technologies are still in development, they could significantly increase the transparency of information flows. Journalists are interested in implementing such solutions because they will make it easier for them to verify the authenticity of materials, especially visual ones, and thereby strengthen audience trust.

A key component of the problem under discussion is audience media literacy. Many researchers agree that, alongside efforts to combat content production and distribution, it's necessary to strengthen consumers' resilience to disinformation. If readers/viewers are equipped with basic fact-checking skills—they can find the original source of a news story, critically evaluate a headline, and recognize an emotionally charged tone or obvious contradiction—fake news loses its power. Therefore, media literacy training initiatives, courses for schoolchildren and students, and educational programs on television and online are an integral part of the strategy. Of course, the results of such efforts will not be immediately visible. However, in the long term, cultivating a critically thinking audience creates the foundation for a sustainable information space. One can draw an analogy with the immune system: media literacy is a kind of inoculation against the viruses of lies. Combined with journalistic "sanitary measures" (fact-

checking, filters, transparency), such an immune layer in society will significantly complicate the lives of disseminators of fake news.

Finally, journalism is rethinking its ethical and professional approaches to re-earn trust. Editorial boards are striving for greater openness with audiences: explaining their information-gathering methodology, disclosing data sources, and publicly acknowledging and correcting errors. This transparency and accountability are intended to demonstrate that quality media have nothing to hide and are committed to the truth. Some publications are introducing the practice of "news analysis"—in which a journalist, via video or podcast, explains in detail how a report was prepared, how facts were verified, etc. This increases audience trust by demonstrating the integrity of the process. Furthermore, the concept of "slow news" has emerged, contrasting it with the instantaneous flow of social media: such projects produce less frequently but offer deeply researched, verified materials, thereby restoring respect for the reliable word. All of this is part of a broader strategy to restore the media's reputation as a trustworthy institution.

To summarize the discussion, it's worth emphasizing: information distrust is a complex problem, and journalistic strategies must evolve to meet new challenges. Combating disinformation is not an episodic campaign, but an ongoing process that requires innovation, collaboration, and adaptability. As one analytical review aptly notes, in the battle between truth and fabrication, the winner will be the one who can adapt more quickly and anticipate the opponent's moves, not simply refute existing disinformation more effectively. Journalism, armed with both technology and traditional values of accuracy and integrity, plays a key role in this struggle.

Conclusion. The study found that in the digital age, media are facing an unprecedented crisis of trust caused by the spread of fake and deepfake information. The key findings can be summarized as follows. First, the level of informational mistrust is high: a significant portion of the audience doubts the veracity of news, a fact supported by statistical data (trust in news is around 40% or lower). This mistrust is exacerbated by the impact of new technologies: deepfake content is recognized as an additional threat, capable of undermining faith in the documentary nature of media. Second, journalism has developed a set of strategies to counter this threat. These include strengthening fact-checking (the creation of hundreds of fact-checking projects worldwide), the widespread adoption of content verification technologies (fake detectors, big data analysis), the promotion of initiatives to label reliable materials and alert audiences to potential fakes, and increased editorial transparency. Thirdly, special attention is paid to audience education: improving media literacy is recognized as a necessary condition in the fight against disinformation, along with technical and journalistic measures.

The scientific and practical significance of the obtained results lies in their confirmation that the crisis of trust in information has objective causes, but it is not fatal. Journalistic strategies adapted to the new conditions can curb the spread of falsehoods and gradually restore trust. The scientific value of the work lies in its comprehensive examination of the phenomenon of information mistrust – both from its social manifestations and through the prism of the media industry's responses. Its practical significance lies in the generalization of effective methods for countering disinformation, which can be used by editorial offices and educational institutions when developing training, policies, and recommendations.

Summarizing the results, we can conclude that informational distrust is a complex but surmountable challenge. The media community, relying on principles of objectivity and employing new tools, is consistently combating fakes and deepfake content. Success in this fight will depend on continued innovation—the development of verification algorithms, the implementation of transparency standards—and on strengthening the alliance between journalists and audiences. Only by rebuilding trust—step by step, news by news—will the media be able to fulfill its purpose in a democratic society. In a world where lies can be generated by machines in seconds, truth and trust acquire special value: they become the very capital without which neither journalism nor public dialogue can exist.

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