



## MANIPULATIVE TECHNOLOGIES OF DISINFORMATION

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**Abstract:** *In this thesis, manipulative technologies of disinformation are considered as a means of influencing public perception. The main psychological mechanisms of receiving and disseminating false information – cognitive impairments, emotional impact, and the "effect of imaginary reality" – are analyzed. The thesis is grounded in scientific sources and real-life examples, revealing how disinformation impacts public opinion, politics, and social stability.*

**Keywords:** *Manipulation, disinformation, fake, information flow, manipulative technologies*

### INTRODUCTION

In today's world, every person uses the Internet to stay informed about events happening around them in their daily lives. However, not every piece of news that reaches our consciousness nowadays turns out to be reliable. We are increasingly observing instances where public attention is diverted through manipulative means using false information.

“Disinformation” – is the deliberate dissemination of false or misleading information to manipulate public opinion, undermine trust in institutions, or achieve other goals. In the Internet space, disinformation spreads especially rapidly through social networks, news sites, and other online platforms, which makes it a powerful tool of influence [1]. To avoid falling victim to fake news or fabricated messages, it is appropriate for us to diligently develop media literacy skills as a form of "immunity" for ourselves. Whether a piece of information is false or true, if a person hears it repeatedly over an extended period, it tends to appear more credible than other news. This can also be called "the effect of imaginary reality" [2]. Election campaigns, advertising, news in the media, political propaganda, and articles - these are all forms of illusion. What matters is not the accuracy of the information, but its familiarity. The stronger the "emotional reaction" to a message, the weaker the ability to critically evaluate facts. It is at this moment that a person gives in to emotions instead of analysis. As a result, they become victims of manipulation.

Disinformation includes various manipulative forms and manifestations. "Fake News" refers to deliberately disseminated false information presented as current news. Fake news often influences public opinion and aims to disrupt it, primarily serving the interests of one side and using it to discredit the other [3]. We observe an extremely





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high flow of information on the internet and television. We can only determine whether this information is false or true through critical thinking, monitoring reliable sources, and verifying it using fact-checking platforms.

“Propaganda” is a form of persuasion often used in mass media to promote personal, political, or business ideas by evoking emotional or compulsory reactions in the audience. It involves the deliberate dissemination of information, viewpoints, and philosophical concepts designed to change behavior and motivate people to act [4]. Indeed, we can also include feministic, stereotypical, and Western-style opinions that are currently spreading widely among young people in this category of propaganda. There is no doubt that through these means, there is a risk that our Uzbek values may be sidelined.

“Computer attacks and hacking” - in which disinformation can be created by hacking into computer systems, social networks, or websites. Hackers can spread false information, modify, delete information, or create fake accounts to manipulate messages [5]. Cyberattacks are primarily aimed at attempting to damage the image of an organization, defaming its name, and thereby distorting public opinion. In most such cases, the fact that the company's press service quickly develops decisions and solutions and connects with its audience also means that the cyberattack can work in the victim's favor.

“Phishing” is a cyberattack technique in which attackers pretend to be a trusted entity (such as a bank, government agency, or reputable company) and trick individuals into revealing sensitive information such as passwords, credit card numbers, or personal information [6]. This technique involves using SMS, e-mail, voice messages, or phone calls to defraud the user of their financial resources. Many innocent people have been tricked into taking out a loan from a bank in their name and “hacking” their bank cards through their apps, and many have suffered similar losses. Of course, cybersecurity officials have not been silent about this, warning and urging the public to be vigilant. Banking organizations have further improved the security of their mobile apps.

The rapid development of artificial intelligence technologies has led to one of their most impressive (and at the same time alarming) practical integrations: “deepfake”. This technology can create fake hyperrealist videos, images, and even audio recordings in which a person says or does things that never happened. Deepfake is increasingly becoming a part of the news, social media, and even crime [7]. In fact, on “Instagram”, interviews by some users have reached the point where they are completely processed by artificial intelligence, requiring special skills to distinguish them from the real thing. Many content creators are using such neural networks to create satirical, entertaining, and fantastic videos and share them with their target audience on their pages.

Refusing to spread unverified information is a basic rule of the fight. If there is even a slight chance that the news is unreliable, you should not share it. Such a step will reduce the visibility of detected disinformation in search results. When fake information







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is detected on the network, it is enough to report it by clicking on one of the buttons "This is spam", "False information" or others. You can also report it to the relevant authorities. However, it is important to be careful here and remember that not all fakes are deliberately false. Often, disinformation occurs due to simple mistakes or natural human factors [8].

### CONCLUSION

Although the development of digital technologies and artificial intelligence is contributing to several positive effects, we are still vulnerable to fraudsters who use it to publish various false messages, deceive and mislead society, and manipulate its emotions and minds for their benefit.

Of course, the importance of media literacy in protecting oneself in such situations, and the need to verify the accuracy of every message, due to the relentless increase in the flow of information today, is becoming increasingly popular as an issue that requires special attention from society.

If any news or information we encounter or hear in our daily lives raises even the slightest doubt, it is advisable to definitely investigate it and share it with friends and loved ones after being sure that it is accurate information, without wasting time searching for this or that topic from reliable sources.

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