

BLOGGERS' RESPONSIBILITY FOR SPREADING FAKE NEWS

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Abstract

This article examines the problem of the spread of fake news in the modern digital media space, as well as the role and responsibility of bloggers from a scientific and theoretical point of view. The rapid dissemination of information through social networks makes bloggers key subjects of influence on public opinion. However, insufficient mechanisms for verifying information, personal interests and the desire for sensationalism contribute to the spread of false reports. The article highlights the issues of information reliability, ethical standards and legal responsibility of bloggers, and also emphasizes the importance of their role in countering fake news.

Keywords: Fake news, blogging, social networks, media ethics, reliability of information, digital media.

Introduction

In the 21st century, digital technologies and social networks have become the main tools for disseminating information. Through Internet platforms and mobile applications, information is distributed quickly, widely and almost without restrictions. This process has radically changed the model of information consumption and creation: each user has become not only a recipient, but also a distributor of data. Under these conditions, the phenomenon of blogging developed rapidly and became an important and influential factor in the formation of public opinion.

Bloggers use social media to publish materials on a variety of topics — political, social, cultural, and entertainment. They have the ability to interact directly with the audience, discuss, comment and share, which ensures active user participation, the development of media culture and increases the influence of bloggers compared to traditional media.

At the same time, the speed of information dissemination and weak control mechanisms contribute to the emergence of fake news, sensational content and manipulative materials. A wide audience of bloggers makes even unverified information viral, which negatively affects public trust in information. Therefore, the problem of the responsibility of bloggers in the dissemination of fake news is of great scientific and practical importance.

The purpose of this article is a scientific and analytical study of the role of bloggers, their responsibility, as well as the ethical and legal aspects of the dissemination of fake information in digital media. In addition, the article aims to provide recommendations on building trust between the audience and the media, as well as ensuring information security in blogging activities.



The Concept of Fake News and the Mechanisms of Its Distribution

Fake news is information spread with the aim of misleading the public, causing sensation or manipulating the opinion of the audience. Social media and digital media provide the ideal conditions for such messages to spread quickly and widely.

Research shows that fake news spreads through the following mechanisms:

- Emotional content – causes shock, fear or surprise;
- Sensational headlines - attract attention and contribute to reposts;
- Audience trust — users trust the blogger and accept information without verification;
- Interactive distribution – likes, shares, and comments accelerate viral distribution.

Reliability of information and ethics of bloggers

Bloggers are constantly interacting with the audience, and each of their posts or news can quickly reach the general public. The reliability of information depends on the personal authority of the blogger, professional competence and compliance with ethical standards.

The main areas of ethics are as follows:

- Verification of sources – the basis of information on facts;
- Avoidance of manipulative content – refusal to spread false information for the sake of sensationalism;
- Providing the audience with critical thinking opportunities – presenting facts and analysis;
- Compliance with the law – responsibility for the dissemination of false information.

Responsibility of bloggers

Bloggers have an ethical and legal responsibility:

- Ethical – not to undermine the trust of the audience, not to disseminate false information;
- Legal – to comply with the law and be responsible for the consequences of the spread of fake information.

They play a key role in ensuring the information security of the audience and preventing the social risks associated with fake news.

Case Studies and Analysis

Studies show that fake news is most often spread through emotional and sensational content.

For example:

- Unverified political news causes public debate and discontent;
- False health information leads to wrong decisions;
- Financial fake messages influence the decisions of investors and users.

The influence of bloggers on the formation of public opinion

Bloggers not only spread information, but also form the perception of the audience. Through direct interaction, they contribute to the development of critical thinking and media culture. At the same time, the spread of fake news by a blogger reduces trust in information and negatively affects the social environment.



The conclusion on the main part: bloggers play a key role in the dissemination of information and must ensure credibility, fact-checking and compliance with ethical standards to protect the audience and prevent the spread of fake news.

Conclusion

The study found that bloggers are key actors in the spread of fake news in digital media. Their activities affect not only the audience, but also the formation of public trust.

The responsibility of bloggers includes:

- Ethical – compliance with the reliability of information and rejection of manipulation;
- Legal – compliance with the law and taking responsibility for the consequences.

Fake news has socio-economic consequences: it undermines trust, can cause conflicts and lead to bad decisions. Therefore, bloggers must strictly comply with ethical and legal standards, verify sources, and ensure transparent interaction with the audience.

In the future, scientific research should in-depth study the mechanisms for the spread of fake news, improve ethical and legal standards for blogging activities and develop media literacy of the audience for the safe development of the digital media space.

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