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FAKE VS CRITICAL CONSUMPTION OF INFORMATION

ФЕЙК VS КРИТИЧНЕ СПОЖИВАННЯ ІНФОРМАЦІЇ

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Fake (fiction, double, lie) is one form of media manipulation that affects the formation and manipulation of social opinion. By using fake news, information and photos, individuals, groups or organizations can mix facts with myths, creating an incorrect, partial or distorted picture of reality. “The war made its corrections, as crisis phenomena significantly affect the state and effectiveness of the formation of a citizen” [3, p. 156], therefore, the abuse of fakes can have various purposes, including influencing public opinion and political processes, sowing panic and chaos, making money from advertising, or trying to distort the image of a certain person, group or organization.

The main disadvantage of fakes is that they can destroy trust in the media and information sources in general. Confusion, especially on the Internet, makes it difficult to distinguish between true and false information. According to statistics, 52% of Ukrainians consume news from television, and 42% of Ukrainians never check information for reliability [4]. Half of Ukrainians are convinced that they know how to recognize fakes. In fact, only 3% can do it. An illustrative example of the incorporation of “reliable” news into the media space is the popular YouTube show “Preventyvnyy udar” (“Preemptive Strike”), where participants invent sensational “news” for the opponent’s public [2]. Lack of confidence in the authenticity of information can help media manipulation and reduce the quality of social opinion. That is why the Ministry of Reintegration of the Temporarily Occupied Territories emphasizes a thorough analysis of the content of information [5].

Safe consumption of information in the educational space has gained significant importance. Information hygiene in education is a set of measures aimed at implementing safe and productive use of information technologies and resources in educational institutions. The main goal of information hygiene in education is the formation of students’ skills in understanding, evaluating and using information using modern technologies. It is also aimed at the development of critical thinking, self-control and self-regulation of young people in the process of using information. In institutions of higher education, lectures, round tables, debates, etc., are organized on a permanent basis, at which students discuss various mechanisms of manipulating the audience’s opinion, ways of instilling trust in the TV channel, and journalistic standards of reporting information. Of particular interest is the differentiation of various types of television programs, because in some places talk shows dominate news [1]. Therefore, it is especially important to adhere to the basic principles of information hygiene in education:

1. Proper use of information technology: applicants must learn to effectively use computers, mobile phones, tablets and other devices, as well as software and online services.

2. Understanding the sources of information: students should be able to evaluate the reliability and quality of information obtained from various sources such as the Internet, reference literature, books, magazines, etc.

3. Critical Thinking: learners must be able to analyze, compare, synthesize, and evaluate information to make informed decisions and form their own opinions.

4. Privacy and Security: students should be aware of the risks and issues associated with sharing personal information and be aware of online safety rules.

5. Ethical use of information: acquirers must understand the rules and norms of behavior on the Internet, be responsible for their actions and respect the rights of other users.

Information hygiene in education is of great importance in the modern world, as it helps students develop the necessary skills and competencies for successful functioning in the information society. Thanks to the correct use of information technologies and understanding of the principles of information hygiene, they will be able to obtain, store and use information beneficially for their learning and personal development.

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