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## THE PSYCHO-EMOTIVE EFFECTS OF AI-GENERATED FAKE NEWS ON SOCIAL MEDIA USERS

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The mass spread of AI-generated fake news on social media platforms has become a challenging issue for users' mental health, societal trust, and behavioral patterns. While social media serves as powerful platform for mass communication, it also accelerates widespread dissemination of misinformation, especially with the help of AI-powered technologies, which are capable of generating and circulating fake news on an unprecedented scale on a daily basis.

This study makes an attempt to examine the psycho-emotive effects of AI-generated fake news on social media users, focusing on the emotional responses, cognitive processes, and behavioral changes triggered by exposure to such content. A mixed-methods approach has been employed to collect data from social media users.

The findings illustrate that AI-generated fake news can evoke feelings of anxiety, mistrust, and confusion, leading to decreased self-esteem, social withdrawal, and diminished trust in social institutions. Moreover, the findings

clearly indicate that individuals with lower critical thinking skills are more susceptible to the negative psycho-emotive effects of AI-generated fake news.

The study's outcomes highlight the need for developing strategies for suspending the spread of AI-generated fake news and promoting media literacy, critical thinking, and emotional resilience among social media users with different linguistic and cultural backgrounds.

**Keywords:** *AI-generated, fake news, misinformation, social media, psycho-emotive effects, cognitive process, socio-political polarization, emotional reaction.*

## **Introduction**

The proliferation of AI-generated fake news on social media platforms has become one of the most prevalent and challenging problems in the present era, by influencing hundreds to thousands of users. Fake news refers to intentionally fabricated information whose publishing or dissemination may mislead readers or result in panic (Liu et al., 2024).

The mass spread of misinformation in platforms like Twitter (X microblog), Facebook, Reedit, Instagram, TikTok, etc., has dramatically changed the layout of newsfeeds and public discourse. While, social media platforms have greatly fostered mass communication, they have also prepared a prosperous ground for fake news, misinformation. The massive spread of fabricated news on social media is potentially dangerous to personal awareness, group, and public solidarity and public trust. It is worth mentioning that AI-generated fake news distorts how people process misinformation, evokes emotions like fear and anger, and undermines trust in mass-media. AI's ability to quickly tailor content and massively spread it intensifies these manipulative impacts.

The dissemination of fabricated news is largely driven by a number of factors. First and foremost, social media platforms are mainly designed to contain emotionally charged content to evoke more engagement. Secondly, social media, unlike conventional media outlets, is not regulated by proper scrutiny. These two factors create an environment where AI fabricated news can be easily misinterpreted for truth.

The determination of AI-fabricated news still remains shallow for many social media users. The mass spread of AI-generated fake news activates especially in the period of some substantially important events: pandemics, presidential elections, wars, etc., causing panic and anxiety among online users.

AI-powered bots can easily create and spread misinformation through different audiovisual patterns: pictures, videos, audio, and so forth. These manipulative tactics pose challenges to public security. Moreover, this manipulative fake news has a great impact on social media users' actions, as well as beliefs. The

significance of AI-driven fake news lies in its ease of creation, propagation, and maintenance of misimpressions on social media platforms.

Therefore, to stop the massive spread of AI-driven fake news on social media platforms, new strategies and measures should be implemented to increase media literacy among online users.

Research conducted on social media fake news is primarily focused on detecting misinformation through AI-driven technologies. While the implication of AI-powered applications is vital for determining and combating misinformation, the psychological influence of fake news on social media users remains not mapped out yet. Less importance has been attached to evaluating how exposure of AI-driven fake news strike on social media user's emotions, behavioral patterns and belief system. Moreover, recent studies fall short in thoroughly studying the life-long outcomes of AI-generated fake news on human beings with diverse demographics (age, education and linguistic and cultural background, etc.,) (Singh, S., Gupta A. 2021, Solis, C. V., Smith, J. 2022, Farid, H. 2019, Grassi, F., Porzi, L. 2020).

#### **Research Objectives:**

To examine the impact of AI-generated fake news in 7 different countries: consequences on public perception, daily online discourse, and societal outcomes.

To explore and identify the psycho-emotional reactions and cognitive impacts triggered by the long-term exposure of AI-generated misinformation.

#### **Research Questions:**

What are the long-term psycho-emotive consequences of AI-generated fake news in social media platforms?

What is the impact of AI-generated fake news in seven different countries on public perception, daily online discourse, and societal outcomes?

Although previous research has examined the overall effects of human-made fake news on social media users, less has been explicitly examined the ways how AI-generated fake news affects belief systems, emotional reactions, and cognitive processes. Our research mainly focuses on AI-generated fake news and not human-created misleading content. Moreover, not enough research has been conducted in examining the long-term psycho-emotional effects of consuming AI-driven misinformation. Given its long-term effects on mental health and social dynamics, a thorough analysis of how AI-driven disinformation impacts cognitive processing, emotional reactions, belief system shifts, and polarization has not yet been completed.

#### **Theoretical Background**

Misleading information has always been an indispensable part of human life. Although the spread of misinformation is as old as human history, social media has changed the game by enabling people to generate misinformation easily and spread

it rapidly in an anonymous and decentralized fashion (Del Vicario et al., 2016; Wu et al., 2016), (Chen et al., 2022b).

However, with the rise of social media platforms, the dissemination of fake news has become more active. In the past few years, the advent of Artificial intelligence has made the problem more challenging. Such systems boost the problem not only by increasing opportunities to create realistic AI-generated fake content, but also, and essentially, by facilitating the dissemination of disinformation to a targeted audience and at scale by malicious stakeholders (Bontridder & Pouillet, 2021).

AI-powered technologies enable the creation and circulation of highly influential and strongly convincing fake news in a couple of seconds leading to panic, mistrust, and polarization of the society, as well as distortion of reliable news sources. Fake news tends to contain increased negative (Martel et al., 2020).

Rumors and fake news trigger specific emotions and sentiments. For example, Zaeem et al. observed a statistically significant relationship between negative sentiment and fake news (Zaeem et al., 2020)

The speed at which AI-driven tools generate misleading news makes unable to verify the content. Numerous users share information or news on social media without verifying its authenticity (Zhang & Cheng, 2024). This is alarming for many social media users, governments, and organizations.

The psycho-emotive influence of AI-fabricated news on the public is far-reaching. On daily basis, social media users are substantially exposed to misleading content and distortive images that build up users' perceptions and social behavior. Users' behavior of sharing unverified information on social media is more influenced by their impulsive and unplanned decisions to share, manifesting more spontaneous decision-making (Zhang & Cheng, 2024). Fake news fabricating algorithms are predominantly tailored to resonate with online users' pre-existing values and belief systems, that is why the majority of online users are not inclined in checking the validity of misleading content. That is why many social media users turn to become more entrenched to own perspectives and less open to contrasting viewpoints. Deformation of facts, biased information, advertising, and information used to discredit beliefs and values have always been part of society (Baptista & Gradim, 2020).

Moreover, strongly emotionally charged misinformation can evoke acute reactions: from fear, anger, frustrations to helplessness. These reactions can have long-lasting psycho-emotive consequences leading to stress and agitation. Nowadays, many online users find it hard to navigate in social media platforms with clarity and trust.

Addressing the problems of AI-generated fake news on social media requires not only technological solutions but also measures to promote the emotional resilience and media literacy of social media users.

Understanding the capabilities of generative AI in creating convincing fake narratives is vital for crafting more effective countermeasures, as well as for assessing the ethical implications associated with AI-enabled misinformation (Raman et al., 2024).

Human-made vs AI-generated Fake News: With the advent of artificial intelligence, the circulation of fake news on social media has drastically increased and turned to a substantial menace for the society. Research into fake news within the context of generative AI is crucial, as advanced AI algorithms have increasingly become tools for generating and detecting deceptive information (Raman et al., 2024).

Before the advent of AI technologies, experts were employing high-tech based techniques and approaches to combat and control the flow of human-made fake news in social media, while now fake news experts are utilizing AI-powered tools to detect AI-generated fake news.

Research on fake news has mainly focused on identifying ways to detect the misinformation in social media platforms and control them, while few studies tried to study and determine the differences between human-created and AI-generated fake news.

Undoubtedly, one of the major differences between AI-driven and human made fake news is the speed of production and circulation on social media platforms. AI can generate misleading content in mere seconds. It can then be swiftly disseminated across multiple social media platforms (Genai and the battle against misinformation, n.d.).

Human-made fake news is produced more slowly, with little quantities and noticeable inconsistencies. Human-made fake news is generated for specific motives: political shifts, financial gains, etc. AI's inclusion of credible resources in fake news makes it more challenging to detect and combat misinformation spread. AI-generated fake news is created through datasets and highly developed algorithms. These two elements allow AI tools to generate content at a large scale and with high rate of plausibility. AI-powered news takes different forms: texts, images, videos, audio, etc. AI-generated fake news, compared to human-made, is harder to detect as AI generative tools can be adaptive to avoid detection. They spread on social media platforms easily, influencing the target audience with persistence.

Compared to human created fake news, AI generated fake news text articles lack emotional elements. AI-generated text often lacks subtlety in tone and may present information too mechanically or in an overly-perfect, uniform style, which

can signal to readers that it was not crafted by a human (Genai and the battle against misinformation, n.d.)

### **Methodology**

The purpose of the current study is to evaluate the psycho-emotive impacts of AI-generated fake news on social media users with different demographic backgrounds. The key focus of the research is to study how AI-generated fake news impacts social media users' psycho-emotive, cognitive processes, and long-term behavioral patterns. The following research will make an attempt to study the long-term influence of AI-generated fake news across different socio-cultural contexts. In order to conduct the research, semi-structured interviews were employed to collect qualitative data. After obtaining qualitative data, thematic grouping was used to process data and identify major themes.

### **Research Design**

To seek the answers of the following study, our research team has employed a mixed-method research design, which incorporates qualitative and quantitative data. Mixed-methods research allows the strengths of qualitative and quantitative methods to be combined, to gain a more complete understanding of a research problem (Bailey et al., 2022).

More specifically, one-to-one structured interviews and questionnaire were applied to outline and reveal the outcomes of current research. Interviews are a cornerstone of modern research and can be used by both experienced and novice researchers to gather data for projects (Bolderston, 2012).

To measure and present the diverse variables of the following study, we designed a questionnaire that encompasses both open-ended and closed questions. Our questionnaire consists of two parts. Open-ended questions are grouped in Part A, while closed-end questions in Part B. A-6-point Slider scale (not at all, slightly, moderately, quite a bit, very much, extremely) was applied to assess the reactions of the respondents. The following research has been conducted in 10 different countries to assure the all-inclusiveness of the answers.

According to the similarities of the comments provided by participants across different countries, we classified them into several thematic groups. Thematic analysis is a highly popular technique among qualitative researchers for analyzing qualitative data, which usually comprises thick descriptive data (Naem et al., 2023). Field notes, surveys, and other research techniques were also employed to collect data from the participants. This methodology allows us to thoroughly examine and outline the emotional reactions that social media users undergo while encountering AI-powered fake news, as well as to fully understand the long-term effects of AI-generated fake news in different societies.

### **Participants**

The study was conducted between 2023 and 2024 in 7 different countries: People's Republic of China, the Russian Federation, the Republic of Armenia, the United States of America, the Republic of South Korea, the Republic of South Africa, and the Kingdom of Morocco. The selection of the following countries is heavily based on two scientific criteria: geopolitical and continental diversity (encompassing Europe, Asia, America, and Africa), and accessibility to social media coverage rate. To facilitate the data collection process effectively, we reached out our research partners in these countries. To ascertain a thorough portrayal of diverse societal perspectives, the study population encompasses four educational cohorts: high school graduates, undergraduate students, master's degree students, and doctoral candidates, with three participants from each educational level. Our research team focused merely on high school graduates, undergraduates, master's students, and doctoral candidates (3 participants per cohort) to clearly measure how academic training incorporates with AI-generated fake news dissemination skills, a key research goal that would be muddled by non-academic demographics. To maintain gender balance, we made sure that both male and female participants were given equal representation in the study. This approach enabled us to gain a diverse range of insights into the research topic. Prior to actual data collection process, all the participants were precisely informed about the objectives and scope of current study. Their consent was obtained in accord with ethical guidelines. The following research paper makes an attempt to explore participants' perceptions, associations, and emotional reactions to AI-generated fake news on social media. To ascertain confidentiality, interviewees were anonymized with designated identifiers (e.g., P1, P2, etc.). The following measures were taken to maintain participants' privacy while enabling the analysis of their comments. We adopted interviews as a research instrument to obtain the information required for the current research project. We managed to collect an immense quantity of qualitative data through the application of interviews. To come up with relevant inquiries for interviews, we reviewed relevant literature, including Roberts (2020), Nazari et al. (2021), and others. By reviewing the relevant research, we were able to formulate our study methodology.

### **Data Collection Procedure**

Once the research procedure design was complete, our research team started scheduling interviews, which were arranged based on their availability of the participants. Before conducting the actual interviews, participants were precisely informed about the objectives of the study and the nature of their involvement. The interview mainly focused on uncovering emotional reactions that social media users experience when encountering AI-generated fake news. To ensure accuracy and completeness of the data, all interviews were recorded. The interview combined both open-ended and closed-ended questions, allowing for both in-depth insights

and structured responses. Upon the completion of each interview, our research team expressed sincere gratitude to the participants for their time and valuable contributions. This approach guaranteed an all-encompassing, ethical, and efficient data collection procedure. Moreover, participant confidentiality was maintained throughout, and data were conducted with an emphasis on objectivity and accuracy. The findings' validity and reliability were further strengthened by strict adherence to the research design.

### **Data Analysis**

We employed Miles and Huberman's framework to analyze the qualitative data since it provided a systematic methodological approach to interpret the responses provided by the respondents. Upon the completion of all the interviews, the coding process started. Through successive readings and evaluation, our research team was fluent in the interview data. We grouped the coded data into different themes.

#### **Distraction and Fragmented Concentration**

The majority of the participants mentioned that consuming emotionally-charged news articles, headlines, videos, etc., draw their attention during the day. All the participants admit that consuming AI-generated fake news disrupts their ability to perform daily tasks, work, study, be more organized in fulfilling different duties. P3 from Russia mentioned: "Once I spent the whole day finding out whether the news was fake or real, I discussed it with my friends, colleagues, family members, checked many websites, and at the end I found out it was fake and I wasted 4-5 hours for nonsense". P7 from Morocco notices: "Emotional charged fake news is programmed in such a way that they drag your attention. You work, you do other stuff, but your brain still thinks about the information that you came across, literally it splits your attention in two parts". Participants agree that absorbing fake news on social media make them lose the focus on work or projects that requires constant attention.

#### **Disrupt of Emotional Balance**

The next issue that many participants voiced is the disrupt of the emotional balance. While encountering fake news on social media platforms, many users lose their emotional control by becoming more aggressive and vulnerable. Besides that, emotions trigger social media users to rely on the fake news. People fall for fake news, in part, because they rely too heavily on emotion (Martel et al., 2020).

AI-generated fake news can alter mood shifts, leading to depression, fear, and a loss of emotional control. P4, 11, 12 from Armenia, and P4, 8 from Russia mentioned that during the wartime, they were literally spending the whole day on social media checking all the news, trying to find out information concerning to their family members, often forgetting to eat food for hours or drinking water. (P4 from Armenia-I was in depression, I was not speaking to anyone else, day and night I was scrolling my Facebook newsfeed to find out information about my son, all the

news was driving me crazy, paralyzing my movements and making me emotionally vulnerable). Russians, Armenians, Chinese and Americans were on the top of the list of our survey to mention this emotional imbalance. While Russians and Armenians were relating their emotional imbalance with wars, Americans and Chinese were more concerned with Covid-19 and Tibet Earthquake. The emotional charge of these fabricated stories can easily distort the perception of reality. Over the time, regular exposure of AI-generated fake news can contribute to depressive symptoms.

#### Substantial Increase of Hate Speech

The amount of hate speech circulating in social media platforms is one of the major concerns of the participants. Hate speech and fake news are multifaceted and can be initiated by various groups for, inter alia, political, economic, personal and even conspiracy-related reasons ("Hate Speech and Fake News: The Impact on Working Conditions of Local and Regional Elected Representatives," n.d.). AI-generated news articles are frequently fueled with prevalent prejudices and inaccurate assumptions. Social media users who are exposed to such misleading content tend to voice unfriendly opinions on those they believe to be members of a "enemy" group. Emotionally charged fake news is fabricated in such a way that triggers expression of aggressive vocabulary elements even by those who have not used it before. P2 from South Africa mentioned that the presidential elections of 2024 gave rise to abundant amount of exposure of curse words between blacks and whites. Hate speech acts were also very intense in the time of the US presidential elections as well, splitting the society into two groups. P6 from the USA all the news articles were divided into pro and anti, if you said anything against those who supported pro, hundreds of thousands of users would attack you with the worst curse language, some of them were anonymous). This phenomenon not only makes social tensions more severe, but it additionally makes it more challenging to advocate acceptance, comprehension, and communication among individuals and across countries.

#### The Rise of Nationalism and Chauvinism

Some participants mentioned that they actively face AI-generated fake news that is extensively charged with nationalistic overtones. It is noteworthy to mention that participants from Armenia, South Korea, and Russia, were the most concerned on how such AI-driven fake news impacts national feeling, with many considering it as a source of tensions that are anti-nationalistic. Regarding this issue, Chinese and French participants were mainly neutral. Many respondents stated that they are frequently exposed to AI-generated fake news that is often charged with nationalistic and chauvinistic rhetoric, leading to deep-rooted animosity and violence between and among nations. (P1 from Armenia I clearly remember how we were exposed to AI-generated fake images and voices that caused panic among the

people. These counterfeit images, voice recordings, and videos were widely disseminated on social media making us feel that we were losing the war, we had many corps left on the battlefield). (P11 from South Korea, "We South Koreans face fake news when the border situation is escalated by North Korea. We have the feeling of panic and anxiety of losing our lands and peace). The correlation between war and false news appears systematically (Vertoudakis, 2024). This fake news is followed by hundreds of thousands of negative and anti-nationalistic comments. Participants from these three nations underlined the fact that they mainly indicate skepticism towards the information narratives circulated in social media. They underlined the fact that they prefer to get information from reputable national news agencies since they think these sources are more trustworthy.

#### Political Polarization

Many American, South African, Korean, Armenian, Russian, and French participants consider political polarization as the result of the mass circulation of AI-generated fake news. In fact, social media users become more polarized when they come across disinformation, perceiving opposing political perspectives as lies and threats to national security. Emotions, political biases and polarization in networks are elements that fake news exploits to go viral (Fake News and Polarization: The Storytelling Opportunity, n.d.).

P9 from the USA when I see news articles praising Biden's administration for healthcare, I just want to say lies, nothing more. We have the worst healthcare system; it should be changed. All the participants from France expressed dissatisfaction with high taxation and low salaries. P7 I simply get annoyed every time I meet sugarcoated news articles praising our current president and his party. AI tools can easily disseminate misinformation that deepens existing political divides, giving rise to echo chambers that restrains the exposure to diverse opinions. This selective exposure limits the potential for constructive political discourse. In contrast, Chinese and Moroccan participants did not share any concerns related to this topic, which is mainly related to the political regulations in these countries.

#### Disempowerment of the Public

Many of our participants highlighted the fact that, in the passage of time, they get used to fake news. They do not even make any effort to verify whether news articles are fake or authentic. The increasing number of AI-generated fake news fosters social media users to simply consume information rather than actively interact with it, which may eventually result in a situation where fewer people are able to properly assess evidence, analyze sources, or tell fact from fiction. This gradual decline in critical thinking could have a significant impact on societies' capacity to handle complex issues that require rational debate and well-informed decision-making. Some participants mentioned that nowadays they experience a sense of helplessness as a result of the proliferation of false information as fake

news spreads leading them to completely stop taking part in societal and political concerns when they are unclear about what to believe.

#### Decision Fatigue

The majority of the participants underscored the alteration of change in their decision-making processes. All the participants mentioned that they find it hard to make decisions after the emergence of social media platforms. P1 from France (There are always controversial opinions, articles existing in media, so I don't know how to make up my decision, the more I search, the more I get confused). P9 from the USA sometimes I read an article, or just watch a video then immediately make up my mind, judge my friends, do the wrong things to them, and then regret. I promised myself to change my habit, but it's hard). Social media users feel overburdened by the need to continuously process and evaluate new information, which can occur as a result of the constant flood of information, much of it inaccurate or misleading. People make clueless decisions out of habit or decide to ignore significant issues completely in this or that setting.

#### Disrupt of Daily Interaction

Consumption of AI-generated fake news online may directly cause disagreements and conflicts, or even lead individuals to cease interaction with each other in person. P5 from Morocco (Once my American colleague and I argued because of the pictures of Gaza I shared in my moments. Till now our relationships are only on a working level, nothing more). Individuals may establish strong opinions based on fake or deceptive information they encounter in social media, resulting in a skewed understanding of reality. When engaging in face-to-face communication, they could consider inaccurate information as fact, which can lead to hot arguments or altercations. This phenomenon contributes to a breakdown in social cohesion, as individuals may become increasingly distrustful of each other.

#### Paralyzing Cognitive Abilities

It's worth mentioning that Ph.D. participants from Korea, Morocco, America, France and Armenia highlighted the decrease of users' cognitive abilities. Artificial intelligence (AI)-generated fake news can impair users' cognitive abilities, making people less focused and more easily distracted in day-to-day situations. Social media users find it difficult to focus on more crucial duties as they are constantly exposed to sensationalized or incorrect information. Fake news overloads people's minds, making it challenging for them to focus on constructive pursuits. Over time, this loss of cognitive control can weaken mental clarity, and make it more difficult to think deeply.

To summarize and present the comments of participants visually, our research team employed a Venn diagram. Venn diagrams are used to represent relations between entities, concepts, classes, or more generally to present information (Moktefi & Lemanski, 2022).

<p>China Violation on Territorial Integrity Epidemic related misinformation Damage to brand reputation Distrust in scientific research</p>	<p>Russia Decomposition and disempowerment of army Territory occupation Economic crisis Confusion over political issues Increased partisanship Fake election news</p>	<p>Armenia Distorted History Damage to community leaders' reputations Harm to charitable organisations Spread of fake environmental issues Misunderstanding of cultural issues Hate speech and violence increase in election periods</p>	<p>Morocco Gaza Issue: mass spread of panic Western Sahara: hostility Religious conflicts Confusion over economic situation of the country Distrust to the Royal Family</p>
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Violation on Territorial Integrity  
Economic Issues  
Transnational hatred  
Distrust in Government  
Incitement of Violence  
Fake news mass spread in elections

<p>South Africa Clash between whites and blacks Corruption Clashes between Indians and blacks</p>	<p>The USA Spread of fake Celebrity News Economic Instability Incitement of Violence Influence on Elections</p>	<p>South Korea Distrust in government Cyber bullying Spread of fake crimes Spread of fake technological</p>
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Distrust to the Influence on Migration advancements  
 government Rights Social unrest  
 Crime rates Misleading narratives  
 Poverty about natural disasters

**Figure 1.** Summary of the comments or participants

As we mentioned before, our questionnaire consists of two parts. Part A contains open-ended questions, while Part B comprises closed-end questions. Tables 1-6 represent the results of participants per country.

**Table 1:** Armenia

	Mode	Median	Mean
How often do you encounter news on social media that you later find out is false or misleading?	5	4	4.5
Do you find it difficult to determine if social media content is real or fake?	4	4	4
Do you tend to believe the news shared by your friends or followers on social media?	5	4	4.5
When exposed to fake news, do you respond emotionally or do you feel confused and uncertain(e.g., commenting or sharing)?	4	4	4
Does fake news about health, politics, or social issues make you feel more fearful?	5	5	5
When you encounter fake news on social media, how likely are you to share or comment on it without verifying its authenticity?	5	3	4
How often do you engage in debates or arguments with others over fake news on social media?	5	4	4.5
How likely are you to distrust media or news outlets after being repeatedly exposed to fake news?	4	4	4
Do you feel that emotional content in news stories (fake or real) is becoming more common on social media?	4	5	4.5
How confident are you in your ability to identify fake news on social media?	4	5	4.5
In your opinion, how much does fake news affect public opinion and behaviors in your country?	4	4	4
Do you believe social media platforms should do more to regulate or remove fake news?	4	4	4

A noticeable increase in the dissemination of AI-generated fake news on social media platforms, particularly Facebook and Telegram has been noticed by the Armenian participants. They mentioned that AI-generated fake news content has a significant impact on shaping public opinion and influencing social behavior, mainly in the fields of politics, and public affairs. This phenomenon leads to social tensions, violence, and intolerance. A major concern is the widespread presence of rude and offensive comments that accompany fake news, with many of these comments specifically targeting the ruling political party. Only two participants acknowledged using fact-checking applications to verify news content. However, they underlined that fact-checking still remains particularly shallow for middle-aged and elderly populations residing in rural areas of Armenia. Many people lack digital literacy and skills to discern credible information. Who may lack the digital literacy or resources to discern credible information. Despite the above-mentioned challenges, the participants generally expressed confidence in the efforts of the Armenian government and IT companies to regulate the spread of AI-generated fake news on social media platforms. They believe that these institutions are taking proper measures to address the issue.

**Table 2.** Russia

	Mode	Median	Mean
How often do you encounter news on social media that you later find out is false or misleading?	5	5	5
Do you find it difficult to determine if social media content is real or fake?	5	4	4.5
Do you tend to believe the news shared by your friends or followers on social media?	5	5	5
When exposed to fake news, do you respond emotionally or do you feel confused and uncertain(e.g., commenting or sharing)?	5	5	5
Does fake news about health, politics, or social issues make you feel more fearful?	4	3	3.5
When you encounter fake news on social media, how likely are you to share or comment on it without verifying its authenticity?	3	3	3
How often do you engage in debates or arguments with others over fake news on social media?	4	4	4
How likely are you to distrust media or news outlets after being repeatedly exposed to fake news?	5	4	4.5
Do you feel that emotional content in news stories (fake or real) is becoming more common on social media?	4	3	3.5

How confident are you in your ability to identify fake news on social media?	4	4	4
In your opinion, how much does fake news affect public opinion and behaviors in your country?	3	2	2.5
Do you believe social media platforms should do more to regulate or remove fake news?	5	5	5

Among all the participants, Russians were on the top of mentioning about the exposure of fake news and its negative consequences. Of course, the high amount of AI-generated fake news among Russians is mainly related to the Russian-Ukrainian war and the sanctions imposed to Russia. Despite the high exposure of fake news in social media, Russian participants mentioned they rarely used fact-checking applications considering it a waste of time. Compared to other nations, Russians had a very high sense of skepticism to news articles, videos, and images circulating on social media platforms. The majority of the participants highlighted the excessive increase of hate speech in social media with a high rate of engagement. "We can notice from our interviews and questionnaires that fake news has become an indispensable part of Russian daily life and many Russian social media users developed a sort of indifference to AI-generated fake news related to politics, health, border-situation, etc.," says P3.

**Table 3.** China

	Mode	Median	Mean
How often do you encounter news on social media that you later find out is false or misleading?	3	3	3
Do you find it difficult to determine if social media content is real or fake?	5	4	4.5
Do you tend to believe the news shared by your friends or followers on social media?	5	5	5
When exposed to fake news, do you respond emotionally or do you feel confused and uncertain(e.g., commenting or sharing)?	4	4	4
Does fake news about health, politics, or social issues make you feel more fearful?	4	4	4
When you encounter fake news on social media, how likely are you to share or comment on it without verifying its authenticity?	3	3	3
How often do you engage in debates or arguments with others over fake news on social media?	3	3	3
How likely are you to distrust media or news outlets after being repeatedly exposed to fake news?	2	3	2.5
Do you feel that emotional content in news stories (fake	2	2	2

or real) is becoming more common on social media?			
How confident are you in your ability to identify fake news on social media?	3	3	3
In your opinion, how much does fake news affect public opinion and behaviors in your country?	3	3	3
Do you believe social media platforms should do more to regulate or remove fake news?	1	2	1.5

Compared to all other groups, Chinese participants were the most neutral in their responses and ratings. The majority of Chinese participants stated that they do not perceive AI-generated fake news as having a significant impact on their daily lives. Participants mentioned that the government will take proper measures if the spread of fake news is menacing. This neutral tone is related to the strict regulations imposed by governmental authorities on digital media content, which restrains the mass spread of misinformation. Furthermore, the Chinese government's active engagement in regulating misinformation on social media platforms creates a sense of security and reduces concerns among citizens regarding the potential harms of fake news. As a result, Chinese participants are less concerned about the risks associated with misinformation compared to participants from other regions.

**Table 4.** the USA

	Mode	Median	Mean
How often do you encounter news on social media that you later find out is false or misleading?	5	5	5
Do you find it difficult to determine if social media content is real or fake?	5	5	5
Do you tend to believe the news shared by your friends or followers on social media?	3	4	3.5
When exposed to fake news, do you respond emotionally or do you feel confused and uncertain(e.g., commenting or sharing)?	4	4	4
Does fake news about health, politics, or social issues make you feel more fearful?	4	4	4
When you encounter fake news on social media, how likely are you to share or comment on it without verifying its authenticity?	5	5	5
How often do you engage in debates or arguments with others over fake news on social media?	5	5	5
How likely are you to distrust media or news outlets after being repeatedly exposed to fake news?	4	4	4
Do you feel that emotional content in news stories	4	4	4

(fake or real) is becoming more common on social media?			
How confident are you in your ability to identify fake news on social media?	4	4	4
In your opinion, how much does fake news affect public opinion and behaviors in your country?	4	5	4.5
Do you believe social media platforms should do more to regulate or remove fake news?	3	2	2.5

The American participants were oversensitive to AI-generated fake news, considering it as a national threat to their country and democracy. All the participants highlighted two stages where fake news played a devastating role: Covid-19 and the 2024 presidential election. Many participants mentioned that people reacted to fake news without much consideration, causing mass panic, however, nowadays many Americans can identify fake news as many IT companies, and governmental officials have taken strong measures to raise media awareness among social media users. Nevertheless, American participants still think the government should impose new regulations to control the emergence of AI-fake news.

**Table 5.** South Korea

	Mode	Median	Mean
How often do you encounter news on social media that you later find out is false or misleading?	4	4	4
Do you find it difficult to determine if social media content is real or fake?	4	4	4
Do you tend to believe the news shared by your friends or followers on social media?	4	4	4
When exposed to fake news, do you respond emotionally or do you feel confused and uncertain(e.g., commenting or sharing)?	4	5	4.5
Does fake news about health, politics, or social issues make you feel more fearful?	4	5	4.5
When you encounter fake news on social media, how likely are you to share or comment on it without verifying its authenticity?	3	3	3
How often do you engage in debates or arguments with others over fake news on social media?	4	3	3.5
How likely are you to distrust media or news outlets after being repeatedly exposed to fake news?	5	4	4.5
Do you feel that emotional content in news stories (fake or real) is becoming more common on social	4	4	4

media?			
How confident are you in your ability to identify fake news on social media?	4	4	4
In your opinion, how much does fake news affect public opinion and behaviors in your country?	4	4	4
Do you believe social media platforms should do more to regulate or remove fake news?	5	4	4.5

According to the participants in South Korea, the mass spread of AI-generated fake news has become a crucial concern in the last years. The proliferation of misinformation reached its peak during the presidential elections, with fake news often taking the form of manipulated images and videos of politicians. South Korean participants find it difficult to differentiate AI generated fake news versus authentic news mainly because AI-generated content uses deepfake technology to create highly realistic portrayals of public figures. Of course, it has the potential influence public opinion and democratic processes. Meanwhile, 8 participants raised their concerns about the potential application of AI-generated fake news in more explicit and harmful contexts, such as those involving sexual content. All the participants emphasized the need for greater awareness and action against AI-based misinformation, especially in politically charged environments where the integrity of the information can have far-reaching consequences.

**Table 6.** South Africa

	Mode	Median	Mean
How often do you encounter news on social media that you later find out is false or misleading?	4	5	4.5
Do you find it difficult to determine if social media content is real or fake?	4	5	4.5
Do you tend to believe the news shared by your friends or followers on social media?	4	4	4
When exposed to fake news, do you respond emotionally or do you feel confused and uncertain(e.g., commenting or sharing)?	4	4	4
Does fake news about health, politics, or social issues make you feel more fearful?	4	4	4
When you encounter fake news on social media, how likely are you to share or comment on it without verifying its authenticity?	3	5	4
How often do you engage in debates or arguments with others over fake news on social media?	4	5	4.5
How likely are you to distrust media or news outlets after being repeatedly exposed to fake news?	5	4	4.5

Do you feel that emotional content in news stories (fake or real) is becoming more common on social media?	4	4	4
How confident are you in your ability to identify fake news on social media?	4	4	4
In your opinion, how much does fake news affect public opinion and behaviors in your country?	4	5	4.5
Do you believe social media platforms should do more to regulate or remove fake news?	4	2	3

The proliferation of AI-fabricated fake news has also turned out to become a growing concern in South Africa as well, with key areas including politics, race, and crime. Many participants noted that fake news often targets political figures and events, manipulating content to mislead the public. Racial tensions, especially between Black and White communities, are also impacted by disinformation. Moreover, participants mentioned that the spread of fabricated crime stories distorts public perceptions. South African participants think more effective strategies should be employed to address this issue.

**Table 7.** Morocco

	Mode	Median	Mean
How often do you encounter news on social media that you later find out is false or misleading?	4	3	3.5
Do you find it difficult to determine if social media content is real or fake?	4	4	4
Do you tend to believe the news shared by your friends or followers on social media?	4	5	4.5
When exposed to fake news, do you respond emotionally or do you feel confused and uncertain(e.g., commenting or sharing)?	4	4	4
Does fake news about health, politics, or social issues make you feel more fearful?	4	4	4
When you encounter fake news on social media, how likely are you to share or comment on it without verifying its authenticity?	3	3	3
How often do you engage in debates or arguments with others over fake news on social media?	4	3	3.5
How likely are you to distrust media or news outlets after being repeatedly exposed to fake news?	5	3	4
Do you feel that emotional content in news stories (fake or real) is becoming more common on social media?	4	2	3
How confident are you in your ability to identify fake news on social media?	4	3	3.5

In your opinion, how much does fake news affect public opinion and behaviors in your country?	4	3	3.5
Do you believe social media platforms should do more to regulate or remove fake news?	5	2	3.5

Moroccan participants consider that the situation got better in the last few years. The spread of fake news reached its peak during the COVID-19 pandemic, with the majority of the population facing challenges due to illiteracy, making it difficult to verify the accuracy of information. The lack of awareness led to the rapid spread of misinformation, particularly around health-related issues. However, the situation has improved significantly since then. Many people are now more cautious about the information they encounter, leading to a reduction in the spread of fake news. Still, there is a need to continue strengthening fact-checking practices and education. Moroccan participants did not mention any issues concerning fake news' influence on politics. However, they had strong concerns about the circulation of AI-generated images and videos in Gaza.

The standard deviation for each country is illustrated in Table 8. This provides a measure of the variability of scores for each country.

Country	Mean	Standard Deviations
Russia	4.4167	0.2071
Armenia	4.0833	0.7101
China	3.375	1.0275
USA	4.2083	0.7592
South Korea	4.0417	0.2369
South Africa	4.0833	0.2158
Morocco	3.625	0.56

### Findings

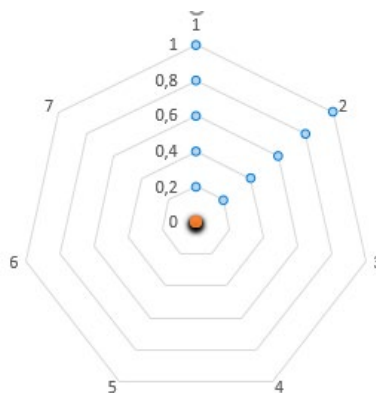


Figure 2. Study outcomes

The outcomes of our study reveal that Russians are most significantly affected by AI-generated fake news, which is a result of the ongoing Russian-Ukrainian war and EU sanctions, whereas the Chinese social media users are relatively less impacted, predominantly due to the strict regulations enforced by the central government and inaccessibility of western social networking sites. The emergence and proliferation of AI-generated misinformation in social media platforms are primarily linked to a country's political, diplomatic, and health issues. The United States ranks second in terms of exposure to AI-driven disinformation, followed by other nations. Across all these countries, the mass spread of AI-generated fake news has become a threatening challenge, one that social media users are actively trying to combat. AI-driven fake news significantly contributes to a range of negative societal outcomes, triggering anti-nationalistic sentiments, mistrust in governmental institutions, high-level susceptibility to manipulation, social polarization, mental fatigue, depression, the excessive increase of hate speech, and growing skepticism. Our findings indicate that in countries such as Russia and China, there is a higher level of support for political leadership, with limited public criticism directed toward government authorities. In case of China, it can be related to tight control over information flow and strict regulatory measures imposed by these governments. Anti-nationalistic sentiments are particularly prevalent in countries such as Russia, Armenia, and South Korea, where AI-driven misinformation solidifies existing societal and geopolitical conflicts. In the U.S., the mass spread of AI-generated fake news has led to the political fragmentation. Overall, these findings emphasize the complex relationship between AI-driven disinformation and its impact on public trust, political stability, and social cohesion across different political systems. Overall, AI-driven fake news has significantly influenced the mental health of social media users, causing anxiety, stress, and cognitive overload. The regular exposure of misinformation intensifies individuals' vulnerability, leading to emotional outbursts and a sense of helplessness, which can result in mental fatigue, negatively affecting decision-making processes and overall well-being of humans.

### **Discussion**

What are the long-term psycho-emotive consequences of AI-generated fake news in social media platforms?

The massive spread of AI-generated fake news has dramatically impacted the overall layout of social media. Long-term exposure to AI-generated fake news on social media platforms can lead to serious psycho-emotive effects, increasing stress, anxiety, fear, mass-panic up to life-long depression.

AI-generated fake news is generally tailored on this biases, consuming the misleading content without critically assessing its accuracy. In the passage of time, this phenomenon solidifies preexisting belief systems, making social media users less open to alternative or opposing perspectives. This can lead to narrowing

cognitive processing, where individuals are unlikely to consider new or opposing viewpoints. Another issue mentioned by the participants is cognitive overload or decision fatigue. Online users are exposed to large-scale misleading conflicts on daily basis, which makes it hard for the users to process the information and draw rational judgement. However, many social media users do not realize this cognitive process. This mental fatigue impairs users' ability to discern factual content from fiction. Regular exposure of AI-generated fake news lead to belief polarization. This goes in line with the research conducted by Bowen et al., who mention that fake news lead to polarization but only through misperceived selective sharing ("Learning from shared news: when abundant information leads to belief polarization," n.d.). Repeated exposure of fake news can alter user's perception of reality. Users start to demonstrate trust to misleading content more than credible sources of information. Social media consumers frequently react emotionally to AI-fabricated news. The emotionally charged misleading content has the power to evoke intense anxiety, fear, anger and mass-panic, as well as emotions of vulnerability and insecurity. Misleading content overload and the distortion of information affect users' stress levels and create mental health problems (Gao et al., 2020). These intense emotional reactions can be predominantly noticed in the circle of young and middle-aged participants, while senior-aged participants kept emotionless. Interestingly enough, 0.47 percent of females in all testing groups highlighted fear, insecurity and anxiety as the main association of fake news, while the answers of male representatives contain more overtones of hatred, anger and violence. Stress levels may increase as a result of these emotional reactions. Additionally, frequent exposure to emotionally manipulative content can increase emotions of mistrust and skeptics toward the social media as well as interpersonal connections. This complies with the findings of the previous research " Misinformation can lead to widespread confusion and panic among the public, undermining trust in official sources and authorities" (Shahbazi & Bunker, 2024). These emotional outbursts may lead social polarization and depression over time, creating feelings of powerlessness, loneliness, and vulnerability that have a detrimental influence on users' emotional health. One of the main factors causing political and social polarization is the massive spread of AI-generated fake news on social media. Fake news is tailored to appeal consumers' preexisting prejudices, which causes them to reject opposing viewpoints and accept misinformation that supports their prejudices. Political and social divisiveness is further cemented by social media platforms' algorithmic design, which produces echo chambers where users are mostly exposed to content that supports their own viewpoints. This aligns with the work of Azzimonti and Fernandes who state: "The structure of social media networks and the presence of fake news affects the degree of misinformation and polarization in a society" (Azzimonti & Fernandes, 2022). The

"us vs. them" or "white and black" mindset among political or social groups is created by AI-generated fake news. Many participants accepted that it is challenging for them to critically interact with different points of view as these emotionally charged narratives proliferate mistrust of the media, political organizations, and the larger social structure. And finally, the exposure of AI-generated fake news may prepare a fruitful ground for mass-spread of hate speech and violence, chauvinistic behavioral patterns. and anti-nationalistic actions.

What is the impact of AI-generated fake news in seven different countries on public perception, public discourse, and societal outcomes?

The findings of our research clearly illustrate that participants from different countries share both common features and distinct characteristics when it comes to the perception of AI-generated fake news. All the participants highlighted that AI-generated fake news has become a serious concern across countries causing panic and mistrust. The manipulative impact of AI-powered fake news in social media is one of highlighted issues acknowledged by interviewees. One of the major barriers hindering the mass spread of AI-generated fake news in social media platforms is media illiteracy. Media illiteracy is a serious issue especially for the old generation. Many participants mentioned that they refrain from applying fact-checking tools due to the perceived complexity and the amount of time required, which they consider significant obstacles to regular use. A survey conducted by the UN indicates that an alarming two-thirds of digital content creators are publishing unverified information to millions of followers (2/3 of Digital Content Creators Do Not Fact-check, UNESCO, n.d.). The measures taken by the government are still considered to be shallow. Artificial intelligence (AI) approaches are still incapable of overcoming this challenging problem (Aïmeur et al., 2023b). The widespread circulation of AI-generated fake news is relatively better controlled in the People's Republic of China, where all social media platforms undergo certain censorship. Wechat, Weibo, Rednote, Tiktok, and other social networking sites are strictly controlled by the authorities. Compared to other participants Russians were the most alerted on AI-driven misinformation due to the ongoing war between Russia, and Ukraine. Many participants noticed that the prevalence of misinformation on social media is closely related to geopolitical dynamics and frequently takes the form of narratives about conflicts (Nagorno Karabakh (Armenia), Donetsk, Lugansk (Russia), Taiwan (China), etc.), electoral processes, political parties, political figures, etc. Misinformation often attempts to further specific political agendas, increase international tensions, or influence public opinion on important issues. According to our participants, politically charged misinformation has certain targets: create instability in a society, lead to political polarization of the society and fulfilling the ground of political mistrust. Russian, Armenian, Moroccan and Korean participants consider AI-generated fake news as weapons in active conflict zones that tends to

escalate tensions, incite violence and increase hate speech. According to these participants, the actual objective of AI-generated fake news with certain terrifying pictures and videos is to disseminate xenophobic sentiments. Among all the participants, Russians are the most alerted on the propagation of misinformation. However, the majority of Russian still maintain political trust to their governing body. The participants of South Africa mentioned that the majority of AI-powered fake news is centered on racial discrimination between blacks, whites, and Indians living in South Africa. The split of racial layers is very obvious in many news articles. In South Korea, AI-generated fake news is frequently used to influence public opinion around certain social issues, such as political corruption. South Koreans associate the emergence of misinformation to the collapse of democracy. In the U.S., AI-generated fake news is a result of both political actors and private interest groups, who often use social media platforms to spread content that deepens political divides. Moroccan participants predominantly associate AI-driven fake news with the Gaza conflict and the Western Sahara dispute, both of which evoke strong emotional reactions. We can notice that these issues are intricately linked to national and religious identity of Arab people. The mass spread of AI-generated fake news in the Armenian social networking sites is strongly related to the country's geopolitical position, especially about the Nagorno-Karabakh conflict. AI-driven content is frequently employed to manipulate facts and amplify nationalistic sentiments.

### **Conclusion**

In conclusion, the widespread circulation of AI-generated fake news on social media platforms poses threatening challenges, affecting not only individuals' cognitive and emotional well-being but also societal dynamics at large. The outcomes of this study reveal the substantial difficulty social media users confront in distinguishing between factual and misleading content. The mass-spread of AI-generated misinformation exacerbates existing cognitive biases, impairs critical thinking, and narrows users' capacity for productive and rational communication. Hence, this leads to the creation of a polarized environment where individuals are more likely to consume extreme viewpoints, thus undermining social cohesion and constructive interaction.

The constant exposure to AI-generated fake news evokes strong feelings of fear, anger, insecurity, and anxiety, contributing to a growing distrust and skepticism of both media and interpersonal relationships. Over time, the regular consumption of such misleading content can have life-long consequences, causing chronic stress, social isolation, and depression. Additionally, cognitive impairment is also evident, with individuals struggling to focus, analyze, or make rational decisions due to the overwhelming influx of disinformation. Moreover, constant exposure of

fake news can trigger hate speech, violence, and chauvinistic and anti-nationalistic misconduct across countries and nations.

Demographic factors, including age, nationality, educational background, and media literacy, further influence individuals' susceptibility to fake news, highlighting the importance of tailored interventions aimed at improving critical thinking skills, enhancing media literacy, and fostering resilience against misinformation. Given the potential long-term psychological and societal consequences, it is crucial for researchers, educators, and policymakers to collaborate in developing strategies to mitigate the impact of AI-generated fake news. Promoting digital literacy, encouraging responsible information consumption, and supporting the development of fact-checking technologies are vital steps toward creating a more informed and resilient public.

### **Limitations**

This study is also marked with some limitations. First, the findings cannot be applied broadly, the sample fails to accurately reflect all subgroups within each nation. Furthermore, using self-reported data from surveys and interviews exposes researchers to potential biases such as recall bias and social desirability bias, which may compromise the accuracy of the reported emotional and cognitive responses. Although a cross-cultural methodology is used in the study, participants' impressions may be influenced by cultural differences in media consumption, political background, and education, making direct comparisons challenging. Another drawback is time limits, since the findings may soon become old due to the quick development of AI technology. Finally, the study did not quantify behavioral changes that could shed more light on the impact of fake news, such as sharing or engaging with it.

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**ԱՐՀԵՏՏԱԿԱՆ ԲԱՆԱԿԱՆՈՒԹՅԱՄԲ ՍՏԵՂՈՎԱԾ ԿԵՂՈ ԼՈՒՐԵՐԻ  
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Սոցիալական ցանցերում արհեստական բանականության կողմից ստեղծված կեղծ լուրերի զանգվածային տարածումը մարտահրավեր է դարձել օգտատերերի հոգեկան առողջության, հասարակական վստահության և վարքային օրինաչափությունների համար: Թեև սոցիալական մոդիան ծառայում է որպես զանգվածային հաղորդակցության հզոր հարթակ, այն նաև արագացնում է ապատեղեկատվության լայն տարածումը, հատկապես արհեստական բանականությամբ աշխատող տեխնոլոգիաների օգնությամբ, որոնք ունակ են ամեն օր աննախադեպ մասշտաբով կեղծ լուրեր ստեղծել և տարածել:

Սույն հետազոտությունը նպատակ ունի ուսումնասիրել սոցիալական մեդիայի օգտատերերի վրա արհեստական բանականությամբ ստեղծված կեղծ լուրերի հոգեհուզական ազդեցությունը՝ կենտրոնանալով նման բովանդակության ազդեցության հետևանքով առաջացած հուզական արձագանքների, ճանաչողական գործընթացների և վարքային փոփոխությունների վրա: Սոցիալական ցանցերի օգտատերերի տվյալների հավաքագրման համար կիրառվել է խառը մեթոդաբանություն: Արդյունքները ցույց են տալիս, որ արհեստական բանականությամբ ստեղծված կեղծ լուրերը կարող են առաջացնել անհանգստության, անվստահության և շփոթության զգացումներ, որոնք հանգեցնում են ինքնագնահատականի նվազման, սոցիալական մեկուսացման և սոցիալական ինստիտուտների նկատմամբ վստահության թուլացման: Ավելին, արդյունքները հստակ ցույց են տալիս, որ քննադատական մտածողության ցածր մակարդակով անհատներն ավելի են ենթարկվում արհեստական բանականությամբ ստեղծված կեղծ լուրերի բացասական հոգեհուզական ազդեցություններին: Ուսումնասիրության արդյունքները ընդգծում են արհեստական բանականությամբ ստեղծված կեղծ լուրերի տարածումը կասեցնելու, ինչպես նաև տարբեր լեզվամշակութային միջավայրերի սոցիալական մեդիայի օգտատերերի շրջանում մեդիագրագիտության, քննադատական մտածողության և հուզական կայունության զարգացման ռազմավարությունների անհրաժեշտությունը:

**Հանգուցային բառեր՝** ԱԲ-ով ստեղծված, կեղծ լուրեր, ապատեղեկատվություն, սոցիալական մեդիա, հոգեհուզական ազդեցություններ, կրգնհիդիվ գործընթաց, սոցիալ-քաղաքական բևեռացում, հուզական արձագանք:

## **ПСИХОЭМОЦИОНАЛЬНЫЕ ЭФФЕКТЫ ФЕЙКОВЫХ НОВОСТЕЙ, СОЗДАННЫХ ИСКУССТВЕННЫМ ИНТЕЛЛЕКТОМ, НА ПОЛЬЗОВАТЕЛЕЙ СОЦИАЛЬНЫХ СЕТЕЙ**

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Массовое распространение сгенерированных искусственным интеллектом фейковых новостей в социальных сетях стало серьезной проблемой для психического здоровья пользователей, общественного доверия и поведенческих моделей. Хотя социальные сети являются мощной платформой массовой коммуникации, они одновременно ускоряют широкое распространение дезинформации, особенно с помощью технологий, основанных на искусственном интеллекте, которые способны ежедневно создавать и распространять фейковые новости в беспрецедентных масштабах.

Данное исследование направлено на изучение психоэмоциональных эффектов фейковых новостей, созданных искусственным интеллектом, на пользователей социальных сетей, сосредоточившись на эмоциональных реакциях, когнитивных процессах и поведенческих изменениях, возникающие под воздействием подобного контента. Для сбора данных от пользователей социальных сетей использовался смешанный подход. Результаты показывают, что сгенерированные искусственным интеллектом фейковые новости могут вызывать чувство тревоги, недоверия и замешательства, что приводит к снижению самооценки, социальной изоляции и уменьшению доверия к социальным институтам. Более того, результаты четко указывают на то, что люди с более низким уровнем критического мышления более подвержены негативным психоэмоциональным эффектам фейковых новостей, созданных искусственным интеллектом. Результаты исследования подчеркивают необходимость разработки стратегий по ограничению распространения фейковых новостей, созданных искусственным интеллектом, а также продвижения медиаграмотности, критического мышления и эмоциональной устойчивости среди пользователей социальных сетей с различным языковым и культурным происхождением.

**Ключевые слова:** созданный ИИ, фейковые новости, дезинформация, социальные сети, психоэмоциональные эффекты, социально-политическая поляризация, эмоциональная реакция.

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