Оксана Почапська,
кандидат наук із соціальних комунікацій, доцент,
доцент кафедри журналістики
Навчально-наукового інституту української
філології та журналістики
Кам'янець-Подільського національного університету
імені Івана Огієнка

Oksana Pochapska,
PhD in Social Communication,
Associate professor of the Journalism Department,
Educational and Research Institute
of Ukrainian Philology and Journalism,
Kamianets-Podilskyi Ivan Ohiienko National University
https://orcid.org/0000-0003-1069-9639
✉ pochapska.oksana@kpnu.edu.ua

АГЕНДА 5.0: ГРОМАДЯНСЬКА ЖУРНАЛІСТИКА У ФОРМУВАННІ ПОРЯДКУ ДЕННОГО

AGENDA 5.0: CITIZEN JOURNALISM IN SHAPING THE AGENDA

АНОТАЦІЯ. Сучасне суспільство, занурене в інформаційні потоки, дедалі частіше стикається з явищем інформаційного перевантаження. У таких умовах сприйняття даних відбувається переважно фрагментарно та на двох рівнях – свідомому і несвідомому, коли значна частина інформації засвоюється у вигляді так званого інформаційного шуму. Одним із важливих елементів технологій привернення чи відволікання уваги є діяльність громадянських журналістів, які, як правило, виступають лідерами думок для певних аудиторій користувачів соціальних мереж. Їхня здатність швидко поширювати інформацію, формувати у суспільства уявлення про «масову підтримку» окремих ідей чи позицій робить їх потужним інструментом впливу на громадську думку. Використання публікацій громадянських журналістів як джерела новин, створення необхідного інформаційного тла, ініціювання або підтримка окремих тем – це лише частина маніпулятивного потенціалу сучасної громадянської журналістики, яка активно функціонує в екосистемах соціальних мереж, блогів та месенджерів.

Особливу актуальність дослідження цієї тематики зумовлює збройна агресія російської федерації проти України, в умовах якої інформаційна сфера перетворилася на один із ключових фронтів протистояння. Поширення фейків, маніпулятивне висвітлення подій, спроби створити альтернативні реальності – усе це є складовими інформаційної війни, в якій громадянські журналісти відіграють як позитивну, так і негативну роль. З одного боку, вони сприяють оперативному інформуванню суспільства та мобілізації громадської думки на підтримку державної політики та міжнародної допомоги Україні, з іншого – можуть несвідомо чи свідомо сприяти поширенню маніпулятивних наративів або дезінформації.

Метою запропонованого дослідження є аналіз специфіки залучення громадянських журналістів до процесу формування порядку денного у суспільстві, а також вивчення впливу особистісних упереджень журналістів на вибір стратегій подання інформації. Окрема увага приділяється виявленню основних прийомів маніпуляції та механізмів впливу на аудиторію через канали громадянської журналістики в умовах війни.

Ключові слова: громадянська журналістика; соціальні мережі; маніпуляція; порядок денний; інформаційна війна; пропаганда.

ABSTRACT. Modern society, immersed in information flows, is increasingly faced with the phenomenon of information overload. In such conditions, data perception occurs mainly fragmentarily and at two levels – conscious and unconscious- when a significant part of the information is absorbed in the form of so-called information noise. A critical element of technology that attracts or distracts attention is the activities of citizen journalists, who act as opinion leaders for certain audiences of social media users. Their ability to quickly disseminate information from public perceptions about the «mass support» of individual ideas or positions makes them a powerful tool for influencing public opinion. Using the publications of citizen journalists as a source of news, creating the necessary information background, and initiating or supporting specific topics is only

part of the manipulative potential of modern citizen journalism, which actively functions in ecosystems of social networks, blogs, and messengers.

The special relevance of the study of this topic is determined by the armed aggression of the Russian Federation against Ukraine, in which the information sphere has become one of the key fronts of the confrontation. The spread of fakes, manipulative coverage of events, and attempts to create alternative realities are all components of an information war in which citizen journalists play both a positive and a negative role. On the one hand, they contribute to the prompt informing of society and the mobilization of public opinion in support of state policy and international assistance to Ukraine; on the other hand, they can unconsciously or consciously contribute to the spread of manipulative narratives or misinformation.

The proposed study's purpose is to analyze the specifics of citizen journalists' involvement in forming an agenda in society and to study the influence of journalists' personal biases on the choice of strategies for presenting information. Special attention is paid to identifying the main methods of manipulation.

The proposed study's purpose is to analyze the specifics of citizen journalists' involvement in forming an agenda in society and the influence of journalists' personal biases on the choice of strategies for presenting information. Particular attention is paid to identifying the main methods of manipulation and mechanisms of influence on the audience through the channels of civic journalism in war conditions.

Keywords*: citizen journalism; social networks; manipulation; agenda; information warfare; propaganda.*

Introduction. The pervasive presence of information technologies and rapid information dissemination characterizes the modern world. Technological advancements have democratized the creation of information content, allowing all internet users to produce and distribute information. This evolution has given rise to two distinct forms of journalism: citizen journalism and blogging.

The proliferation of the internet has fostered the development of a global society centered around the systematic exchange of information. Consequently, the information landscape is becoming increasingly diverse. While the lack of centralized control over information dissemination mitigates censorship concerns, it has also exposed societies, including Ukraine and the world at large, to the detrimental effects of fake and manipulative information.

A prevailing global trend [5] is the decline in trust in traditional media outlets and the journalistic profession. Simultaneously, there is a growing demand for authentic (fact-based) information [1]. Recognizing the inadequacy of traditional news sources in satisfying information needs, public figures such as celebrities and politicians are assuming the role of information disseminators, effectively becoming citizen journalists.

The accessibility of information technologies and technical tools has empowered individuals with the desire and skills to engage with information to try their hand at journalism. Thus, a distinct new branch of journalism, citizen journalism, has emerged, offering individuals the opportunity to contribute to the media landscape.

Research Objectives and Literature Review. The analysis of scientific perspectives on the concept of «citizen journalism» reveals a lack of consensus among scholars. Nevertheless, researchers [11] generally concur that citizen journalism refers to journalistic content created by individuals who lack formal training in journalism – individuals who do not possess professional qualifications in the field. This interpretation holds relevance in contexts where journalism exhibits a high degree of professionalization. However, considering that individuals from various professions possessing the skills and inclination to work with information enter the realm of journalism, we advocate for clarification: citizen journalists engage in journalistic endeavors without formal professional education and do not typically work within established media organizations.

Citizen journalism has garnered interest from researchers across various disciplines. Consequently, the examination of its essence and functioning encompasses several key areas:

- Theoretical and descriptive perspectives (e.g., Olga Gresko [6], Anzhelika Dosenko [4]): Defining

the concept of citizen journalism, mapping its diffusion alongside the blogosphere, and delineating the boundaries between professional and citizen journalism.

- Investigation of manipulative practices propagated through citizen journalism (e.g., Marek Chyliński [3], Margot Wallström [13], Wayne Wanta [14], Sergūn Kuroğlu [7]): Exploring the hazards posed by citizen journalism, assessing its impact on the populace, analyzing its role in political communication, among other facets.

The research was fundamental to understanding agenda-setting processes and the audience's reaction to these processes. This theoretical foundation was established by M. McCombs and D. Shaw [8-10], who described the direct relationship between the subject of media messages and the level of importance audiences attribute to the covered issues.

The investigation's goal is to explore citizen journalism's manipulative capabilities and its potential to shape the agenda. This study aims to develop an algorithm for enhancing information literacy in contemporary society, especially within political communications, where media practitioners employ various techniques to influence public opinion.

Methodology. The research methodology is based on a mixed qualitative-quantitative approach using content analysis, semi-structured interviews, and case studies. The study analyzed 30 accounts of citizen journalists in social networks (Telegram, Facebook, Instagram, YouTube, blogs) with an emphasis on the Ukrainian context during the war of 2022-2024, studied the topics of publications, narratives, emotional tone, signs of manipulation, as well as the level of influence of such posts on the public agenda and traditional media. To study the audience's reaction to the information provided by public journalists, a survey and a series of semi-structured interviews were conducted, in which 2073 people took part. The methodology provides ethical principles (informed consent, anonymization, «do not harm») and considers the risks associated with the safety of sources.

The Manipulative Potential of Citizen Journalism.

The audience's perception of the text depends on both the emotional presentation of information and the authority of the publication's author. Therefore,

the space for shaping public opinion and structuring the agenda remains relatively vast and unregulated.

«Because the Internet offers endless content on unlimited topics, it would be impossible to measure an "Internet agenda". However, segments of the Internet can be used to determine specific types of agenda» [14, c. 16].

Therefore, this research will not focus on specific internet segments. Specifically, we will discuss social networks, which currently reach a vast audience interacting in real-time within the virtual information space (through the virtualization of time-space continuums).

«While electronic message boards are ideally suited to studies of public concerns, other content can also be used as a surrogate for the public. For instance, chat rooms offer individual opportunities to voice and discuss concerns with individuals immediately. Chat rooms, because of the immediacy of the posting, however, are subject to a great deal of fluctuation because of the unique natures of the participants» [14, c. 17].

The Internet, particularly social networks, provides ample opportunities for shaping agendas, significantly influencing perceptions of reality beyond the virtual and media realms. Essentially, we are referring to creating frames through which individuals perceive their surroundings. The capabilities of social networks render them powerful tools for shaping public opinion by setting the agenda and framing the reality surrounding us. For example, social network algorithms prioritize posts that generate more engagement from the audience. Therefore, the importance of news for the audience may not be the main factor; instead, the popularity (authority) of the author and the emotional presentation of information play significant roles. This underscores the manipulative potential of social networks.

«The most general way to describe the relationship between the media and the public can be expressed by focusing on the attention people give to media messages, as stated in agenda-setting theory. Is it enough to explain the effect of the media on individuals when only certain individuals with a specific socio-demographic structure accept certain media messages as they are framed in the media? Agenda-setting theory doesn't determine how the media affects the individual; rather, it states what the effect is. Thus, it positions the individuals as the object and the media as the subject» [7, c. 53].

Hence, by analyzing the audience's responses to controversial messages intended to instill a markedly

different perception of reality, we will examine the impact of these messages within the information space. Additionally, we will assess how much this information can disseminate and captivate the audience.

Citizen journalism in Ukraine emerged during the Orange Revolution, driven by the necessity to disseminate uncensored information. Since then, the concept of citizen journalism has taken root. However, its widespread adoption didn't occur until the advancement of Internet technologies, limiting its impact on public opinion formation and the agenda. Nonetheless, citizen journalism has evolved into a form of resistance against censorship, particularly within certain political currents and movements, thus associating it closely with political communications.

Citizen journalism activity has surged notably alongside the proliferation of social networks. In these platforms, individuals can maintain anonymity while wielding a substantial audience capable of influencing the agenda and shaping public opinion. Drawing from Robert Dahl's analysis of the fundamentals of democracy, Marek Chyliński highlights the following criteria for the «citizen» concept (which we consider fundamental to the notion of «citizen journalism»):

«[...] firstly, the awareness that interests of a particular person are largely dependent on decisions of political authorities, secondly, to fulfil the required components to become a citizen, thirdly, a sense of solidarity and trust in society» [3, c. 33-34].

Suppose we adopt these criteria for defining the concept of «citizen». In that case, citizen journalism can be viewed as the stance taken by a particular citizen aimed at promoting the common good within a specific country. However, individual perceptions of what constitutes the public good are inherently subjective. Therefore, the primary objective of citizen journalism is not to objectively portray reality but rather to convey the subjective perspective of the author. The subjectivization of the world through the author's perception lays the groundwork for manipulating public opinion. This boundary is inherently ambiguous and challenging to delineate, as it hinges on the author's objective of shaping and communicating a particular message to their audience.

Margot Wallström underscores the manipulative and somewhat ambiguous efficacy of the interaction between citizen journalism and professional journalists, as analyzed within the media ecosystem (refer to Figure 1).
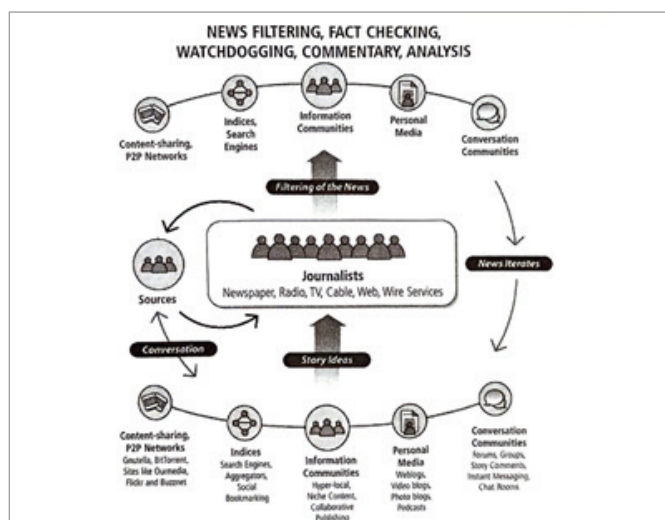

Figure 1. A dangerous situation in the media ecosystem

Source [13, c. 15].

In reality, we encounter a situation where professional journalists, bound by ethical standards and professional norms, find themselves entangled in the subjective viewpoints of individual community representatives who wield influence over their surrounding audience, acting as opinion leaders within their social circles. These figures may range from pivotal individuals upon whom the trajectory of a particular industry hinges to representatives of pseudo-expert groups who exert significant influence on public opinion formation through deliberate (planned) or unwitting media manipulation.

On the one hand, there's the principle of freedom of speech and the right to information; on the other, there's the risk of fostering viewpoints that pose a danger to a significant portion of the population.

In this context, there is a risk that citizen journalists may lose interest in socially sensitive or emotionally damaging topics. Indeed, such a trend is already underway. This is evident in the analysis of thematic segmentation presented in the annual report, «Digital News Report 2023: Perception of Media Coverage of the War in Ukraine» by the Reuters Institute, as proposed by Diana Dutsyk (1). The report reveals a relatively low percentage of news coverage related to the war in Ukraine (refer to Table 1).

The fact that the war in Ukraine doesn't hold the top position about other topics within various news blocs is by no means indicative of its importance for national politics, such as in Ukraine or other countries worldwide. It also disregards the significance of personal narratives from individuals affected by the war or those connected to its unfolding events.

Table 1

Percentage ratio of thematic directions of publication in social networks

Topic	X(Twitter), %	Facebook, %	YouTube, %	Instagram, %	TikTok, %
National Policy	59	46	45	38	36
War in Ukraine	32	28	32	24	24
Bussiness and Economy	45	35	39	35	33
Health	37	38	35	24	34
Climate	37	35	36	37	33
Social justice	35	26	24	31	33
Entertainment	38	40	35	42	46

Source: Presented by the author based on the data (1)

Moreover, the level of individualization in war-related coverage is a potential avenue for political parties and organizations to influence public opinion by cultivating a critical mass of emotional supporters for their respective positions. However, given that identifying this critical mass largely relies on quantitative methods – typically involving the tallying of positive and negative reactions, reposts, and comments – this approach can be considered relative.

My postdoctoral research focuses on the audience's response to media publications and the influence of biases on the perception of media information. To investigate the audience's reaction to information provided by citizen journalists, a survey was conducted with 2073 individuals participating.

Regarding the question «Do you always read posts made by your friends on social networks to the end?» the responses were distributed as follows (refer to Table 2):

Table 2

Distribution of answers to the question «Do you always read to the end the publications that your friends (on social networks) make?»

Answers	Quantity, resp.	Quantity, %
Yes	169	8,29
I quickly scan through, and if the topic catches my interest, I read it.	388	19,08
I mostly pay attention to the main theses	453	22,27
Very seldom	447	21,94
I never read if there are more than 5 strips of text	371	18,21
I'm looking at the visualization	35	26
Entertainment information (pictures, videos)	209	10,28

Source: Developed by the author.

Thus, 27.37% of respondents mostly read information from acquaintances on social networks, while the majority either skim through the main points or do not read at all.

The same respondents were asked several other questions aimed at understanding the relevance of audience reactions to the information they consume. Consequently, the responses to the question «Do you always react to posts from individuals you consider authoritative on social networks?» yielded the following results (refer to Table 3).

We observe a notable difference of 36.11% between the percentage of respondents who always fully respond (63.48%) and those who completely reread (27.37%).

The subsequent question delved into the factors influencing the choice of reaction to content on social networks. Responses to the question «How do you decide which reaction to use?» were distributed as shown in Table 4.

Table 3

Distribution of responses to the question «Do you always react to posts from individuals you consider authoritative on social networks?»

Answers	Quantity, resp.	Quantity, %
Always	1293	63,48
Seldom	734	36,03
Never	7	0,34

Source: Developed by the author.

Table 4

Distribution of responses to the question «How do you decide which reaction to give?»

Answers	Quantity, resp.	Quantity, %
Depending on whether I agree or disagree with the content.	712	34,89
Depending on which reactions are more common.	473	23,22
Depending on the reactions of individuals, I consider authoritative.	348	17,08
Depending on the visual content accompanying the post.	125	6,14

Source: Developed by the author.

Therefore, 46.44% of respondents indicated that their reaction to a post is influenced by how individuals they trust have reacted or whether they liked the visual content. This underscores that the quantitative tally of responses can serve as a tool to shape public opinion, even encompassing the number of likes.

In her publication «Blogging and Public Journalism: The Zone of Diffusion» [4, c. 14-17], Anzhelika Dosenko highlights a notable trend in contemporary sociological surveys: the proportion of information acquired from ordinary citizen journalists has risen substantially, reaching nearly 80%, while that obtained from professional journalists constitutes merely 20%.

Analyzing the role of the media in engaging the public in global politics, Milda Celiešiūtė [2, c. 69-86] highlights three primary filters that contribute to creating the necessary conditions for shaping a new perception of reality: media logic, the selective nature of audience attention, and opinion leaders in international politics. The coincidence of all three factors

creates space for forming the «necessary» (constructed) approach to understanding the facts, events, and phenomena of the surrounding reality.

Media logic encompasses the media's selection of news, the organization and presentation of material, contextual framing, the timing of information dissemination, and other related factors. Together, these elements shape the context through which information is perceived when distributed through the media.

Given the selective nature of audience attention, it is crucial to recognize which topics resonate most with the audience, particularly those that could influence critical decision-making processes. Typically, these topics align with fundamental audience needs, as outlined in Maslow's hierarchy of needs. Furthermore, it's important to acknowledge that individuals interpret information differently, as everyone has their own comprehension and sensitivity thresholds regarding specific topics or issues.

«Public attention toward the information provided by the media is selective. [...] ...scholars have pointed

out certain features of information, which can potentially increase public attention (Baum & Potter, 2008; McQuail, 2005; Neumann, 1990; Brody, 1994; Livingstone, 1996). They include: 1. Social and political context in which the news is reported. 2. The contextual knowledge held by the audience toward the issue. 3. The type of the problem. [...] 4. The intensity of the reporting. 5. Proximity. 6. Access to various alternative opinions. [...] 7. The reliability of the source» [2, c. 81].

These conditions play a significant role in shaping the anticipated level of audience interest in media news.

Regarding individuals who influence decision-making in international politics, this concept aligns closely with the understanding of opinion leaders and their substantial influence on shaping the perceived authority of received information.

A study examining the audience's response to publications in official media and platforms, predominantly featuring citizen journalists, revealed that the overwhelming majority of respondents trust social networks and Telegram channels. These platforms present significant challenges in verifying the authenticity of individuals (refer to Table 5).

Table 5

Responses to inquiries regarding the primary sources from which the audience typically obtains information

Answers	Quantity, resp.	Quantity, %
From the official media (and their official pages in social networks and Telegram / Viber / WhatsApp)	412	19,9
From social networks (Facebook, X(Twitter), YouTube, Instagram), which are not owned by the official media	622	30
From Telegram channels (non-institutionalized channels)	703	33,9
From several journalists I trust	165	7,72
It is difficult to answer	171	8,25

Source: Developed by the author.

That is to say, we can conclude that 63.9% of respondents obtain information from unofficial mass media. A similar trend is also supported by a study focused on Telegram channels, wherein the TOP-10 list of popularity includes the same anonymous Telegram channels, while only 3 Telegram channels affiliated with official media made it to the TOP-100 («Public. News», «UP.Strichka», «Censor.NET»).

The detection of emotional reactions to false (inaccurate) information yielded the following result (refer to Table 6).

Once again, we observe a collective rationalization of situations where false (unverified) information is presented. The responses to the following question have enabled us to uncover the audience's inclination towards resisting manipulative influences during times of war (refer to Table 7).

Therefore, the media literacy level among the population remains relatively low. An analysis of the Ukrainian segment of citizen journalism (Facebook, Twitter, TikTok platforms) has allowed the identification of various types of content manipulation.

Table 6

Answers to the question «Am I disappointed when my favorite source of information provides false (inaccurate) information?»

Answers	Quantity, resp.	Quantity, %
Rather yes	183	8,72
I rarely check the information, so it's hard to say	612	29,52
It offends me	157	7,57
Rather not, everyone can make a mistake	903	43,56
In general, I do not pay attention to such things	218	10,52

Source: Developed by the author.

Table 7

**Responses to the question «Since the beginning of the full-scale invasion,
have you started to check more information in official sources?»**

Answers	Quantity, resp.	Quantity, %
Yes	421	20,3
Only the one that really interests me	613	29,57
I am clarifying information on social networks	179	8,63
No, official information is republished equally on all resources	543	26,19
It is difficult to say	317	15,29

Source: Developed by the author.

The first form of manipulation is pseudo-expertise, which is among the most prevalent and, consequently, one of the most perilous methods of disseminating information. We are not merely referring to instances like «British scientists investigated» but rather, far more dangerous occurrences such as pseudo-expertise in psychology (particularly concerning war trauma and post-traumatic syndromes), political science, or jurisprudence. This is especially evident in times of war when pseudo-experts emerge, advising on evading mobilization and spreading the notion that the state's existence is unnecessary. They propagate the belief that no one is accountable for the state's actions, providing various reasons and advising on how to evade legal consequences.

For instance, there is the case of Oleksiy Arestovych, whose pseudo-expertise was perceived by the audience as coming from an official advisor to the President of Ukraine, partly due to the absence of any refutations from the Office of the President. Similarly, pseudo-experts in psychology like Spartacus Saturday or Dr. Pi, who claim to perform operations, manipulate people's fears, and exploit their lack of understanding of the consequences, both physical and legal.

Consideration of the rating (compiled based on surveys conducted among a small sample size in one of the regions of Ukraine) is warranted.

Volodymyr Zelenskyi tops this rating, alongside figures such as Serii Prytula (a showman and volunteer) and Oleksiy Arestovych (a pseudo-expert in military tactics and strategy). Had the survey been conducted in a different region of Ukraine, the results could have varied. Such ratings inherently possess a manipulative component, working to silence dissenting voices against the backdrop of the prevailing public opinion as presented and interpreted through these ratings. This phenomenon aligns seamlessly with the concept of the spiral of silence proposed by Noël Noem-Neumann [12].

In addition to pseudo-expertise, another significant manipulative aspect is pseudo-historical research, often conducted on the so-called historical borderlands. Typically, the ultimate goal of such research is to exacerbate historical conflicts between states. In the context of the Russian-Ukrainian war, this manipulation primarily targets undermining the amicable relations between Ukraine and Poland. Poland has been a staunch supporter of Ukraine, providing refuge and restoring a sense of security to those affected by the war. Controversial points in the Ukraine-Poland relationship revolve around the history of the border region, including the actions of the OUN-UPA (particularly on the territory of Volyn), as well as debates surrounding the memory of the victims and the interpretation of the significance of the OUN-UPA and its leaders in the histories of both Ukraine and Poland.

Starting from the most sensitive historical events, manipulative publications of this nature often pivot towards asserting the notion that Ukraine is drawing Poland into the war. For instance, similar information is disseminated on social networks under the hashtag #PolskiRuchAntywojenny (for instance, a Facebook group called «Polski Ruch Antywojenny» [Polish Anti-War Movement] has been created). Although the group's current membership is relatively small, with only 165 participants, videos from YouTube actively shared in this group garner between 1000 and 2000 views per day. This indicates widespread dissemination of the primary tenets upon which the Polish Anti-War Movement is founded. Rafał Wójcik elaborates that «the Polish anti-war movement is an anti-American and pro-Russian initiative founded by Leszek Sykulski, an associate of Grzegorz Brown, a member of the Confederacy».
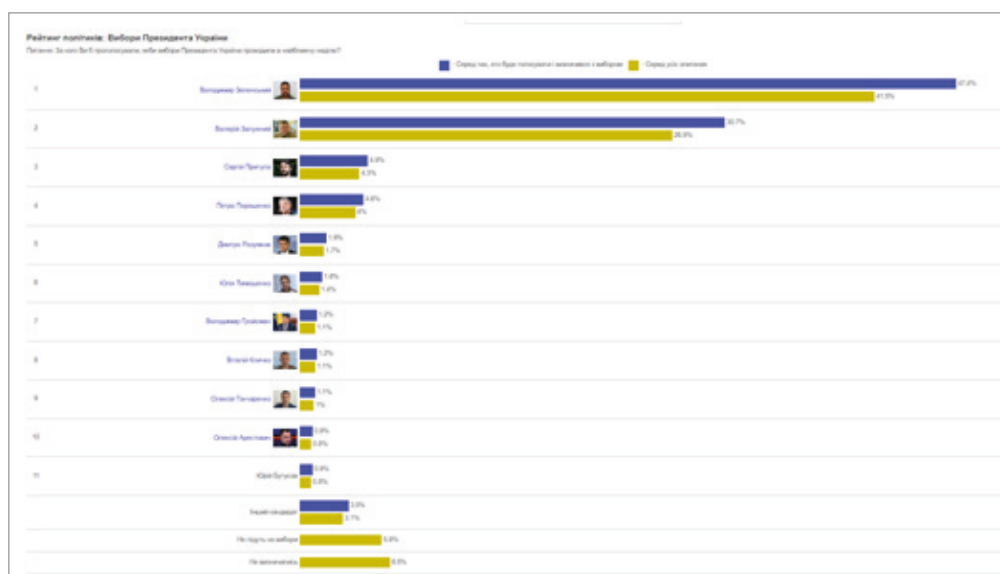
Another form of manipulation involves mimicking official media outlets, leveraging the trust associated with mainstream media to lend credibility to anonymous sources of information. This often manifests in anonymous Telegram channels, which have proliferated notably during the war in Ukraine. According to the study «How Non-Institutionalized News Telegram-Channels Operate and Capture the Audience in the Ukrainian Segment: Analytical Report», in which I participated as a member of the research group, «the audience of the Ukrainian segment of Telegram has significantly expanded since the full-scale Russian invasion. Based on the Kyiv International Institute of Sociology's (KIIS) survey conducted in December 2022 at the request of the Ukrainian Media and Communication Institute (UMCI), 63.3% of Ukrainians began reading Telegram channels for news after February 24, 2022, compared to only 35.9% before the invasion».

For example, in this context, we can mention the Telegram channel «Telegram News Service», abbreviated as «TSN», which is associated by the audience with the «Television News Service» of the all-Ukrainian private channel «1+1».

Another avenue for manipulating public opinion involves utilizing social network posts from individual citizens who claim to be eyewitnesses or participants in certain events. On one hand, these accounts provide insight into the actual sequence of events through the firsthand recollections of specific individuals who likely experienced them firsthand. On the other hand, we are talking about a subjective vision and understanding of the situation, as well as covering it from a favorable position for the author.

Such manipulative practices create information overload [15], which forces the audience to look for simple algorithms for understanding the situation (phenomena, problems), which are easiest to find in adapted texts of social networks.

Conclusion. Citizen journalism as a form of journalism, which has gained maximum spread with the development of technology and the emergence of opportunities to publish information in social networks, has become one of the platforms for manipulation and formation of public opinion through the establishment of an agenda, which, considering the results of the conducted research, is due to a proportional increase in the role of social networks and citizen journalism in the formation of the agenda in accordance with the decrease in the level of trust in the official (institutionalized) media.

Employing traditional manipulative tactics, particularly on socially sensitive topics, citizen journalism occupies a substantial portion of the information landscape, generating information overload where audiences gravitate towards content that aligns with their beliefs (even if false) or that is endorsed by influential public figures. This phenomenon encompasses both pseudo-expertise and malicious manipulative strategies.

Official media outlets, emphasizing reposts and likes on social networks, contribute to the establishment of trends that cater to the audience's information preferences. Consequently, this system

exacerbates information overload, leading audiences to opt for easily accessible information without delving into deeper research. Typically, such information is passively consumed and remains unchecked by the audience, thereby perpetuating misinformation and distorting the broader perception of reality.

Список використаних джерел

Книги та статті:

1. Aslett K., Sanderson Z., Godel W., Persily N., Nagler J., Tucker J. A. Online searches to evaluate misinformation can increase its perceived veracity. *Nature*. 2024. Vol. 625. P. 548–556. DOI: https://doi.org/10.1038/s41586-023-06883-y.

2. Celiešiūtė M. The media role on the public engagement into foreign policy // *Agenda Settings: Old and New Problems in the Old and New Media* / ed. by B. Dobek-Ostrowska, B. Łódzki, W. Wanta. Wrocław : Wydawnictwo Uniwersytetu Wrocławskiego, 2012. P. 69–86.

3. Chyliński M. Citizen journalism – a new phenomenon in the media // *Citizen Journalism – the Future of News or a Grand Utopian Movement*. Opole : Wydawnictwo Uniwersytetu Opolskiego, 2013. P. 73–74.

4. Dosenko A. Blogging and public journalism: the zone of diffusion. *State and Regions. Series: Social Communications*. 2018. No. 1. P. 12–17.

5. Fawzi N., Steindl N., Obermaier M. та ін. Concepts, causes and consequences of trust in news media – a literature review and framework. *Annals of the International Communication Association*. 2021. DOI: https://doi.org/10.1080/23808985.2021.1960181.

6. Gresko O. The role and place of citizen journalism in the process of creating news. *State and Regions. Series: Social Communications*. 2015. No. 2(22). P. 76–80.

7. Kurtoğlu S. The individuals as an active subject related to agenda settings // *Agenda Settings: Old and New Problems in the Old and New Media* / ed. by B. Dobek-Ostrowska, B. Łódzki, W. Wanta. Wrocław : Wydawnictwo Uniwersytetu Wrocławskiego, 2012. P. 53.

8. McCombs M. Building consensus: the news media's agenda-setting roles. *Political Communication*. 1997. Vol. 14. No. 4. P. 433–443.

9. McCombs M., Shaw D. The agenda-settings function of mass-media. *Public Opinion Quarterly*. 1972. Vol. 36. No. 3. P. 176–187.

10. McCombs M., Shaw D. The evolution of agenda-setting research: twenty-five years in the marketplace. *Journal of Communication*. 1993. Vol. 43. No. 2. P. 58–67.

11. Mncina T. C., Letsie H., Nkhi S. E. An exploration into the impact of citizen journalism on traditional journalism in Lesotho. *Interdisciplinary Journal of Sociality Studies*. 2023. Vol. 3. P. 47–60. DOI: https://doi.org/10.38140/ijss-2023.vol3.05.

12. Noelle-Neumann E. The spiral of silence: a theory of public opinion. *Journal of Communication*. 1974. Vol. 24. No. 2. P. 43–51. DOI: https://doi.org/10.1111/j.1460-2466.1974.tb00367.x.

13. Wallström M. Foreword // *Media a wyzwania XXI wieku*. Warsaw, 2009. P. 15.

14. Wanta W. The Internet as a tool in agenda setting research // A*genda Settings: Old and New Problems in the Old and New Media* / ed. by B. Dobek-Ostrowska, B. Łódzki, W. Wanta. Wrocław : Wydawnictwo Uniwersytetu Wrocławskiego, 2012. P. 16.

15. Zhank Y. A study of the impact of information overload in social media in the simple medium network – the case of the university students majoring in communication studies. *Communication in Humanities Research*. 2023. Vol. 7. No. 1. URL: https://chr.ewapublishing.org/article/552be0c321054bd5b8218bb-5177bea11 (дата звернення: 02.04.2024).

Інтернет-ресурси:

1. Dutsyk D. What media traps has 2024 set for us? URL: https://www.jta.com.ua/point-of-view/yaki-media-pastky-rozstavyv-dlia-nas-2024-rik/ (дата звернення: 17.02.2024).

2. Polski Ruch Antywojenny. URL: https://www.facebook.com/ruchantywojenny (дата звернення: 17.02.2024).

3. Rating of politicians: Elections of the President of Ukraine // Ukrainian Elections. URL: https://ukraine-elections.com.ua/uk/socopros/opinion_poll_show/2136 (дата звернення: 17.02.2024).

References

Books and articles:

Aslett, K., Sanderson, Z., Godel, W., Persily, N., Nagler, J. & Tucker, J. A. (2024). Online searches to evaluate misinformation can increase its perceived veracity. *Nature, 625*, 548–556. https://doi.org/10.1038/s41586-023-06883-y

Celiešiūtė, M. (2012). The media's role in public engagement with foreign policy. In B. Dobek-Ostrowska, B. Łódzki, & W. Wanta (Eds.), *Agenda settings: Old and new problems in the old and new media* (pp. 69–86). Wydawnictwo Uniwersytetu Wrocławskiego.

Chyliński, M. (2013). Citizen journalism – a new phenomenon in the media. In *Citizen journalism – The future*

of news or a grand utopian movement (pp. 73–74). Wydawnictwo Uniwersytetu Opolskiego.

Dosenko, A. (2018). Blogging and public journalism: The zone of diffusion. *State and Regions. Series: Social Communications, 1*, 12–17.

Fawzi, N., Steindl, N., Obermaier, M., Prochazka, F., Arlt, D., Blöbaum, B., Dohle, M., Engelke, K. M., Hanitzsch, T., Jackob, N., Jakobs, I., Klawier, T., Post, S., Reinemann, C., Schweiger, W., & Ziegele, M. (2021). Concepts, causes and consequences of trust in news media – A literature review and framework. *Annals of the International Communication Association*. https://doi.org/10.1080/23808985.2021.1960181

Gresko, O. (2015). The role and place of citizen journalism in the process of creating news. *State and Regions. Series: Social Communications, 2*(22), 76–80.

Kurtoğlu, S. (2012). The individuals as an active subject related to agenda settings. In B. Dobek-Ostrowska, B. Łódzki, & W. Wanta (Eds.), *Agenda settings: Old and new problems in the old and new media* (p. 53). Wydawnictwo Uniwersytetu Wrocławskiego.

McCombs, M. (1997). Building consensus: The news media's agenda-setting roles. *Political Communication, 14*(4), 433–443.

McCombs, M., & Shaw, D. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly, 36*(3), 176–187.

McCombs, M., & Shaw, D. (1993). The evolution of agenda-setting research: Twenty-five years in the marketplace. *Journal of Communication, 43*(2), 58–67.

Mncina, T. C., Letsie, H., & Nkhi, S. E. (2023). An exploration into the impact of citizen journalism on traditional journalism in Lesotho. *Interdisciplinary Journal of Sociality Studies, 3*, 47–60. https://doi.org/10.38140/ijss-2023.vol3.05

Noelle-Neumann, E. (1974). The spiral of silence: A theory of public opinion. *Journal of Communication, 24*(2), 43–51. https://doi.org/10.1111/j.1460-2466.1974.tb00367.x

Wallström, M. (2009). Foreword. In *Media a wyzwania XXI wieku* (p. 15). Warsaw.

Wanta, W. (2012). The Internet as a tool in agenda setting research. In B. Dobek-Ostrowska, B. Łódzki, & W. Wanta (Eds.), *Agenda settings: Old and new problems in the old and new media* (p. 16). Wydawnictwo Uniwersytetu Wrocławskiego.

Zhank, Y. (2023). A study of the impact of information overload in social media in the simple medium network – The case of the university students majoring in communication studies. *Communication in Humanities Research, 7*(1). https://chr.ewapublishing.org/article/552be0c321054bd5b8218bb5177bea11

Internet resources:

Dutsyk, D. (2024, February 17). *What media traps has 2024 set for us?* https://www.jta.com.ua/point-of-view/yaki-mediapastky-rozstavyv-dlia-nas-2024-rik/

Polski Ruch Antywojenny. (n.d.). *[Facebook page]*. https://www.facebook.com/ruchantywojenny

Ukrainian Elections. (n.d.). *Rating of politicians: Elections of the President of Ukraine*. https://ukraine-elections.com.ua/uk/socopros/opinion_poll_show/2136

Надіслано до редакції 27.04.2025 р.