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**FAKE INFORMATION IN UKRAINIAN SOCIAL MEDIA: CONCEPT, TYPES, IMPACT ON THE AUDIENCE**

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***Research methodology.*** *In the scientific article we have used theoretical and empirical methods of researching. In particular theoretical method is used to determine improvements and definitions of the concepts of «fake», «fake information», «social media». Empirical methods were used to perform content analysis of the comments of users of social media. Also, methods of generalizations, comparative analysis, induction and deduction have been used.*

***Results.*** *The study has found differences between fake and false information. There was made a classification of fake on various grounds, found variations purpose of fake dissemination of information on the Internet. There was also researched the essence and origin of the concept of «social media», described the creation and dissemination of fake information in social media. The typical examples of fake information in Ukrainian social media were described; there was also clarified the impact of such messages to users of social networks.*

***Novelty.*** *For the first time there was proposed to consider a fake as a kind of false information, we have made the classification of fakes by different criteria, selected types of fake information depending on the purpose of the filing of such reports. The novelty of the research also lies in the positive and negative fake information in social media and the analysis of the impact of such information on the audience.*

***The practical significance.*** *The topic of fake dissemination of information in Ukrainian social media is very important, because of the active stage of information war waged against Ukraine by Russia. Particularly, rapid fake information spreads through social networks, thus forming public opinion and creating a distorted reality. Therefore, to prevent the dissemination of this phenomenon it should be applied both individual and editorial, social and national methods of fighting with fakes.*