TERMINOLOGICAL CHAOS IN LABELLING FALSE ONLINE CONTENT

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Abstract

The study deals with the issue of misleading information in the Internet environment. The authors define and analyse basic terms denoting various methods of disinformation. They point to the fact that there are specific terms and phenomena forming the thematic axis of the current discourse on disinformation practices in online media. They state that there is quite a lot of chaos in the field of terminology. This is the reason why they critically reconsider the existing knowledge related to disinformation, such as fake news and the like. The ambition of the authors is the conceptualisation of disinformation methods in the context of a broadening of genres and social background. They emphasise the need to research the issue because the information quality of various blogs, posts, comments, etc. raises many unanswered questions or incorrect answers. In their analysis of the issue, they use the basic methods of logical analysis, the hermeneutic approach, as well as selectively chosen examples of individual typological variants of disinformation.

Key words: *Deepfake, Disinformation, Fake News, Hoax, Misinformation*

INTRODUCTION

The history of mankind should teach us how important it is to communicate facts without misrepresenting information, falsely writing it, plotting it, or concealing essential facts. The history of correspondence between monarchs and even the causes of military conflicts offer numerous examples of such practices. The last century, the era of the two world wars, is an excellent example of sophisticated media manipulations and intrigues that helped unleash the war madness[1]. Specific ways to use misleading information can be seen in the field of journalistic practice from its conception to the present[2]. In this case, we might be satisfied that each community has its own ways of dealing with false and misleading information. The recent era of communist regimes in Europe and their centralised censorship may be a shining example. It is common knowledge that all the media of that era was subject to its ideological imperative. Recipients intuitively followed their preferred reading, and their attitudes towards the information conveyed ranged between accepting the messages with reservations and a strictly critical interpretation[3]. The mass fall of the regimes between 1989–1990 gave hope in the former communist block for the recovery of the media environment. It should be emphasised that media and journalistic practice in Western liberal-democratic countries has also gone through various dramas[4].

The digital communication platform in the Internet environment prompted the rapid onset of the information revolution. Technical-technological improvements in individual types of mass media accelerated the path of information from its author to the recipient and vice versa, from the recipient to the author and other users. If the information in traditional private media was a commodity, it was also assigned the status of an extended service or added value by the online media. This value is fully

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[1] Remark by the authors: The psychological war that broke out before the First World War was preceded by sophisticated media manipulation, political hard-power chess games and intrigues. Š. Zweig sees the practices of information misleading on several levels. First of all, it was a diametrically opposing interpretation of events by French, German and Austrian journalists. The result was a loss of media credibility, the spread of half-truths and gossips by the tabloids, and the consequent tension between nations and the strengthening of nationalism. See also: [Zweig 2019].

[2] Remark by the authors: Although there is still no collective work explicitly focused on the history of manipulative practices in the media, the premise of the existence of information misleading from the beginnings of the mass media to the present can be defended based on partial studies as well as more extensive publications focused on the history and theory of journalism. Apart from social and political contexts and influences, it is clear that journalism has always struggled between subjectivity and objectivity, between what is a priority in informing and what is not, as well as between what is wanted and what is not wanted to be said, between truth and between truth and lie. For more information, see: [Altheide et al. 1979]; [Berry et al. 2006]; [Conboy 2004]; [Goldstein 1989]; [Holt et al. 2009]; [McCombs 2009]; [DeUze 2015]; [Remišová 2010]; [Ilowiecki et al. 2003]; [Hvížďala 2003]; [Ftorek 2012]; etc.

[3] Remark by the authors: As the authors see it, the behaviour of the recipients in the communist regime very aptly illustrates Hall's theory of preferred reading. Dominant-hegemonic reading was typical for those who believed in the official ideology uncritically and without reservation. Although the negotiated reading was tolerant of the dominant ideology, the recipients built their own attitudes towards the information. The opposition's acceptance of the dominant ideology expressed a clear, negative stance towards the contents and messages. See also [Hall 1973].

[4] Remark by the authors: In the periodical press, the development dramas were most evident. Very generally, it can be stated that the development led from a split between the tabloid and serious press through the party press to the ideological press with attitudes that agreed to various political and ideological platforms. See also: [Vojtek et al. 2010].

mediated mainly by multiplatform journalism[5]. Its information convenience as well as attractiveness for users is the combination of text, sound and image. The multimedia approach to the creation of informational and publicistic genres makes it possible to form new creations of statements about the reflected reality. It is also common knowledge that the attractiveness of communication in the Internet environment is increased by the use of hypertext links, continuous updating of information, simultaneous publication of text and audio-visual materials, online access to archives, including immediate user response. Finally, web interactivity also helped the emergence of blogging and the development of civic journalism. However, it also raised many questions concerning the adherence to elementary ethical principles, decency, and also questions concerning the dissemination of unverified information, rumours and purposefully misleading, false information. This is the reason why there is a growing demand in the public as well as in the relevant professional circles for the revitalisation of ethical principles throughout the entire field of digital communication. Critical opinions on the level of the information quality of mediated content are appearing more and more often in the relevant professional circles. In their opinion, surfing in the ocean of information requires a correct approach based on verifying its truthfulness as well as on their critical evaluation [Pravdová et al. 2017].

The study deals with the nature of the disinformation and fake news phenomena in the Internet environment. The primary goal is to define and analyse the basic terms and phenomena forming the thematic axis of the current discourse on disinformation practices in online media. The authors are aware of the fact that a relatively large chaos prevails in the terminological field of this discourse. As part of the analysis of the issue, basic methods of logical analysis and hermeneutic approaches are used as well as a selective choice of examples on which the typological variants of disinformation are demonstrated. What is to be highlighted is the fact that multiplatform journalism plays a role when defining case studies; however, communication practices go beyond it. This is because lay people or experimenters from various areas of social practice have also taken part in the communication process.

IS FAKE NEWS THE NEW DISINFORMATION?

It is thanks to the Internet that this phenomenon has become the subject of interest of lay and professional discussions[6]. This is evidenced by the fact that in 2017, according to Collins Dictionary, the word "fake news" became the word of the year [What

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[5] Remark by the authors: The authors identify with Gershberg's definition of this term. He characterises multiplatform journalism in the context of economic, cultural and technological convergence of the media. The convergence of the platforms and creative approaches has significantly affected the production, distribution and reception of journalistic information. For more information, see: [Gershberg 2017: 1037-1040].

[6] Remark by the authors: Media professionals, but especially politicians, have begun to name their counterparts on a regular, often justified basis, as producing disinformation. These attitudes can also be understood on two levels of interpretation. In the first case, there is a lack of argument and a targeted deviation from an unpleasant topic. In the latter case, it may be a legitimate reservation against the misleading information or even the severe lies of the partner in the discussion.

is 2017's word of the year? [online]. [2019-12-11]. Available at: <https://www.bbc.com/news/uk-41838386>.]. Despite the fact that fake news became popular first in 2017, its origin is often associated with the US presidential election in 2016. Since then, "it has been the subject of newspaper headlines, the special topic of academic journals, the basic of countless hashtags, and a smoking gun on both ends of the political spectrum" [Caplan et al. 2018].

The Oxford Dictionary offers a definition of this, at first glance new phrase. It states that fake news is "false reports of events, written and read on websites" [Fake news. [online]. [2019-12-11]. Available at: <https://www.oxfordlearnersdictionaries.com/definition/english/fake-news?q=fake+news>.]. Thus, it confirms the fact that fake news is fundamentally connected with the emergence of online media space in the Internet environment[7]. However, in the opinion of the authors of this study, what is important is the fact that it does not speak of the intention with which the information is altered or even constructed. According to J. Markoš, in the Slovak bibliography, the authors refer to the word fake news as "the way of journalistic work in which the medium does not emphasise the accuracy of the news it offers. The medium does not verify the facts or even makes up the news" [Markoš 2019: 247]. While in English-speaking countries media theorists make a fundamental distinction between the concepts of fake news and disinformation [Caplan et al. 2018], in Slovak and Czech scientific circles, these two concepts overlap[8], or authors use only one of the concepts [online]. [2019-12-11]. Available at: <https://zvolsi.info/sk/fantomas/>.]

As for the concept of disinformation, in Slovak publications, it most often refers to the manipulation of facts and "outdated, inaccurate and unverified information. Its (often not provided) authors do not want to inform, but confuse, oversaturate with information and imply what we should think" [online]. [2019-12-11]. Available at: <https://zvolsi.info/sk/fantomas/>.]. J. Markoš defines disinformation in a similar way, claiming that disinformation is "purposefully created and disseminated…the aim of which is to influence the public opinion of citizens in the desired direction" [Markoš 2018: 247]. Accordingly, the main feature of disinformation is an intentional manipulation of the meaning of information, incomplete communication of the information or even its complete fabrication. J. Křeček also agrees with such a definition. He describes disinformation as intentionally distorted information secretly implanted in the opponent's information system with the intention of influencing his or her activities and views [Křeček 2004: 45]. Foreign studies treat the term in a similar way. C. Wardle claims that disinformation "is content that is intentionally false and designed to cause harm" [Wardle 2019]. Therefore, the problem arises when identifying the subject of interest of the fake news creators. The above-mentioned foreign studies understand fake news as a collection of all misleading or false information in

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[7] Remark by the authors: Dissemination of rumours or disinformation has a long history. However, the online space has brought new possibilities. See also: [Ftorek 2017].

[8] Remark by the authors: The authors claim that fake news is just a new term denoting disinformation. For more information, see: [Gregor et al. 2018: 46].

the online space, including that which is disseminated unintentionally. This means that fake news includes both the most well-known conspiracy theories and satirical media outputs. They parody a particular politician or social phenomenon; however, the recipient cannot distinguish whether it is a true or false event or situation[9].

Based on this knowledge, the term fake news can refer to all content in an online environment containing false, i.e. incorrect, misleading or semi-true information. This can also include information taken out of context, regardless of whether it is disseminated purposefully or not. In her latest research, C. Wardle[10] argues that the term fake news does not cover all types of disinformation. For example, she has expanded the issue to include the term malinformation, which includes true content, but in most cases, it is sensitive information which the author would not like to publish voluntarily. In her study, she therefore describes this issue as information disorder [Wardle 2019].

When talking about disinformation, we refer to all content, not only media content, created by its author with the intention to disseminate false information[11]. On the contrary, if we refer to false information spread unintentionally, we talk about a hoax. This is information whose mendacity arises mainly from the recipient's inability to correctly interpret the presented information. It can also be information modified in other ways, while the most important factor for referring to it as a hoax is its unintentional mendacity. In this context, T. Ujfaluši deals with false information based on the intention, i.e. he differentiates between intentional disinformation and hoaxes. The latter were created unintentionally, for example, by wrong decoding, etc. [Ujfaluši 2018: 8]. We believe that the spread of hoaxes in the online environment is mostly affected by the low level of media literacy demonstrated by users of content and messages. The result is the great naivety with which they approach reading media texts, as well as their indifference to the need to verify sources [Vrabec et al. 2018].

It is necessary to underline the fact that researchers most often differentiate fake news based on intention [Paris et al. 2015]; [Wardle et al. 2017]. Individual types of fake news, however, can exist as both disinformation and hoaxes at the same time. C. Wardle published a typology of fake news consisting of seven types of problem content occurring mostly in English speaking countries. She ranked the individual types on the scale from the smallest to the greatest intention to disinform [Wardle 2017].

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[9] Remark by the authors: The ĽSNS (The People's Party – Our Slovakia) political party shared an article from the satirical website AZ247.cz. However, it was a parody [Kernová 2019].

[10] Remark by the authors: Claire Wardle currently leads the strategic direction and research for First Draft. In 2017 she co-authored the seminal report — Information Disorder: An interdisciplinary Framework for Research and Policy for the Council of Europe.

[11] Remark by the authors: This applies to both online and offline lies. As far as online is concerned, they most frequently occur in the form of hoax. For more, see the part Types of Disinformation in the Online Media Environment below.

Figure 1. 7 Types of mis- and disinformation
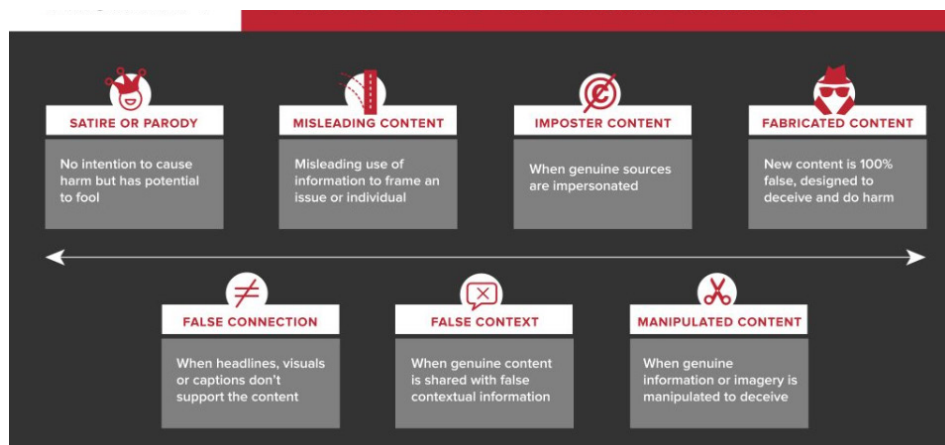
Source: WARDLE, C.: Fake news. It's complicated. [online]. [2019-12-16]. Available at: <https://firstdraftnews.org/latest/fake-news-complicated/>.

We believe that the biggest drawback of the aforementioned fake news typology is the fact that the author does not take into consideration the two sides of the phenomenon. On the one hand, individual types of fake news can be published with the intention to disinform, provide false information, mislead and lie. On the other hand, they can, at the same time, take the form of, for example, satirical media output or caricatures. Although their false content can be misleading, it still represents a distinctive, in most cases avowed way of reacting to reality. Deepfake can serve as an example. It is widely used at targeted, especially political, campaigns as a very popular satirical format[12].

TYPES OF DISINFORMATION IN THE ONLINE MEDIA ENVIRONMENT

Fake news has found various forms of exploitation in the online space. Individual types of fake news and specific types of disinformation have been continually evolving based on the technical availability of the tools for their creation. The emergence and adaptation of individual disinformation types was also affected by the economic, ideological and political need to influence recipients, while these individual needs are often interrelated.

One of the most widely spread types of disinformation affecting users, primarily due to the economic factor, is the so-called click-bait. It is a reference or click bait in a headline. Its sole purpose is to arouse the user's curiosity and attract their attention at any price. According to P. Nutil, it is about enticing individuals to click on a given website in order to increase its traffic, which will subsequently lead to a higher income from online advertising. Formulations such as „Dangerous Disease! Do This Simple Thing And You'll Stay Safe.", etc. are often used [Nutil 2018: 18]. Such types of disinformation have the greatest potential on social networks. By sharing they

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[12] Remark by the authors: See deepfake below.

reach a large number of communication participants who, thanks to an attractive, often misleading headline, are forced to click on a given link. Such content, together with rumours and sensations, is classed as low-quality content by Facebook, which has been actively fighting these practices for more than a year[13].

Picture 1. An example of disinformation in the form of click-bait

Source: Facebook – Babičkine dobrotky [online]. [2020-01-02]. Available at: <https://www.facebook.com/babickinedo-brotky>.

The economic, but also political or ideological intention can be associated with the type of disinformation marked as imposter content. It occurs most frequently in the Anglo-American online space. It denotes „websites that mimic an established news sources name like NYTimes.com.co or NBC.com.co" [Caplan et al. 2018]; [Wardle 2017]. This type of disinformation content is particularly dangerous for people with low levels of media literacy. However, identifying a false website claiming to be someone else only on the basis of the end domain can pose a challenge even to a more advanced user. C. Wardle also places in this category reports published under a false brand [Wardle 2019]. Thus, we are not talking only about the changing the domain, but also about using a false logo or artwork with the intention to arouse an individual's trust. In such cases, the author often imitates the brand the user knows and trusts. In Slovak media space, such content can most frequently be found on social networks, where it occurs in the forms of various fake competitions [Kernová 2020]. The most appropriate example of intentional, but also unintentional, disinformation is deepfake. According to J. Markoš, it includes „a false video, recording or photograph that were created using advanced artificial intelligence. Deepfake is usually such a credible counterfeit that a regular Internet user cannot distinguish it from

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[13] Remark by the authors: One of the ways of fighting low-quality content is advertising reduction. See: [Reducing Low-Quality Ads on Facebook. [online]. [2020-01-02]. Available at: <https://www.facebook.com/business/news/reducing-low-quality-ads-on-facebook>.]

the original" [Markoš 2019: 247]. This type of disinformation can be used at targeted disinformation campaigns[14] , but it can also be created as satirical material with the purpose to entertain the recipient [A brilliant CGI Imagine. [online]. [2019-12-30]. Available at: <https://www.youtube.com/watch?v=ko9QLXLlndw>.]. A fake video issue was dealt with by a court in the Czech Republic, which adjudicated on the case of spreading an alarm message directly on the public television[15]. At present, however, deepfake can alter a video or a photograph to make it even more credible. According to Collins Dictionary, it is a "way of adding a digital image or video over another image or video, so that it appears to be part of the original. A deepfake is an image or video that has been changed in this way" [Deepfake. [online]. [2019-12-30]. Available at: <https://www.collinsdictionary.com/dictionary/english/deepfake>.]. We believe that such type of disinformation can easily become a tool of a political or ideological fight. We understand it is difficult to formulate an exact definition of deepfake, especially due to the fact that artificial intelligence is constantly evolving. However, referring to the aforementioned definition by Collins Dictionary, it follows that deepfake includes also photographs edited in post-production. These, together with edited video parts[16], are placed in the category of manipulated content by Wardle [Wardle 2019]. The ambiguity in defining such online content is also confirmed by the research carried out by the Data&society institute. Based on the results of the analyses of content, it divides the manipulation with audio and audio-visual content into deepfakes and cheap fakes[17].

A very similar type of disinformation, with the possibility of exploiting the content with the aim to entertain and also intentionally disinform, is hoax. It is "an intentionally false message whose author attempts to make it seem true to its readers, viewers or listeners. Hoax is sometimes created for fun, but is often a part of a disinformation campaign" [Markoš 2019: 248]. According to Collins Dictionary, hoax is a "trick in which someone tells people a lie, for example that there is a bomb somewhere when there is not, or that a picture is genuine when it is not" [Hoax. [online]. [2020-01-06]. Available at: <https://www.collinsdictionary.com/dictionary/english/hoax>.]. They are alarm and especially chain messages. They usually contain a call for further sharing, either via social networks or e-mail communication. These may be messages prompting the recipient to disseminate the given information on the pretext of gaining a certain advantage or averting a threat.

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[14] Remark by the authors: For example, by an altered or completely fabricated speech of a statesman. Deepfake can put the words they have never said in their mouth.

[15] Remark by the authors: The members of the Ztohoven movement got into the software of one of the live broadcast cameras. Subsequently, they altered the image broadcast live and faked a nuclear explosion at a power plant. See: [Česká televízia odvysielala naživo zábery jadrového výbuchu v Krkonošiach. [online]. [2019-12-30]. Available at: <https://medialne.etrend.sk/televizia/ceska-televizia-odvysielala-na-zivo-zabery-jadroveho-vybuchu-v-krkonosiach.html>.]

[16] Remark by the authors: For example, adjusting the video playback speed to give the impression that the person shown is drunk.

[17] Remark by the authors: It is based on technological complexity of individual types of media content. See: [Paris et al. 2015].

Picture 2. A deceitful competition on Facebook

Source: Falošný FB profil sa vydáva za slovenský Samsung. „Súťaží" o telefóny. [online]. [2020-01-14]. Available at: <https://zive.aktuality.sk/clanok/136113/falosny-fb-profil-sa-vydava-za-slovensky-samsung-sutazi-o-telefony/>.

**Picture 3. Hoax including an appeal to forward it**

Source: own processing.

We also denote as hoaxes news stories which recipients share out of their own initiative due to the very core of its content, for instance, shocking information on the death

of a famous person[18]. P. Nutil claims that hoaxes use emotionally charged, shocking topics similar to tabloid media. According to him, hoaxes are most often built on the so-called „3S, na strachu, smrti a sexe (on fear, death, and sex)" [Nutil 2018: 140]. This type of misinformation can have various contents – entertaining, informing on urgent danger, false requests for help, emotionally extorting or warning against a disease. M. Gregor a P. Vejvodová state that some hoaxes also contain dangerous advice, e.g., how to treat a specific illness without a professional consultation with a doctor [Gregor et al. 2018: 45]. One of the most famous and widespread hoaxes is a well-known report informing the public about the endorsement of the presidential candidate Donald Trump by Pope Francis during the election campaign[19].

Picture 4. Hoax during American election (left side)
Picture 5. Hoax on the death of Celine Dion (right side)
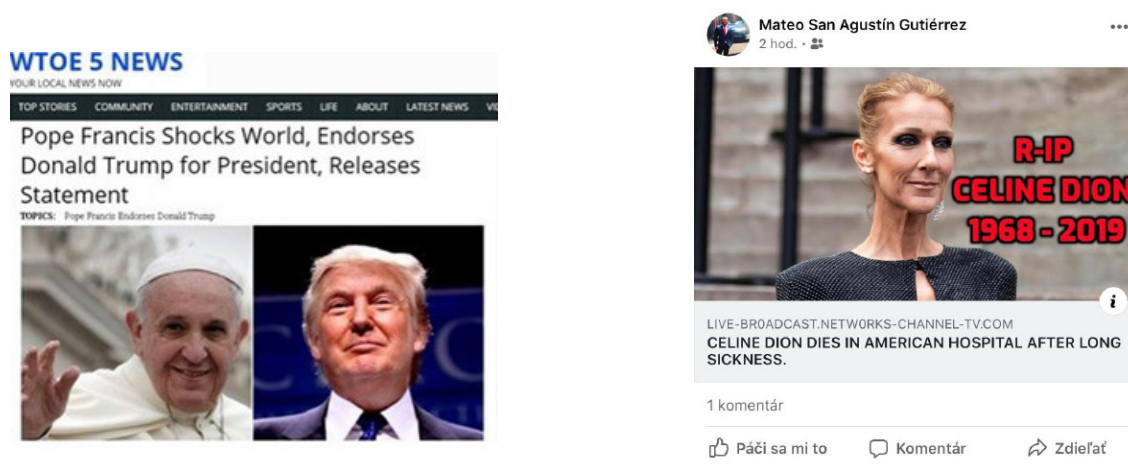
Sources: own processing.

A common feature of hoaxes is, in addition to its mass sharing, that they are also 100% false. In the Slovak media environment, we regularly encounter hoaxes about black vans attracting children, or needles containing the HIV virus in public transport means or at patrol stations [Policajti riešia ďalší hoax o dodávke, ktorá unáša deti. [online]. [2020-04-07]. Available at: <https://mytrencin.sme.sk/c/22299337/policajti-riesia-dalsi-hoax-o-dodavke-ktora-unasa-deti.html>.]

Within online communication, a wide space is also provided for disinformation marked as conspiracy theories. Here, we mean „an explanation of events in public life that without credible evidence accuses people, who actually or allegedly hold power, of conspiracy," [Markoš 2019: 248]. or, in other words, a plot. The basis of such theories is the belief that our lives are controlled by someone else, or we are told lies about certain events. Proponents of conspiracies most often accuse governments, secret services, corporations, global organisations, secret societies, representatives of

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[18] See: Pic. No.5. Hoax on the death of Celine Dion.

[19] See Pic. No.4.

certain nations or religions, and also aliens [Nutil 2018: 19] of being involved in plotting. In the Slovak environment, such theories have gradually become an instrument of political struggle[20].

The term fake news refers to all types of dis- and misinformation. As the expression itself shows, this is false information produced and disseminated regardless of the intention of the author, or the spreader. Individual types of disinformation can then be perceived from different perspectives. These are economic, political, or social motives, on the basis of which individual media contents are formed. However, all types of disinformation have one thing in common – intentional untruth. They differ only in the way they originated, which in most cases is conditioned by the technological aspect of the online environment. On the other hand, rumours arise and are spread only unintentionally. The dissemination of this false information is largely due to the user´s inability to decode the produced information correctly. This inability can be attributed to the already mentioned high level of media illiteracy among the users of Internet communication.

CONCLUSIONS

It follows from the discussion above that the degree of correctness versus incorrectness of working with information has an ethical level, but also a pragmatic cause. Surely, in terms of ethical and journalistic codes of conduct, disinforming is considered the greatest professional transgression. From the viewpoint of pragmatic reasons, it is necessary to take into account the information needs of the citizens of civilised countries. It is undisputed that the purpose of providing information was and still is to bring new knowledge to the recipients. It helps them get oriented in social, political, cultural, and other events, and, ultimately, satisfies their basic needs for topical information. Knowing the news is a prerequisite for the acceptance of individuals in the community, their lack of information can mean social exclusion from it. The consequence of not being familiar with the communication discourse and related news can also be various mental disorders of people [Hudíková 2015: 155-165].

Socio-cultural determination of the individual´s desire to be informed first, technic-technological revolution bringing, among other things, information overload, is also a breeding ground for the production of information of varying quality. In such a situation, various variants of disinformation practices arise and establish themselves. Based on these circumstances, we can state that disinformation in the digital environment very successfully imitates true information. It does not bring new knowledge, it purposefully confuses the recipient, nevertheless, it satisfies their need to know. It evokes a false feeling of real, truthful knowledge. The postmodern era and rich diversity of contemporary pop culture, with its mental setting, is fertile ground for

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[20] Remark by the authors: For example, the then Prime Minister R. Fico accused the President A. Kiska and the initiative Za slušné Slovensko (For Decent Slovakia) of conspiracy with G. Soros after mass protests in response to the death of the investigative journalist J. Kuciak. Mr Fico had no evidence of that allegation. See: [Kern 2018].

the creation and use of disinformation as a certain form of rebellion[21]. It is clear that in such an environment disinformation practices extend into the spheres of artistic imagination and creativity, where they usurp the whole range of means of expression[22]. From the perspective of multiplatform journalism, as well as other communication platforms, it is indisputable that new forms and types of disinformation have emerged, which could not exist without the Internet[23].

Although it can be stated that the fertile soil for the spread of various types of disinformation is to a large extent media illiteracy among a large part of the Internet communication users, the problem is much more complex. After all, even media scientists, experts on media communication or journalists admit that they are often in doubt when distinguishing between true and false information. According to J. Radošinská and J. Višňovský, different blogs, posts and comments on social media, shared photographs and videos or news portals run by professional or amateur journalists raise many questions. Despite all the efforts of the researchers to find satisfactory answers, they are failing in finding them. This is because the boundaries between reliable and unreliable information sources have never been as blurred and controversial as they are today [Višňovský et al. 2018: 5].

We do not have to argue and point out the serious threat posed by disinformation not only to the lay public, but also to the very democratic principles based on individual freedom and freedom of the media. The responsibility of the informants, but also of those who receive and use the information, is decisive in this case. It can be assumed that disinformation, especially in the form of deepfakes, will increase hand in hand with technological progress. The threat is posed by individual types of disinformation increasing with the number of their users. The data is very informative in this case. According to the latest research in the European Union, 69% of Europeans receive information in the form of online news and 62% of them use social networks. It is in this area that fake information thrives the most. 26% of Europeans trust the information obtained from this environment. According to the same research, 75% of social network users encountered disinformation at least one a week [Tackling online disinformation in the European Union. [online]. [2020-01-07]. Available at: <https:// ec.europa.eu/newsroom/dae/document.cfm?doc_id=61678>.]. These figures also confirm the need to continuously examine online disinformation, in larger numbers and in more depth, in order to avoid erroneous answers to controversial questions. We view our study as pre-research on this issue. The answers to controversial questions require more extensive and continuous content research, both quantitative and qualitative, guaranteeing the undisputed reliability and validity of the results.

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[21] Remark by the authors: According to A. Sámelová, such a mental setting is also related to the revolt against the hierarchies and vales of contemporary western culture. She draws attention to a special phenomenon, especially in the online environment, which is called anti-system. It is in opposition to the values pillars of western civilisation [Sámelová 2019: 4-15]

[22] For more information, see: [Pravdová, Hudíková, Panasenko 2020: 68-84].

[23] Remark by the authors: We can see reasons mainly in legislation. It hardly restricts the authors of online media outlets. This is also related to the technical means that online environment offers.

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