

FAKE NEWS BETWEEN ARTEFICIAL INTELLIGENCE AND CREDIBILITY

Abstract

Today's media appearance is shifted more than ever towards the web dimension of the social interactions. This creates new factors of the environment and establishes the need for an adequate reaction from both the traditional printed and electronic issues, and the online forms of journalistic expression. We are witnessing the escalation of the so called "fake news". It is not so much a consequence of the public's imagination, but the intensified online interaction, the digitalisation and the global development of Internet. The presence of the subject in the media agenda and the secondary analysis of some publicly available statistical data outline a number of problems. Despite the dangerous consequences and the public concern, there is no precise definition of "fake news", which significantly complicates the statistical evaluation of the phenomenon. Nowadays, software robots aggregate the messages and test their trustworthiness. Such artificial intelligence is not typical for the journalistic practice. Creating a web institution for testing the trustworthiness of the published material poses a potential threat of single-sided defining of what is and what is not true. Such action would impose a dangerous and inadequate censorship. An at least partial resolution of the problem is to increase the trust in the media and to convince society in the importance of the socially responsible journalistic representation of the surrounding situation. Otherwise, Internet will turn into a mediator of fear and aggression, where trolls freely generate oscillating messages and where online guiding of the mass perception is an ever-more profitable activity.

***Keywords** Fake news, Internet, Credibility, Media*

Introduction

Along with Internet making its entrance into almost all social spheres, communication intensifies notably. Its amplification prompts the recurrence of some tools for affecting or diverging the public attitude towards a particular happening in a certain direction. Among these tools are fake news which popularity has been a subject of increase lately. To what extent they are different to disinformation and whether they are related to the artificial intelligence that machines in the Global

Network use to “think” are challenging questions. The answers to them, however, are key to sustaining the public trust in the means for mass communication, which is essential for a functioning society. The media, regardless of their form (traditional printed issues, radio, television, the ones mitigating the communication in the web space), have the intrinsic task to provide an adequate presentation of the social significance of the events that are happening. Today, despite the advanced globalisation and the intensified mediatisation of every-day life, it has become harder to complete this task. One of the reasons is the ambiguity which still envelopes both the functioning of fake news and the possibilities to oppose their intensive and relatively quick conquest over the social agenda.

1. Range of the problem

Trust in the media is essential both for the media themselves, but for the *civil society* as well. No matter whether disinformation and falsifications appear in printed and electronic issues or in informational sites, their appearance impacts journalism negatively as a credible source of information. In such conditions, both the state and the civil society are faced with a problem: there is no one to create a media discursive environment. It functions as a tribune from which intentions and actions of the state are announced, as well as reactions and demands for correction and compromise from the public. When such a tribune is absent, the state loses its legitimacy and representatives of society become “deaf”, “blind” and unpredictable in their actions. Deprived of the opportunity to present the social significance of the surrounding events, the journalistic practice loses its intrinsic and most important function.

According to K. H. Jamieson and K. K. Campbell, news are messages about facts or an events which have just taken place or their social significance has become apparent in a point close to the moment of their announcement.¹ Consequently, if one were to introduce a falsification in a piece of information, both its factual aspect and the direction of the presentation reflecting its distinct social significance need to be altered. This is presumed to be the reason why nowadays it is common to refer to fake news as a specific tool for causing communicational collisions.

A number of researches concentrate on whether delivering fake news involves altering the actual facts, only their interpretation, or both of them happen simultaneously. A concrete answer is yet to be determined. Both scientists and practitioners working in the field of mass communication and socio-political problems lack a uniform definition of fake news. It is also unclear exactly what they affect: the attitudes (persuasion), or the beliefs and ideas (propaganda) which introduces a degree of ambiguity from a socio-psychological point of view: what we

¹ Jamieson, K. H., Campbell K. K., *The interplay of influence: News, advertising, politics, and the mass media*, Belmont, CA: Wadsworth, 1992. По: Черных, Алла, *Мир современных медиа*, Москва: Литагент, 2007.

are faced with- persuasion or propaganda. Releasing messages about fake events is well-known; however, using the media to distribute fake news about real events (or events that appear as such) is an entirely different mechanism for guiding the mass attitudes. According to the messages accessible in the media, there are opinions in the EU that efforts need to be aimed at resolving the issues generated by artificial intelligence and it is more reasonable to talk about disinformation, instead of fake news².

Undoubtedly, there is a significant number of problems we face as a result of 1)the generation of news, courtesy of automatic, computer-synthesised texts; 2) the strange logic which assumes that the “thinking” machines distribute messages and 3) the unjustified euphoria engulfing the computer- mediated communication. However, the problem with failing to differentiate between fake news and disinformation is just as important. Any remaining doubts about that evaporated in the end of May.2018 when the assassination of the journalist Arkady Babchenko was revealed to be a set-up. The acute reaction of the journalistic organisations, such as RSF (Reporters Without Borders)³, and in the social online networks is not surprising. After the surprising unfolding of the events, the Ukrainian Prime Minister Volodymyr Groysman’s⁴ position attains a terrifying connotation. His claims state Babchenko is a victim of the “Russian totalitarian machine” and he demands that “The murderers must be punished!”⁵. Groysman insists he was unaware of the plot at the time of its unfolding. All this refutes the assumption fake news are occur “just like that” and

² Панайотова, Диляна, *ЕС заменя „фалшиви новини“ с „дезинформация онлайн“*, News.bg, 11.04.2018 URL=<https://news.bg/politics/es-zamenya-falshivi-novini-s-dezinformatsiya-onlayn.html>. Accessed 12 June 2015.

³ в. Дневник, *В "Репортери без граници" са възмутени от инсценираното убийство на Бабченко*, Дневник.бг, 30.05.2018. URL=https://www.dnevnik.bg/sviat/2018/05/30/3187363_v_reporteri_bez_granici_sa_vuzmuteni_ot_insceniranoto. Accessed 12 June 2015.

⁴ [Цензор.нет, О спецоперації узнал на следующий день после информации об убийстве Бабченко, - Гройсман, Цензор.нет, 31.05.2018](https://www.censor.net/ua/news/3069107/o_spetsoperatsii_uznal_na_sleduyuschiy_den_po_sle_informatsii_ob_ubiyistve_babchenko_groyisman) URL=https://www.censor.net/ua/news/3069107/o_spetsoperatsii_uznal_na_sleduyuschiy_den_po_sle_informatsii_ob_ubiyistve_babchenko_groyisman. Accessed 12 June 2015.

⁵ Dewan, Angela, Antonia Mortensen and Mary Ilyushina, *Russia, Ukraine blame each other for journalist killing*, CNN, May 30 2018. URL=<https://edition.cnn.com/2018/05/30/europe/russian-arkady-babchenko-killed-ukraine-intl/index.html>. Accessed 12 June 2015.

Уокър, Шон, в. Гардиън, *Инсценировката с Бабченко може в крайна сметка да подхрани пропагандната машина на Кремъл*, Mediapool.bg 31.05.2018 URL=<https://www.mediapool.bg/instsenirovkata-s-babchenko-mozhe-v-kraina-smetka-da-podhrani-propagandnata-mashina-na-kremal-news279705.html>. Accessed 12 June 2015.

gives an opportunity to appreciate the enormity of the scale of potential consequences.

It is known that both fake news and disinformation are techniques used for managing the mass perception in a particular direction, however, there are still questions like:

1) Do false news and disinformation comprise the same subject of public attention?

2) Are fake news a part of disinformation, or disinformation is a part of a more wide-range tool for managing the mass perception which includes fake news?

It is yet to be explained how the quickly intensified communication in the web space affects the generation of fake news. Hence, the place of social online networks, informational sites and the discourse in Internet are outlined as a naturally defined space which cannot be disregarded by researchers. There the communicational connections are “disrupted” by hackers, while trolls “comfortably” steer the mass perception of facts by taking advantage of these “disruptions” and change the information about what is happening with virtually altered information. In 2018, during an international economic forum in Davos, the magnate G. Soros makes the following generalization, “social-media companies influence how people think and behave without them even being aware of it”⁶.

2. Methodological issues of the secondary processing of data from Internet

The digitalisation of the online exchange allows for the quick collection of data, as well as for a number of comparisons, such as the one between the demonstrated interest in fake news and in disinformation. Logically speaking, if the user interest in the two is the same, or when the numbers of queries about the two terms are equal, it would be safe to assume the public perceives fake news and disinformation as equivalent. Such a comparison, however, involves an array of considerations.

The data accessible in Internet is difficult to be defined in terms of the nature of the statistical sample. It is definitely neither homogenous, nor is it representative. Simultaneously, existing scientific elaborations point towards a number of circumstances, such as:

1) A significant part of our planet’s population communicates via the channels of the Global Network: as many as 2/3 of the communicating people, according to the Dutch professor Jan van Dijk.⁷ At the same time, they maintain traditional (not

⁶ Вести бг. Сорос: Facebook и Google са заплаха за обществото, Vesti.bg 26 Jan 2016 URL=<https://www.vesti.bg/tehnologii/soros-facebook-i-google-sa-zaplaha-za-obshtestvoto-6078637> Accessed 12 June 2015.

⁷ Dijk, Jan A.G.M. van, *The network society: Social Aspects of new Media*. 2nd edition, London: Sage Publications, 2006.

mediated by a computer) contacts with the rest of society. This way the moods, attitudes, and mass perception migrate between the supporters of online interactions and the people who prefer a direct exchange of messages;

2) Globalization processes have become more advanced, allowing for making the general assumption that the given ratio of 2:1 is relatively uniformly dispersed and is not significantly influenced by local specifics;

3) Computer mediation of interpersonal and mass communication brings forward the psychological phenomenon of *sharing*. It is no coincidence that sharing is one of the primary psychological traits defining the communication in social online networks⁸. “Hidden” behind the keyboard and the screen, people become more open (often with everybody) about what is on their minds at the moment, something they would otherwise not share.

It is necessary to account for several troubling circumstances as well:

4) Due to the high interest in the data accessible on Internet, there are certain specific “players” in the online communication – hackers and trolls. Depending on their intentions and interests, they create virtual or altered profiles, or block communicational channels informing about a particular subject. All this adds to the communicational diffraction the effect of which is hard to be accounted for when analyzing the online dialogue. As far as fake news and disinformation are concerned, it is notable that both of them are subjects of high social significance. Hence, it is reasonable to assume that the given diffractions are an important factor in guiding the immense amount of singular instances of demonstrated interest in the matter;

5) When exploring terminology, it is necessary to account for linguistic factors as well which defines the need for specifying the region. For example, the term *disinformation* („дезинформация“) is the same in both Bulgarian and Russian; however, *fake news* is translated as “фалшиви новини” in Bulgarian and as “фейковые новости” in Russian. Failing to take this into consideration would affect the end result, implying that people are more inclined to conduct online searches about disinformation, in comparison to fake news. Such a conclusion would not be entirely adequate, as it fails to account for the fact that “дезинформация” as a keyword refers to a term used in a geographical region which is multi-fold bigger than the ones where the various word combinations for *fake news* are used individually.

⁸ Дерменджијева, Грета, Росица Славова. *Феноменът на споделянето в социалните мрежи или ефектът на пеперудата*. Във: Вълканова, В., З. Константинова, О. Спасов, П. Филева, С. Попова, Т. Монова, Х. Кафтанджиев, Ч. Христов (съставители). *Медии и комуникация. Юбилеен сборник 40 години Факултет по журналистика и масова комуникация*. София: Университетско издателство „Св. Кл. Охридски“, 2016, с.111-128.

Considering all of the given specific aspects of the communication in Internet, it is possible to conclude:

Despite being neither representative, nor homogenous, a sample of online users can exhibit traits of communicational behavior which is accessible in the web and can give an idea of the processes occurring in society as a whole. Due to the complex interactions among the public, the derived result would not be dependent on the affinity of the individual user towards the Global Net.

In terms of fake news and disinformation, there is one additional problem: while the overwhelming opinion on fake news is that there is no clearly defined definition, there are multiple ones regarding disinformation, such as:

“False information which is intended to mislead, especially propaganda issued by a government organization to a rival power or the media”⁹.

In the context of the current scientific research, it is fairly easy to understand the perplexity emerging upon presentations regarding the dispersion and range of messages labelled as fake news.

The specificity of the of the interaction in Internet allows for neglecting the unclear definition and facilitates the relative recording of potential equality between the two terms (fake news and disinformation) in the public understanding. All the given considerations point towards the definition of two directions of exploring:

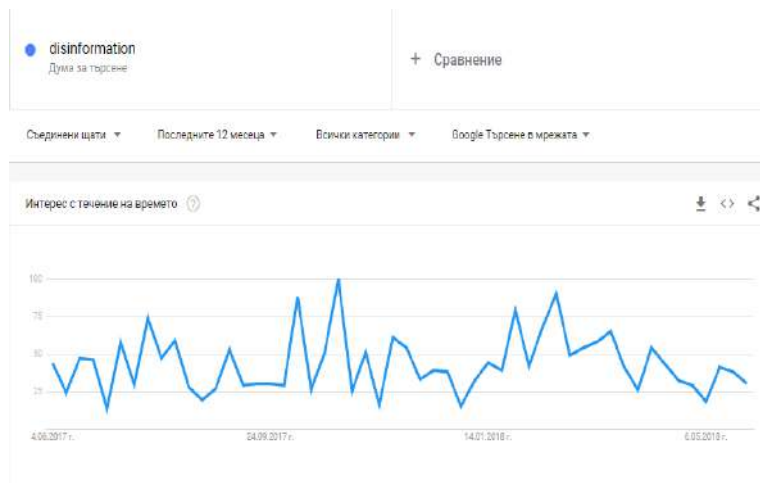
1) In case the online interest in fake news and disinformation is the same, it would be logical to conclude that the public perceives fake news and disinformation as one and the same;

2) In case the interest in the two varies, but there are peaks which overlap (or nearly overlap), then an overview of the media agenda would show in which cases the public sees fake news and disinformation as equivalents (or at least closely-related structures).

9 Oxford Dictionary, *Disinformation*. URL=
<https://en.oxforddictionaries.com/definition/disinformation>. Accessed 12 June 2015.
1022

3. Results

The online public perceives differently the terms *fake news* and *disinformation*. This conclusion is derived from the graphs retrieved from Google Trends for the period May 2017 – May 2018, both for Bulgaria and the USA. One does not need to be an advanced analyst to note the online users exhibit an interest in two completely different matters in different points in time. This suggests that the online public has

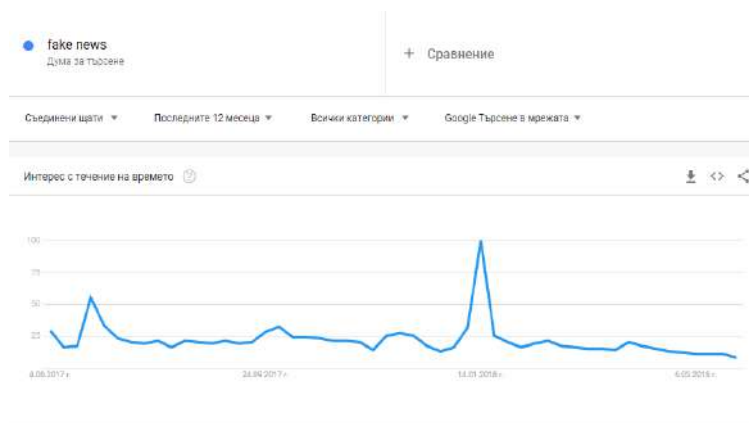


doubts regarding certain events and searches the term *disinformation* for them; while others inspire enquires about *fake news*. The following graphs compare what the American online users have shown interest in

(<https://trends.google.com/trends/explore?geo=US&q=fake%20news>);

and

(<https://trends.google.com/trends/explore?geo=US&q=disinformation>)



The two graphs show similar peaks in the second half of January 2018: for *fake news* the date is 20-21.January, while for *disinformation* is 28-30. January. One probable reason is the GOP's Fake News Awards announced on 18.January on the American President Donald Trump's twitter profile. Among the awarded is The New York Times which featured Paul Krugman's (a winner of the Nobel Prize in Economics) opinion on the outcome of the last Presidential Elections on the day they were published. In it Krugman says, "If the question is when markets will recover, a first-pass answer is never."¹⁰ The following events unfold which question whether the award really is justified:

- 20. January. 2018 – due to the lack of agreement in the Senate, employees and in both the state and public sectors are left without salaries¹¹;

- 6. February. 2018 – Dow Jones (the index representative of the American economy's activity) plunges and then returns to its usual values¹² The incident

¹⁰ Krugman, Paul, *Paul Krugman: The Economic Fallout*, NY Times, Nov. 2016 URL=<https://www.nytimes.com/interactive/projects/cp/opinion/election-night-2016/paul-krugman-the-economic-fallout>. Accessed 12 June 2015.

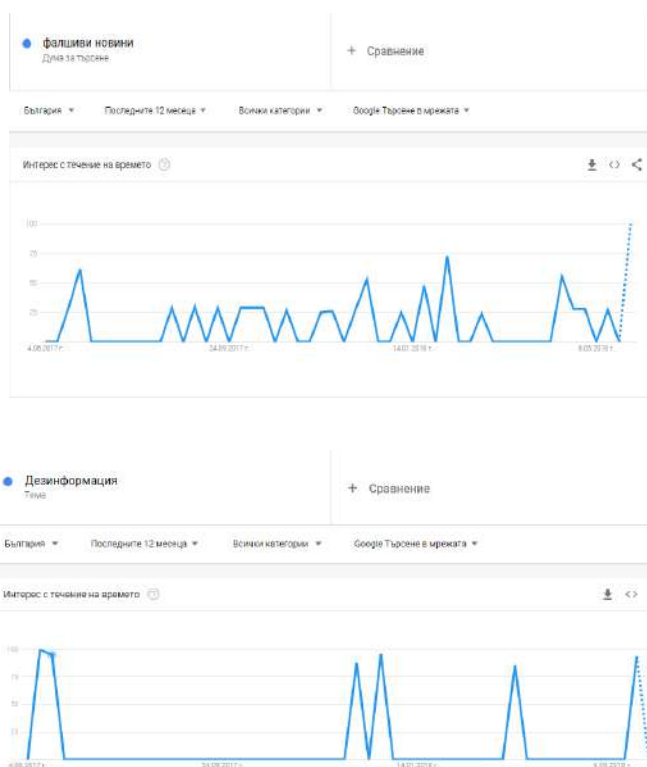
Стойкова, Ива, *Доналд Тръмп обяви "награди за фалшиви новини"*, БНТНовини, 18.01.2018 URL=<http://news.bnt.bg/bg/a/donald-trump-obyavi-nagradi-za-falshivi-novini>. Accessed 12 June 2015.

¹¹ Гицов, Мартин. *Парализа на държавната машина в САЩ*, БНТНовини, 20.01.2018 URL=<http://news.bnt.bg/bg/a/paraliza-na-drzhavnata-mashina-v-sashchi>>. Accessed 12 June 2015.

¹² Дурал, Д., Д. Йотов, *Срив на световните борси: основните индекси в САЩ и Азия с рекордно понижение*, БНТНовини, bnt.bg, 06.02.2018. URL=<http://news.bnt.bg/bg/a/sriv-na-svetovnite-borsi>. Accessed 12 June 2015.

spreads a fear that the fluctuation in the stocks market might occur again even more severely. In these circumstances, the transfer of the enthusiasm from fake news to disinformation is entirely logical.

A review of the statistics regarding the searches for fake news and disinformation in Bulgaria for the same period also shows discrepancies.



The word „дезинформация“ is almost completely not searched for: the online users have shown interest only 5 times, which is significantly less than the interest in fake news (100 times). An analysis of the peaks shows that around 20-21. January the number of enquiries about fake news (“фалшиви новини”) escalates, which is also presumed to be a result of the already mentioned Fake News Awards announced on the American President’s Twitter profile. There is no evident confusion between fake news and disinformation, most probably due to the fact that the event does not affect the country’s everyday life directly.

The graphs also feature peaks that are close to each other around 17-18. June. 2017. This points to the presence of events which the public was inclined to treat as disinformation which during the following week evolved into treating them as fake

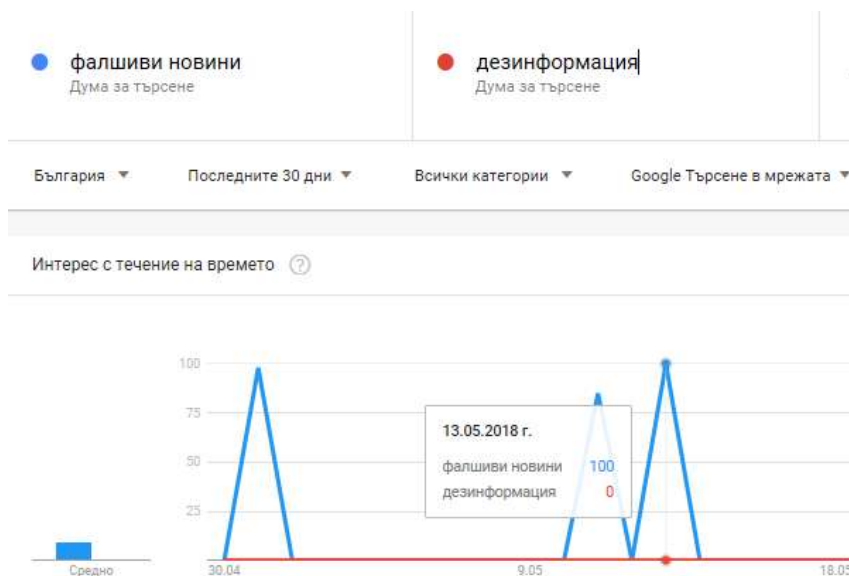
news. The lack of such escalation in the USA suggests this is a local demonstration of interest. A review of some traditional printed issues fails to determine a consistent presence of a single subject in the period 17.June – 2.July. 2017.¹³ Most probably, the interest in the two terms has been inspired by messages in the social online networks or some new media, where ambiguous news (or pseudo news) are published much more easily. These messages haven't found their way into the traditional printed and electronic issues, as they are more meticulous about the factual aspect of their content.

The discussed effect is a typical manifestation of journalists' social responsibility. Such an example is the instance with information published about Boyan Petrov (a Bulgarian alpinist who disappeared while climbing mount Shishapangma). On 12. May. 2018 the weather allows for the rescue campaign to proceed to a following camp.¹³ At this point, information suggesting the alpinist is alive appears on some social networks. Unfortunately, this turns out to be only an assumption and the reality is different. A check proves that the public does not connect the events from the day with disinformation, but with fake news. The graph shows the dramatic difference between the interests in the two terms: (<https://trends.google.com/trends/explore?date=today%201-m&geo=BG&q=%D1%84%D0%B0%D0%BB%D1%88%D0%B8%D0%B2%D0%B8%20%D0%BD%D0%BE%D0%B2%D0%B8%D0%BD%D0%B8,%D0%B4%D0%B5%D0%B7%D0%B8%D0%BD%D1%84%D0%BE%D1%80%D0%BC%D0%B0%D1%86%D0%B8%D1%8F>):

¹³

в. Капитал, *Боян Петров не е открит и във втория и третия лагер (обновена)*, в. Капитал, 12 май 2018.

URL=https://www.capital.bg/politika_i_ikonomika/bulgaria/2018/05/12/3177880_boian_petrov_ne_e_otkrit_i_vuv_vtoriiia_lager. Accessed 12 June 2015.



In that situation, the media do not bend under the weight of the provocation and refute the emerged doubts. One of the headlines on the subject reads, “Is Boyan Petrov alive? The rescuers don’t give up and keep searching.”¹⁴

The results derived from the interest in the two terms in the USA and in Bulgaria point to the fact that the public does not perceive fake news and disinformation as equals. It becomes apparent that some subjects that do not pass through the filter of the journalistic social responsibility end up reaching the public, most probably courtesy of Internet channels.

4. Artificial intelligence, fake news, disinformation and truth

The results confirm that both fake news and disinformation are reliant on the correlation between the reported facts and reality. Entirely conditionally, this match can be described as truth. However, the definition of such truth in the hybrid environment of the web space, where virtual and actual events participate in a peculiar symbiosis, is an ambitious endeavour. Completing it depends as much on the online communicators, as it does on the functionality of the computer mediation. The latter could be partially enclosed in the term *artificial intelligence*. It becomes more and more common for users to associate AI with the strange “behaviour” of search engines when displayed web pages are supposed to be of interest to the user, but are not; with events that are assumed to have happened, but this is also not entirely true.

¹⁴ в. Дневник. *Жив ли е Боян Петров? Спасителите не се предават, търсят!* в. Дневник, 15 май 2018 URL=<https://www.dnes.bg/obshtestvo/2018/05/15/jiv-li-e-boian-petrov-spasitelite-ne-se-predevat-tyrsiat.376444>. Accessed 12 June 2015.

Occasionally, the results are so absurd, that they beg the question: Are these algorithms designed by people, or the bots communicate with each other? Such concerns already exist.¹⁵ Bots are software robots and a part of their repertoire is to “communicate” (they text or even synthesise speech) on behalf of an online interlocutor, and they do it very well. Compliant with the nature of the interactions in the Global Net, bots are likely to be surpassing the boundary of purely mechanistic mitigation of communication and be looking for interlocutors on their own. Their intrinsic efficiency, courtesy of them being machines, predisposes to them effectively encouraging users to share more and engage in dialogues more often. The fact that an increasing number of sites introduce tests to filter bots out from the multitude of users makes this assumption sound even more reasonable. It is hard to imagine someone knows where the obtained information ends up and what it is used for. The bots themselves, as a part of AI, are also created via the so called reinforcement learning, i.e. by using the feedback they collect while communicating they can make the surrounding environment attain a positive attitude towards them. All this facilitates the intensification of both the synthesis and distribution of fake news.

It is especially difficult to control these processes in the global communicational environment of the web space. Nonetheless, the trustworthiness of the journalistic presentation of events and the way its social significance is displayed remain as a major factor for both retaining the public’s trust in the media and evaluating the success of campaigns against fake news. They are also essential for sustaining a social balance, but at the same time they are hard to achieve. On one hand, entrusting AI with the task to evaluate the social significance of the news, at least at this point in its development, is unwise. The major drawback is that the truth is processed to reach the state of post-truth and it is also susceptible to the characteristic for the web space discrepancy between time and space. On the other hand, controlling the news in the global communicational space, where everyone can share everything with everybody, creates a complex situation. The realisation of such control requires a single-sided resolution about the truthfulness of every message. This threatens to impose an inadequate censure on all users and simultaneously impede the global functionality of the Global Net.

Conclusions

The online public does not perceive *fake news* and *disinformation* as equivalents.

The expansion of the communication in the web creates a favourable environment for the fabrication and distribution of both *fake news* and *disinformation*.

¹⁵ BBC, Русская служба, *Боты изобрели свой язык: почему Facebook испугался искусственного интеллекта?* BBC Русская служба 31.07.2017. URL=<https://www.bbc.com/russian/features-40778454>. Accessed 12 June 2015.

Both *fake news* and *disinformation* are reliant on the correlation between presented facts and reality.

In these circumstances, the media are faced with the necessity to recognise the mechanisms of fake news and disinformation. This is the way for the journalistic presentation of events to retain its social significance. Making sure the reported facts are an adequate representation of reality is essential for sustaining the public trust. Hence, relying on known techniques for identification of disinformation is insufficient and exploring fake news as a tool for altering and fabricating facts arises as a prominent necessity.

REFERENCES

- Вести бг., *Сорос: Facebook и Google са заплаха за обществото*, Vesti.bg 26 Jan 2016 URL=<https://www.vesti.bg/tehnologii/soros-facebook-i-google-sa-zaplaha-za-obshtestvoto-6078637>. Accessed 12 June 2015.
- Гицов, Мартин, *Парализа на държавната машина в САЩ*, БНТНовини, 20.01.2018 URL=<http://news.bnt.bg/bg/a/paraliza-na-drzhavnata-mashina-v-sashchi>>. Accessed 12 June 2015.
- Дерменджиева, Грета, Росица Славова, *Феноменът на споделянето в социалните мрежи или ефектът на пеперудата*. Във: Вълканова, В., З. Константинова, О. Спасов, П. Филева, С. Попова, Т. Монова, Х. Кафтанджиев, Ч. Христов (съставители). *Медии и комуникация. Юбилеен сборник 40 години Факултет по журналистика и масова комуникация*. София: Университетско издателство „Св. Кл. Охридски“, 2016, с.111-128.
- в. Дневник, *В "Репортери без граници" са възмутени от инсценираното убийство на Бабченко*, Дневник.бг, 30.05.2018. URL=https://www.dnevnik.bg/sviat/2018/05/30/3187363_v_reporteri_bez_granici_sa_vuzmuteni_ot_insceniranoto. Accessed 12 June 2015.
- в. Дневник, *Жив ли е Боян Петров? Спасителите не се предават, търсят!* в. Дневник, 15 май 2018 URL=<https://www.dnes.bg/obshtestvo/2018/05/15/jiv-li-e-boian-petrov-spasitelite-ne-se-predavat-tyrsiat.376444>. Accessed 12 June 2015.
- Дурал, Д., Д. Йотов, *Срив на световните борси: основните индекси в САЩ и Азия с рекордно понижение*, БНТНовини, bnt.bg, 06.02.2018. URL=<http://news.bnt.bg/bg/a/sriv-na-svetovnite-borsi>. Accessed 12 June 2015.
- в. Капитал, *Боян Петров не е открит и във втория и третия лагер (обновена)*, в. Капитал, 12 май 2018. URL=https://www.capital.bg/politika_i_ikonomika/bulgaria/2018/05/12/3177880_boian_petrov_ne_e_otkrit_i_vuv_vtorii_lager. Accessed 12 June 2015.

- Панайотова, Диляна, *ЕС заменя „фалшиви новини“ с „дезинформация онлайн“*, News.bg. 11.04.2018 URL=<https://news.bg/politics/es-zamenya-falshivi-novini-s-dezinformatsiya-onlayn.html>. Accessed 12 June 2015.
- Стойкова, Ива, *Доналд Тръмп обяви "награди за фалшиви новини"*, БНТНовини, 18.01.2018 URL=<http://news.bnt.bg/bg/a/donald-trmp-obyavi-nagradi-za-falshivi-novini>. Accessed 12 June 2015.
- Уокър, Шон, в. Гардън, *Инсценировката с Бабченко може в крайна сметка да подхрани пропагандната машина на Кремъл*, Mediapool.bg 31.05.2018 URL=<https://www.mediapool.bg/instsenirovkata-s-babchenko-mozhe-v-kraina-smetka-da-podhrani-propagandnata-mashina-na-kremal-news279705.html>. Accessed 12 June 2015.
- Цензор.нет, *О спецоперации узнал на следующий день после информации об убийстве Бабченко, - Гройсман*, Цензор.нет, 31.05.2018 URL=https://censor.net.ua/news/3069107/o_spetsoperatsii_uznal_na_sleduyuschiy_den_posle_informatsii_ob_ubiyistve_babchenko_groyisman. Accessed 12 June 2015.
- BBC, Русская служба, *Боты изобрели свой язык: почему Facebook испугался искусственного интеллекта?* BBC Русская служба 31.07.2017. URL=<https://www.bbc.com/russian/features-40778454>. Accessed 12 June 2015.
- Dewan, Angela, Antonia Mortensen and Mary Ilyushina, *Russia, Ukraine blame each other for journalist killing*, CNN, May 30 2018. URL=<https://edition.cnn.com/2018/05/30/europe/russian-arkady-babchenko-killed-ukraine-intl/index.html>. Accessed 12 June 2015.
- Dijk, Jan A.G.M. van, *The network society: Social Aspects of new Media*. 2nd edition, London: Sage Publications, 2006.
- Jamieson, K. H., Campbell K. K., *The interplay of influence: News, advertising, politics, and the mass media*, Belmont, CA: Wadsworth, 1992. По: Черных, Алла, *Мир современных медиа*, Москва: Литагент, 2007.
- Krugman, Paul, *Paul Krugman: The Economic Fallout*, NY Times, Nov. 2016 URL=<https://www.nytimes.com/interactive/projects/cp/opinion/election-night-2016/paul-krugman-the-economic-fallout>. Accessed 12 June 2015.
- Oxford Dictionary, *Disinformation*. URL=<https://en.oxforddictionaries.com/definition/disinformation>. Accessed 12 June 2015.