

Transformational Influence of Fake Messages on the Behavioral Activity of an Individual: Psycholinguistic Aspect

Oleh KHMILIAR¹,
Liudmyla PIANKIVSKA²,
Olha KRASNYTSKA³,
Sergiy CHEREVYCHNYI⁴

¹ Doctor of Psychological Sciences, Professor, Head of the Department of Social Sciences, National Defense University of Ukraine named after Ivan Cherniakhovskyi, Kyiv, Ukraine, orcid.org/0000-0003-2693-1906, hmiliar@ukr.net

² Candidate of Psychological Sciences, Researcher, Department of Scientific Information, Editorial and Publishing Activities, State Research Institute of the MIA of Ukraine, Kyiv, Ukraine, orcid.org/0000-0001-9086-271X, fontan.vv@gmail.com

³ Candidate of Pedagogical Sciences, Senior Lecturer of the Department of Social Sciences, National Defense University of Ukraine named after Ivan Cherniakhovskyi, Kyiv, Ukraine, orcid.org/0000-0002-0417-3318, Olya271272@ukr.net

⁴ Adjunct of the Department of Social Sciences, National Defense University of Ukraine named after Ivan Cherniakhovskyi, Kyiv, Ukraine, orcid.org/0000-0001-9691-5261, sergey.cherevichnyi@gmail.com

Abstract: The article highlights the issue of the psychological impact of fakes on the individual, which is intensively increased through various mass media and especially social networks.

The general research aim comprises the study of features of the psychological influence of fakes on an individual and classification of this influence. It was proven that fakes intensify the person's stress, weaken adaptive reserves, reduce efficiency, and lead to stress disorders. Numerous fake messages cause intense emotional transformation of the individual through the emotional receptivity of the message. It was found that under the influence of fakes, a person's direct participation in the information cycle through the mass media contributes to the consolidation of his behavior into certain groups. Fake information encourages fake modeling of one's own future and determines its influence on one's status in society. It was shown that human perception of emotional audiovisual narratives causes the tunnel vision. Pragmatic assumptions stimulate the individual to perceive fake information as the absolute truth, and in situations of uncertainty - to show a pronounced activity with a growing preference for information. Fakes can worsen physical and mental health, cause changes in mental processes, motivation, priorities and affect interaction in the society. That is why, the knowledge of features of the psychological impact of fakes on an individual will help understand the need to analyze information content, search, critically select and test messages to maintain one's mental health.

Keywords: *fake; fake messages; social networks; linguocognitive construct; narrative; information overload; motivation; stress; mental processes.*

How to cite: Khmiliar, O., Piankivska, L., Krasnytska, O., & Cherevychnyi, S. (2021). Transformational Influence of Fake Messages on the Behavioral Activity of an Individual: Psycholinguistic Aspect. *Postmodern Openings*, 12(2), 133-148. <https://doi.org/10.18662/po/12.2/300>

1. Introduction

With the emergence of digital technologies there is fast and rapid development of information and communication spheres in the contemporary world, which affects people. This process is influencing all spheres of public and personal life and, therefore, is scaling up. Today, people and states are interconnected by complex systems of information and communication flows. Distances are not significant anymore, and their lives are becoming increasingly dependent on information and contemporary information technology. A study conducted in 2018 by experts from the Kyiv International Institute of Sociology commissioned by the NGO "Detector Media" shows that 74% of Ukrainians constantly receive information about the situation in the country and the world from national channels, 27.5% - through Ukrainian Internet sites, 23.5% - from social networks, 10.6% - from relatives and friends. Ukrainians mostly trust national TV channels (40.6%) and only 3.8% trust national print media (Media Detector, 2019).

The results of research conducted by the Research & Branding Group in 2017 show that Ukrainians most often watch cable (31%), analog broadcast (30%), satellite (22%) and digital broadcast (14%) television. In general, television is the leader among the media (58%) in providing information to the population of Ukraine. Television outperforms even Internet resources (30%) (Tovstyzhenko, 2018).

Free access to information, intensive and cyclical circulation have led to the mass spread of fakes. This process is intensified by the widespread use of various mass media and especially social networks, which have recently taken over our lives. According to experts, 52% of Ukrainian citizens are convinced of their own ability to distinguish true and false information in the media, only 26.5% indicate an inability to do so. Ukrainians also acknowledge that Ukrainian media often use misinformation.

The increasing complexity of communication and its interrelationships amplifies the dangers and risks for humans. This complexity increases exponentially, compared to the possibilities of counteracting it. Regarding the ability to resist fakes, it was found that 59-62% of respondents under the age of 40 and 47-51% of respondents aged 40 to 69 are confident in their ability to distinguish misinformation. The highest confidence is shown by the student youth (68%), the lowest by retirees (41%).

Statistics exemplify insufficient media literacy of citizens. Only 60% of the Ukrainian population use one option to verify the accuracy of the

obtained information. Thus, 37% of Ukrainians consider reading media, that have different owners to be the most popular way to check, 16% of citizens visit various sites and social network pages of state institutions, 15% - seek acquaintances in various fields and only 11% turn to media from other countries (Media Detector, 2019).

According to the researchers from New York and Princeton universities, fakes are most common among 11% of the elderly (over 65), which is twice as many as people aged 45 to 65 and seven times more than young people aged 18 to 29. Among the respondents, 8.5% of respondents were able to share at least one fake message (Newton, 2019).

Recently, fakes have become more widespread and negatively affect the personality. As a dynamic construct, fakes have a direct and indirect, immediate and remote effect on a person. Fake messages are a social means to begin changing and transmitting other norms, values, attitudes and behavioral stereotypes to a person.

Over the last decade, the main vector of research on fakes has focused on the fragmentary study of certain changes in the mental field of an individual under the influence of fakes and the corresponding consequences (Cappella et al., 2015; Grubbs, 2015; Pocheptsov, 2019; Manoilo, 2003; Dafonte-Gómez, 2018). At the same time, there are very few studies that comprehensively reveal the psychological impact of fakes on the individual.

Thus, we can say that the constant subconscious influence of fakes on the individual resulted in the need to study problematic issues related to scientific knowledge in medicine, psycholinguistics, psychology, sociology, anthropology, law, ethics, physics and mathematics.

In this article we will try to find answers to the questions outlined in a number of scientific experiments, as well as develop our own research interest concerning this issue.

The aim of the article is to highlight the features of the functioning of the cognitive sphere of the individual under the influence of fake message, as a powerful contemporary information-manipulative tool.

Our study uses a set of interrelated scientific theoretical methods of research: the method of analysis, interconnection and interdependence, systematization and generalization of scientific data. To confirm the reliability of interpretations, the procedure of theoretical-methodological triangulation was used. Various sources, psycholinguistic, psychological approaches were implemented, different scientific views and a number of experimental researches in interpretation of identical data were considered. The applied theoretical research methods are aimed at integrating the obtained interpretation into a single scientific picture of the world.

2. The process of decoding the concept of "fake" as a means of influencing the individual's behavior

Analysis of recent research and publications has shown that the problem of fakes is becoming more relevant and attracts the attention not only of experts in information policy and security, economics, social communication, anthropologists, but also psychologists, linguists, physicians and other researchers.

The concept of “fake” is ambiguous, which in the general sense means falsification, forgery. Fakes are meaningful and are aimed at deceiving the target group or undermining the reputation of an institution or a certain person. The Cambridge Dictionary defines a fake as an object created to look real or valuable to deceive people (Cambridge Dictionary, 2018).

Wikipedia highlights the ambiguity of the concept: fake news, flog (custom publication), fake (as a word) and photo fake (Fake, n.d.). The most accurate synonyms of fake are fake messages and misinformation, issued forgery. By developing the idea of ambiguity, we should note that in society the concept of fake acquires a large-scale force of information production. It has a wider meaning than false information. Sources of fake's distribution are accounts in social networks, sites on the Internet, fake graphics, audio and video recordings, counterfeits of branded clothing, pharmaceutical drugs, products in the supermarket etc.

In anthropology, the phenomenon of fake is viewed in situations of social atomization, stress due to the desire for grooming. R. Dunbar, A. Arkhipova believe that through “flattering” and keeping the group around him, a person manipulates others, and vice versa. The maximum number of social connections that a person can hold at a time is called the Dunbar number (Dunbar, 2004; Naukatv, 2020).

The influence of fakes on the personality is variously covered in contemporary science. In particular, this phenomenon is considered as a manipulative influence on people's consciousness through mass media (Kitsa, 2016; Kurban, 2018; Pocheptsov, 2019), information and psychological influence (Ezhevskaya, 2009; Manoilo, 2003), emotional transformation (Derakhshan, 2017), web effect from the third person (Antonopoulos et al., 2015), as a negative impact on human mental health (Erdelyi, 2019).

It is the scale of the spread of fakes that causes the greatest psychological impact on the individual. Today, people, under the influence of media, which imposes particular opinion, may lose their own authenticity, the ability to make independent choices and think critically. That is why

nowadays there is an urgent need for a deeper understanding of the studied phenomenon.

3. Fake and stress reactions of an individual

The theoretical analysis of the impact of fakes on a personality has made it possible to determine nervousness – a negative effect that can lead to deterioration of mental and physical health. We also classified the negative effects of fakes on the main aspects of the psyche: emotional, motivational, social, existential, intellectual, which may subsequently change.

The problem of a contemporary individual is a large number of stressful situations that are constantly accumulating and threatening the person (Pocheptsov, 2019). Such stressors include the intensity of information exposure, fake messages in particular.

J. Gottfried had shown the unfortunate statistics in his article. He noted that the results of a survey conducted by the Pew Research Center among Americans, found that 66% of respondents feel exhausted because of the large amount of news in the media, and 32% like the available number of messages (Gottfried, 2020). The results of experimental research by Ukrainian scientists S. Maksymenko, L. Lytvynchuk, L. and Onufrieva, B. tkach show that the words “war”, “army”, “armed conflict”, “struggle”, “death” cause concern and anxiety among women, and among men slogans regarding material security and comfortable existence are viewed as stressful (2019). We believe that by taking into consideration the gender evolutionary outlook and differences between men and women, using well-chosen statements and slogans of the mass media in fake messages, a stress response among individuals can be triggered.

Historian and publicist A. Fursov states that the greatest negative payment of people for “openness” is stress, anxiety and emotional disturbance. By taking Germany as an example, the researcher has shown that recently there have been published many books with destructive titles: “Nervous Republic”, “Fear for Germany”, “The End of Germany” (Pocheptsov, 2019; Fursov, 2018). Thus, the use of negatively colored names and slogans can act subconsciously and provoke manifestations of stress, indignation, anger among people.

Interesting descriptions of American behavior have been given by N. Ramsey: “upon waking up he picks up the phone to see what happened at night”, “quickly turns on CNN, MS NBC or NPR after waking up”, “I know that there will be messages that drive me crazy, but I can't get rid of this habit” (Ramsey, 2018). Steven Stosny points out that this behavior is an evidence of stress disorders, and also notes that a lot of misinformation,

issued as truth, cause increased stress, anxiety, despair, hopelessness. Clinical psychologist Nancy Molitor from Illinois points out that people who view the messages late have stress disorders with symptoms such as abdominal pain, headaches, gnashing of teeth, sadness, depression, panic attacks (Ramsey, 2018).

By establishing the features of the informational impact on an individual, it should be noted, that during this process, there emerges information overload, which causes depletion of nerve centers, inhibition and distortion of the message's essence. At the same time, there is the deterioration of physiological functions of the body, weakening of adaptive reserves, reduced efficiency, the emergence of helplessness and increased emotional sensitivity (Ezhevskaya, 2009).

We agree with the ideas of the American neurobiologist T. Sharot. According to him a person in a stressful situation has physiological changes that force him to perceive any signal as dangerous and calculate all the benefits and risks. The results of the study show that this "switch" is associated with a sudden increase in the neural signal in the brain, which is responsible for cognition (known as the prediction error) and is especially amplified by obvious signs of danger. The action of the "switch" directly depends on the neurotransmitter dopamine, which is replaced by a corticoliberin molecule under the influence of stress. This indicates that in a state of stress, a person focuses more on anxious messages. At the same time, stress as an infection can cause unjustified collective feelings (Sharot, 2018). We can observe such psychological features of people's behavior after the media reports about emergencies, pandemics, epidemics, wars, political events. Thus, a wave of alarming information can cause outrage and intense discussion of messages, create an exaggeration of the scale of the real threat, increase the likelihood of hasty decisions, which will ultimately increase the stress itself.

4. The influence of fake messages on the emotional and motivational spheres of personality

Fakes affect person's emotions. Noteworthy is the information of Vasilis K. Pozios, who in an interview to Psycom explains the effects of fakes on mental health. The researcher points out that fake messages are purposefully designed to manipulate public opinion and cause a particular emotional reaction: impulsiveness, anger, suspicion, anxiety and even depressive symptoms (Erdelyi, 2019).

It should be noted, that the information and virtual (various video games, movies, TV series) space not only artificially create and enhance the

emotional perception of an individual. The information presented in this way is better stored in memory and more intensely affects the personality. As a result, such emotional perceptions and experiences of virtually created plots and images can negatively affect the person's mental health. Thus, G. Pocheptsov notes that TV series are emotional narratives, based on the emotional component to enhance their effectiveness (Pocheptsov, 2019).

The results of the research by scientists at the Massachusetts Institute of Technology were quite interesting. It has been established that fake news causes emotions of fear, disgust, surprise among Twitter users, and true stories lead to the emotions of sadness, trust, joy (Vosoughi et al., 2018).

G. Pocheptsov and H. Derakhshan highlight a powerful emotional transformation of an individual under the influence of social media. Researchers emphasize the predominance of emotionality over rationality among people who use social networks (Pocheptsov, 2019; Derakhshan, 2017). In particular, H. Derakhshan points out that social networks such as Facebook or Instagram have occupied people's lives, focusing their attention on videos and pictures by means emotional rather than rational treatment (Derakhshan, 2017).

Social networks also expand the capabilities of scientists in the study of psycho-emotional states of people. In particular, scientists from Harvard University and the University of Vermont analyzed about 44 thousand Instagram posts. Researchers have found that people with depressive symptoms post blue, gray, and dark photos that receive fewer emotional likes but more comments, and prefer the Inkwell filter to process color images in black and white. With the help of their model, 70% of users with depression have been correctly identified (Montague, 2018).

Thus, the intensive use of various mass media, which can uncontrollably and purposefully spread fake messages, can affect the psycho-emotional state of an individual, cause illnesses and deterioration of mental health.

The most important point in understanding and recognizing the possible purposeful, deliberate use of fakes is to determine the motive and reasons for hiding reliable information. No wonder that law enforcement, public relations, and politics experts always ask the question: who benefits in this case?

In order to successfully manipulate a person, it is necessary to use situations of increased motivation, i.e. take into account immediate desires. If you successfully determine a person's motivation and "correctly" provide him with fake information as a fulfillment of desires, then the person will

definitely “fall for it”. At the same time, a strong need for something can be created artificially or reinforced. And, the desired goal can be achieved in this way.

It should be mentioned, that an individuals’s need for interpersonal interaction is basic when receiving and exchanging information. That is why J. N. Cappella, H. S. Kim, and D. Albarracín note that the main motives of a person that lead him to choose and relay content can be conditionally grouped into psychological and meaningful (2015). According to R. A. Clark and J. G. Delia (1979), the communication process realizes the following goals: instrumental, which helps solve the situation that gives rise to communicative interaction; interpersonal, supporting the relationship between a sender and a recipient; identificatory, that directly depends on the purpose of the project sender or are aimed at maintaining a specific image (Clark & Delia, 1979). By considering the intensity of the influence of the information industry, we can say that the main human needs, that make people use the media are: the need for information communication with the social environment and possession of the flow of necessary information; the need to rest; the need to be distracted from everyday life and routine.

Trendmicro researchers identify three main effective principles of the impact of fake messages in social media in the concept of “The fake news triangle”: motivation, dissemination services and direct use of social networks. The most important among them is motivation. The authors of the concept claim that fake messages are deliberately created and meet the purpose of the media, as well as are directly supported by the media information, which attracts the user’s attention (Trend Micro, 2017).

The process of transferring information by the user from the mass media needs special attention. The researchers J.N. Cappella, H. S. Kim, and D. Albarracín point out that contemporary television channels and social networks should consider the new model of information transmission: their user can re-transmit information to other groups and individuals through different platforms (2015). This is a serious motivation that can be considered a hybrid model of information circulation that interacts and spreads in society (Jenkins et al., 2013). This is the defining and key element of the digital media business: knowing the motivation of their own users and encouraging them not only to perceive information, but also to comment, redirect it to others (Newman et al., 2016).

Therefore, the developers of fake messages should take into account the psychological characteristics of a person, his motivation for social interaction, the constant need to communicate, receive, and transmit messages.

5. Fake as an information tool in postmodern society

During the information impact, the priority of messages for a person should be singled out as an important basic component. This is clearly demonstrated by advertising messages, which use the knowledge of psychological characteristics of an individual in order to attract attention to the product and make someone buy it.

If media information, including fakes, aims at “reaching” a person, the message should act gradually: attract attention and make someone interested, demonstrate the superiority of the offered information, product or service, taking into account the values of the social group, level the internal barrier and mistrust. It should also create the psychological setting and encourage an individual to remember the message. People, who are reading such messages, mainly pay attention to the reference list, if the topic is important, corresponds to their worldview, position.

Noteworthy is the study by M. Whitmore (2018), Ph.D. at College of Business Administration, University of Kent, who noted that human brain needs to receive proven information that is consistent with his inner ideas. The researcher emphasized that the basis for recognizing fake messages as true is the phenomenon of biased confirmation of information, when a person seeks to find news and agrees with it to reinforce his own inner beliefs. According to M. Whitmore, all inner beliefs begin to be formed at an early age, are stored during the lifetime and are the foundation for processing any information in adulthood. To maintain one’s inner ideas, an individual can resort to fabrications even to confirm a fake message (Whitmore, 2018). Thus, a false sense of security makes us more susceptible to fakes and we are less likely to test them.

We believe that fake messages significantly influence human interaction with the social environment. We have identified three key areas that we consider to be important in this interaction.

First, *fakes unite particular social groups*. R. Dunbar (2004), a well-known anthropologist and psychologist argues that gossip is a mechanism for uniting social groups. He used the evolution of primates as an example (Dunbar, 2004). Ukrainian researchers (Maksymenko et al., 2019) experimentally prove the possible belonging of individuals to a certain social group. They point out, that patriotic slogans with the word “Ukraine” encourage citizens of the western part of our state to support the independence, and women’s religious sentimentality can be successfully implemented to encourage certain actions. It is the right choice of the slogan as a linguocognitive construct, its correct placement, skillfully used

background and color that subconsciously correct the behavior of the individual, and can help unite people in certain communities. The use of neuropsycholinguistic means of reorganization of the main cognitive-emotional indicators by the media, social networks, and various political forces can significantly influence people, and in this way achieve particular goals.

Second, fakes are necessary in the social environment. Historically, we can see that the higher level of the evolutionary development and the faster scientific and technological progress are, the more variable and dynamic is social interaction. That is why the media, social networks use and diversify the mechanisms of influence on the individual, including fakes. Researcher A. Chadwick emphasizes that the reception of messages and participation in the information cycle through the media helps consolidate the behavior of a certain group of people (Chadwick, 2011).

Third, fakes, as a game are a model, which is important up to the time it is changed. By using fakes, their creators seek to project the future of people through this phenomenon: certain trials, influences, behavioral actions, the establishment of hierarchical social relations (Svaab, 2009). When receiving fake information, a person models his future and determines its impact on his own social status, finds out what is necessary to create or confirm the own status, image, adaptation to the conditions of existence or activity. Direct simulation can be twofold: positive when a person has the desired, pleasant expectations and results, and excitement occurs in the brain's pleasure center, or negative, when the orbitofrontal cortex is activated to prevent possible danger. In particular, G. Pocheptsov states that the basic model of advertising "turns on" when a person needs a certain type of product (Pocheptsov, 2019).

Thus, fakes, as a powerful information tool, subconsciously influence a person's formation of his status, image, ability to adapt to the social environment, choose it and gather around him other people with common views and opinions.

6. The influence of fakes on the mental and cognitive sphere of personality

We believe that in general human mental processes are affected by fakes. Thus, A. Manoilo in his monograph draws attention to the fact that information exists independently of a man, fills his memory and participates in his mental processes (Manoilo, 2003, p. 33). During the action of information messages, sensations, perceptions, attention, imagination, memory, etc. are activated. The process of perception itself, of course, is not

simple and can be complicated by the peculiarities of the fake messages, the conditions of perception, the mood of a person. Perception depends on the age and personal qualities. For example, these features are used in the process of preparing a message, taking into consideration the fact, that younger generations prefer brighter colors.

Let's take a closer look at the analysis of the impact of fakes on human memory. According to D. Swab, a part of the relevant information is stored in long-term memory, often based on a significant or emotional event (Swaab, 2019, p. 231). The amygdala, located in the temporal lobe of the brain, leaves an imprint on strong emotional memories, and the stress hormone cortisol is directly involved in the process of memorization. It is the emotional event marked by the amygdala, which is important for human self-preservation, that is stored in long-term memory. Emotions of fear, fright, sadness are more important in difficult life circumstances than positive emotions, so the information available in the brain, is used in case of danger as a basis for action during the activation of amygdalin adrenaline. The recent research by the director of Georgia State University and Georgia Technology Center, E. Schumacher, concerning the improvement of brain imaging through the magnetic resonance tomography, has experimentally proven, that among the research subjects, who are watching clips from the Hitchcock movies, "Alien", "Blood Simple", "Licence to kill" there is an increase in the volume and improvement of memory in situations of tension and uncertainty (Grubbs, 2015).

Special attention attracts the research of psychologist E. Loftus (2018, p. 193), who focused on the fact that the human brain continuously processes an intensive flow of information, which is built into the organized memory system. At the same time, the scientist emphasized that there is always a possibility of distortion of our memories and memorized information. She emphasizes the pragmatic assumptions, that encourage a person to expect something that could not be openly communicated to him and which is logically not provided by the information. These inferences can lead to erroneous conclusions, because people perceive and remember information as if the message was given to them, open and fully covered. This is the method of influencing society that can be actively used by the media and reporting fake information, because pragmatic assumptions are a really powerful tool that subconsciously influences the individual, encourages him to draw wrong conclusions and mention them later as reported information. It should also be noted that people spontaneously supplement missing connections using their picture of the world. This tendency facilitates the transmission of certain messages to others through

pragmatic assumptions to achieve certain communicative goals. Thus, it is with the help of pragmatic assumptions that fake information can be given to a person as the absolute truth.

In the context of our study, it is advisable to analyze the effect of fakes on attention. Researchers of brain coherence used encephalography and studied the subjective preferences of the subjects on the example of the popular Super Bowl advertisements. The results of the experiment revealed that the areas of the brain that are responsible for attention and visual processing of information are closely related to uncertainty and are more active with increasing preferences for commercials (Grubbs, 2015).

Scientists Bezdek et al. (2015) studied the change of attention during the demonstration of emotional-semantic audiovisual narratives. Scientists state that the amount of visual attention is dynamic over time. During the experiment, the researchers suggested focusing on contemplating the film in the center of the screen while flashing chessboards on the periphery. They found changes in brain activity in the calcarine sulcus, and noticed an increase in the activity in the central areas of the brain responsible for visual information processing and in the frontal and parietal lobes (Bezdek et al., 2015). Thus, the results of the study confirm, that the dynamics of spatial adjustment of attention through narrative in areas of the brain are responsible for visual processing of information, which indicates the emergence of tunnel vision. This leads to concentration only on the immediate object and no distractions are possible.

7. Conclusions

Fakes are a powerful information weapon of the mass media. They subconsciously affect a person's individual consciousness, and may not always be noticed and perceived by the individual as a threat. We conditionally divided the negative psychological impact of fakes on the personality into the following categories: emotional, motivational, social, existential and intellectual.

Fakes can worsen mental health, trigger stress and cause resentment, anxiety, concern, hopelessness and anger. There are also information overload, collective unjustified experiences, certain physiological changes and signs of stress disorder with severe symptoms of headache, abdominal pain, depression, panic attacks.

Under the influence of mass media there is an intense emotional transformation of the individual. Emotional information is better stored in memory and has a more intense influence on a person. Emotions prevail over rational thoughts, and fakes create and strengthen a person's emotional

perception, cause emotions of fear, anger, suspicion, disgust, surprise, and true stories lead to the emotions of sadness, trust, joy.

With the help of fakes people can manipulate public opinion. Among the basic human needs, that motivate individuals to use the media, are the need for information communication with the social environment and the possession of the flow of necessary information, the need for rest, the need to be distracted from everyday life and routine. The transfer of information by the user from the mass media is a certain hybrid model of the circulation of information disseminated in society, which is also influential in the digital media business.

The action of fakes takes into account the priority of messages for a person. To maintain his inner beliefs, a person is able to resort to fabrications, even taking into account the fake message, and a false sense of security makes him more receptive to them and less prone to verification.

A person under the influence of fakes and in stressful situations always strives for social unity with others. The reception of messages by a person and his direct participation in the information cycle through the mass media contributes to the consolidation of behavior into certain groups. Fake information encourages a person to model their own future and determine its impact on their own social status.

Moreover, under the influence of fakes, mental processes undergo changes. That is, the perception of fakes depends on age and personal qualities. Significant and emotional events are often stored in a person's memory. In situations of tension and uncertainty, there is an increase in the volume and improvement of memory, Pragmatic assumptions become a powerful tool that encourages to draw erroneous conclusions and later mention them as reported information. That is why fakes may seem the absolute truth.

When individuals are watching advertisements, there is a connection between the areas of the brain responsible for attention and visual processing of information in situations of uncertainty, as well as a pronounced activity with a growing preference for information. In the process of demonstrating emotional audiovisual narratives, a person also develops a tunnel vision.

We can see prospects for further research in the development of prevention programs to minimize the impact of fakes on an individual, which will take into account our research and help people understand the impact of fakes on their own psycho-emotional state, motivation, mental processes, values and priorities. It will also help them understand the need to

analyze the received information content, and conduct a competent search for information, critical selection, evaluation and verification of messages.

References

- Antonopoulosac, N., Veglisac, A., Gardikiotisc, A., Rigas, K., & Kallirisbc, G. (2015). Web Third-person effect in structural aspects of the information on media websites. *Computers in Human Behavior*, 44, 48–58.
<https://doi.org/10.1016/j.chb.2014.11.022>
- Bezdek, M. A., Gerrig, R. J., Wenzel, W. G., Shin J., Pirog Revill, K., & Schumacher, E. H. (2015). Neural evidence that suspense narrows attentional focus. *Neuroscience*, 303, 338–345.
<https://doi.org/10.1016/j.neuroscience.2015.06.055>
- Cambridge Dictionary (2018). “Fake” in the English dictionary. *Cambridge Dictionary*. <https://dictionary.cambridge.org/dictionary/english/fake>
- Cappella, J. N., Kim, H. S., & Albarracín, D. (2015). Selection and trans mission processes for in formation in the emerging media environment: Psychological motives and message characteristics. *Media Psychology*, 18(3), 396–424. <https://doi.org/10.1080/15213269.2014.941112>
- Chadwick, A. (2011). The political information cycle in a hybrid news system: The British prime minister and the «Bullygate» affair. *The International Journal of Press/Politics*, 16(1), 3–29. <https://doi.org/10.1177/1940161210384730>
- Clark, R. A., & Delia, J. G. (1979). Topoi and rhetorical competence. *Quarterly Journal of Speech*, 65(2), 187–206.
<https://doi.org/10.1080/00335637909383470>
- Dafonte-Gómez, A. (2018). Audiences as Medium: Motivation sand Emotions in News Sharing. *International Journal of Communication*, 12, 2133–2152.
<https://ijoc.org/index.php/ijoc/article/view/6790>
- Derakhshan, H. (2017 October 19). How Social Media Endangers Knowledge. *WIRED*. <https://www.wired.com/story/wikipedias-fate-shows-how-the-web-endangers-knowledge/>
- Dunbar, R. (2004). Gossip in Evolutionary Perspective. *Review of General Psychology*, 8(2), 100–110. <https://doi.org/10.1037/1089-2680.8.2.100>
- Erdelyi, K. M. (2019 October 21). The Psychological Impact of Information Warfare & Fake News. *PSYCOM*. <https://www.psycom.net/iwar.1.html>
- Ezhevskaja, T. I. (2009). Psihologicheskoe vozdejstvie informacionnoj sredy na sovremennogo cheloveka [The psychological impact of the information environment on a modern person]. *Psychopedagogy in law enforcement*, 2, 38–40.
- Fake. (n.d.). *Wikipedia*. Retrieved Mai 20, 2021 from
<https://ru.wikipedia.org/wiki/%D0%A4%D0%B5%D0%B9%D0%BA/>

- <https://izborsk-club.ru/15590>
- Fursov, A. (2018 July 23). Vpali v bespamjatstvo... [Fell into unconsciousness ...]. *Izbořsk klub*. <https://izborsk-club.ru/15590>
- Gottfried, J. (2020 February 26). Americans' news fatigue isn't going away – about two-thirds still feel worn out. <https://www.pewresearch.org/fact-tank/2020/02/26/almost-seven-in-ten-americans-have-news-fatigue-more-among-republicans/>
- Grubbs, L. (2015 October 6). Your brain on movies: Implications for national security. *The Neuroethics Blog*. <http://www.theneuroethicsblog.com/2015/10/your-brain-on-movies-implications-for.html>
- <http://control.gatech.edu/wp-content/uploads/2015/09/Bezdek-et-al-2015-Neuroscience.pdf>
- <http://journals.uran.ua/bdi/article/view/150954>
- <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/research/files/Digital%20News%20Report%202016.pdf>
- Jenkins, H., Ford, S., & Green, J. (2013). *Spreadable media: Creating value and meaning in a networked culture*. New York University Press.
- Kitsa, M. O. (2016). Fejkova informacija v ukrajins'kyx social'nyx media: ponyattya, vy'dy, vplyv na audytoriju [Fake information in Ukrainian social media: concepts, types, impact on the audience]. *Scientific notes [Ukrainian Academy of Printing]*, 1, 281–287. http://nbuv.gov.ua/UJRN/Nz_2016_1_37
- Kurban, O. (2018). Fejky u suchasnyx media: identyfikacija ta nejtralizacija [Fakes in modern media: identification and neutralization]. *Library science. Documentation. Informology*, 3, 96–103.
- Loftus, J. (2018). *Pamjat': Pronzitel'nye otkrovenija o tom, kak my zapominaem i pochemu zabyvaem* [Memory: Revelations about how we remember and why we forget]. Kolibri, Azbuva Atticus.
- Maksymenko, S., Tkach, B., Lytvynchuk, L., & Onufrieva, L. (2019). Nejropsyxolingvistyčne doslidzhennja polityčnyx gasel iz zovnišn'oyi reklamy [Neuropsycholinguistic study of political slogans in outdoor advertising]. *Psycholinguistics. Psychology*, 26(1), 246–264. <https://doi.org/10.31470/2309-1797-2019-26-1-246-264>
- Manoilo, A. V. (2003). *Gosudarstvennaja informacionnaja politika v osobyh uslovijah* [State information policy in special conditions]. (Monograph). MIFI.
- Media Detector (2019 March 2019). Dzherela informaciyi, mediagramotnist i rosijs'ka propaganda: rezul'taty vseukrajins'kogo opytuvannja gromads'koyi dumky [Analytical report Sources of information, media

- literacy and Russian propaganda: the results of an all-Ukrainian public opinion Survey]. *Media Detector*.
https://detector.media/doc/images/news/archive/2016/164308/DM-KMIS_Report_05_2019_web.pdf
- Montague, J. (2018 February 1st). How your social media betrays your mood. *BBC*.
<https://www.bbc.com/future/article/20180201-how-your-social-media-betrays-your-mood>
- Naukatv. (2020 April 15). *Vopros nauki: kak sozdajutsja feyki o koronavirusse* [Scientific question: how are fakes about coronavirus created]. Naukatv.
<https://naukatv.ru/articles/754>
- Newman, N., Fletcher, R., Levy, D. A. L., & Nielsen, R. K. (2016). Reuters Institute Digital News Report 2016. *Reuters Institute for the Study of Journalism*.
<https://reutersinstitute.politics.ox.ac.uk/sites/default/files/research/files/Digital%20News%20Report%202016.pdf>
- Newton, C. (2019 Jan 9). People older than 65 share the most fake news, a new study finds. *The Verge*. <https://www.theverge.com/2019/1/9/18174631/old-people-fake-news-facebook-share-nyu-princeton>
- Pochepcov, G. (2019). (Dez)informacija [(Dis)information]. *Detector Media*.
https://go.detector.media/wp-content/uploads/2019/10/Disinformation_Pochepcov_book_WEB.pdf
- Ramsey, N. (2018 July 23). Head line stress disorder: when break in gnewsis bad for your health. *HEALTH NEWS*. <https://www.healthline.com/health-news/headline-stress-disorder-when-breaking-news-is-bad-for-health>
- Sharot, T. (2018 June 15). *Why stressed in dsare more decisive*. BBC.
<https://www.bbc.com/future/article/20180613-why-stressed-minds-are-better-at-processing-things>
- Swaab, D. (2019). *We Are Our Brains: A Neurobiography of the Brain, from the Womb to Alzheimer's*. Penguin.
- Tovstyzhenko, A. (2018 March 27). *Ukraincy vdvoe chashbe poluchajut novosti iz televizora, chem iz interneta* [Ukrainians are twice as likely to receive news from TV than from the Internet]. Zn.ua.
<https://zn.ua/UKRAINE/polovina-ukraincev-uvereniy-v-sposobnosti-otlichit-feykovyie-novosti-279371.html>
- Trend Micro. (2017 July 14). The Inner Work in gsof Fake News. July 24, 2017. Trend Micro. <https://blog.trendmicro.com/the-inner-workings-of-fake-news/>
- Vosoughi, S., Roy, D., & Aral S. (2018). The spread of true and false new son line. *Science*, 359, 6380, 1146–1151. <https://doi.org/10.1126/science.aap9559>
- Whitmore, M. (2018 August 10). Why We're susceptible to fake news, How to defend against it.
<https://www.apa.org/news/press/releases/2018/08/fake-news>