DYNAMICS OF PUBLIC OPINION CHANGE UNDER THE INFLUENCE OF INFORMATION CAMPAIGNS IN ONLINE MEDIA UNDER MARTIAL LAW

LEONID NOVOKHATKO[1], TAISIIA BIELOFASTOVA[2], LIUDMYLA KONONENKO[3], KATERYNA BARANOVA[4], ANDRII SINKO[5]

[1] Doctor of Sciences in History, Professor of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University, Ukraine.
[2] Candidate of Pedagogic Sciences, Associate Professor of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University, Ukraine.
[3] Candidate of Historical Sciences, Associate Professor of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University, Ukraine.
[4] Postgraduate Student at Borys Grinchenko Kyiv University, Senior Lecturer of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University, Head of the Department of Information Support and Access to Public Information of Kyiv City State Administration, Ukraine.
[5] Postgraduate Student at Borys Grinchenko Kyiv University, Lecturer of the Department of Advertising and Public Relations, Borys Grinchenko Kyiv University, Ukraine.
Email: [1] leonid.doctor1@yahoo.com, [2] Taisiia.cand12@yahoo.com, [3] Liudmyla.history1@gmail.com, [4] Kate.Bar00@gmail.com, [5] AndriiS24@gmail.com

ABSTRACT

The development of an information society contributes to the formation of online media, which affects public opinion. The article aims to study the specifics of public opinion change under the influence of information campaigns in online media under martial law. For this, methods of comparative analysis, calculations of the weighting factor, the advance coefficient, and the Mann-Whitney coefficient were used. The study found that 'HROMADSKE', 'Suspilne Movlennia', and 'ZN.UA' are the most popular online media in Ukraine, which contribute to the presentation of trustworthy and relevant information. The most spread world online media are 'Associated Press', and 'The New York Times', which reflect various themes, and promote the engagement of a larger number of readers. The most influential parameters affecting public opinion were found to be the filling with the content according to referring to a certain source. They also include information substantiation with relevant facts, daily information coverage, information analysis by competent individuals, information sharing by different sources, and forms of presenting information. Analysis of the influence of information campaigns showed that they contributed to the change of public opinion concerning the government (31%), and attitude to the government of other countries (25%). The practical value of the work lies in studying the factors positively affecting public opinion change, which may be considered in journalists training. Study perspectives may be related to the determination of the effect of informational opinion on the influence of citizens of different age groups.

Keywords: *Information Source, Political Situation, Information Trustfulness, Forms of Presenting Information, Issue Publicity.*

1. INTRODUCTION

Information campaigns are among the most common sources for receiving information among people and changing their opinions under the influence of certain details. Truthful information presentation by mass media allows to form correct perceptions of a certain situation by people. Therefore, this theme is relevant for further consideration.

Today, online media is a common tool for presenting information, which provides the opportunity to influence the opinion of readers. The

availability of online media helps to change the perception of the surrounding reality, which affects the formation of certain stereotypes. The process can occur unconsciously due to the constant perception of information. Online media influence the ability to convey individual opinions and influence mass consciousness. Information campaigns in media are processes of information transmission and reproduction to a wider audience, which is related to free access to information [1]. Nowadays, online media are one of the most spread sources of information perception. For example, approximately 47% of readers in Ukraine receive information from social networks, and 30% - from Ukrainian online mass media [2]. Online media are the most spread among the readers compared to newspapers, radio, etc., as material presenting is more interesting. The convenience of presenting information and its promptness are also observed. Furthermore, online media allow users to choose channels of information perception according to their interests and own views. Giving advantages to certain online media depends on the quality and quantity of information supported by evidence [3],[4]. Patriotism of the position of a separate media is of great importance under martial law. The use of online media is also related to the simplified system of its creation, which does not require compulsory registration of mass media. But at the same time, it is important to possess trustworthy information for dissemination and observe the copyright for information dissemination [5]. A creative approach to information presentation via online media promotes achieving a more qualitative final result, leading to new readers' engagement. It is important to stay oriented on world trends related to globalization, which is related to economic and political changes, as well as re-nationalization, which is related to spiritual and national revival, and preservation of the values of a country [6]. Professional journalism should be subordinated to principles of morality, education, responsiveness and relevance. A journalist should realize responsibility before people while presenting certain information and their own opinion on it.

Difficult circumstances in the country encourage incompetent online media to manipulate public opinion, which is the reason for obsessive ideas publication. Manipulation is a form of emotional suggestion, that affects fake information dissemination with the use of different fakes [7]. Manipulations have hidden psychological effects on public opinion, which form their thinking on a certain situation. It also has a destructive role in fake information coverage. Critical thinking, enabling analysis of information reliability, checking its sources and necessary arguments should be developed among readers for the filtration of information truthfulness. The creation of information publicity concerning the activity of certain online media allows to ensure reduced perception of fake information [8],[9]. On the basis of such influence, readers may form a certain perception of a particular situation, which is connected with various given facts. Based on this approach, readers can perceive the significance of a particular issue that affects the definition of particular social norms in society.

The study of the specifics of theoretical material in this area allowed us to ensure the specifics of the advantages and disadvantages of online media. However, specifics of the public opinion change under the influence of online media were studied indirectly. The paper aims to study the dynamics of public opinion change under the influence of information campaigns in online media under martial law in Ukraine. The objectives of the article were:

- determining the most popular and reliable online media in Ukraine and the world, based on weighting coefficient calculation;
- determining the most influential parameters, which influence public opinion change;
- analysis of the most popular information campaigns related to public opinion change.

2. LITERATURE REVIEW

The variety of ideas and approaches to presenting information via online media affects their popularization in society. The eccentricity of the ideas may be directed at deviation from the core ideas and norms of the society but facilitates wider information perception. Eccentric ideas were found to be more reflected in the increase in the reactions of online media readers to certain news [10]. Online media should be subordinated to state policy and oriented on constant analytics. This will enable monitoring news, which is the most interesting for the public, with consideration of the content or form of their presentation. Such an approach will facilitate a wider perception of certain news and their critical discussion. The positive role of online media is related to the creation of an effective model of news presentation.

For the engagement of a wider number of people using the presented model, widely-used

words, leading to perception improvement, may be identified [11]. The factor of foreign policy formation is the attitude of people to other countries which may be regulated through public opinion change under the influence of online media. Mass media facilitate access to information not only within the country but outside its borders as well. The influence on public opinion may be achieved by weak control over media and ensuring patriotic themes development, which promotes people's nationalism development. Still, such influence on public opinion can lead to the formation of hostile attitudes to other countries. Nevertheless, online media are more open to changes in information presentation compared to traditional mass media [12].

Analysis of articles in online newspapers The Moscow Times and The Washington Post of February 24, 2022, showed different views on presenting information. Articles covered the situation of the Russian invasion of the territory of Ukraine. The elements of influence on the opinion of readers were observed in both articles. However, The Moscow Times presented incorrect information, oriented on public consciousness manipulation. The article in The Washington Post paid attention to the negative aspects of the Russian invasion of Ukraine above all. These articles showed examples of the formation of ideological perspective of readers audience - reliable (The Washington Post) and unreliable (The Moscow Times) [13]. The hybrid media environment, where traditional news is shared on social networks, is observed nowadays. Social networks are the most used among young readers, which is the result of their constant competition with public activists and organizations, and influential traditional media. The advantages of online media are related to quick information access.

Analysis of news on the refugee crisis in 2014-2015 in Europe on Twitter allowed the determination of complex models of information coverage. Information sharing using 6 different languages to involve a wider audience was one of such mechanisms [14]. Trust in information sharing via online media is higher among young rather than older people. The survey of 365 respondents showed that trust is related to significant information dissemination. Engaging actors in information sharing, for example, has a positive influence on their perception and trust in the above-mentioned [15]. Social media have a significant influence on the public, in particular, concerning

political issues sharing. The use of YouTube allows to achieve millions of video reviews, which facilitates relevant information presentation. A combination of three elements was found to contribute to the increase of readers. Such elements are text, followed by visual images and sound elements. This motivates people to certain opinions and perceptions [16].

Analysis of the published works demonstrated that the advantages of online media are considered in studies, however, comparison of different resources is not a common issue. Public opinion changes under the influence of online media are not widely studied as well, in particular, when considering political issues under martial law.

3. METHODS

3.1. Study Procedure

The first stage of the study was directed at defining the most popular online media in Ukraine and the world. The used approach provided a determination of the reliability of information and the level of its dissemination. The results were received in 2023. The second stage of the study aimed to determine parameters that above all influence readers and which using manipulative approaches can influence public opinion change. The results were received consequent on consideration of the specifics of information campaigns in online media. The third stage of the study provided more practical obtaining of the results. This was related to defining the most common themes, which under martial law were differently perceived by people. The study of this issue was conducted within the period of 2022-2023. This stage reflects the dynamics of public opinion change under the influence of information campaigns.

3.2. Sample Formation

The study engaged 307 respondents, who participated in a sociological study. Participants sampling was conducted via Facebook which provided receiving respondents' reviews on the advertisement shared by the authors. The sample limitation of the participants was related to the age, which provided engagement respondents in age from 18 to 67. The main requirement for participation in the study was the minimal age of the participants - 18 years and their interest in news, in particular political ones. Verification of the respondents' interest in news foresaw a description of their own opinion on a certain

situation. This allowed to evaluate the understanding of newsworthy information and the ability to analyse it, which was necessary for the study. Using this method, 25 individuals, who did not meet the mentioned criteria, were excluded from the study.

3.3. Methods

Methods of comparison and analysis were used to determine the most common and reliable online media among the readers. For this, various resources [17],[18],[19] were analysed. Our own observations resulting from the comparison of content on different information platforms were also considered. The results were presented among online media of Ukraine and the world in general. A comparison of Telegram channels in Ukraine was also conducted. The number of readers, information correctness and reliability were considered in the study. The greatest importance of online media was received based on weighting coefficient calculation, developed by the authors of the article.

$$f(w) = \frac{\sum|g_i + h_i|}{m-1}, \tag{1}$$

h_i – determined actual value of a certain online media;

g_i – an indicator of presented information reliability;

m – the most possible weighting value of a separate media.

The most influential parameters, which influence public opinion change, were found after a comparison of the above-mentioned materials. The results were received based on the most weighting value for the respondents, which provided the use of the sociological survey. Respondents participated in the study remotely, which allowed to receive necessary responses using Facebook. The received data was grouped, which enabled the advance coefficient calculation [20]. Herewith, it is necessary to consider, that if the value of the advance coefficient is more than 1, the parameters of the row are growing rapidly.

$$O_B = \frac{\bar{k}}{\bar{k}_{S_{y(t)}}}, \tag{2}$$

$\bar{k}$ – abstract value, differentiating the change of one parameter by another;

$\bar{k}_{S_{y(t)}}$ – change of the pace of growth of parameters of information campaigns concerning public opinion change.

Comparison of different information campaigns foresaw the determination of the influence on public consciousness. Determination of the most spread information campaigns was related to the previous comparison of news on online media platforms. Based on the respondents' data, an information campaign, which affected their opinion above all and is the most extensive for manipulating people's consciousness was determined. The sociological survey was also conducted using Facebook, which provided receiving responses within 3 hours.

3.4. Data Analysis

Additional data analysis foresaw calculations, reflecting statistical parameters. Statistical calculation Whitney U-test was used for the study [21]. Statistical calculations were conducted for comparison of the most influential parameters, which affect public opinion change. Statistical comparison was also foreseen to determine the interrelation between separate information channels. While interpreting, it is worth considering that if calculation data are lower than table ones, the values should be correlated with each other.

$$U = n_1 \times n_2 + \frac{n_x \times (n_x + 1)}{2} - T_x, \tag{3}$$

n_1 and n_2 – critical values of the parameters compared;

n_x – number of parameters, considered in calculation;

T_x – reliability of the parameters, which corresponds to the table value.

3.5. Ethical Criteria

Ethical issues were realized based on appropriate provisions of [22]. Ethical criteria above all were related to the participants of the study, which provided ensuring access to the study program, receiving necessary source values and ensuring equal conditions for all participants of the study.

4. RESULTS

The first stage aimed at determining the most popular online media in Ukraine and the world, which covers reliable information. Results were received according to the parameters as of September 2023 (Table 1).

Table 1: The Most Popular Online Media

Ukrainian online media	$f(w)$	Ukrainian Telegram-channels	$f(w)$	International online media	$f(w)$
Hromadske	2,5	Trucha Ukraina	2,0	Associated Press	2,5
Suspilne Movlennia	2,4				
ZN.UA	2,2	Ukraina Seichas: novosti, voina, Rossiya (Ukraine now: news, war, Russia)	1,9	The New York Times	2,2
Ukrainska Pravda	2,1				

Resource: Developed by the authors based on the data of [17],[18],[19].

Online media 'Hromadske' is popular as it meets the standards for more than 95%. This is the result of presenting information, which is first verified for reliability. Detailed monitoring ensures establishing facts on the accuracy and relevance of the provided information. Hromadske platforms ensure discussions of readers on separate issues on certain newsworthy information. Online media "Suspilne Movlennia" is also popular and informative, as it almost fully complies with professional standards. Minor issues were related to sports news, which did not contain the source of information. Therefore, at the beginning of 2023 'Suspilne Movlennia' was in first place in the rating, but in the end, it was in second place. 'Suspilne Movlennia' presents information which most correctly covers social and political issues, and forms the correct information perception. The advantages of ZN.UA in the quality of the presented information are related to the exclusion of evaluative judgements, which have subjective opinions on a certain issue. This is very important as the media does not contribute to the objective perception of unreliable information. Online media 'Ukrainska Pravda' is also characterized by information reliability, but its rating is lower due to emotionality in four informational materials. Most materials were characterized by balance concerning preserving presenting accuracy, etc. 'Ukrainska Pravda' has improved its rating from the beginning of 2023 and lifted from 6th to 4th position.

Telegram channels were presented separately as they became especially popular among readers during martial law. Telegram-channel 'Trucha Ukraina' is the most widely used in Ukraine, as it publishes the most important events, related not only to Ukraine but other countries as well. Readers' engagement is the result of the presence of the personal opinion of administrators, which allows readers to evaluate a certain issue. Many news information (approximately 40 posts per day) allows to trace the most relevant events. Telegram channel 'Ukraina Seichas: novosti, voina, Rossiya (Ukraine now: news, war, Russia) is popular among readers, as it covers events in Ukraine, which are related to the war and are not limited to a single region. The presence of the posts in a satirical style contributes to audience engagement. The Telegram channel is one of the largest in terms of coverage and number of posts per day (approximately 70 posts).

While referring to international online media, Facebook and YouTube are the most widely used online platforms for information dissemination. The results are related to the large number of readers and their interaction with the information (sharing, comments, likes, etc). The popularity of these online platforms is related to the possibility of information presentation in different formats (video, text, images, etc.). For example, 7 million people use Facebook every day. YouTube videos are presented depending on themes, which enables the audience to orient on the most appropriate materials. While talking about particular online media, the following may be emphasized: Associated Press, and The New York Times. Associated Press presents information via publishing in newspapers and online. Information is characterized by reliability and is supported by facts. The New York Times website has become one of the most popular among readers, which is related to monthly visits by 30 million people. The advantages of the media are the result of the wide variety of themes and structure of information presentation, which allows to combine primary and secondary news.

The second stage of the study aimed at the determination of the most influential parameters, which contribute to public opinion change (Figure 1).

To influence public opinion, filling with the content with references to a certain source should be ensured above all. Online media content should be related to the use of relevant information.

Information should not contain fake statements, leading to incorrect public opinion formation on a certain issue. During the period of martial law, clarity in presenting information on the war in Ukraine, caused by Russia, is of great importance. Official news sources should be indicated in the form of references to the research, and their pages should be verified. Information's references to certain experts are not always correct, as it leads to attention distraction from reliability, and can affect general public opinion. Content sharing should correspond to certain regularity and systematicity, which attracts new readers. Substantiating information with appropriate facts is also an influential factor in public opinion formation. Evidence allows manipulating readers' consciousness and belief in certain information. However, pieces of evidence may be not proven, for example, taken from dubious sources, confirmed by incompetent experts, etc. Reliability should be confirmed not only on a theoretical level, but practically as well. Unreliable information can mislead readers, which prevents understanding of certain content. Information misinterpretation is a psychological act aimed at public opinion change for certain interests.
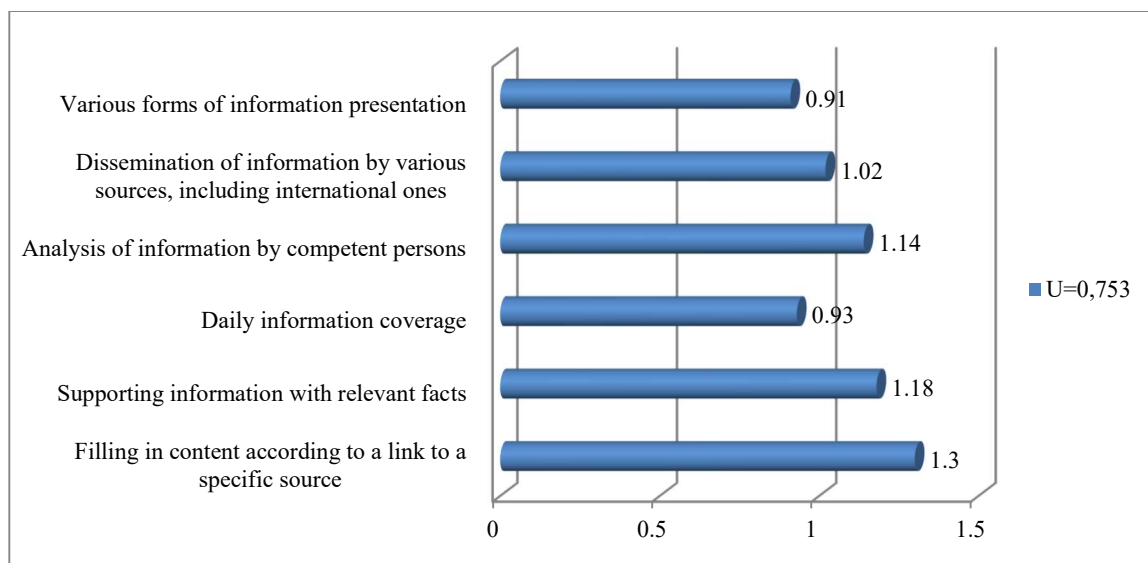

Figure 1: Parameters, which Influence Public Opinion Change

Daily information coverage also affects the opinion of online media readers. This is related to the systematicity of the content, number of subscribers, and reactions. Such information influences the rating increase of certain online media and affects readers' trust. Analysis by competent individuals also affects public opinion. This may be seen in presenting own view by the administration of online media or other known people. This enables readers to see different views and orient on the mentioned conclusions. Information dissemination by various sources, including international ones, also affects public opinion formation. Reading the same piece of news in different sources affects its perception and understanding of its correctness. Such an approach reflects socially important factors in informational space. This forms socially important news, perceived by different media. Different forms of information presenting also affect readers' interest. Information presentation in the form of text, audio or video enables better evaluation of a certain issue and study of the details of a certain theme. Images and videos reflect the trustworthiness of the situation, which affects public opinion.

The influence of information campaigns of online media on the change of public opinion on political issues was determined during the third stage of the study (Figure 2).
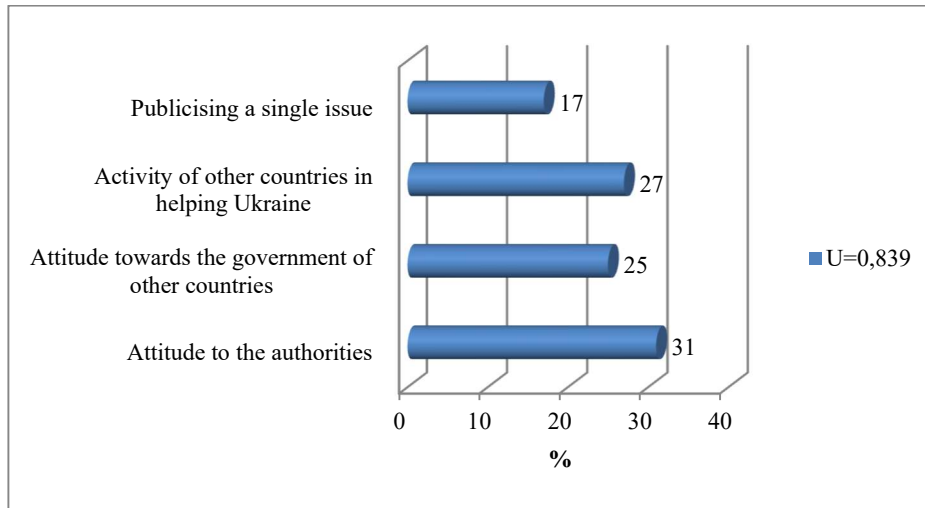
Figure 2: The Most Disseminated Pieces of News, which Influenced Public Opinion Change

One of the most common political issues is attitude to government. For example, in 2022, the first year of the full-scale war in Ukraine, trust in the president, government and foreign partners was higher than in 2023. At the end of 2022, 84% of citizens trusted President Zelenskyi, in the end of 2023 this number was 62%. While compared to the government, its rating has decreased from 52% to 26% during this period. These parameters are directly related to information campaigns. For example, the reduction of the president's role is related to various negative comments, which do not reflect actual opinion. A number of these comments were created by bots to create a tense situation in society. The high level of recognition of the president on the international level after the full-scale invasion also affected his positive perception by society. Reduction in coverage of information

on the specifics of negotiations with other countries and military support also influenced the reduction of trust in the president. Nevertheless, the rating of Zelenskyi is one of the highest on the international level. According to Politico, in 2022 Zelenskyi was the most influential person in Europe, in 2023 he obtained the high nomination 'Dreamer of the Year' in Europe. Reduction of trust in the government is the result of publicizing different situations related to passing laws, corruption, etc. Coverage of different situations affected the change in public perception. An additional example of the dynamics of the change of public opinion on the political situation is presented in Figure 3. The diagram contains the author's analysis of government perception under martial law in Ukraine under the influence of different information campaigns.
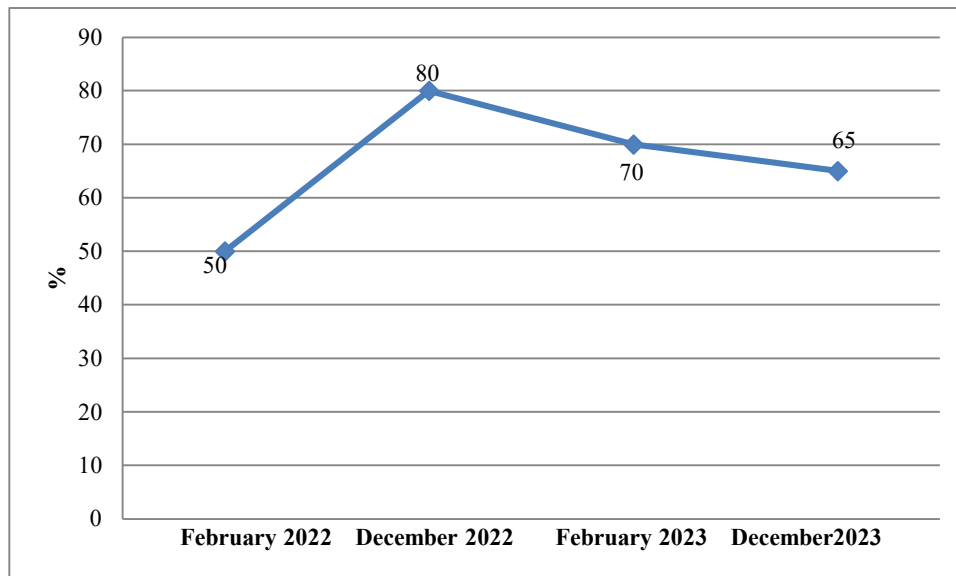
Figure 3: Dynamics of Public Opinion Change under the Influence of Information Campaigns

Attitude to other countries is also a common political issue. Active discussion of this issue is related to the news in online media which covered certain situations in a certain way. A good example is the situation of the ban on the border crossing between Ukraine and Poland. A negative attitude towards Poland was formed as the result of presenting news on the state of the Ukrainian truck drivers on the border. At the same time, the change in the government of Poland, which assures blockage cancelling, contributes to a positive perception. The ratings of Latvia and Estonia have been almost the same during the period of martial law, which is related to the coverage of their support in the information field as well as financial, military, and humanitarian aid. For example, according to information from online media, Estonia plans to provide up to 1,2 billion EURO before 2027.

The issue of other countries' participation in aid provision for Ukraine has a significant influence on public opinion change. This issue may be related to the publicizing of weapons provision by a certain country (for example, Leopard tanks by Germany), when the government of a certain state has obliged to provide certain weapons, but delays supply, which affects public attitude in general. The example of Germany shows that the rating of O. Scholz has reduced almost twice in 2023. Mass media often publicize information on the reduction of international aid to Ukraine, which negatively affects public opinion. At the same time, new information on the financial support of Ukraine affects the formation of positive public opinion. For example, possible aid for 2024 for Ukraine amounts to 1,7 billion from Belgium, 4,2 billion from Denmark, 8 million from Germany, 7,5 billion from Norway, etc.

Information campaign on publicizing a certain issue also affects public opinion change. For example, information on corruption and laundering of money, designated for the support of the Armed Forces of Ukraine is widely shared in case of the presence of substantiated evidence. Separate issues should relate to sanctions, monuments demolition, street names changes, etc. For example, the issue of citizenship of children of the Minister of Defence of Ukraine Rustem Umerov was widely publicized. Fake information was disseminated as if it was in declaration data. In fact, their misinterpretation led to fake news creation. Publicizing information concerning ex-minister of Defence Reznikov contributed to his voluntary resignation.

The established results of the study allow us to determine the importance of online media for the perception of information. Approaches to verifying reliable information were also identified, which affects the perception of the necessary materials. The reliable perception of information affects the understanding of a separate opinion and excludes the manipulation of one's own consciousness.

5. DISCUSSION

Controversial issues are differently perceived among different communities. This may be related to the absence of correct mechanisms of information objectivity and correctness. Presenting substantiated facts contributes to the demonstration of similar opinions on a certain issue. Information reliability may be achieved through orientation on qualitative and quantitative evaluation of evidence [23]. The development of the Internet also contributes to online news dissemination and presenting the same information from different sides. The popularity of online media is related to quick search for certain information, based on keywords. The automated method of news search can include a consequent list of themes, which affect their further detailed study. This allows to determine news chronology and make a certain conclusion [24]. The use of similar keywords ensures the uniting of one informational theme. This also allows to ensure substantiated decisions on a certain theme as a result of interaction with the content. A variety of publications on one news episode contributes to public interaction [25]. The study of keywords and sharing fake information, which contributes to public opinion change was emphasized in published works. These are strengths of the published studies. However, our research is more detailed, which made it possible to form such indicators based on the analysis of online media. Our study found that such parameters are content filling with referring to a certain source, information substantiation with relevant facts, daily information coverage, information analysis by competent individuals, information sharing by different sources, and forms of information presentation.

Mass media is an effective source of influence on consciousness, which increases awareness and unites people. This is the result of the influence of information on public understanding and the formation of public stereotypes. Coverage of scientific information, for example, does not fully meet needs of the Ukrainian society, as it does not contribute to critical thinking development. Extension of theoretical information on a certain issue coverage can lead to the decrease in fake information dissemination and adaptation to society's requests [26]. Modern trends influence the active use of information and communication technologies, which promotes the rise of the popularity of online media. Social networks contribute to the control of public consciousness by covering a certain theme. They may be used to change public opinion on historical past, cultural heritage, and modern issues. The increase in readers' interest in Facebook, Twitter, Instagram, and YouTube is the result of the increase in the number of active publications and video content. Information differently affects consciousness change of public position depending on the users' age and professional level of people [27]. Fake news sharing in social networks is a common approach, affecting public disinformation. The use of the model of generated twits affected the detection of the peculiarities of fake news. The peculiarity of fake news is the use of different hashtags, and an increase in the number of publications, forming negative attitudes towards readers [28]. The published articles emphasized on general peculiarities of fake news. In our article, we found that the most common issues in fake news are attitudes to the government, other countries, etc. These results make it possible to determine critical approaches to the evaluation of information by readers, which will contribute to the exclusion of false information.

Orientation on information from online media has certain social pressure on users. The search for information on the Internet not only contributes to familiarization with it but also its exchange and discussions. Informational pressure may negatively affect representatives of the young generation, which threatens the development of a harmonious society [29]. Online technology development leads to an increase in information flow, which improves social-economic and cultural processes. This allows to positively affect development of the modern society, which forms a separate value system based on cognitive information space. This also contributes to the process of values reassessment, which is based on the use of different cultural and social perceptions [30].

The study of the specifics of published works allowed to determine their peculiarities according to the presented study. Published works reflect the general influence of fake news and the popularity of online media. The critical analysis of our research made it possible to determine the details of Ukrainian and world media that contribute to the dissemination of relevant, reliable information. The process is aimed at attracting new readers. Parameters, which affect public opinion change the most, were also studied. Respondents survey showed that information campaigns aimed at public opinion change above all affected attitudes toward the government, and other countries, as well as other countries' participation in the aid for Ukraine, publicizing a certain issue.

5.1. Limitations

The study limitations are related to the absence of analysis of a certain online media and its further information perception by respondents. Such an approach is more detailed, but oriented on the narrower research. Limitations are not significant, as effective mechanisms for determining approaches of the influence on public opinion and other examples were found in the article.

5.2. Recommendations

For the correct information perception, orientation on different information channels is needed due to the possibility of presenting unreliable information, which is not substantiated by relevant facts. Such information may be intentionally misinterpreted for public opinion change. Information verification using different sources, and orientation of popular online media will contribute to the exclusion of public opinion manipulation.

6. CONCLUSION

The main purpose of the article, which foresaw the study of public opinion change under the influence of information campaigns under martial law, was achieved based on the received results. Online media, popular in Ukraine and the world, which affect public opinion, were found in the work. The study results showed that online media 'Hromadske' and 'Suspilne Movlennia' had

the greatest advantages as of September 2023. Received results are related to the quality of published material and its reliability, substantiated with relevant facts. 'Trucha Ukraina' and 'Ukraina Seichas: novosti, voina, Rossiya (Ukraine now: news, war, Russia'), having the largest number of subscribers and characterized by the variety of published information, are the most popular among Telegram channels. Online resources Associated Press and The New York Times, which publish on various themes, are the most popular in the world. The obtained results became the basis for determining one of the most reliable sources of information, which contributes to its correct perception.

The set parameters, which contribute to the change of public opinion, allow to set indicators of displaying relevant information. Also, the determined results allow online media to regulate their activities according to the specified parameters, which helps to attract new readers.

The authors found that common information campaigns aimed at public opinion change are news on the attitude of the government (31%) and other countries (25%). The other common issues are opinion changes of other countries' participation in aid provision for Ukraine (27%) and certain issues publicizing (17%). Referring to these themes online media can manipulate people's consciousness. The results established by the authors allow managers of online media to search for approaches for submitting news. This will improve the quality of the provided information and focus on attracting readers.

The practical contribution of the work consists in finding the most influential mechanisms for regulating information campaigns that have an impact on changing public opinion. The novelty of the study is related to the identification of the characteristics of the change in public opinion during the wartime period and the identification of the mechanisms that contribute to its perception by readers. Research perspectives should be directed at the determination of public understanding of certain newsworthy information in different countries based on the news analysis of a single online media.

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