

METHODS OF ANALYZING THE RELIABILITY OF INFORMATION

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Анотація

У статті розкриваються рекомендації, які допоможуть запобігти впливу маніпулятивної, оманливої інформації.

Ключові слова: аналіз, інформація, маніпуляції, методи.

Abstract

The article is considered to discover recommendations about preventing influence of manipulative, deceiving information.

Keywords: analysis, information, manipulations, methods.

Introduction

The enormous part of the society of XXI century consume information via modern broadcaster - Internet, which is pretty much involved in our life. Anything in it becomes a source of data: websites, forums, videos, reels, stories, threads, posts, comments, etc. Information is a resource which can be used in absolutely incomparable ways: either entertaining, educational and any other harmless aim or in order to achieve more selfish, destructive goals. If person chooses the second one, then data is applied in any kind of insidious deeds such as lie, exaggeration or vice versa understatement, manipulations and so on. In order to decrease as much as possible probability of being deceived by fake information, misunderstanding or PSYOP (Psychological operation) a research of methods of analyzing the reliability of information was conducted.

Basics

First of all, it is recommended to catch first reaction towards information and check the emotional respond to it as disinformation often speculates on feelings of people thus trying to turn off rational minds. For example, usage of loaded language, excessive punctuation or caps adds no semantic load into the message, but makes it emotionally charged and easy to impose certain thoughts. Though some information could be presented in much sophisticated and tricky way, this method is good for primary analysis of certainty.

To avoid being manipulated, information should be determined for purpose of being shared: is it a news report? An opinion column? An ad? A comment? It is important to thoughtfully reread the info and think of aim of existing it. The author, the source, the media – all of them have motivation of spreading certain message through the information they share.

Question, whether to trust information or not and be quite biased to it. The source of information could have the story behind it, impeccable reputation, follow journalistic and scientific standards, but no one knows in advance about being accidentally mistaken or misunderstood. Though the balance should be followed, because being too biased and not accepting own ignorance also creates misconceptions [1,2].

Follow a diversity of people and perspectives. Relying upon a small number of like-minded information sources limits the range of material available to people and increases the odds they may fall victim to hoaxes or false rumors. This method is not entirely exploit-proof, but it increases the odds of hearing well-balanced and diverse viewpoints [3].

Unfortunately, bots can appear everywhere in the Internet. Not every account represents a person, and not all people express what they really think. That's why it is necessary to search the byline, in order to know whether the author of information is a real person or with a made-up name.

Go deeper on the source of information and on the content itself: pay attention to such kind of «red flags» like promptly correcting errors in a transparent manner, not being able to confirm key details (date, time, location), not accurate or not presented in context quotes, not being able to determine where information first appeared, none of reputable news outlets reporting the same thing, and so on [2].

Conclusion

Eventually, it should be also mentioned that even though the above researched recommendations are being followed, human factor should never be underestimated. Every hour person gets huge amount of information thus it is obvious, that their brain and nervous system get exhausted, so they scatter attention, make premature conclusions and then «right» thoughts and ideas are being put into their heads. Also, cognitive distortions are impossible to be absolutely controlled no matter how aware the person is. The aim of the research is to be aware of own weak points, being able to admit mistakes and be curious towards finding proves or reasons for the information being received. Learning how to judge fakes and protect oneself from inaccurate information is a high priority in the digital age.

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