# Social Media as a New Communication Platform in the Context of the Information Eco Strategy

**Halyna Bryikhanova**

Associate Professor, Department of Journalism and Advertising, Kyiv national university of trade and economics, Kyiv, 02156, Ukraine. E-mail:sundow.galyna@gmail.com

**Veronika Zaitseva**

Associate Professor, Department of Fine Arts, Borys Grinchenko Kyiv University, Kyiv 02152, Ukraine. E-mail: nika.zaytseva@gmail.com

**Iryna Gamova***

*Corresponding author, Associate Professor, Department of Journalism and Advertising, Kyiv national university of trade and economics, Kyiv, 02156, Ukraine. E-mail:GamovaIryna@gmail.com

**Diana Fayvishenko**

Associate Professor, Department of Journalism and Advertising, Kyiv national university of trade and economics, Kyiv, 02156, Ukraine. E-mail: fayvishenko.ds@gmail.com

## Abstract

The article is devoted to a comprehensive analysis of peculiarities of the content types, which can be placed in social media and Ukrainian Internet media, its differences, types of manipulation, and methods of prevention, perception, and distribution of unreliable information, determination of difference between fact and judgment. The article also analyzes the statistics of social media usage in Ukraine and around the world, using Facebook as an example. Various kinds and types of media existing on the Internet and traditional, conducted a survey of the most popular content using the Starch method, it was possible to identify how a person perceives one content that is placed on different media. The relationship between content type and media type is established. The phenomenon of information restriction, arising as a result of modern algorithms embedded in the Internet companies and social media, their positive and negative aspects and why, therefore, we are deprived of a choice among a wide range of other topics, and learning some other points of view was considered. Examining the origin and meaning of the "Information

Bubble" term, the authors propose to use a different term, "Membrane of Relevance", which, in their opinion, is more relevant to the essence of the said concept. The authors propose to use a taxonomy method to determine the impact of content on a particular type of media, which will greatly simplify the content analysis process.

## Introduction

Social media have rapidly changed our attitude to the information space. We have turned from listeners and readers into authors and disseminators of information. Today, information is becoming more and more accessible, and its volumes are huge. According to the American Media Literacy Center, an average person spends 5 years of its life for social media and more than 7 years for watching television; these figures will be growing further. In total, it exceeds the time we spend for communication, self-care, and food. What complicates the situation is that some of the information we receive is distorted, manipulative, and false. Scientists at the Massachusetts Institute of Technology found that fake news is spreading 6 times faster than the true one. We live at the time when fake news is business. Social media bring the world together but cannot cope with the adverse consequences of this process, and although propaganda and misinformation have existed for centuries, the technical revolution has made them faster, more effective, more sophisticated, and even more dangerous. So far, the education system has been unable to provide us with the knowledge that would help us navigate the modern information ecosystem. Media education is developing not so fast as the technology we use every day.

As information consumers, we need to know how to adapt to the large volumes of information. We also must be able to select the high-quality content and to search for it purposefully. As information authors, we must monitor what we create and distribute, know the signs of high-quality journalism, and what types of manipulation exist.

In the time we live, the media space is changing continuously, assuming new forms and meanings. Today, the word "media" includes many notions, both printed publications, TV and radio broadcasting, and online content, which in turn includes social media, lots of podcasts, blogs and electronic publications.

Nina Zrazhevska believes that the term "new media" can be defined as "interactive electronic publications and new forms of communication between content producers and

consumers, which distinguishes them from usual forms of media, such as traditional TV, radio, newspapers and magazines.

New media have emerged and continue to develop through the spread of innovative technologies, i.e. digital, network, information, and telecommunication ones. When such innovations are spread and perceived by the public environment, they can be identified as separate phenomena – convergence, virtualization, multimedia, and the emergence of new approaches to organizing and managing knowledge (Polevik A. (2019).

Most of the different communication media enlisted by different specialists to new media must necessarily be integrated with modern information technologies in communication spheres. In particular, these are online broadcasts of TV and radio channels; YouTube, iTunes services, allowing the follower to access video, transmissions, and other content on their servers via the Internet, cable, IPTV or other network (Video-on-Demand and Audio-on-Demand) online media players; Internet services (CatchUpTV), allowing to view the recorded television content, including LiveInternetTV, VirginMedia, WorldTVpc, many Ukrainian TV channels; social media (Facebook, Twitter, LinkedIn, Instagram, Google+), various blogs (Blogger, Worldpress, Livejournal, Blochu; citizen journalism on the portals such as Digg, Highway, Kolona, 40ka.Info; Internet radio services; photo services (Flickr, Google Photos, Photobucket, Amazon Prime Photos, Picasa) (Hogan M., Strasburger V. (2018).

According to the Datareportal website, the average user has an account on more than 9 social media, and spends at least 2 hours of his/her time for them every day. However, this figure may vary depending on the place of residence and culture. For example, the Filipinos spend about 4 hours a day on social media sites, while the Japanese spend less than an hour.

Facebook has long been the most popular social media in the world among users. Currently, there are 6 social media platforms used by over a billion people every month, and four of these platforms are owned by Facebook. Overall, 20 social media have 200+ million active users per month (Fig. 1).
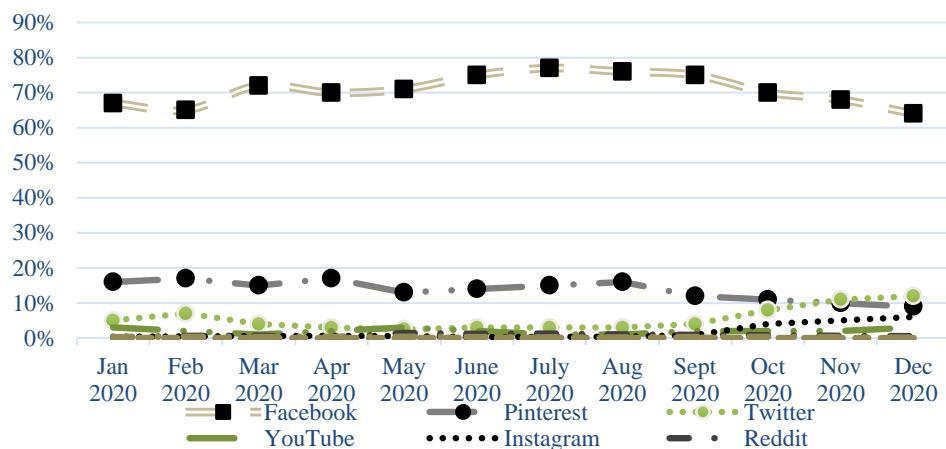


Fig. 1. Social Media Stats Worldwide December 2020          Source: Social Media Stats Worldwide

Ukrainian Internet users are gradually getting used to perceive social media as the main news channel, and Facebook is the most popular source of such information. Studies conducted in 2020 showed that the share of Ukrainian network users reaches 10 million (Akram V., Kumar R. (2020), while the number of media users worldwide is 1.9 billion (Karpenko O. (2020).

Therefore, this social media is the most accessible and effective channel of communication with readers for the Internet media. In particular, the monitoring conducted by the French media showed the victory of Facebook. Analysts, speaking about the dependence of media networks, use the following three characteristics, "First, they are used to expand audience free of charge, second, to using the network tools, and third, to obtaining additional income. However, most media outlets describe such cooperation only as "excellent opportunities to experiment and reach the audience" (Pourkhani A., Abdipour,K., Baher B., Moslehpour M. (2019). A common user of modern media technologies needs the skills of analysis, evaluation, and information creation, because they are the basis of media literacy.

## Research methods and models

The "media" term covers all types of mass communications, i.e. Internet, TV and radio broadcasting, as well as press. That is, media means everything from newspapers, magazines, periodicals to online publications, news, advertising in educational and entertainment content, to mention just a few of them.

In order to evaluate the storage of content in the media, we need to understand the goals which it is created and the distribution channels. For this purpose, we conducted a survey from February 3 to February 14, 2020 among students of 3-4 courses (120 respondents) of the field of knowledge "Journalism", KNUTE. All questionnaires were relevant and subject to analysis. The research method was based on the Sturch method, the essence of which was to memorize content and identify the causes of the most interesting to students. To assess the importance of information, we must understand the purposes for which it is created and disseminated.

Six types of content we encounter every day:

Informing

Judgment

Propaganda

Public relations

Social advertising

Commercial advertising

In order to identify the most memorable content, we have placed the same information in different media. But before we did the research, we explained to the students what the types of content and varieties of media were so that they consciously respond and try out the material presented. So, before presenting the results of the study, it is worth considering in detail the types of content. Not all types of content provide us with objective information, some try to convince the consumer of something, to impose their opinion.

The information contains facts to familiarize us with certain topics. The authors of information material should use only facts without adding their own thoughts and assessments. They must provide information objectively.

Judgment is someone's belief or point of view. Evidence may support judgments, but it is never possible to prove a true or erroneous judgment. The fact can be confirmed or denied. One can prove that it is true or false by means of evidence when journalists present facts objectively and indicate the source of information, but this does not always happen in practice. A statement of fact may also be erroneous. According to the American Press Institute, journalism is the collection, evaluation, creation and presentation of news and information. However, these facts are not used to inform; rather, the authors use them to support their own judgments. That's how they try to convince us of something. Still, judgments should always be separated from the news and authors should always indicate that this is their own opinion.

The purpose of propaganda and judgments is to influence the audience and convince them of something. Such content is mainly based on emotions and imagination, and therefore its authors use only the facts and references supporting their views. That is, the article on presidential elections supporting a specific candidate is an example of the convincing content.

Press, television, radio, online newspapers, and magazines. When we talk about these types of media, it is important to understand who their owners are and where they receive funding from. Primarily, there are public and private media, as well as public broadcasting. In the course of the study, we were interested in finding out whether there was a link between the perception of the information and the channel of its dissemination among the youth.

Private media are funded by individuals or groups of individuals, and usually their main goal is to get a benefit. According to some research results, private media are quite common in Ukraine. For instance, Rinat Akhmetov owns the TV channel Ukraina and the popular newspaper Segodnya, while Viktor Pinchuk owns Novyi Kanal, ICTV, and STB. Above all, we must understand that events covered by private media can be distorted or presented from a certain angle. Owners can decide what content they offer to the public. Besides, private media can tell

about some events and ignore others. In 2017, the media institute jointly with Reporters Without Borders conducted research and found that 10 of 11 selected Ukrainian TV channels were directly or indirectly related to politicians. They also revealed that 75 percent of the Ukrainian audience watched the channels of only 4 powerful owners, Viktor Pinchuk - "STB", "Novy Kanal", "ICTV", Ihor Kolomoiskyi - "1 + 1", Dmytro Firtash - "Inter", and Rinat Akhmetov, who owns "Ukraina" TV channel. The same goes for the radio. More than 92 percent of Ukrainian listen to 4 major groups of radio stations, which are also associated with political figures, namely Viktor Pinchuk "Tavrmedia", Serhii Kurchenko UMH, Anatolii Ievtukhov "Business Radio Group", and Kateryna Kit-Sadova "Radio-Lux". Because of this pattern of audience and advertising market distribution, it is much more difficult for the other media to attract the people's attention and advertising revenue they need to exist. There is a tendency that even the newest media in Ukraine, including Espresso TV (Arseniy Yatseniuk, Arsen Avakov), News One (Vadym Rabinovich, Ievhen Muraiev), and 112 Ukraina (Taras Kozak) are also related to the politicians. If we know who owns the media that we watch, read or listen to, we can analyze why the information is presented in this way, why it contains such judgments, and what its purpose might be (Pourkhani A., Abdipour,K., Baher B., Moslehpour M. (2019). They belong to the state, so their funding comes from the state budget. All laws or other legal acts shall be published in Ukrainian in official publications. They include brand "Uriadovy Kurier", "Official Gazette of Ukraine", "Holos Ukrainy" and "Vidomosti Verkhovnoi Rady Ukrainy." Many official documents come into force on the date they are published in "Uriadovy Kurier". There's a similar example in Poland. The Dziennik Ustav newspaper, Journal of Laws of the Republic of Poland, publishes the government decisions and regulations.

On the other hand, public media can also be a public policy tool. In Russia, for example, the main national media belong directly to the state, or to the companies closely connected to the Kremlin. The government controls Channel 1 and Russia1, two of the three main federal channels, and Gazprom State Energy Company owns NTV. The Russian government controls the media not only within the country, they also have access to the international level through the Russia Today channel known as RT. The Russian government has created this channel as a tool to improve Russia's reputation abroad and to spread its ideas around the world. Broadcast is conducted in English, Arabic and Spanish.

Like private ones, public media can also influence their content and disseminate certain ideas. Youtube has become the main platform for Russia Today and other state media. In response to this, in 2018 Youtube introduced a new policy in the U.S. aimed at such media. For example, the new policy requires all videos of Russia Today to have an explanatory label "IT is fully or partially funded by the state government." After all, if we know who funds what we view, read or listen to, we can understand and recognize hidden ideas and messages (Becquet N. (2017)).

Another type of traditional media is public broadcasting, and although it is usually financed

by the state, editorial freedom is the main factor that distinguishes public broadcasting from the other state media.

The main purpose of public broadcasting is to work for and be accountable to the citizens. As a rule, public broadcasting receives funding from the state and followers. The fact that the state finances this type of media is not a problem as long as it does not interfere with the content. To ensure this, we need transparent democratic instruments. On November 9, 1995, Ukraine joined the Council of Europe and committed itself to creating a media with a neutral and independent editorial policy. Since then, public and international organizations have struggled to adopt the required law. The Law of Ukraine on Television and Radio Broadcasting was adopted only in 2014. It ensures that the state provides funding for public broadcasting and creates the required conditions for the creation and existence of public television and radio. According to the suspilne.media website, the National Public Television and Radio Company of Ukraine owns two national TV channels, UA1 and UA Kultura, as well as three national radio stations, UA Ukrainske Radio, UA Radio Promin, and UA Radio Kultura. It also has a national radio station Radio Ukraine International and regional radio channels.

Editorial independence of public broadcasters is the key factor that distinguishes them from the other state-funded media. Being able to share objective information and being its reliable source is a required prerequisite for public broadcasting in Ukraine. Editorial freedom is now guaranteed by law and, accordingly, public bodies; the government has no right to interfere with public broadcasting, censor, control, or influence the content. Besides, the law protects public broadcasting from the need to cover the actions of the state, government, and local public authorities. A proof of this is a satirical show called #@)₴?$0 (grill, the at sign, bracket, hryvnia, question mark, dollar, zero) with Mykhailo Shchur on UA1. It presents the latest political news and developments in a satirical manner. Although this show is funded by the state, we know that this program enjoys editorial freedom, because its regularly criticizes public figures and does not miss a chance to highlight their fails.

In a more global context, one of the best-known public broadcasters is the British Broadcasting Corporation, BBC. The BBC mission is to pursue the public interest, providing the audience with objective, impartial, and high-quality informing, educational, and entertaining content. Currently, public broadcasting in Ukraine faces many challenges, in particular the lack of funds. Although the law provides for funding, the Parliament fails to meet these obligations. Two bills, obliging the public broadcasting to cover the actions of the Prime Minister, the Government and local authorities, were submitted in 2017. Thanks to public pressure, one of these bills has been withdrawn.

Independent media are vital to the existence of democracy. Freedom of speech and pluralism of ideas can help readers, listeners, and viewers to critically assess information and

form their own judgment of the occurring events.

The 2018 Global Digital Report by VI Social indicates that more than 4 billion people are using the Internet. In 2017, almost 10,000 people started using social media every day, which means more than 11 new users every second. Social media are the reality in which we spend a lot of time. That's where we communicate with friends, colleagues, and relatives. Further, SM allowed the creation and dissemination of information to thousands of users in just a minute. Official materials from reputable publications that meet journalistic standards can be found in the SM. Further, you will also find information from bloggers, opinion leaders, relatives, colleagues, friends and so-called experts, who often present their beliefs and thoughts as facts. Information in the SM is disseminated almost without any control or regulation. Besides, not all users are used to verifying the validity of the information they receive and disseminate. Therefore, they may inadvertently or deliberately disseminate false information. We also have no complete control over what gets on our news feed, because the information we see is selected for us by an algorithm. To better understand the user preferences, Facebook collects data about them online. Based on our likes, the links we follow, the locations we specify, communities and friends, algorithms personalize the information we see. They choose what they think is most relevant to us. For example, if you are looking for a new car online, don't be surprised if your Facebook news feed will offer you car loans. Social media rely on the user preferences and offer pages that might interest them the most. They can also limit interaction with users and pages that have opposing views, as this can make users less likely to use the platform. So, every time we open Facebook, we see information that the system has already chosen for us.

By 2018, Facebook was buying offline behavior information from marketing and analytics companies, such as Acxiom, Epsilon, Experian, Oracle Daily Cloud, TransUnion, and WPP. Most of them have offices in America, Europe, and Asia. This fact is still a matter of debate. Due to the public pressure, Facebook updated its information policy in April 2018, and stated that it would no longer use information received from the third parties. However, this is not prohibited for companies advertising their products and services on Facebook. Instagram works in accordance with Facebook and prioritizes the most valuable moments for you, and the goal of Youtube is to help the users find the video they want to watch. In other words, social media choose content for your feed based on your previous behavior on the website, such as search and browsing history. Twitter algorithms work a bit differently, however. It provides information in a feed in chronological order and uses simple algorithms that first show the most relevant tweets. It is important for the user to know that he can disable these algorithms in the account settings. When media is used as a news source, apart from the news as such, there is always a chance to come across the judgments, manipulations, and other sources of false information. Although the user may not always be able to control the information in its feed, one can at least learn about the way it got there, and not perceive or disseminate the information without the proper check of its

sources and the potential bias it may contain.

The perception of content is influenced by the following main factors: cognitive (cognitive), emotional (affective), behavioral (connective). Let's take a closer look at each of them:

1.     Cognitive impact is related to how content is perceived by people. Studying the cognitive component involves analyzing a number of processes of information processing, such as:

1.1.   Sensations (visual, auditory, taste, motor, olfactory, touch and some other types of sensations);

1.2.   Perception, memory, imagination and imagination (movement, contrast, selection of a figure from the background);

1.3.   Thinking (comparison, abstraction (distraction), concretization, analysis, synthesis, generalization, establishment of analogies, association, reasoning) and language, etc.

2.     An affective (emotional) component of the influence of content that determines the emotional attitude to an object of information: whether it is a subject with sympathy, dislike, neutral or contradictory.

An emotional memory is much stronger than other types of memory. It influences decision making, that is, the purchasing behavior of a person. Experts believe that the sympathy for the product is proportional to the sympathy for the advertising information.

If a person does not find for themselves anything interesting, emotionally colored, then she may not have the desire to make a purchase.

3.     The behavioral (connective) factor of perception implies the analysis of a person's actions, determined by his purchasing behavior under the influence of information. The behavioral component includes both conscious and unconscious behavior.

Information should be directed immediately to the unconscious and conscious, that is, to thoughts, feelings, relationships, and human behavior.

Considering the above factors of influence on perception, the following research results were obtained (Table 1).

Table 1. The influence of perception factors on the types of content

| № | Factors | Types of content | | | | | |
|---|---|---|---|---|---|---|---|
| | | Informing,% | Judgment,% | Propaganda,% | PR,% | PSAs,% | Commercial advertising,% |
| | | 12 | 23 | 25 | 9 | 21 | 10 |
| 1 | Cognitive Impact: | 25 | 23 | 9 | 42 | 44 | 50 |
| 1.1. | Feeling | 13 | 4 | 6 | 10 | 22 | 14 |
| 1.2. | Perception, | 9 | 8 | 2 | 26 | 17 | 29 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | memory, imagination and imagination | | | | | | |
| 1.3. | Thinking | 3 | 11 | 1 | 6 | 5 | 7 |
| 2. | Affective impact: | 35 | 32 | 38 | 27 | 31 | 32 |
| 2.1. | Sympathy | 15 | 4 | 2 | 12 | 23 | 10 |
| 2.2. | Antipathy | 5 | 15 | 19 | 3 | 1 | 8 |
| 2.3. | Neutral | 8 | 3 | 5 | 4 | 2 | 1 |
| 2.4. | Controversial | 7 | 10 | 12 | 8 | 5 | 13 |
| 3. | Behavioral impact: | 40 | 45 | 43 | 31 | 25 | 18 |
| 3.1. | An informed choice | 22 | 17 | 18 | 18 | 15 | 12 |
| 3.2. | Unconscious choice | 18 | 28 | 25 | 13 | 10 | 6 |

Therefore, it is worth noting that the most memorable are the following types of content: propaganda (25%), that is, read it completely and opinions (23%), the content of which was partially read. Commercial advertising (50%) has the greatest cognitive impact through perception, memory, imagination and imagination. Affective influence is followed by propaganda (38%) at the expense of antipathy, in turn, behavioral influence is observed in judgment (45%) at the expense of unconscious perception. There is a relationship between content type and media type (Fig. 2).
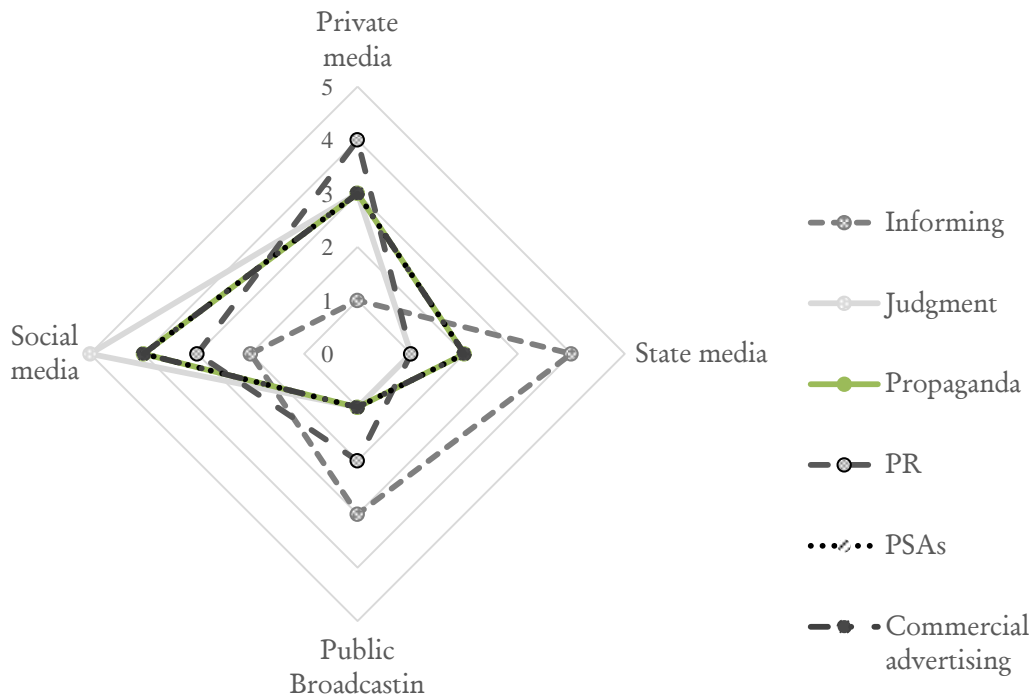


Fig. 2. The relationship between content type and media type

Private media is characterized by the popularity of public relations, state media and public service broadcasting remember this type of content as information, and social media outweigh judgments. The most popular media are social media.

When considering social media, one should consider the membrane of relevance. 80% of respondents justified their positive attitude to social media – remarketing (Gontareva et al., 2020). Due to the algorithms used by the web pages, you only see in your feed what you might be interested in, that is, search results, links, ads, and Facebook messages are based on your previous online behavior. We should keep in mind that the algorithms show us the information we prefer and remember that there is always an alternative opinion. You should consciously look for other points of view, always check the source of information, its relevance and reliability (Babenko et al., 2021). The "information bubble" term was suggested by Internet activist Eli Paraser. You can also come across the "filter bubble" term on the Internet. However, analyzing the content of this concept and functions it performs, the authors believe that the "relevance membrane" term would be more appropriate, because is better corresponds to the function of this phenomenon.

Mark Zuckerberg, when answering the journalist's question, "Why is the relevance algorithm so important?" on the news feed, said, "A squirrel dying by your home is more important to you than people dying in Africa." What does the Internet look like based on this approach? 20 years ago, the Internet looked like a connection to the whole world, it was something that could bring us all together. It could have been great for democracy and for society. However, there is a shift in the information reaching us, and this skewness is invisible. It could become a real problem if ignored. All SM reject the information that we are less interested in and, consequently, different people get different results to the same search query at the same time. Therefore, the "relevance membrane" term that we propose covers the signs of this approach to the information filtering.

There are 57 signals that Google reads about its user, i.e. your location, computer type, browser, etc. It uses these data to personalize your search results. Standard Google no longer exists, but it's not so easy to notice. We cannot see how different the search results of one person are from another. Eli Paraser compared the results of a search by the word "Egypt" (Fig. 3) (Brooke J. (2018).
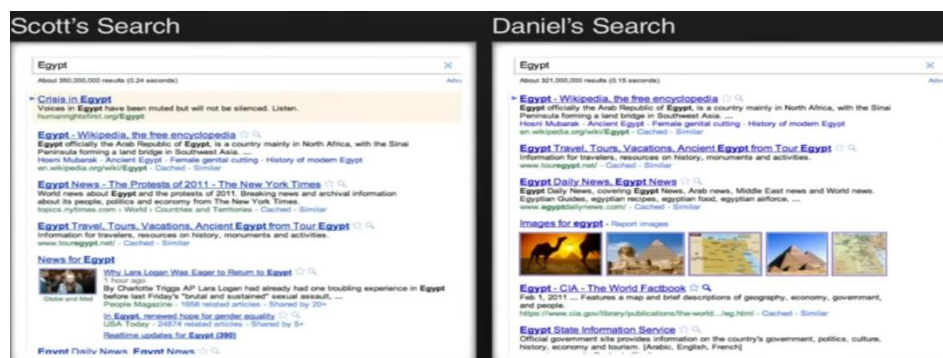


Fig. 3. Search results of two different users by word "Egypt", 20.04.2020

Even without reading the links, it is quite clear how the two pages differ. If you read the links, you will see an amazing picture. Daniel did not get any result at all about the protests in Egypt on the first page of the search results, while Scout's results were overflowing with them. It was really big news at the time. However, this is not just about Facebook or Google. This trend is common to the modern Internet. A number of companies is implementing personalization using its own model. Yahoo News, the largest news site on the Internet, is now personalized; different people get different news. All news sites filter the information in a personalized manner, although in their own way. And it quickly leads us to a world where the Internet shows us what it thinks we want to see, but not necessarily what we should see. Like Eric Schmidt said, "It will be very difficult for people to see or use something that was not adapted to them to some extent." Undoubtedly, if you take all these filters and algorithms together, we will get an information bubble, which is your own, personal unique piece of information in which you live online. And what's inside your bubble depends on who you are and what you do. But the problem is, you don't decide what gets in. And more importantly, you can't even see that information, it's filtered out. One of the IS problems was discovered by Netflix researchers. They watched Netflix playback sequences and noticed some unusual things that others might have noticed too, i.e. that there are some movies that just get into our homes, like Superman or Spider-Man. We all want to watch really serious movies, but now we're impulsively choosing the easiest, and we can watch Die Hard or Red for the fourth time. So, the best editorial office offers us both options. A little Dima Bilan, Oscar, Afghanistan, nice ideas and the like. A little information salad, information dessert, and the problem is with the types of information filters, with algorithms and personalization, with what they mainly take into account, something you clicked first and the thing that shifted the balance. Instead of a balanced information diet, you may find yourself surrounded by information fast food. It shows that we misunderstood the story about the Internet. In a "broadcast" society, this is what its mythology is – there used to be the sentinels, editors, and they controlled the flow of information, and now the Internet came along and replaced them. It allowed us all to come together, and it was amazing. But that's not exactly what's happening right now. The task shifted from human editors to algorithms, and the fact is that the algorithms do not have something like the built-in ethics that editors had. So, if the algorithm corrects the world for us, if it decides what we can see and what we can't, then we must make sure that they are not just tied to relevance. We must make sure that they also show us things that are uncomfortable, challenging or just important - other points of view. A person must have some control so that it could decide what passes through the filters and what doesn't (Akram V., Kumar R. (2018).

Based on our research, we suggest applying taxonomy method to determine the impact of content on a particular type of media. This method has a generalized structure and has never been used in studies of this type (Ramazanov et al., 2020). The advantage of this method is that we can perform analysis using multidimensional comparisons, with a powerful arsenal of systematization algorithms that eliminates double counting of indicators, thus increasing the likelihood of the

result obtained (Dulyaba N. (2016), Pursky O., Dubovyk T., Gamova I., Buchatska I. (2019), Fayvishenko D. (2018) (Table 2).

Table 2. Stages of applying the taxonomy method to evaluate the impact of content on a particular type of media

| Phases | Description |
|---|---|
| definition of indicators determining of the content components | x1, x2,…xn (indicators determining the status of semantic content, keywords, and others). |
| forming a matrix of the value of certain indicators for each component of the content components | $x = \begin{bmatrix} x_{11} x_{12} \dots x_{1j} \\ x_{21} x_{22} \dots x_{2j} \\ x_{i1} x_{i2} \dots x_{ij} \end{bmatrix}$ <br> where, i means the ordinal number of the object under study from 1 to *p;* <br> j means the ordinal number of the feature under study for each object from 1 to p. |
| standardization (attribute value alignment), which involves determination of the average value for each indicator | $Z_{ij} = \dfrac{X_{ij}}{\bar{X}_1}$   where, Zij means a standardized value for j and for i unit; <br> Xij means the elements of the standardized value matrix; <br> xi means the average. |
| formation of a distance matrix, on the basis of which the location of each specific object in the whole set of objects under study is determined | $C_{io} = \lvert Z_{ij} - Z_{oj} \rvert$   where Zij means the value of the standardized j-th feature for the i-th object; <br> Zoj means a standardized j-th feature for the object base |
| differentiation of features into stimulants (positive impact on the overall level of the object development) and non-stimulants (slowing down the media development) | Zoj =*max* Zij , if j is a stimulant; <br> Zoj = *min* Zij,, if j is a non-stimulant. |
| formation of the reference vector (*Po*) based on the distance matrix elements | $C_{io} = \sqrt{\sum_{ioj}^{m} (Z_{ij} - Z_{oj})^{\wedge 2}}$   spacing between unit point and *P0* point |
| calculation of taxonomy indicator (general indicator of the impact of content on a particular kind of media) | K1 =1-d1, where d1 $=\dfrac{C_{io}}{C_o}$, $Co = \overline{C_o} + 2So$, <br> Cio= $\sqrt{\dfrac{1}{m}\sum_{ioj}^{m}(C_{io} - \overline{C_o})^{\wedge 2}}$ |

In the article analyzes the results of research by media analysts and scientists, and it can be noted that social media are now actively explored by scientists and experts in various fields as a significant type of new media and platforms, where the consumer can communicate with others and receive or share information. Specialized resources offer a large number of analytical and practical studies of the social media development features and the impact of social media on the essence of modern communication and information consumption.

The active growth of interest of the experienced Internet media audience in social media, in particular YouTube, Facebook, Twitter, Instagram, as well as continuous growth in the number of their users steadily leads to the rapid development of social media and the active use of traditional media information opportunities of social media platforms, looking for interesting topics, information sources, comments, expert opinions, witnesses and participants in the events, and

researches based on the data obtained from the analysis of comments, estimates, feedback, and audience response to certain shared information.

## Conclusion

Analyzing the current social media market, we identified and characterized six types of content, which is used by a wide audience of consumers. With such an extensive spread of online media, the emergence of manipulative content cannot be completely prevented, and an important contribution of this material is proposals to prevent the perception and dissemination of false information, as well as methods to recognize the difference between a fact and own opinion of the news author. We have found that propaganda is the best type of content to remember. It is revealed that this dynamic is caused by affective influence on the person.

The audience of Internet media, which, as information consumers, is a user of social media, is characterized by unsteadiness, changing interests, habits and preferences, its interest in active changes of role positions influencing the news agenda, becoming trendsetters of format, genre and type of content, which, of course, should be an influential factor in establishing the Internet media own behavioral priorities.

Considering the relationship between the type of content and the type of media, we can say that private media is characterized by the popularity of public relations, state media and public service broadcasting remember this type of content as information, and social media outweigh judgments. The most popular media are social media.

In ours research on the origin and content of the "information bubble" term, examining its essence and related data, the authors arrived at certain conclusions regarding its inherent characteristics and meaning, suggesting that the "relevance membrane" term should be used as the most appropriate to the term and its essence.

It is proposed to use the taxonomy method to determine the impact of content on a particular type of media, which will greatly simplify the content analysis procedure. This is an indispensable method for analysis of content for a certain period, the evaluation of results according to a plan, the analysis of the individual components of the content – all this cannot be calculated based on fragmented data and requires the introduction of a comprehensive system of different indicators, their systematization and analysis.

## References

Polevik A. (2019) *The most popular social media in the world*. ESPRESO.TV.

Hogan M., Strasburger V. (2018) *Social Media and New Technology*: A Primer. Clinical Pediatrics. DOI: 57. 000992281876942. 10.1177/0009922818769424.

Social Media Stats Worldwide. (2020) Official web-site https://gs.statcounter.com/social-media-stats.

Karpenko O. (2020) Ukrainian Facebook has grown to 10 million users. AIN.

Pourkhani A., Abdipour,K., Baher B., & Moslehpour M. (2019). *The impact of social media in business growth and performance: A scientometrics analysis.* International Journal of Data and Network Science. DOI: 223-244. 10.5267/j.ijdns.2019.2.003.

Gontareva, I., Babenko, V., Yevtushenko, V., Voloshko, N., & Oliynyk, Y. (2020). Efficiency of Information Management and Analysis for Industrial Entrepreneurship. *Journal of Information Technology Management*, 12(3), 4-13.

Becquet N. (2017) *Facebook a versé des millions aux médias français: la stratégie «VIP-VRP» et ses effets.* European Journalism Observatory.

Brooke J. (2018) *Retargeting Recipes*. AdSkills LLC.

Babenko, V., Demyanenkob, O., Lyba, V., & Feoktystova, O. (2021). Assessment the Cost-effectiveness of Information Support for the Business Processes of a Virtual Machine-building Enterprise in the Framework of Industry 4.0. *International Journal of Engineering*, 34(1), 171-176. http://dx.doi.org/10.5829/IJE.2021.34.01A.19

Akram V., Kumar R. (2020) A Study on Positive and Negative Effects of Social Media on Society. *International Journal of Computer Sciences and Engineering*. VL. 5(10).

Ramazanov, S., Babenko, V., Honcharenko, O., Moisieieva, N., & Dykan, V. (2020). Integrated intelligent information and analytical system of management of a life cycle of products of transport companies. *Journal of Information Technology Management*, 2020, 12(3), 26-33.

Dulyaba N. (2016) Taxonomic analysis as a tool for identifying opportunities to ensure the development of economic potential management of consumer cooperatives trade. *Global and national problems of economy*. № 9, pp. 419-423.

Pursky O., Dubovyk T., Gamova I., & Buchatska I. (2019) Computation Algorithm for Integral Indicator of Socio-Economic Development. In: *Proc. 15th Int. Conf. on ICT in Education, Research and Industrial Applications. Integration, Harmonization and Knowledge Transfer* (ICTERI2019). - Volume II: Workshops, Kherson, Ukraine, June 12-15 (2019), CEUR-WS .org., Vol. 2393. pp. 919-934. http://ceur-ws.org/Vol-2393/paper_267.pdf.

Fayvishenko D. (2018). Formation of brand position strategy / D. Fayvishenko // Baltic *Journal of Economic Studies*. – Riga: Publishing Hous "Baltija Publishing". – VL. 4 (2). – pp. 245-249. DOI: 10.30525/2256-0742/2018-4-2-245-248.