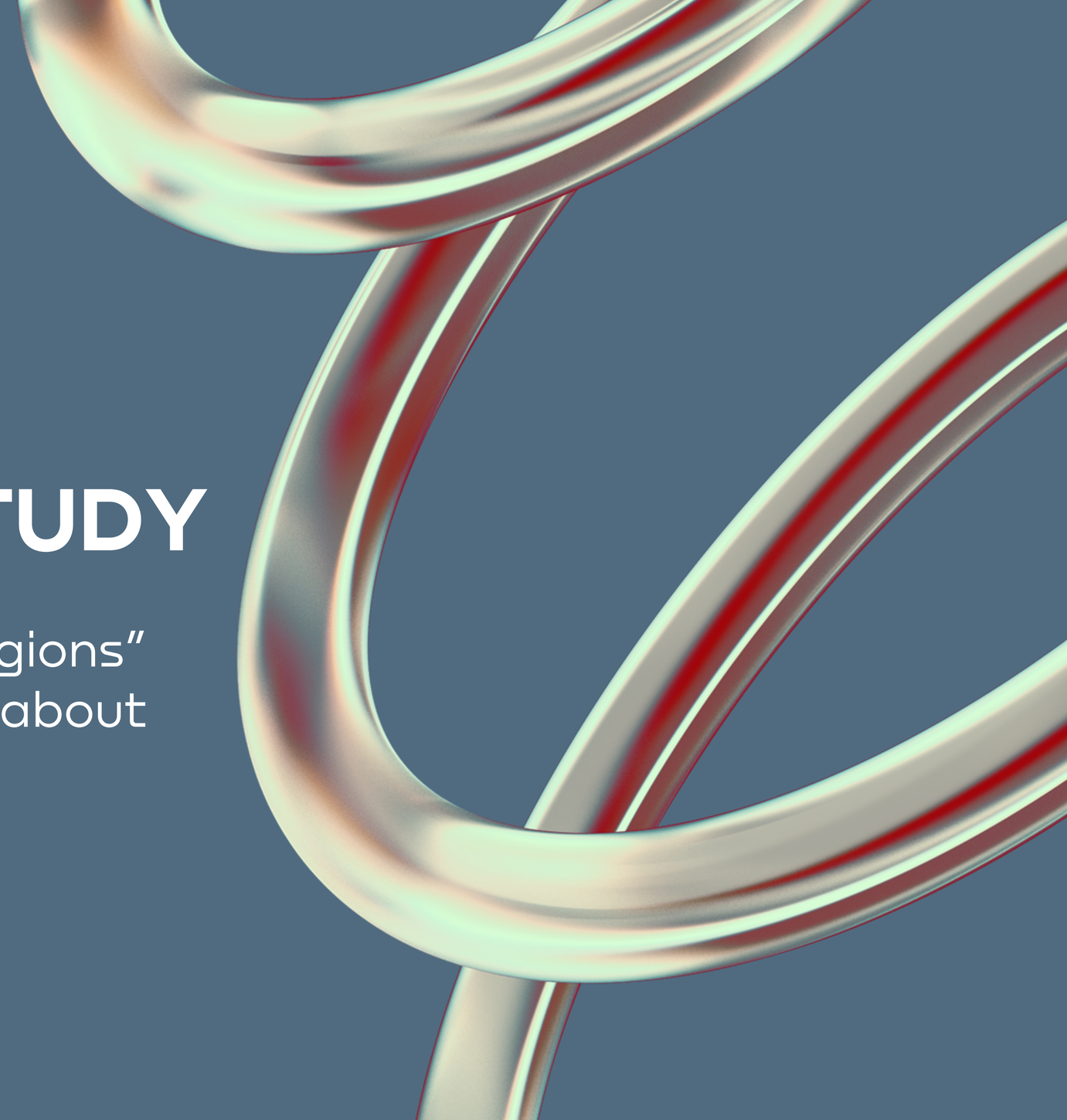
ДИАЛОГ
РЕГИОНЫ

FAKE NEWS DISSEMINATION STUDY

Annual report of ANPO “Dialog Regions” prepared specially for the “Dialog about Fakes 2.0” Forum
20.11.2024



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RELEVANCE AND METHODOLOGY OF THE STUDY

In Russia, the number of fake copies decreased in 2024 compared to 2022 and 2023 while the level of unique fakes remained similar. Nevertheless, fakes are still a major threat in the information space.

The main goal of the research is a comprehensive analysis of the phenomenon of fake news, including the classification of types of fakes, their sources and dissemination mechanisms; assessment of changes in key topics compared to 2023; analysis of the impact of fakes on various spheres of life; study of international trends in the field of disinformation; formation of conclusions on strategies to combat disinformation at the global level.

The methodology was based on media analysis using open data for the reporting period. It was carried out by way of content analysis of data (quantitative-qualitative approach). Source base: messages in domestic and foreign social networks and messengers, regional information portals, major news agencies, publications in foreign media.

For data collection and analysis, the modules of the “Unified System of Countering Fakes” were used (the archive of fakes, automated tools for collecting fakes, module for transcribing audiovisual content), as well as online tools such as applications and online services of contextual analysis, analytical services of search engines, statistics and sociology of international organizations.

INTERNATIONAL TRENDS

ELECTORAL FAKES

In 2024, some 70 countries around the world held elections at the national level. Electoral processes cover half of the world's population, including eight of the ten most populous countries in the world.

All voting countries together have more than 4 billion inhabitants, or half of the world's population.

In this regard, the increased number of electoral fakes in the world in annualized terms is recorded

RESISTANCE TO DIGITALIZATION

The fakes of opponents of digitalization are widespread around the world. They often have conspiracy overtones and contain the thesis of total control of the population by means of digitalization. For example, in the United States and European countries, fakes about controlling citizens through the concept of “15-minute cities” are widespread; in Russia, the most popular are fakes about the digital ruble, Public Services, and biometrics.

ELECTORAL DEEP FAKES

Deep fakes in the electoral process in 2024 should be placed in a separate category. The growth of the number of electoral deep fakes in the world is fixed even despite the tightening of legal regulation of content generation with the help of neural networks (especially during the election period).

DEEP FAKES AND FRAUD

According to foreign experts, the use of deep fakes in 2024 for fraudulent purposes has reached record highs in comparison to previous periods. According to the Central Bank of Russia, criminals in Russia have started to use a new tool of deception - deep fake technologies - more frequently to steal money.

FAKES CREATED BY NEURAL NETWORKS

In 2024, not only deep fakes in video format, but also pictures generated by neural networks are spreading in record numbers. Among the most popular topics of fakes are fake photos of politicians; unreal living creatures that look like real ones; “miraculously” preserved photos of famous people or objects that existed in the past.

MILITARY CONFLICT FAKES

Fakes about the military conflict in Ukraine and fakes related to the escalation of the conflict in the Middle East are widespread in most countries of the world. In addition, misleading information about potential military clashes between China and Taiwan, as well as North and South Korea, is trending.

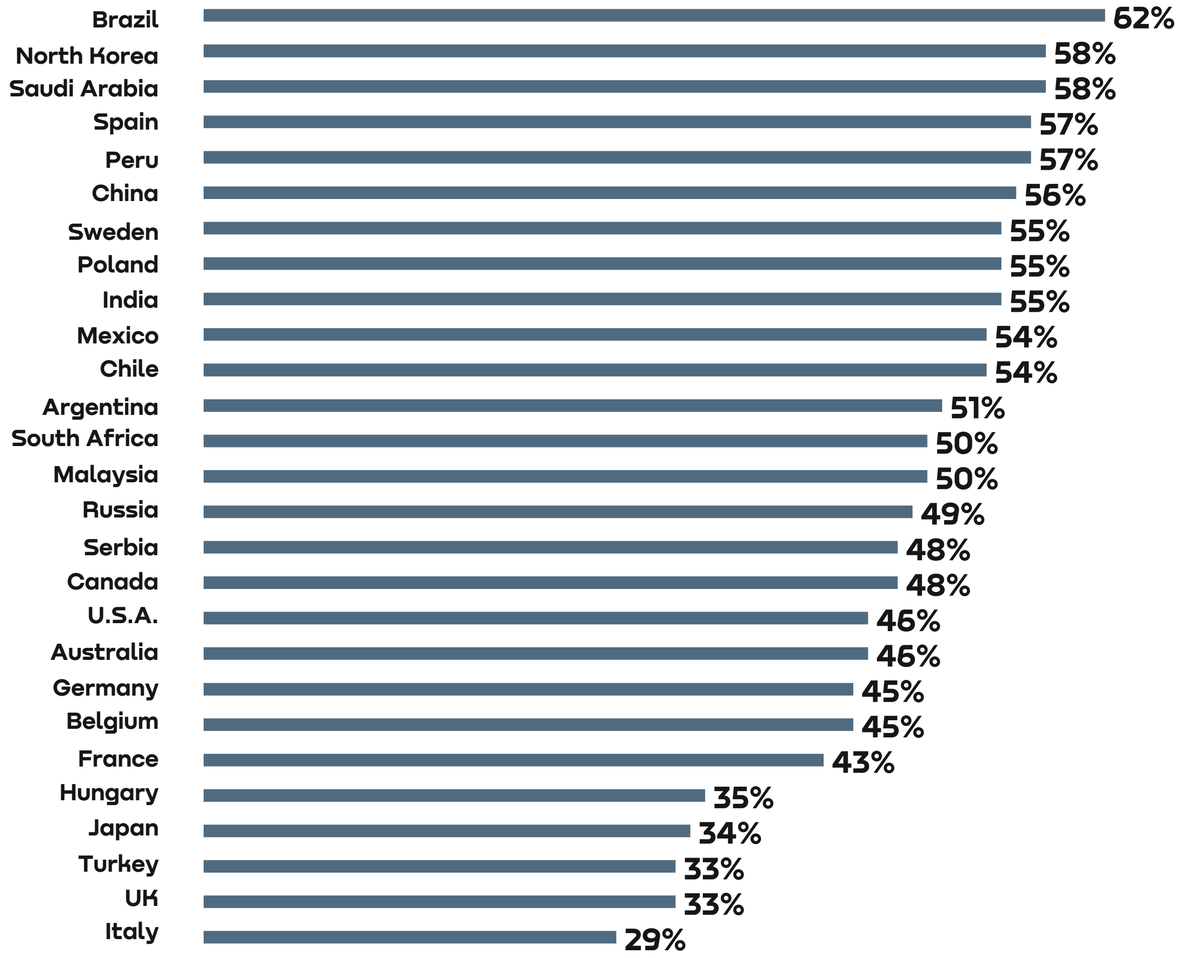
FAKES ABOUT CATACLYSMS AND CLIMATE CHANGE

The fake thesis of global warming denial is in trend, as well as fakes that emerged against the background of major cataclysms (natural fires, earthquakes, floods).

INTERNATIONAL RISKS AND THREATS OF DISSEMINATING FAKES

- Countries most at risk of exposure to misleading information are those where local fact-checking initiatives are not developed.
- More than half of people around the world believe that news outlets often disseminate inaccurate information
- Decrease in public trust, threats to democracy
- Dissemination of false information and misinformation during elections poses a risk of political unrest the spread of false information and misinformation during elections creates a risk of political unrest, violence and terrorism, and can also cause lasting damage to democratic processes.
- Deep fake technologies were in the top five frauds in 2023, along with forging of documents, account hacking and forced verification.

PERCENTAGE OF RESPONDENTS WHO INITIALLY CONSIDERED FAKE NEWS TO BE CREDIBLE



Source: Ipsos MORI Institute for Social Research

SUMMARY. FAKES IN THE WORLD

- The threat of fake news continues to be a key global challenge, especially given the growing role of artificial intelligence in their creation and dissemination. This poses risks not only to information security, but also undermines public trust in the media and public institutions.
- In the coming years, the fight against disinformation and its control will be in the focus of attention of both international organizations and national authorities. The topic is actively discussed at various forums, including at the UN, which emphasizes the need for international cooperation to develop effective strategies and comprehensive measures to combat misinformation at the global level.
- The amount of electoral fake news has increased globally in 2024. There are elections in 70 countries, covering half of the world's population. This has led to an increase in the number of electoral fakes and deep fakes.
- Fakes about total control through digitalization, including “15-minute cities” in the US and Europe, the digital ruble and biometrics in Russia, are widespread around the world.
- Globally, the use of deep fakes in fraud has reached a record high. According to a Sumsub study, the number of deep fakes in the world has increased tenfold between 2022 and 2023. In 88% of cases, scammers creating deep fakes aim to obtain cryptocurrency.
- Fakes about military conflicts in Ukraine, the Middle East, China and Taiwan, North and South Korea are widespread.

SUMMARY. FAKES IN RUSSIA

- In January-October 2024, there were identified **3,300 unique fakes.** On average, each month captured **330 fake newsworthy events,** which is comparable to 2023. By the end of 2024, the number of unique fakes is projected to grow **to 4,000** (as in 2023).
- In 2024, the number of fake copies decreased by 37%. By the end of 2024, the forecast is **~ 8 million copies.** A **37% decrease is recorded in views** of inaccurate information.
- There is a undulatory dynamic in March and the autumn months. During the winter and summer months, the number of unique fakes is at an average level. A sharp increase in fakes is recorded in June and systematically increases by the beginning of autumn.
- In 2024, there is a decrease in fakes within the political and public security categories and an increase in fakes related to emergency incidents.
- The leading mechanic for creating fakes in both 2024 and 2023 remains “intentional misinformation.” There has been an increase in the number of fake posts created using AI content synthesis tools, as well as the number of archived or edited photos.
- In 2024, 133 unique fakes (comparable to 2023) related to **terrorist threats and crimes** were identified. The total number of views increased by 23% compared to 2023. Spreading false information about preparation of terrorist attacks in schools was used to escalate the level of social tension against the background of major terrorist attacks in the Russian Federation.
- The average fake of 2024 is a text publication in domestic social networks on the topics of political sphere and state security, socially significant incidents, the audience of which is predominantly citizens with higher education from 40 years old. The average lifespan of a fake was 3 days.

SOCIOLOGICAL STUDY.
MISINFORMATION IN THE MEDIA IN 2024 IN THE WORLD

- **60% of** those surveyed globally say that the **media regularly publish fake news**.
- **82% of Argentines** reported that they often encountered fake news.
- **94% of** journalists consider fakes to be a serious problem.
- **38.2% of U.S.** news consumers have unknowingly shared fake news on social media.
- **Italians (48%), Japanese (49%) and Chinese (49%) believe more in citizens' interest in facts** than people from other countries.
- **60%** globally believe that the average person in their home country doesn't care about facts. This rises to 71% in Peru, 70% in Serbia, 69% in Turkey, and 68% in the United States.

- **65%** believe that other people live in an information bubble, and the Web is mainly used to look for talking points they already agree with.
- **76% of Turks and 75% of Indians believe they are better informed** than the average citizen of their country.
- Scandinavians trust the news media: 69% of Finns, 57% of Danes and 53% of Norwegians.
- **South Korea, Taiwan, Hungary, Slovakia and Bulgaria ranked the lowest in terms of trust in the media** due to lack of media independence.
- **Greece has the lowest level of trust in news media in the world at 19%.**

According to Redline Digital

SOCIOLOGICAL STUDY. RUSSIAN AUDIENCE. KEY INDICATORS

FAKE INFORMATION

66%

Believe they know how to distinguish credible information from fake information

96%

Know what a fake and misleading information is in general

79%

Reportedly met fakes on principle

62%

Meet fakes once a week or more often

TOP AREAS WHERE FAKES ARE PREVALENT:

1. Political sphere
2. Welfare level of citizens
3. Threats to state security

66%

believe that spreading fake news is dangerous

FACT-CHECKING

86%

Report that they verify the reliability of the information

Comparison of sources	70%
Through search engines	37%
Expert opinion	36%

70%

Met rebuttals

Television	39%
Telegram	28%
Media sites	27%

DEEP FAKES*

54%

Know about deep fakes

83%

Give the correct definition of deep fakes

48%

Believe that legislative regulation is necessary

TOP DEEP FAKE MAKERS:

1. With celebrities
2. With regular people
3. With political figures

The survey of Russians was conducted by ANPO “Dialog Regions” in October 2024 in the network using the River Sampling method. The sample consisted of 3,900 respondents over the age of 18.

SOCIOLOGICAL STUDY. RUSSIAN AUDIENCE. CONCLUSIONS

FAKE INFORMATION

- The majority of respondents **(66%)** noted that they were able to distinguish between reliable and unreliable information, and almost all respondents **(96%)** were informed about the concept of fake information and gave a correct definition thereof.
- Once a week or more, fakes are encountered by **62%** of respondents. Fakes about the political sphere have been the most frequently encountered by users recently, but their frequency has decreased.
- **73% of those surveyed consider the spread of fakes to be dangerous. The respondents attributed disorientation and destabilization of society to the danger of spreading fakes.**

FACT-CHECKING AND LABELING OF FAKES

- The majority of respondents (86%) report that they verify information they come across; among the most significant sources of information verification were comparisons of information sources (70%), search engines (37%), and expert opinion (36%).
- **70% of those surveyed have encountered rebuttals to the fakes. Among those who encountered rebuttals, 39% highlight TV rebuttals. The second and third positions in the rating were taken by the messenger Telegram (28%) and media sites (27%).**
- Respondents consider the TV program “Anti-fake” and the fact-checking project “Noodle Media” to be the main platforms for refutations.
- 39% of respondents have encountered labeling of inaccurate posts on social media. 59% of respondents have a favorable attitude towards labeling misleading information.

DEEP FAKES

- 54% are familiar with the concept of “deep fake”; 83% of those who know or have heard something about deep fakes gave **a correct definition of the concept**.
- 48% of respondents believe that additional regulation is needed in respect of deep fakes.

FAKE TRENDS IN THE RUSSIAN SEGMENT OF THE INTERNET

DEEP FAKES

In 2024, a 5-fold increase in unique deepfakes is recorded compared to 2023. The top 5 topics in terms of the number of unique fakes include deep fakes related to the heads of Russian regions (35%), deep fakes related to the action “A soldier won't hurt a child” (15%), deep fakes with representatives of the RF Ministry of Defense (14%).

SOCIAL FAKES

In 2024, there is an increase in newsworthy events related to social and societal threats in Russia compared to 2023. The number of reports on the impact of Ukrainian strikes on civilian infrastructure and life-threatening emergencies increased. Significant events include the terrorist attack at Crocus City Hall, hostage-taking at institutions and threats of terrorist attacks at schools. Increased interest in these topics by the audience indicates growing public concern about security and stability.

INTERETHNIC RELATIONS

The number of fakes related to interethnic relations is growing. The number of unique fakes increased by 95% and the number of views increased by 87% compared to 2023

REGIONAL FAKES

In 2024, the cumulative number of regional fakes is 53% of the total number, up 6% from last year. There is a steady trend towards a gradual increase in the number of regional-level fakes.

FRAUD

Fraudulent schemes continue to evolve with ever more sophisticated forms and increasing popularity. In 2024, there is an increase in the use of artificial intelligence to create audio deep fakes.

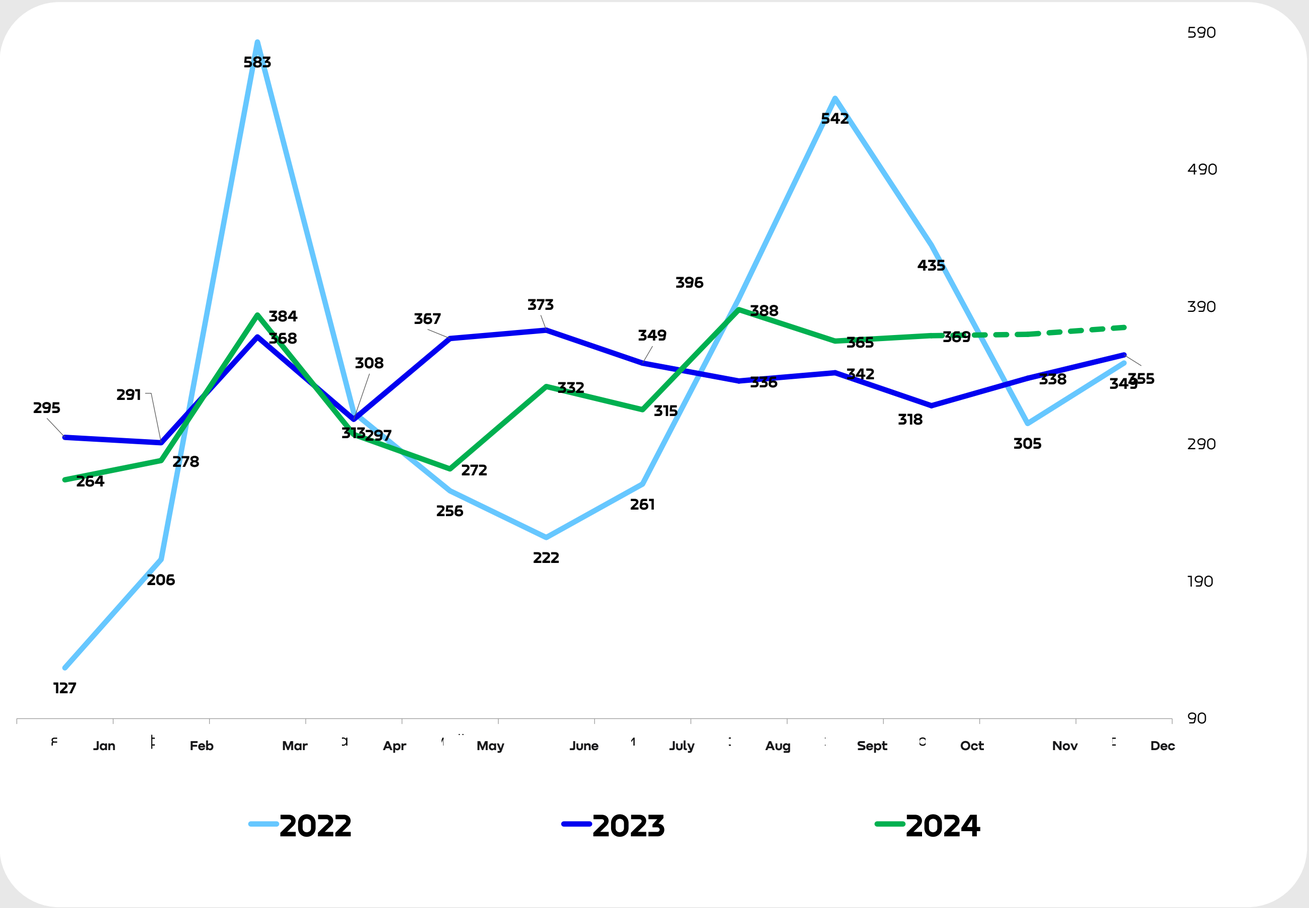
DYNAMICS OF UNIQUE FAKES IN RUSSIA

1,712
Unique fakes identified in 2021

3,995
Unique fakes identified in 2022

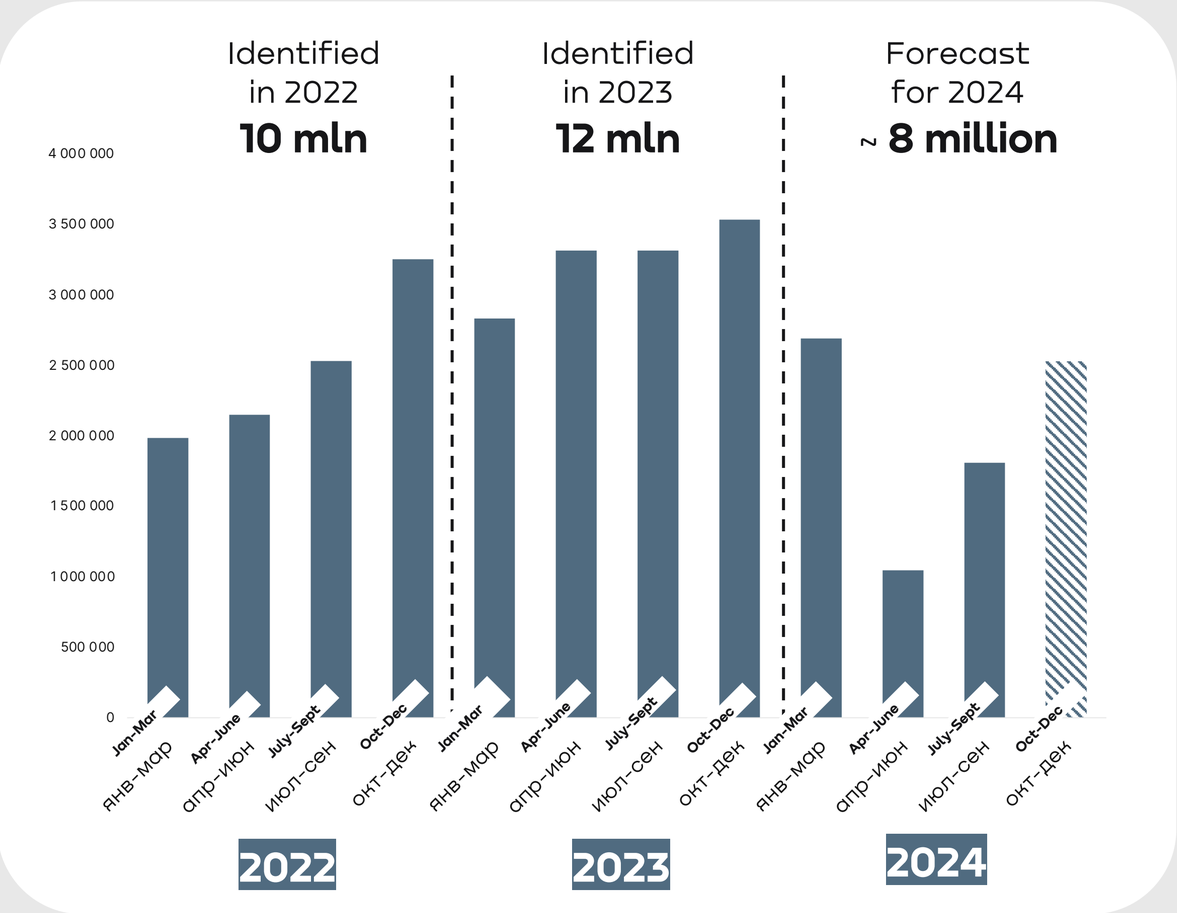
4,051
A unique fake was revealed in 2023

~4,000
The highest number of fakes and user engagement was recorded in March, June and August



In 2025, the 2024 trend is expected to continue. A sharp increase in unique fakes is expected in March and early autumn.

DYNAMICS OF FAKE COPIES NUMBER



10 million

Fake copies revealed in 2022

12 million

Fake copies revealed in 2023

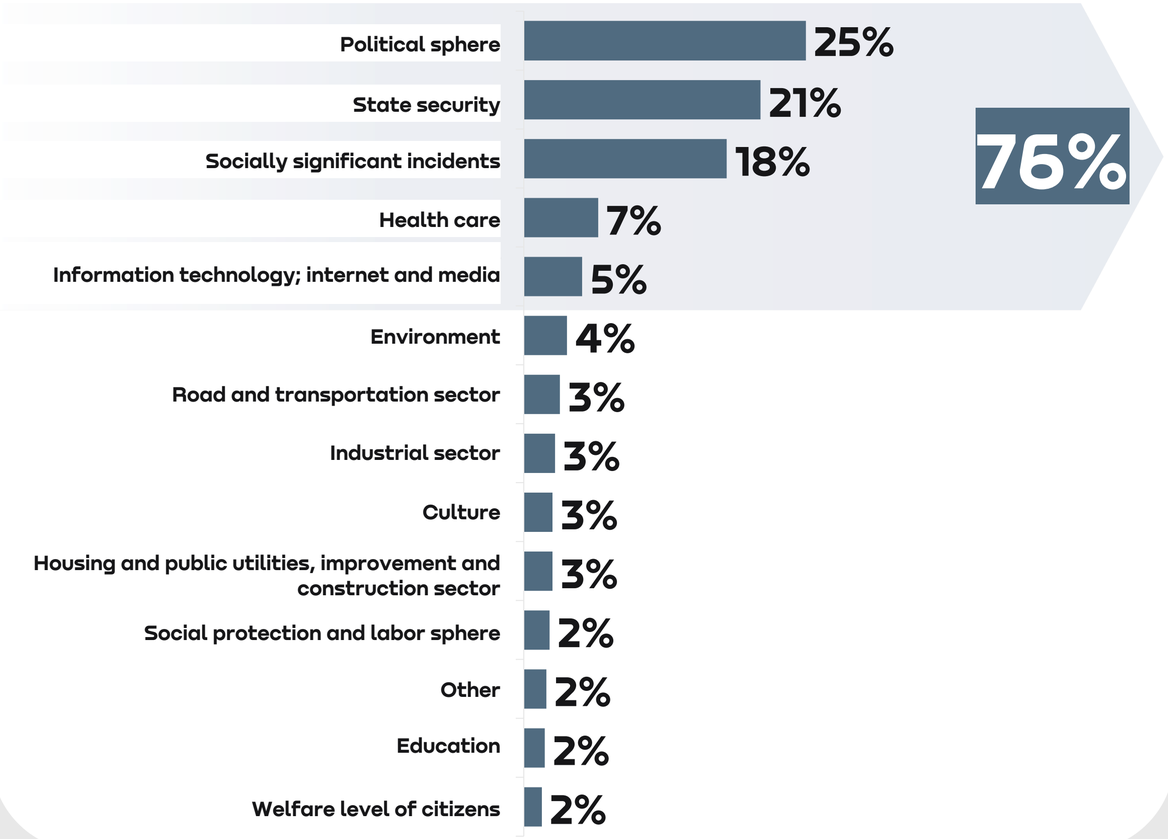
~ 8 million

Fake copies in 2024

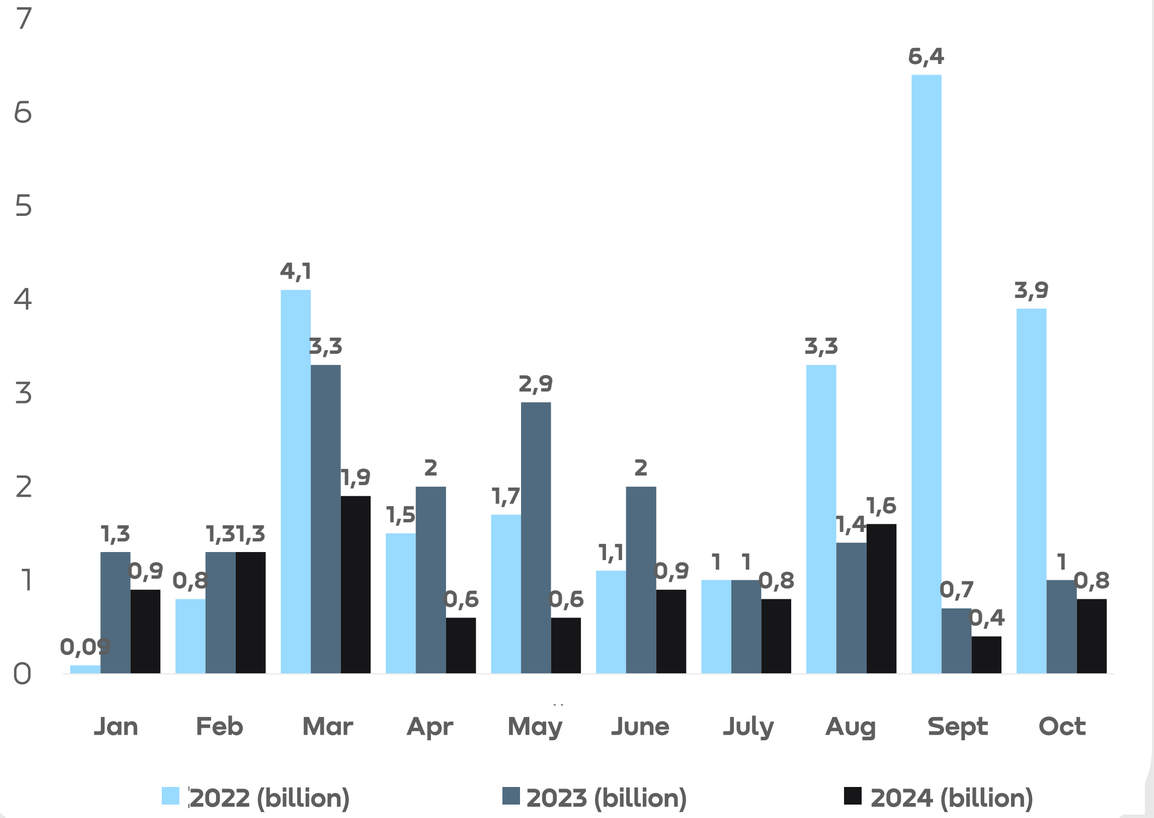
In 2024, there is a 33% drop in fake information compared to 2023. The reduction in the number of copies is also due to the effective work of the anti-fake system, which shows significant results.

RANKING UNIQUE FAKES BY CATEGORY AND VIEWS

CATEGORIES OF FAKES



FAKE DYNAMICS BY VIEWS

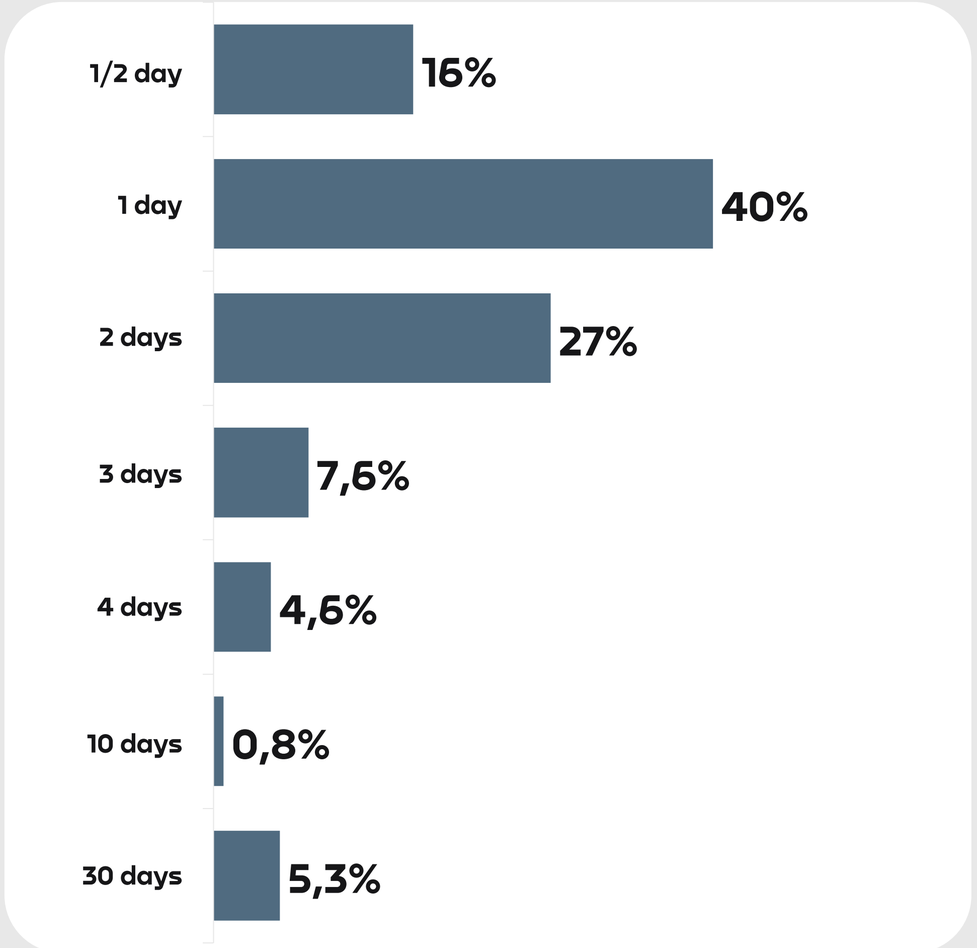


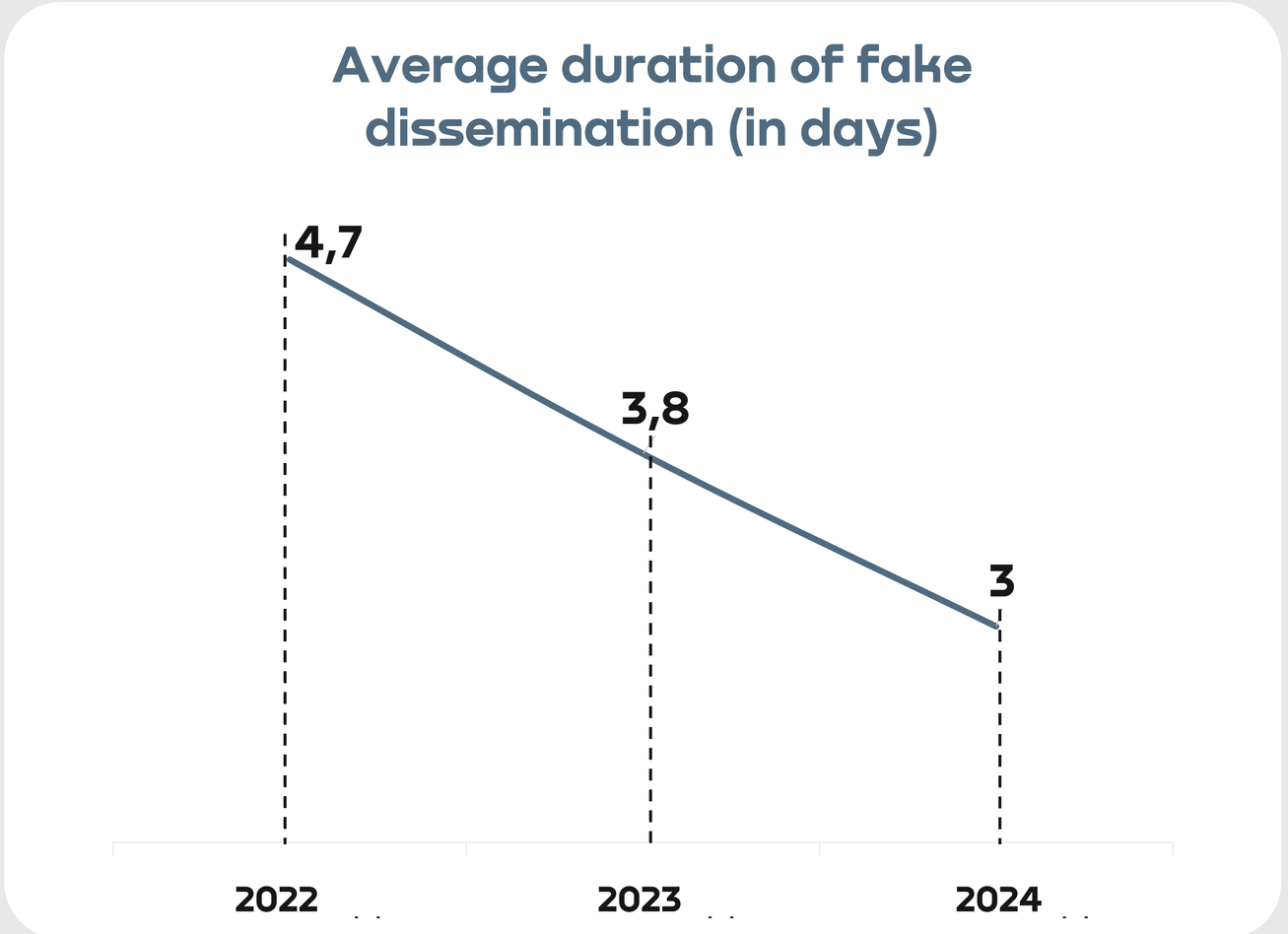
The top 5 topics in terms of the number of unique fakes included topics related to state security, political sphere, socially significant incidents, healthcare, and information technologies. Similar fake topics made the top in 2023 as well.

In 2024, the number of views decreased by 41%. The trend of decreasing views of fakes on social media correlates with decreasing number of copies and decreasing lifespan of the fake.

LIFE CYCLE OF FAKE 2024 IN RUSSIA

The average lifespan of the fake in 2024 is 3 days, which is down 21% from 2023. Almost 90% of fakes are most active in the information space for the first three days after their appearance.





TRANSFORMATION OF RUSSIAN SOCIO-ECONOMIC FAKES

Since the beginning of 2024, there have been **658 unique fakes** with a total of 960 million views. Of these, 19% deal with socio-economic topics and the total number of copies is 533,300. The largest number of fakes (81 cases) was recorded in January, touching upon the shortage of products and the rise in fare prices. In July, fakes about health care and welfare payments were circulated. Over the course of the year, a 16% increase in unique fakes and a 19% decrease in views is recorded. There is a cyclical pattern of information perception, with peaks 1.5 - 2 months following disasters, after which people limit the influence of external sources.

In 2024, fakes on socio-economic topics occupy a significant share in the Russian media space (19%). Local events and issues continue to be hot topics. Conspiracy theories continue to contribute to the spread of fake news, with major controversies surrounding biometrics and digital currencies. Fakes about economic sanctions and the withdrawal of foreign companies are practically unheard of in the information field.

TOP AREAS IN 2023

- Fakes about shortages of goods
- Fakes about rising prices of consumer goods
- Misinformation about the critical state of civil aviation
- Fakes about the problems in the automotive industry
- Fakes about drug shortages

TOP AREAS IN 2024

- Fakes related to social security and deteriorating living conditions of citizens
- Deterioration of the epidemiological situation
- Conspiracy narratives (including resistance to digitalization)
- Misinformation about price increases for goods and services
- Reports on economic challenges and structural changes in the economy of the Russian Federation

RUSSIAN FAKES ABOUT SOCIALLY SIGNIFICANT INCIDENTS

Since the beginning of 2024, **649 unique fakes** have been identified **with a total reach of 1.4 billion views.**

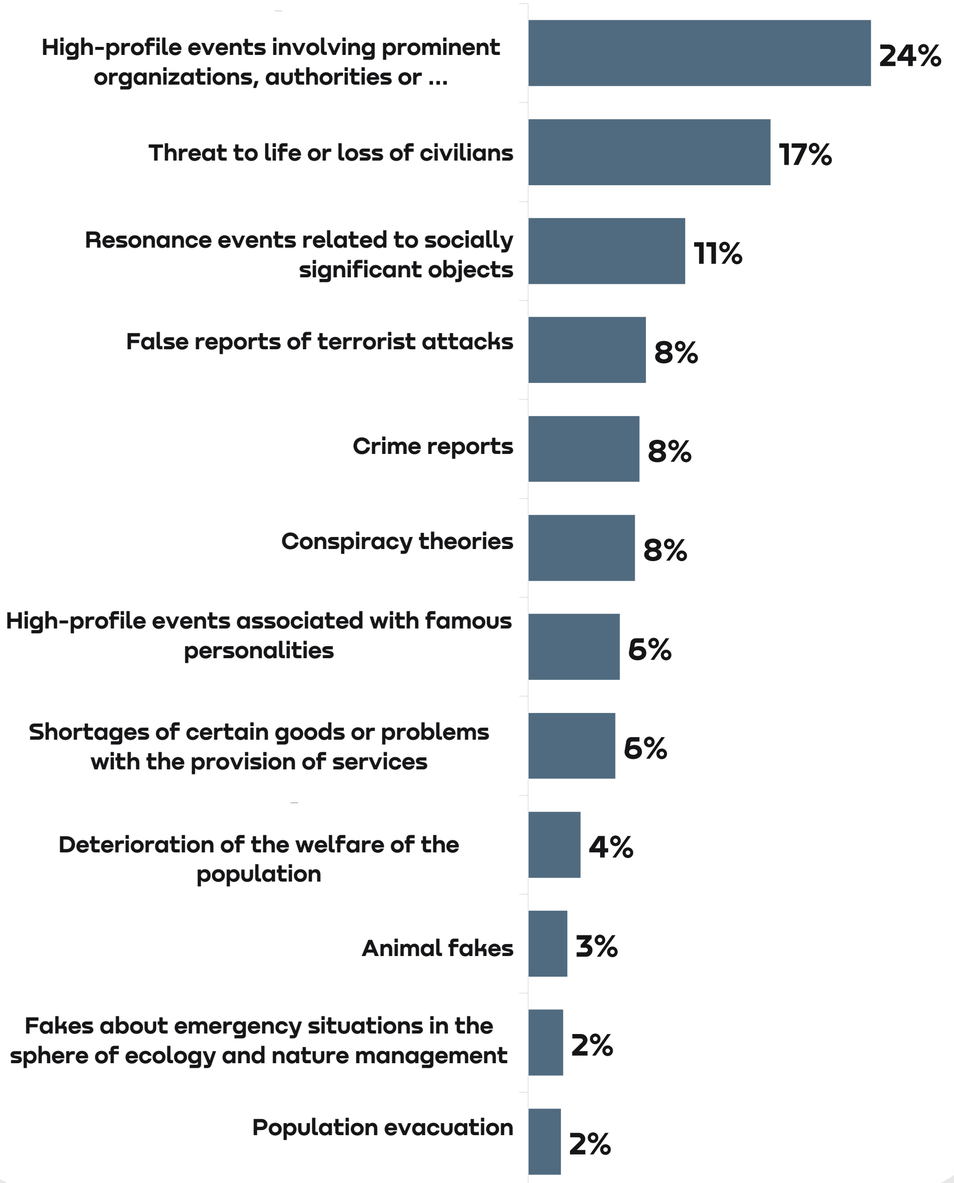
During the same period in 2023, 559 unique fakes were identified with a combined reach of 1.8 billion views.

Since the beginning of 2024, the number of unique fakes has trended steadily upward until October, when it peaks at **92** unique fakes. The invasion of Ukrainian troops into the territory of the Kursk Region led to an increase in the number of unique fakes in the category “Socially significant incidents”. Up to this point, the number of fakes was comparable to that of 2023. In the summer of 2024, regional fakes began to increase in the categories: state security, state of emergency. The situation was exacerbated by the AFU attack on the Kursk Region.

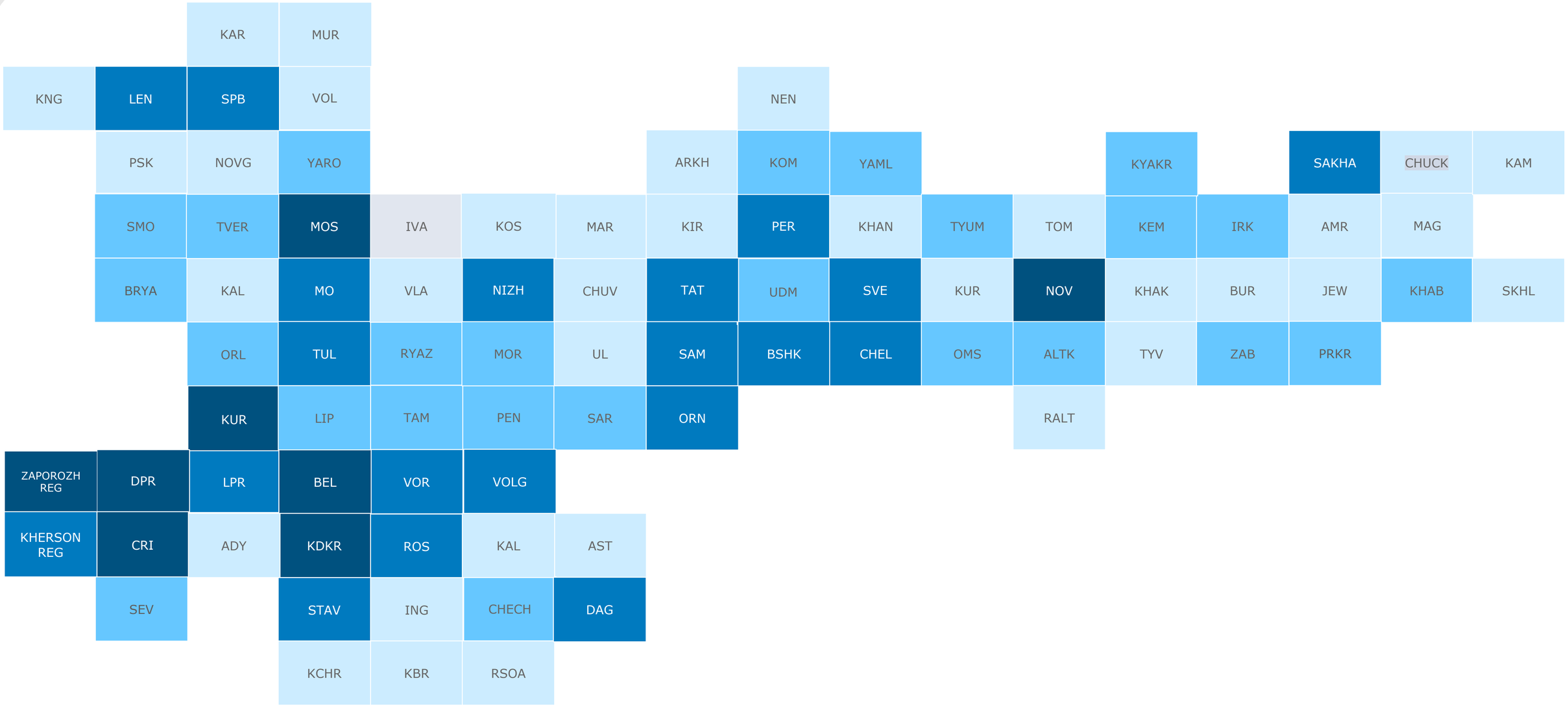
There is recorded a 16% increase in unique fakes in 2024 and a 19% decrease in views compared to 2023.

THE FOLLOWING CATEGORIES ARE NOTED IN 2024:

1. **High-profile events related to well-known organizations, authorities or institutions of society**
2. **Threat to life or loss of civilians**
3. **Resonance events related to socially significant objects**
4. **False reports of terrorist attacks**
5. **Crime reports**

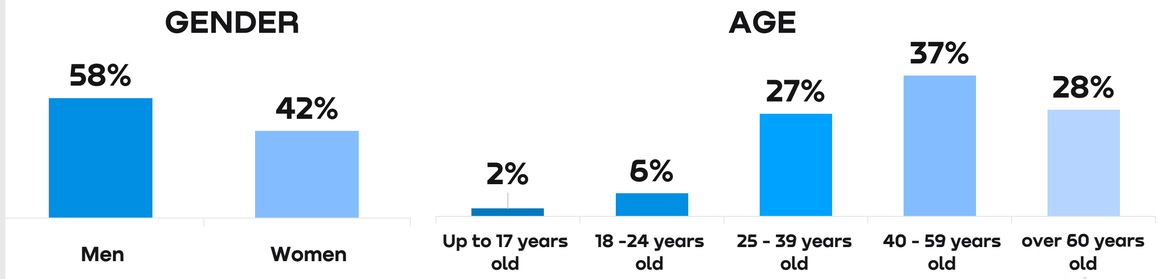


HEAT MAP BY THE TOTAL NUMBER OF IDENTIFIED FAKES IN REGIONS OF THE RUSSIAN FEDERATION

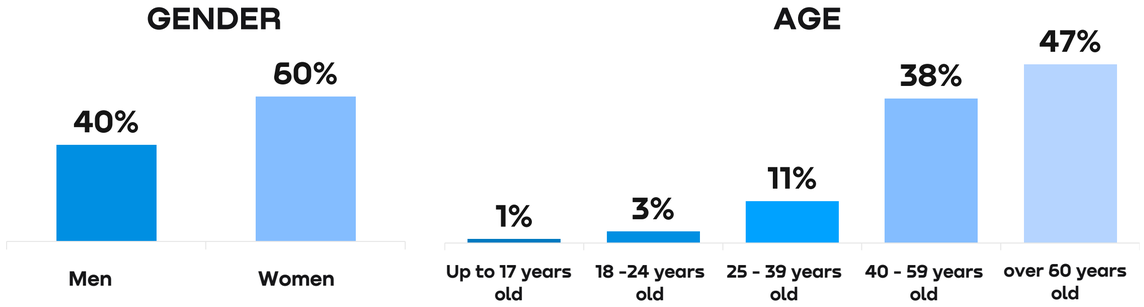


PORTRAIT OF RUSSIAN DISTRIBUTORS AND CONSUMERS OF FAKE CONTENT

Users interacting with fake content



Users distributing fake content



The highest interaction with fake content is observed among men and women **over 40 years of age with higher (55%) and secondary (43%) education.**

Men are 16% more likely to interact with unverified information, especially on socially significant events (34%), politics (17%) and state security (12%). Women are also interested in social incidents (39%), politics (11%) and public security (10%).

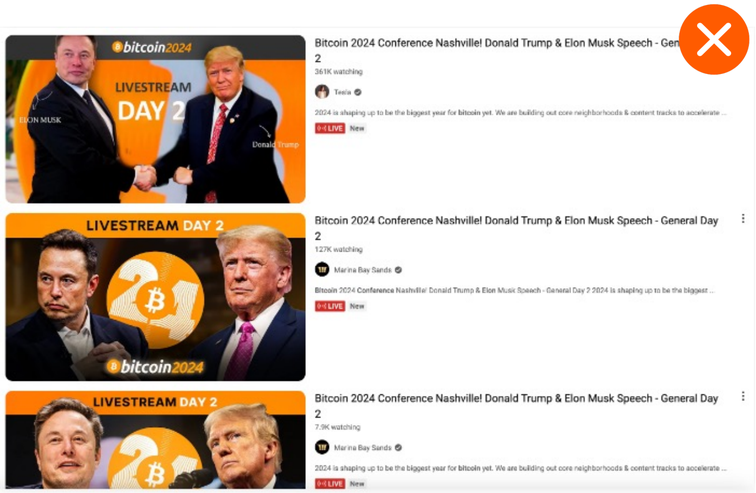
Citizens with university and high school education are most likely to interact with fakes from these categories. The proportion of young adults (25-39 years old) increased by 9 points from 2023. **Women over 60 with university education are more likely to spread fake news, especially about socially significant incidents (28%), politics (26%) and health (15%).** Men share fakes 20% less often.

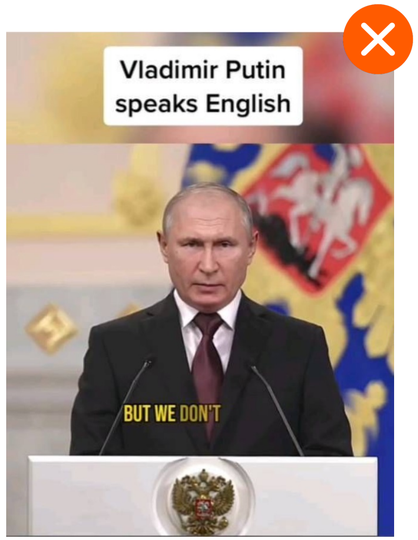
The calculation was made on the basis of a sample of 77,000 publications. The sample was formed on the basis of user interaction (posts on personal pages, reposts, comments, likes to publications) with inaccurate information for the period January - October 2024.

DEEP FAKES

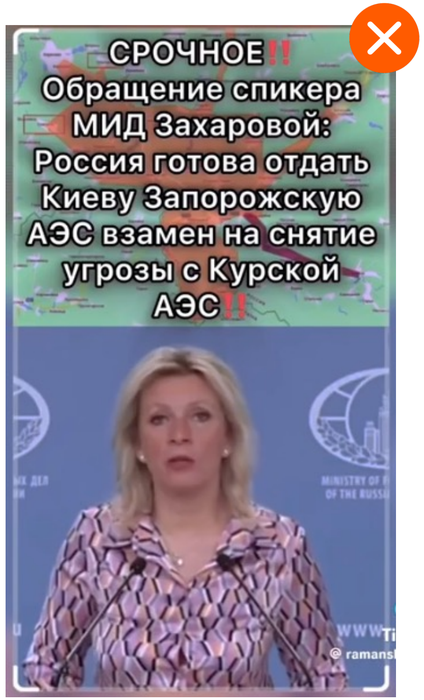
According to the study conducted by Sumsub **from 2022 to 2023** , the total number of deep fakes globally has increased tenfold, with Asia Pacific (1,530%), Middle East and Africa (450%), and Latin America (410%) recording the most significant growth. Scammers creating deep fakes most often target cryptocurrency, which amounts to 88% of the cases.

IN THE WORLD



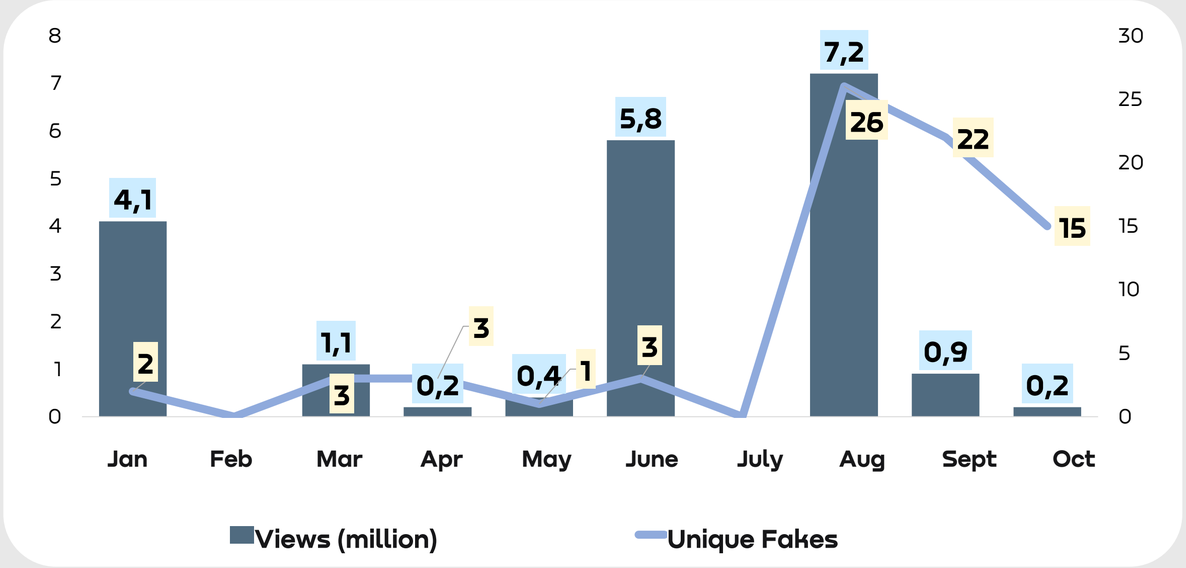


IN RUSSIA

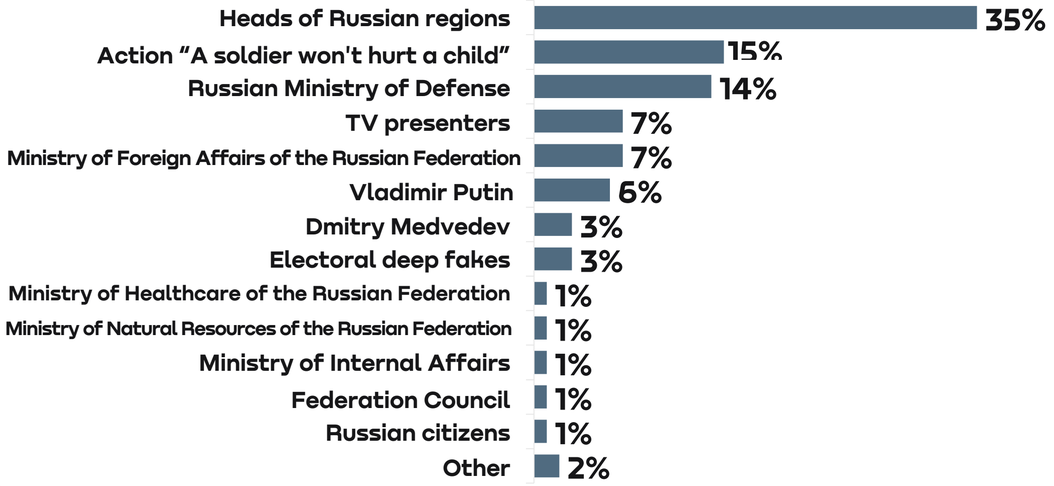


DEEP FAKES IN RUSSIA

IN 2024, A 5-FOLD INCREASE IN UNIQUE DEEP FAKES COMPARED TO 2023 IS RECORDED



FAKE INFORMATION TOPICS



In 2024, 75 unique deep fakes were identified with a total reach of 19.9 million. More than 9,300 copies of fake posts were identified in social networks and media.

The largest number of messages was posted on the sites of social networks **"Odnoklassniki" (45%), "VKontakte" (20%), as well as in the messenger Telegram (18%), in the media (10%).**

The top 5 topics in terms of the number of unique areas included deep fakes related to the heads of the Russian regions (35%), deep fakes related to the fake action "A soldier won't hurt a child" (15%), deep fakes with representatives of the RF Ministry of Defense (14%).

In 2024, amidst the invasion of the Kursk Region by the AFU, **for the first time neural networks were used for mass generation of deep fakes thrown into the Russian media space.** 25 deep fakes with the heads of Russian regions were created. On the top list there are deep fakes with the heads of the cross-border regions, the Republic of Crimea and the new regions of the Russian Federation.

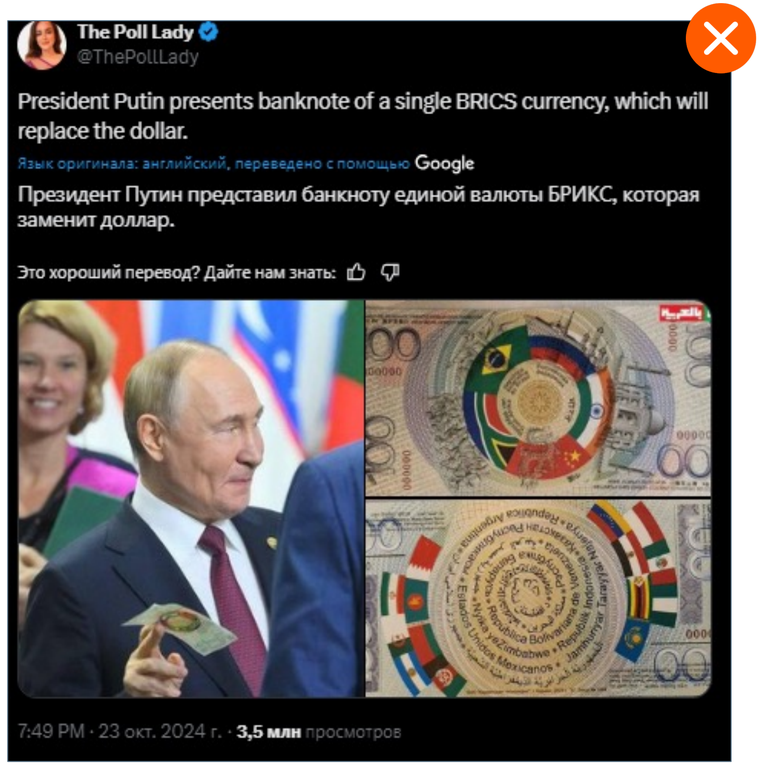
The second trend by the number of unique deep fakes in 2024 is the pseudo-educational campaign "A soldier won't hurt a child" (11 deep fakes). Despite the low spread of the action-related deep fakes themselves, they were the basis for mass provocation against Russian citizens.

ECONOMIC FAKES

The BRICS summit presented a currency that will replace the dollar. Similar messages with Vladimir Putin's picture were **disseminated on a mass-scale basis in various languages**.

In reality, there was no presentation. Presidential spokesman Dmitry Peskov explained that the quasi-banknote was given to the head of state as a souvenir. The author of the “BRICS banknote” was one of the representatives of the Russian delegation, and its value is purely symbolic, Peskov said.

IN THE WORLD



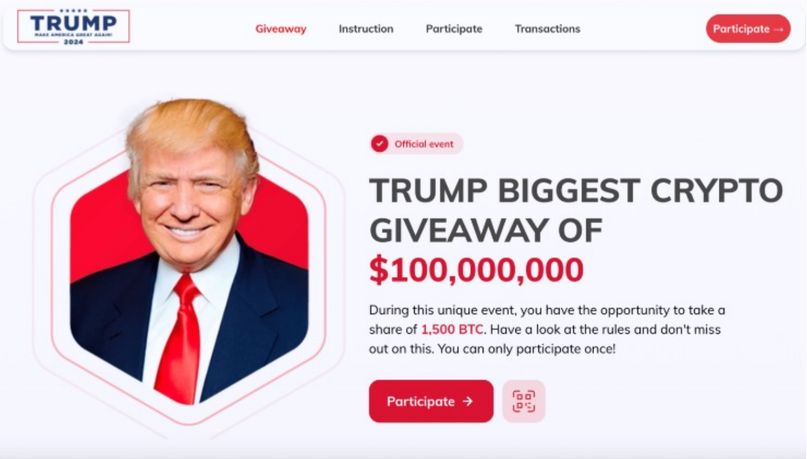
IN RUSSIA

FRAUD

IN THE WORLD

In 2024, Sumsub* launched the Fraudlympics 2024 awareness campaign, which provided data on fraud across countries, industries and categories. As a result of the campaign, the following countries took the lead:

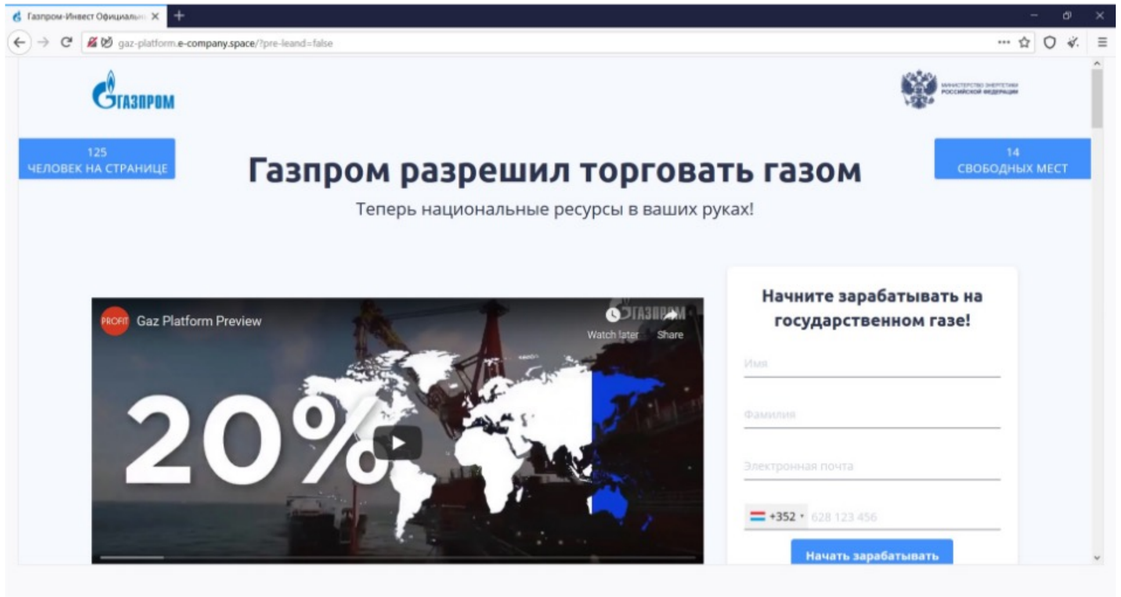
- **Nigeria** — growth in identity theft (748%), crypto sector fraud (1,056%) and forced verification (1,091%);
- **Indonesia** — identity theft (748%);
- **China** — deep fake fraud (964%).



*Source: Sumsub: Leading identity verification service

IN RUSSIA

From the beginning of 2022 until August 2024, Russia recorded about 1.5 million IT crimes, as a result of which cyber fraudsters stole more than 350 billion rubles. According to the Ministry of Internal Affairs as of September 2024, the damage from cybercrime in 2024 has already exceeded 116 billion rubles.



FRAUD. DEEP FAKES

The use of fakes for the purpose of fraudulent schemes is equally prevalent around the world.

In the top are fake money making schemes allegedly from major corporations such as Gazprom, Tesla, SpaceX, Revolut, Amazon, etc.

In addition, fraudsters are actively using neural networks. Deep fakes with Elon Musk have become the most common way of committing this type of fraud in the world.

According to Deloitte, **in the United States, fraudsters stole $12.3 billion dollars using deep fakes by the end of 2023**.

Scammers generate a video image, fake a voice and send messages purportedly on behalf of the account owner to the victim's contacts.

Deepfake crypto scam uses Elon Musk to target investors

ELECTORAL FAKES AND DEEP FAKES

FAKE NEWS ABOUT ELECTIONS IN THE WORLD

According to statista.com, India has been recognized as the country with the highest risk of fake news in 2024. Other countries that stand out are **El Salvador, Saudi Arabia, Pakistan, Romania, Ireland, the Czech Republic, the United States, Sierra Leone, France, and the United Kingdom.**

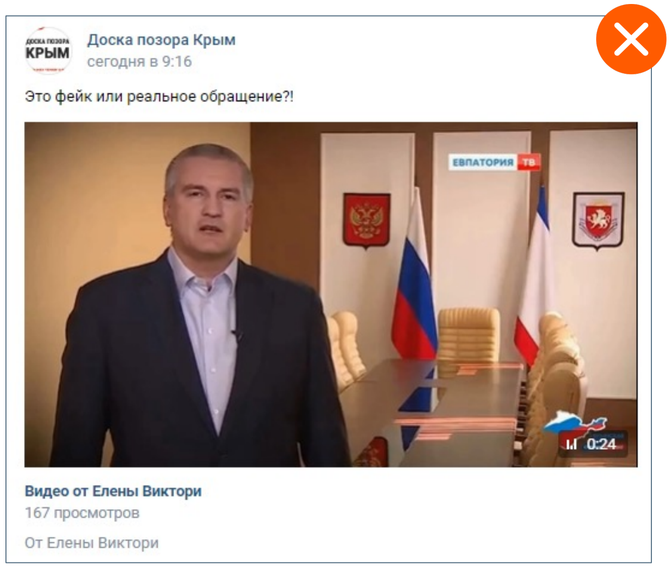
In India, political deep fake videos, such as those of Prime Minister Modi, appeared before the election. He even mentioned one such video on social media.

U.S.A. In February 2024, a fake audio recording imitating the voice of U.S. President Joe Bidenappeared. In the fake message, an artificial intelligence-generated version of Biden's voice is heard urging people not to vote in the state's primary election.

FAKE NEWS ABOUT ELECTIONS IN RUSSIA

During the presidential elections of the Russian Federation, as well as on the single day of voting in September 2024, more than 7,500 copies of fakes, which collected 26.1 million views, were revealed on the Internet on the topic of elections.

Geographically, the fakes were spread throughout Russia. **Socio-demographic analysis showed that 75% of users were aged 40 to 59 and older, women were more likely to repost, and men were more likely to leave comments.**

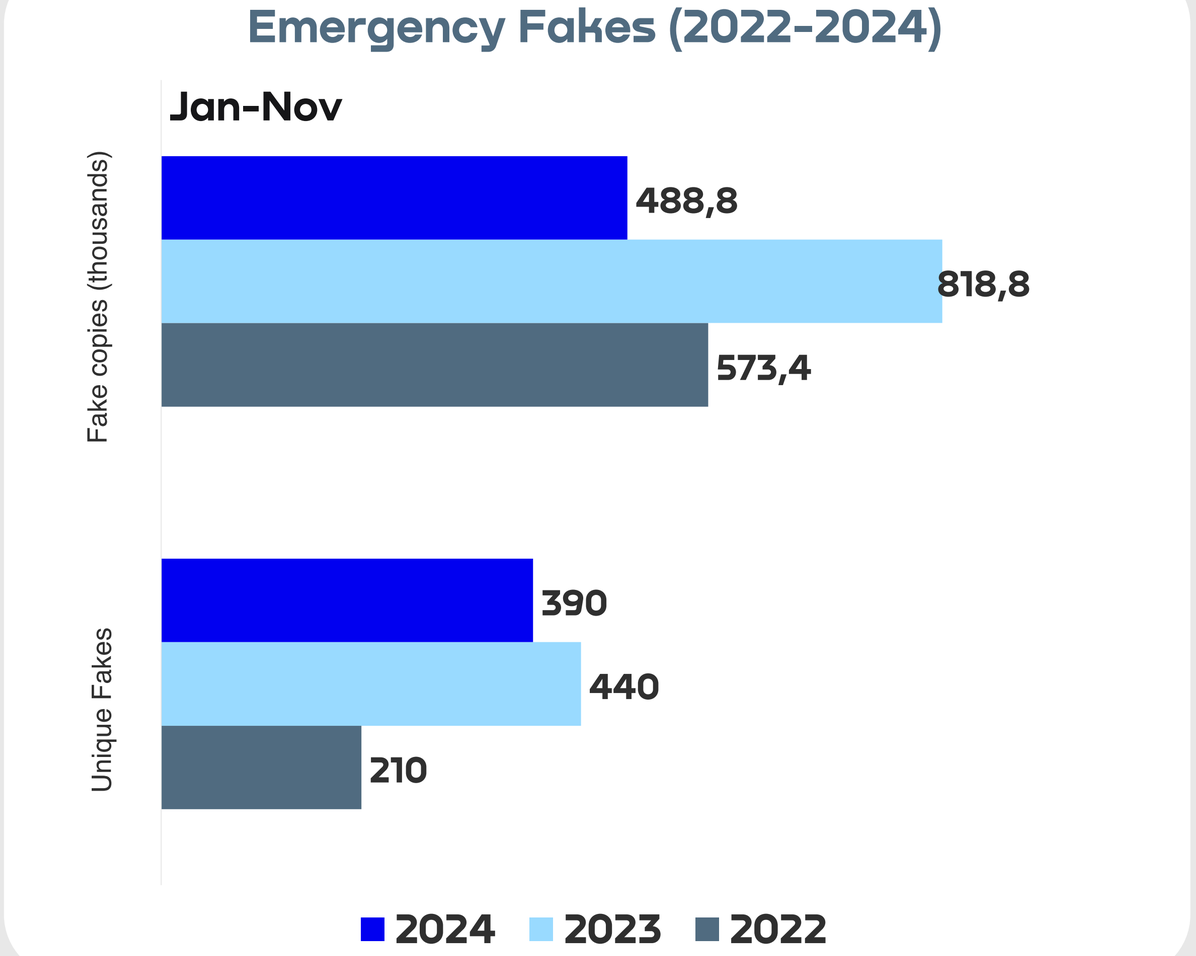


Sergei Aksyonov urges male voters to take their military ID with them to the elections

FAKES ABOUT EMERGENCY SITUATIONS IN RUSSIA

Fake threats:

- are detrimental to remedial work
- increase panic and aggression in society
- create distrust of official authorities
- interfere with search and rescue operations
- create additional work for law enforcement agencies

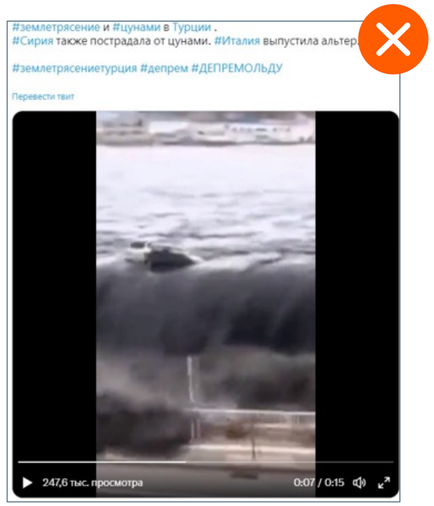


FAKE ACCIDENTS AND EMERGENCIES

Japan tsunami viral footage.

Fake tsunami footage has been circulating on the Web for more than 13 years amid numerous cataclysms in the world.

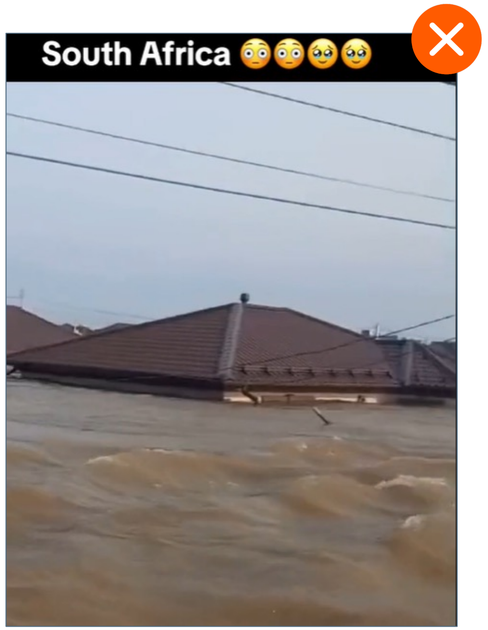
The footage was taken on March 11, 2011, during the radiation accident at Fukushima-1 nuclear power plant. The footage has been used repeatedly in a multitude of fakes. For example, against the backdrop of the earthquake in Turkey and Syria on February 6, 2023, against the backdrop of many other earthquakes in Japan.

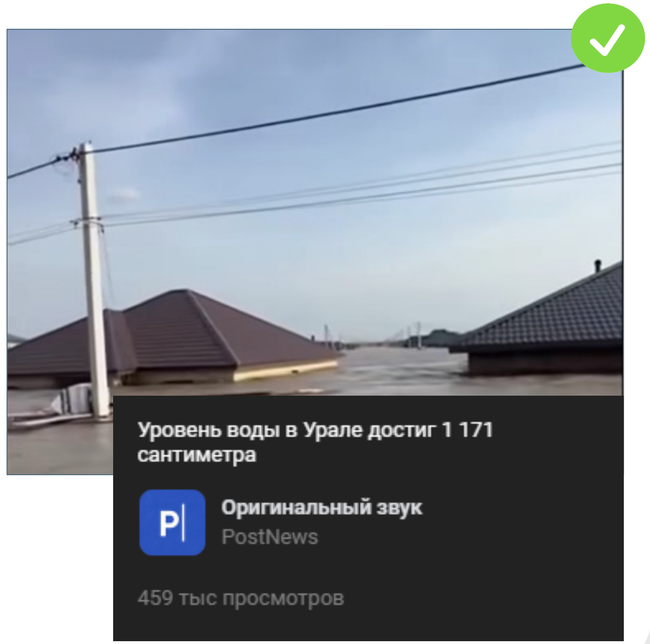


Viral videos of flooding in Orenburg.

In multiple countries (e.g., Kazakhstan, Kenya, Nigeria, UAE, South Africa, Burundi, etc.), videos have been distributed with information about alleged flooding of local areas.

The videos were actually filmed in the Orenburg region against the backdrop of a flood in April 2024. The water level has risen to ten meters, two meters above the critical mark. The cities of Orenburg and Orsk, located in the Orenburg Region, were most seriously affected by flood waters.

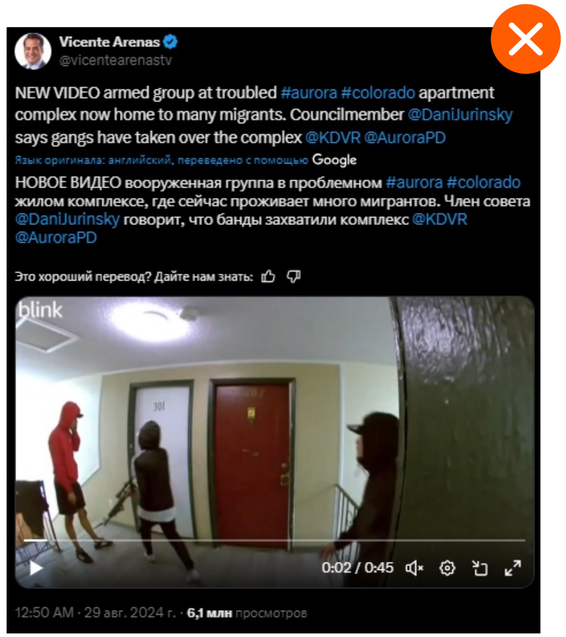




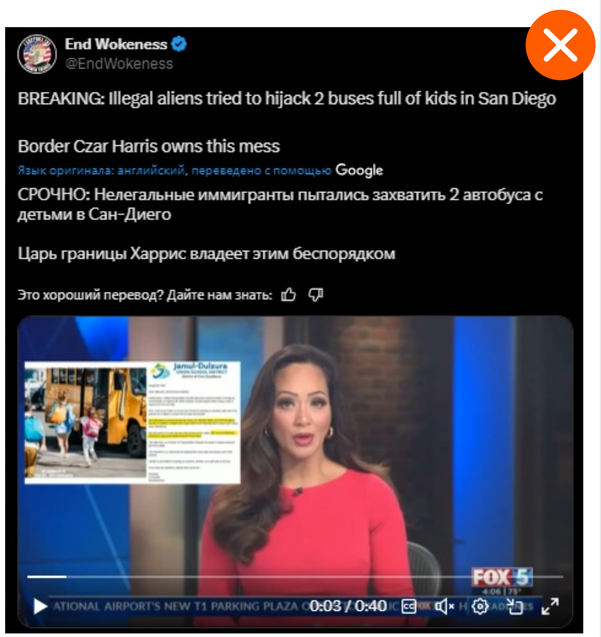
INTERETHNIC RELATIONS. MIGRANT FAKES

There is a widespread fake trend in the **world** about the actions of migrants in different countries.

In the **US**, high-profile migrant fakes in 2024 include reports of armed attacks and migrant takeovers.

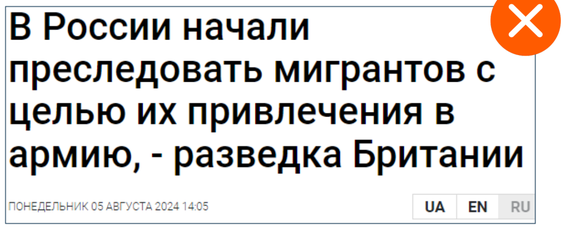


Fake news about the armed takeover of apartment complexes by Venezuelan migrants in Colorado, USA



Fake news about the armed migrant takeover of two school buses in San Diego

In **Russia**, fake theses about the mobilization of migrants and the replacement of Russian citizens with migrants from near abroad are in trend.



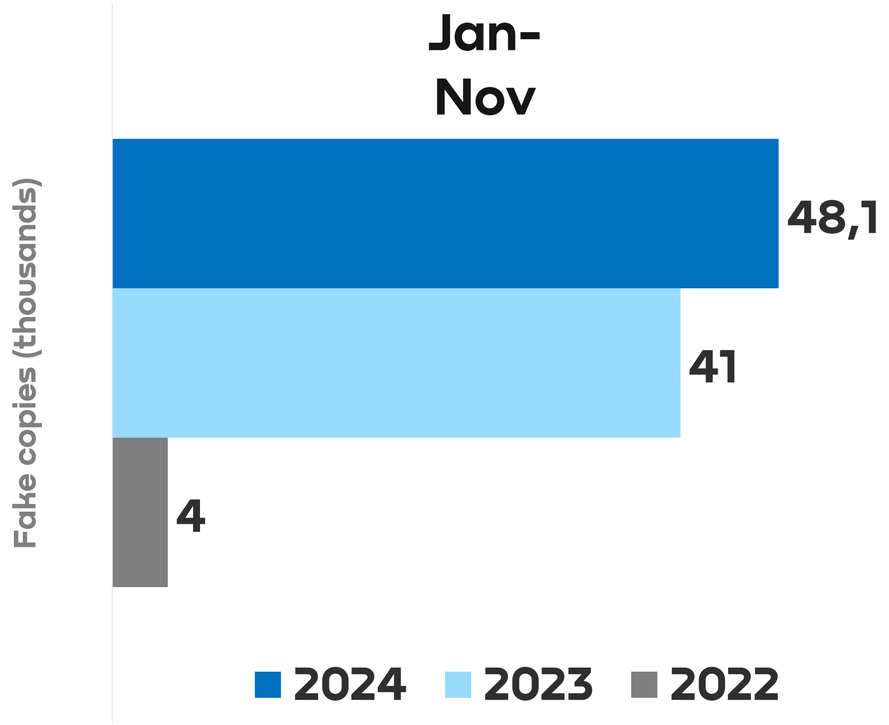
A fake document about an alleged call by the Russian Union of Industrialists and Entrepreneurs to let nearly 1 million migrants into the country

INTERETHNIC RELATIONS. RUSSIAN TREND

Fake threats:

- Contribute to incitement of hatred and hostility
- Reinforce stereotypes and prejudices
- Contribute to creating an atmosphere of fear and suspicion
- Influence public opinion
- Reinforce extremism
- Destroy social cohesion

Fakes about interethnic relations (2022-2024)



TOPICS OF RE-ESCALATING FAKE TRENDS IN RUSSIA

SOCIAL INCIDENTS

- Reports of impending terrorist attacks
- Consequences of UAV attacks
- Crime reports
- Search for missing persons and military personnel

INFORMATION TECHNOLOGY

- Fraudulent activities in the information sphere
- Blocking digital services and platforms
- Messages about dangers of pictures (viruses in files)

MOBILIZATION FAKES

- On the second wave of partial mobilization
- On serving summonses for mobilization
- On sending conscripts for compulsory military service to the special military operation zone
- On general mobilization
- On covert mobilization

SHORTAGES AND PRICE INCREASES

- Drugs for chronic and cancer patients
- Food, fruit, household goods
- Increase in prices for imported goods and services
- Electronic and household appliances

FORECASTS

1. In 2024, **a 37% decline in the number of fake copies is recorded as compared to 2023.** In 2025, the number of fake publications will remain at a comparable level.
2. If the current trend continues in 2025, there will be a moderate decline in the number of fakes in the category related to state security, with an increase in fakes in the categories related to information technology, especially in the part of fakes created with the help of artificial intelligence technologies and in the category of socially significant incidents. **Users' attention will continue to shift to non-political topics, including those that pose threats to life and affect well-being.**
3. **The growth of fake topics related to conspiracy theories in the digital sphere,** which resonates with audiences over 40.
4. **A decrease in the number of fakes in the area** of food shortages, although seasonal occurrences of fakes will be recorded.
5. Increasing number of fakes in the category **related to interethnic relations.**
6. Appearance of so-called seasonal fakes, which have been recorded for over 3 years. Analysis of fakes over time revealed recurring or modified fakes and/or false news appearing in each month of the year.
7. **The rise of regional-scale fakes.** In 2022, fakes were macroeconomic in nature, in 2023 they became more regional, in 2024 the trend of 2023 continued.
8. **The growth of fakes related to the theses about the digitalization of life in the Russian Federation, which is associated with** insufficient level of digital literacy of the population.

FORECASTS

8. **The rise of regional-scale fakes.** In 2022, fakes were macroeconomic in nature, in 2023 they became more regional, in 2024 the trend of 2023 continued.

9. **The increase in the number of deep fakes and their impact on various aspects of society, including the economy, domestic politics and geopolitical processes.**

10. Further **decrease in the life of a fake with an unchanged number of unique fakes, due to the** the systemic work of the fact-checking community in Russia.

11. The lack of effective mechanisms to protect against fake information in the coming years will aggravate the situation in areas where there is no systematic work against disinformation. In turn, in territories where tools to counter disinformation are actively used, fakes live much less, which is due to the prompt response to these threats.

12. **The threat of fakes remains one of the major global challenges of our time, especially given the growing role of artificial intelligence in their creation and dissemination. This threatens not only information security, but also public trust in the media and state institutions. In the future, the fight against disinformation and its control will remain the focus of international organizations and governmental structures. This topic is actively discussed in forums including UN events on Internet governance, which emphasizes the need for international cooperation to develop effective strategies to counter fake news.**