



DOI: <https://doi.org/10.34069/AI/2024.81.09.13>

How to Cite:

Pohrebniak, I., Soshynska, V., Kharamurza, D., Polishchuk, T., & Frukтова, Y. (2024). Assessment of public trust in the media under martial law. *Amazonia Investiga*, 13(81), 168-178. <https://doi.org/10.34069/AI/2024.81.09.13>

## Assessment of public trust in the media under martial law

### Оцінка довіри суспільства до до медіа в умовах воєнного стану

Received: August 1, 2024

Accepted: September 28, 2024

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#### Abstract


The aim of the article is to analyse changes in trust in different types of media. The article revealed that the decreased trust in traditional media and the growing role of social networks during military conflicts significantly affect the information space and the public's trust in traditional mass media. The results of the statistical analysis and linear regression indicate a steady trend of decreasing trust in mass media in the Ukrainian media space, which is at a level of 10% every year. The study assesses the level of public trust in the media under martial law, considering the ethical and philosophical aspects that influence trust formation. Interpreting the results, it is possible to point out the importance of adapting media strategies and communication approaches to maintain the trust of the audience and improve the quality of social dialogue, communication policy. A promising direction for further development is


#### Анотація

Метою статті є аналіз змін довіри до різних типів ЗМІ. У статті виявлено, що зниження довіри до традиційних ЗМІ та зростання ролі соціальних мереж під час військових конфліктів суттєво впливають на інформаційний простір та довіру населення до традиційних ЗМІ. Результати статистичного аналізу та лінійної регресії свідчать про стійку тенденцію до зниження довіри до ЗМІ в українському медіапросторі, яка щороку становить 10%. У дослідженні оцінюється рівень суспільної довіри до ЗМІ в умовах воєнного стану з урахуванням етичних та філософських аспектів, які впливають на формування довіри. Інтерпретуючи результати, можна вказати на важливість адаптації медіастратегій та комунікаційних підходів для збереження довіри аудиторії та підвищення якості соціального діалогу, комунікаційної політики. Перспективним


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the study of the impact of long-term information campaigns on public trust in the media.

**Keywords:** information space, media resources, communication policy, moral orientation, ethical concepts.

напрямок подальшого розвитку є дослідження впливу довготривалих інформаційних кампаній на суспільну довіру до ЗМІ.

**Ключові слова:** інформаційний простір, медіаресурси, комунікаційна політика, моральна орієнтація, етичні концепції.

## Introduction

Public trust in the media is one of the most important and relevant issues of our time. The media acts as a means of informing and is an important factor in forming public opinion and stability in society. The media have a responsibility to provide reliable and objective coverage of events, but they face challenges related to censorship, propaganda and the widespread use of social media as a source of information because of the war. In the conditions of a military conflict, the media acts as a means of informing and serves as an important factor in forming public opinion and stability in society. In wartime, the role of the media becomes a source of moral guidance, as information affects the population's morale and its willingness to support state actions. In this period, trust in the media reflects a rational assessment of the reliability of sources, ethical and social values that are formed under the influence of the crisis. From a philosophical point of view, trust in the media includes objective criteria, such as the accuracy and promptness of information, and subjective aspects related to moral dilemmas and existential challenges facing society.

The current situation calls into question the ability of the media to maintain the trust of the audience, especially in the context of disinformation and biased coverage of events. The study focuses on the analysis of these challenges and the identification of key factors affecting the level of trust in the media.

The media space is characterised by uncertainty and dynamism. Military conflicts change the usual conditions of the functioning of the media, making corrections in the ways of information coverage and interaction with the audience. The example of Ukraine and the EU show how trust in various types of media is changing, trust in traditional media channels is decreasing, and the influence of social networks is growing. The concept of trust in media is deeply intertwined with ethical considerations, particularly in the context of credibility and manipulation within public discourse. Philosophical inquiry into this relationship reveals the complex dynamics between the perceived integrity of media institutions and the ethical responsibilities they bear. This study explores the foundational principles that govern media trust, emphasising the philosophical dimensions of ethics, credibility, and the potential for manipulation.

It is difficult to predict the future development of the media landscape and public trust in the media, but it is crucial for understanding potential changes in public attitudes and behaviour. Citizens tend to seek sources that reflect their moral beliefs and values. The conducted research uses linear regression methods to predict trends in media trust, providing an important tool for planning media strategies and communication campaigns. In view of the dynamics of modern media development, it can be expected that the future media landscape will be even more diverse and complex, and the interaction between different types of media and the audience will become more active and multifaceted. The issue of creating new opportunities for media organisations arises and poses new challenges to them in maintaining trust and objectivity in information coverage.

The aim of the study is to assess the level of public trust in the media. The aim involved the fulfilment of the following research objectives:

1. Establish a connection between the change in the information space during the military conflict and the level of trust in various types of media based on the analysis of data from Ukraine and European countries.
2. Assess the impact of current trends in trust in the media focusing on a comparative analysis of the use of traditional media and social networks in different countries.
3. Develop recommendations for improving media strategies and communication approaches aimed at preserving and increasing the level of public trust in the media in crisis situations, including proposals for adaptation to changing media conditions and modern challenges.

## Literature Review

In the literature review on the philosophical foundations of media trust, it is essential to explore how various scholars have approached the dynamics of trust, ethics, and manipulation within public discourse. Sydorenko & Volobuieva (2022) offer a pertinent study on the media coverage of major global events like the Olympic Games, which underscores the role of media representation in shaping public trust. Their analysis can be tied to how trust in media coverage influences public perception of important events, illustrating the broader implications of credibility in media.

Similarly, Chaika et al. (2022) contribute to the discussion with their examination of multiculturalism in modern mass media, focusing on the analysis of stereotypes. Their findings highlight how media manipulation through stereotypes can affect societal trust, aligning with the notion that media content can both build and erode trust depending on its portrayal of diversity and inclusion. This is relevant when considering how trust in media is influenced by representation and the potential ethical consequences of biased reporting. Further extending the exploration of media trust, Zhylin et al. (2023) delve into the role of emotional intelligence in shaping identity across different European cultures, suggesting that emotional intelligence plays a key role in how individuals process media messages and form trust. This work bridges the philosophical aspects of trust with the psychological underpinnings of media consumption, emphasizing the importance of media that fosters critical thinking and emotional engagement rather than manipulation.

Cardey et al. (2024) provide a broader framework in their discussion of communication for development, which looks at inclusive communication in the context of environmental changes. Their research is pivotal when considering the role of media education and how it fosters critical citizenship. The link between media literacy and trust formation is crucial for understanding how media education can combat manipulation and build a well-informed, critically engaged public. These works emphasize the importance of trust in media, shaped by factors such as representation, emotional intelligence, and media literacy, and provide a comprehensive view of how media manipulation and trust intersect with public discourse and citizen participation.

The problem of assessing public trust in the media under martial law is an important issue in the context of modern geopolitical challenges, which are analysed by researchers and analysts who identify several key factors in their functioning. Urbániková & Smejkal (2023) emphasise that martial law poses significant challenges to the media industry regarding preserving objectivity and independence in the conditions of growing state control and censorship. The importance of this aspect is manifested in the preservation of democratic values and freedom of speech. The hypothesis advanced by McIntyre & Sobel Cohen (2021) indicates the growing role of social networks as an alternative source of information, which can both contribute to the spread of reliable information and pose a risk of increasing disinformation. According to Moreno et al. (2021) and Dragan et al. (2020), the effectiveness of social networks during a crisis depends on the interaction between media companies, the public, and government agencies.

Jõesaar et al. (2022) emphasise the importance of developing and implementing fact-checking and information verification mechanisms to counter the influence of fake news and propaganda. Indiyati et al. (2020) support this thesis, indicating a significantly increased need for media literacy among the population for critical perception of information. Abdulkareem et al. (2022) focus on the ethical challenges faced by journalists, including the balance between reporting the facts and the need to protect national security. According to Marković et al. (2020), ensuring a balance between freedom of speech and the need to comply with ethical norms is key to solving this challenge. There is a need for a deeper analysis of existing media practices and the development of new strategies that consider the rule of law and the ethical aspects of journalism. Kim et al. (2022) emphasise that the change in the media space during conflicts requires media organisations to adapt to the new conditions of the information front.

Thorbjørnsrud & Figenschou (2022) point out the importance of ensuring the transparency of information sources and emphasise the role of the media as a tool to support civil society and democratic institutions. Klarić & Mandić (2023) indicate that military conflicts often shift media focus from objective coverage of events to patriotic rhetoric, which can affect the objectivity of information. Nistor (2023) emphasises an important factor — the need for balanced coverage of war events, which includes the reflection of official positions and the civilian population. Yin (2023) describes the influence of social networks on the formation of public opinion. The researcher claims that social networks can act as an alternative information channel, but there are risks of spreading unverified and biased information. Knudsen et al. (2022) prove the need to

develop effective content quality control strategies in social networks to prevent disinformation. It is important to actively involve the audience in fact-checking and critical information analysis, which helps ensure information security.

Wang et al. (2023) focus on the ethical issues of journalists and the need to report on war crimes. The author recommends carefully weighing each coverage case against the potential impact on public safety and morality. Lovari & Materassi (2021) discuss the role of the media in maintaining civil peace and post-war reconstruction, emphasising the need to cover positive initiatives and peace settlement processes. So, the literature review emphasises the importance of the effective functioning of the media. Researchers point to the importance of a balanced approach to covering conflicts, considering ethical norms and actively using social networks' capabilities to provide quality and objective information during the war, which requires further research.

## Methodology

For the qualitative analysis, a comprehensive literature review was conducted, incorporating both national and international sources to contextualize the evolution of media trust in Ukraine. Sources included studies on media consumption patterns, public trust in information sources, and the impact of sociopolitical factors, particularly martial law. Philosophical reflections were integrated by analyzing societal perceptions of credibility and authority, following the works of scholars such as Adorno and Hofstede. This approach allowed for a deeper understanding of how philosophical and ethical considerations influence media trust dynamics.

The regression model used in the analysis incorporated variables such as the type of media (e.g., television, social networks, internet media) and temporal data points spanning from 2015 to 2023. Each media type was operationalized as a percentage value representing the public trust level, measured through public opinion surveys and cross-referenced with secondary data sources, such as USAID reports. Measurement scales were standardized to ensure consistency across different media types and over the specified timeline.

The study of the level of trust in mass media in Ukraine and the EU was based on collected and analysed data from two reliable sources: Standard Eurobarometer 96 – Winter 2021–2022 (Data annex) for the European Union (European Union, 2022) and USAID/Internews data for Ukraine (USAID, 2023). Statistical sources provided comprehensive information on the level of public trust in various types of media during 2015-2023. The research design includes the stage of collecting and systematising data from the specified sources and performing data analysis in order to determine general trends and features of media consumption in different countries. The trust rating was used to build a forecast for 2025-2027 using statistical methods. This analysis also incorporates a philosophical examination of the underlying social, economic, and political factors that influence public trust, exploring how these elements contribute to broader societal reflections on truth, authority, and the ethical dimensions of media consumption.

The research methodology was based on data processing principles and provided several recommendations to improve the level of trust in mass media in Ukraine. The linear regression technique was used to analyse trends and forecast future development. The method made it possible to identify the main directions of changes in the level of trust in the media and to make reasonable assumptions about future trends. Regression analysis was chosen because of its effectiveness in predicting trends based on statistics from previous years. This approach also allows for a deeper philosophical reflection on the ethical implications of these trends, considering how shifts in media trust reflect broader societal concerns about credibility and the potential for manipulation in public discourse.

The study sample covered various demographic groups in different EU countries and Ukraine. Eurobarometer data is based on surveys of EU citizens, which makes it possible to assess the level of trust in the media in different cultural and political contexts (European Union, 2022). USAID/Internews data for Ukraine complement this picture, considering the specifics of the Ukrainian media space and public attitudes and containing reliable information on public opinion (USAID, 2023). The proposed sample made it possible to obtain representative information and thoroughly analyse the level of trust in the media in different regions.

The research used tools for data analysis and processing. The main tool is the formation of linear regression and the formation of a trend based on indicators of public trust in mass media. The tools were used to

visualise the trend graph data, which helped visualise the research findings. The accuracy and reliability of the data were ensured through the use of official sources of analytical centres in Europe, which guaranteed the reliability and relevance of the information used in the analysis.

The ethical framework of research is grounded in philosophical principles that emphasise the transparency of data collection and analysis, ensuring that methods and interpretations are openly disclosed. Furthermore, the research prioritises the philosophical commitment to objectivity, avoiding biases towards information sources or the research subject, and ensuring a balanced and equitable representation of diverse perspectives and interests within the discourse

## Results and Discussion

The results of this study reveal clear instances of media manipulation, such as the selective reporting during the 2014 Ukraine crisis, where certain outlets emphasized nationalist rhetoric while downplaying international diplomatic efforts. This biased framing shaped public perceptions and fueled mistrust in both local and global media. In Ukraine, such contextual factors have had a profound influence on how citizens interpret media messages, particularly when manipulation involves polarizing political narratives. The study also underscores that strengthening media education and promoting ethical journalism can help counteract these effects. For instance, teaching the public to recognize manipulative tactics, like distorted headlines or selective omission of facts, can significantly improve media literacy and foster informed, critical citizenship.

The importance of reliable information plays an important role in maintaining public opinion and effective warfare, but the difficulty of verifying the reliability of news is increasing. Martial law requires the media to be more responsible and careful in selecting and presenting information. The decreased level of trust can also be related to the change in the audience's information needs and the growth of distrust in official sources.

**Table 1.**

*Rating of public trust in the media in Ukraine, %*

	2015	2016	2017	2018	2019	2020	2021	2022	2023
Internet media	47	55	54	60	59	48	48	42	41
TV	85	82	77	77	66	52	46	36	30
Radio	35	28	27	26	18	13	13	11	10
Print media	31	23	24	21	15	8	7	3	3
Social networks	51	52	45	53	68	62	63	74	76

Source: USAID (2023)

Data on the trust rating of various types of media in Ukraine during 2015-2023 were used for the analysis. The analysis of the dynamics presented in Table 1 revealed two main trends in the rating of public trust in various media types in Ukraine over several years. Television, traditionally considered the main source of information for many citizens, is experiencing a decline in trust between 2016 and 2023. As a result, it has lost more than half of its perception rating, falling from 85% to 30%. This shift suggests a growing philosophical scepticism towards centralised sources of information, reflecting a deeper societal reevaluation of what constitutes credible and trustworthy media. Society is becoming more critical of television information and prefers other news sources, such as social networks. There is a significant increase in trust in social networks from 51% in 2021 to the highest historical record of 76% in 2023. This trend is connected with the increased citizens' activity on social networks and a high decline in trust in mass media, which lost almost two-thirds of its rating from 2015 to 2023. These trends indicate the interweaving of technological shifts, changes in media consumption, and a philosophical transformation in the public's understanding of truth and authority in the information space, which should be taken into account for the further development of the information space in Ukraine.

Calculating the average level, minimum, maximum and changes from 2015 to 2023, determining the general trend of the rating of public trust in various types of media are important for understanding the dynamics of information perception and the media environment. The average value provides a generalised view of the level of trust, while the minimum and maximum indicate extreme variations in this rating. The change from 2015 to 2023 reveals long-term trends in media consumption and trust, information that can



be important for developing media strategies and journalism. The justification of the general trend makes it possible to understand how society perceives various media platforms and how this can affect the information landscape for the further conduct of an effective information war in Ukraine. Table 2 presents the calculated indicators.

**Table 2.**

*Analysis of public trust in various types of media in Ukraine for 2015-2023 and under martial law*

Category	Mean	Minimum	Maximum	Change 2015-2023	Trend
Internet media	50.44%	41%	60%	-6%	Decrease
TV	61.22%	30%	85%	-55%	Decrease
Radio	20.11%	10%	35%	-25%	Decrease
Print media	15.0%	3%	31%	-28%	Decrease
Social networks	60.44%	45%	76%	+25%	Growth

Source: calculated by the author

Calculations of the rating of public trust in various types of media in Ukraine in the period from 2015 to 2023 under martial law provide information for the formation of media policy and conducting effective communication with citizens. It is important to take into account the negative trends in media trust, as television and print media have been losing trust in recent years, while anonymous and independent social networks have gained a significant increase in public trust. Data analysis showed that trust in the media varies significantly depending on the source of the information and its perception by society. Trust under martial law was a rational assessment of the reliability of sources, an emotional response to moral dilemmas and general challenges facing society. This phenomenon is considered through the prism of ethical concepts, where trust indicates citizens' moral choices and value orientations. A critical trend in Ukraine is a 37% decrease in the level of trust in television, which reinforces the importance of restructuring communication with society. An open and accessible channel of informing citizens through social networks should become responsible for the quality and objectivity of the information provided.

The results of the study indicate the importance of maintaining media literacy among citizens so that they can be critical consumers of information and distinguish reliable sources from disinformation. Ukraine needs to develop a media policy aimed at ensuring information reliability and the formation of positive attitudes in society and consider the possibilities of regulating social networks in order to preserve their role as an important source of information while ensuring protection from unreliable information during large-scale war. The observed differences in trust levels across various media types highlight a broader philosophical question about the nature of authority and credibility in the digital age. For instance, while traditional media such as radio and television generally maintain higher trust levels in both Ukraine and many EU countries, internet media and social networks are often viewed with greater scepticism, reflecting deeper societal debates on the ethics of information dissemination and the role of media in shaping public consciousness.

**Table 3.**

*Trust in the media in Europe, 2022 (ranked by share, all countries)*

Country	Written press (%)	Radio (%)	Television (%)	Internet (%)	Online social networks (%)
EU27	49	56	49	35	20
Austria	62	67	64	48	28
Belgium	57	66	61	32	17
Bulgaria	35	47	56	44	36
Croatia	36	46	51	32	27
Cyprus	30	49	47	42	33
Czech Republic	51	70	50	43	12
Denmark	70	83	79	35	13
Estonia	67	76	71	50	17
Finland	70	76	76	35	11
France	44	48	31	21	10
Germany	56	66	59	33	17
Greece	39	47	26	55	36
Hungary	38	43	45	51	36

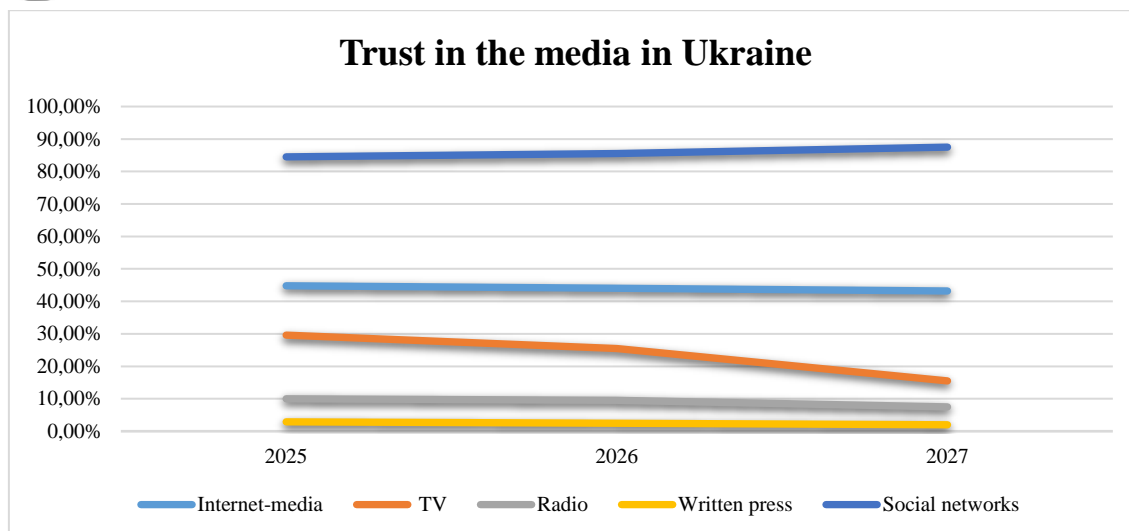
Ireland	52	65	59	26	17
Italy	49	50	50	42	36
Latvia	40	54	52	38	20
Lithuania	37	46	45	37	22
Luxembourg	58	62	50	35	18
Malta	40	45	43	34	22
Netherlands	71	72	59	34	9
Poland	41	52	48	51	42
Portugal	69	76	71	44	30
Romania	44	52	52	38	30
Slovakia	41	51	51	40	26
Slovenia	36	44	37	28	16
Spain	37	45	32	22	12
Sweden	66	79	70	21	7
<i>Non-EU countries</i>					
Albania	73	60	67	60	57
Bosnia-Herzegovina	25	34	45	34	23
Iceland	74	80	82	43	17
Montenegro	45	44	46	38	31
North Macedonia	34	34	53	39	30
Norway	74	81	77	37	10
Serbia	30	32	46	38	29
Switzerland	73	83	71	25	7
Turkey	35	32	37	43	37
United Kingdom	35	61	53	21	9

Source: European Union (2022)

According to Table 3, the level of trust in mass media in European countries is significantly different from the indicators of Ukraine. Compared to Ukraine, which experienced a significant decline in trust in all types of media in 2023, many countries in Europe have consistently high levels of trust, especially in traditional media such as radio and television. In countries that have a high level of trust in traditional media, such as Denmark, Estonia, Finland, and Norway, radio and television often have a higher trust rating than in Ukraine, which is determined by the differences in media systems, content regulation, and the general level of trust in government institutions.

In Ukraine, online media and social networks have experienced ups and downs in trust in recent years. At the same time, these indicators remain stable and practically unchanged in many European countries. For example, in Greece and Hungary, the level of trust in Internet media is higher than in traditional media, which indicates the role of digital media in the information space of these countries. A comparison of data on trust in mass media in Europe and Ukraine indicates significant differences caused by cultural, political, economic, and social factors in each of the countries, which reflects the difference in conducting a transparent and effective communication dialogue. These differences underscore the philosophical challenges of maintaining a transparent and effective dialogue of communication across diverse societies. The available statistics serve as a foundation for forecasting Ukraine's future information policy, which must navigate these philosophical and practical complexities in its ongoing information campaigns.

The linear regression is applied to forecast the level of trust in various types of media in Ukraine for 2025, 2026 and 2027, which is widely used in statistical analysis to forecast future trends based on historical data from 2015-2023. The obtained data are visualised in Figure 1.



**Figure 1.** Forecast of the level of trust in mass media in Ukraine for 2025-2027, %.

Source: calculated by the author

According to the forecast, the general trend of the level of trust in traditional mass media in Ukraine, such as online media, television, radio and print media, shows a further decrease in the trust rating during 2025-2027. This can be caused by a wide range of factors, including changing media preferences, increasing influence of social networks, and expanding problem of disinformation and ineffective communication dialogue with society. Projected data indicate a significant increase in trust in social networks, from 79.5% in 2023 to 85.6% in 2027. This transformation of the media landscape signifies a deeper shift in how society engages with information as social networks increasingly become the primary source for a broad audience. These changes necessitate reforming Ukraine's information policy, emphasising the importance of fostering a more philosophically grounded communication dialogue and enhancing media literacy among the population. Such efforts are essential for navigating the digital age's complexities and cultivating a more informed and ethically aware society.

An assessment of public trust in the media under martial law is conducted by Torres et al. (2023), where the growing role of social media as a primary source of information is emphasised. The results are confirmed by our research, which indicates a paradigm shift in media consumption where traditional channels are losing their prevalence. The research of Reveilhac (2022) is debatable, who argues for positions on the tendency to perceive information from social networks more critically than on the level of trust in traditional media. The hypothesis advanced by Smejkal et al. (2022) concerning the possible potential for manipulation and the spread of disinformation through social networks and negative consequences for society is confirmed. The view of Schröck & Falkesgaard (2021), who state that martial law requires special responsibility and caution from the media in reporting information, is common with this research, as they must include ensuring accuracy, objectivity and impartiality in the coverage of events (Lange-Ionatamishvili & Svetoka, 2015; Maulana et al., 2020).

Research by Carson et al. (2022) emphasises the issue of effective communicative social dialogue, which can help maintain and even strengthen trust in the media in difficult conditions. At the same time, the analyst Majid et al. (2021) point to potential challenges related to censorship and restriction of freedom of speech, which can also negatively affect trust in the media, which is emphasised by the high level of growth of trust in social networks. The researcher Apriliani (2022) draws attention to the importance of media literacy. The common point is the critical importance of understanding and analysing media content by society, which will positively impact increasing trust ratings in society. The study by Dralega & Napakol (2022) confirms that educational programmes and campaigns on media literacy can effectively contribute to the improvement of critical thinking and the development of skills to recognise false information using the examples of European countries (Huber et al., 2019; Markov & Min, 2020).

The article of Klarić, D., & Mandić (2023) reveals the problems of the media, which have a unique opportunity to act as a tool for promoting peace and dialogue. Trust can decrease due to ineffective reporting and the need to cover initiatives for its settlement and humanitarian issues. The research conducted by Mohammadi et al. (2020) confirms a stable level of trust in the media in Europe due to maintaining a



balance between presenting information and taking into account ethical aspects, which can be difficult under martial law. The discussion in the field of media studies shows that the assessment of public trust in the media under martial law is multifaceted and requires an integrated approach from the state, which includes the adaptation of the information space to changing conditions (Sørensen et al., 2021; Yuan et al., 2023).

## Conclusions

In 2022, during the Russian invasion of Ukraine, numerous media outlets employed manipulative tactics, such as spreading disinformation about military operations and exaggerating civilian impact to evoke emotional responses. This manipulation significantly influenced public trust, with citizens often relying on alternative sources to verify the credibility of the news. These findings highlight the need for enhanced media education and journalistic integrity, especially in conflict zones, where factual reporting is crucial to maintaining public trust and preventing further manipulation of information.

Assessment of public trust in the media under martial law reveals complex interaction dynamics between media, information, and society. Crisis periods affect the social structures and moral qualities that underlie trust and prompt a rethinking of the values and moral choices that determine trust in information sources (Sheremet et al., 2021). The study results indicate a significant decrease in trust in traditional media, including television, radio and print media, with a simultaneous increase in the role of social networks as the main source of information. Perceptions of information quality and reliability are deeply intertwined with broader philosophical questions about truth and trust in an increasingly complex media landscape. Social networks, serving as both conduits of rapid information and vehicles for unverified content, highlight the ethical dilemma of balancing access with accuracy. The challenges faced by media organisations and society reflect a philosophical struggle to uphold objectivity and maintain public trust in an age where information is both a tool for empowerment and a potential source of manipulation. Under martial law, the constraints on freedom of speech raise critical ethical concerns about the influence on editorial independence, complicating the quest for objective truth and driving a philosophical reevaluation of the role of social networks and independent media in shaping public discourse.

The data analysis gave grounds for forecasting that in the coming years, the trend of decreasing trust in traditional media will continue in favour of increasing the influence of social networks. The data indicates a drop in trust in online media, television and radio by a third, while social networks are gaining a critical high for a large proportion of the audience. Implementation of ethical standards in the media will help increase the level of trust among citizens. This, in turn, emphasises the importance of adapting media strategies to changes in media consumption and management of information flows. There is a potential risk of increasing disinformation and propaganda through social media. There is a need to develop effective mechanisms for fact-checking and verifying information and question the effectiveness of social dialogue and communication policy.

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