

SCIENCE
PROBLEMS.UZ

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Актуальные проблемы социальных и гуманитарных наук

**Ijtimoiy-gumanitar
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SCIENCEPROBLEMS.UZ

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№ 12 (4) - 2024

АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО- ГУМАНИТАРНЫХ НАУК

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

TOSHKENT-2024

BOSH MUHARRIR:

Isanova Feruza Tulqinovna

TAHRIR HAY'ATI:

07.00.00-TARIX FANLARI:

Yuldashev Anvar Ergashevich – tarix fanlari doktori, siyosiy fanlar nomzodi, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Mavlanov Uktam Maxmasabirovich – tarix fanlari doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Xazratkulov Abror – tarix fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti.

Tursunov Ravshan Normuratovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Xolikulov Axmadjon Boymahammadovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Gabrielyan Sofya Ivanovna – tarix fanlari doktori, dotsent, O'zbekiston Milliy Universiteti.

Saidov Sarvar Atabullo o'g'li – katta ilmiy hodim, Imom Termiziy xalqaro ilmiy-tadqiqot markazi, ilmiy tadqiqotlar bo'limi.

08.00.00-IQTISODIYOT FANLARI:

Karlibayeva Raya Xojabayevna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Nasirxodjayeva Dilafuz Sabitxanovna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Ostonokulov Azamat Abdukarimovich – iqtisodiyot fanlari doktori, professor, Toshkent moliya instituti;

Arabov Nurali Uralovich – iqtisodiyot fanlari doktori, professor, Samarqand davlat universiteti;

Xudoyqulov Sadirdin Karimovich – iqtisodiyot fanlari doktori, dotsent, Toshkent davlat iqtisodiyot universiteti;

Azizov Sherzod O'ktamovich – iqtisodiyot fanlari doktori, dotsent, O'zbekiston Respublikasi Bojxona instituti;

Xojayev Azizxon Saidaloxonovich – iqtisodiyot fanlari doktori, dotsent, Farg'ona politexnika instituti

Xolov Aktam Xatamovich – iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Shadiyeva Dildora Xamidovna – iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent v.b, Toshkent moliya instituti;

Shakarov Qulmat Ashirovich – iqtisodiyot fanlari nomzodi, dotsent, Toshkent axborot texnologiyalari universiteti

09.00.00-FALSAFA FANLARI:

Hakimov Nazar Hakimovich – falsafa fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Yaxshilikov Jo'raboy – falsafa fanlari doktori, professor, Samarqand davlat universiteti;

G'aybullayev Otabek Muhammadiyevich – falsafa fanlari doktori, professor, Samarqand davlat chet tillar instituti;

Saidova Kamola Uskanbayevna – falsafa fanlari doktori, "Tashkent International University of Education" xalqaro universiteti;

Hoshimxonov Mo'min – falsafa fanlari doktori, dotsent, Jizzax pedagogika instituti;

O'roqova Oysuluv Jamoliddinovna – falsafa fanlari doktori, dotsent, Andijon davlat tibbiyot instituti, Ijtimoiy-gumanitar fanlar kafedراسi mudiri;

Nosirxodjayeva Gulnora Abdukaxxarovna – falsafa fanlari nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Turdiyev Bexruz Sobirovich – falsafa fanlari bo'yicha falsafa doktori (PhD), dotsent, Buxoro davlat universiteti.

10.00.00-FILOLOGIYA FANLARI:

Axmedov Oybek Saporbayevich – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Ko'chimov Shuxrat Norqizilovich – filologiya fanlari doktori, dotsent, Toshkent davlat yuridik universiteti;

Hasanov Shavkat Ahadovich – filologiya fanlari doktori, professor, Samarqand davlat universiteti;

Baxronova Dilrabo Keldiyorovna – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Mirsanov G'aybullo Qulmurodovich – filologiya fanlari doktori, professor, Samarqand davlat chet tillar instituti;

Salaxutdinova Musharraf Isamutdinovna – filologiya fanlari nomzodi, dotsent, Samarqand davlat universiteti;

Kuchkarov Raxman Urmanovich – filologiya fanlari nomzodi, dotsent v/b, Toshkent davlat yuridik universiteti;

Yunusov Mansur Abdullayevich – filologiya fanlari nomzodi, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Saidov Ulugbek Aripovich – filologiya fanlari nomzodi, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi.

12.00.00-YURIDIK FANLAR:

Axmedshayeva Mavlyuda Axatovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

Muxitdinova Firyuza Abdurashidovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

Esanova Zamira Normurotovna – yuridik fanlar doktori, professor, O'zbekiston Respublikasida xizmat ko'rsatgan yurist, Toshkent davlat yuridik universiteti;

Hamroqulov Bahodir Mamasharifovich – yuridik fanlar doktori, professor v.b., Jahon iqtisodiyoti va diplomatiya universiteti;

Zulfiqorov Sherzod Xurramovich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Jamoat xavfsizligi universiteti;

Xayitov Xushvaqt Saparbayevich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Asadov Shavkat G'aybullayevich – yuridik fanlar doktori, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Ergashev Ikrom Abdurasulovich – yuridik fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Utemuratov Maxmut Ajimuratovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

Saydullayev Shaxzod Alixanovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

Hakimov Komil Baxtiyarovich – yuridik fanlar doktori, dotsent, Toshkent davlat yuridik universiteti;

Yusupov Sardorbek Baxodirovich – yuridik fanlar doktori, dotsent, Toshkent davlat yuridik universiteti;

Amirov Zafar Aktamovich – yuridik fanlar bo'yicha falsafa doktori (PhD), O'zbekiston Respublikasi

Sudyalar oliy kengashi huzuridagi Sudyalar oliy maktabi;

Jo'rayev Sherzod Yuldashevich – yuridik fanlar nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Babadjanov Atabek Davronbekovich – yuridik fanlar nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Rahmatov Elyor Jumaboyevich - yuridik fanlar nomzodi, Toshkent davlat yuridik universiteti;

13.00.00-PEDAGOGIKA FANLARI:

Xashimova Dildarxon Urinboyevna – pedagogika fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Ibragimova Gulnora Xavazmatovna – pyedagogika fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Zakirova Feruza Maxmudovna – pedagogika fanlari doktori, Toshkent axborot texnologiyalari universiteti huzuridagi pedagogik kadrlarni qayta tayyorlash va ularning malakasini oshirish tarmoq markazi;

Kayumova Nasiba Ashurovna – pedagogika fanlari doktori, professor, Qarshi davlat universiteti;

Taylanova Shoxida Zayniyevna – pedagogika fanlari doktori, dotsent;

Jumaniyozova Muhayyo Tojiyevna – pedagogika fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti;

Ibraximov Sanjar Urunbayevich – pedagogika fanlari doktori, Iqtisodiyot va pedagogika universiteti;

Javliyeva Shaxnoza Baxodirovna – pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti;

Bobomurotova Latofat Elmurodovna - pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti.

19.00.00-PSIXOLOGIYA FANLARI:

Karimova Vasila Mamanosirovna – psixologiya fanlari doktori, professor, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Hayitov Oybek Eshboyevich – Jismoniy tarbiya va sport bo'yicha mutaxassislarni qayta tayyorlash va malakasini oshirish instituti, psixologiya fanlari doktori, professor

Umarova Navbahor Shokirovna – psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti, Amaliy psixologiyasi kafedrasini mudiri;

Atabayeva Nargis Batirovna – psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Shamshetova Anjim Karamaddinovna – psixologiya fanlari doktori, dotsent, O‘zbekiston davlat jahon tillari universiteti;

Qodirov Obid Safarovich – psixologiya fanlari doktori (PhD), Samarkand viloyat IIB Tibbiyot bo‘limi psixologik xizmat boshlig‘i.

22.00.00-SOTSILOGIYA FANLARI:

Latipova Nodira Muxtarjanovna – sotsiologiya fanlari doktori, professor, O‘zbekiston milliy universiteti kafedra mudiri;

Seitov Azamat Po‘latovich – sotsiologiya fanlari doktori, professor, O‘zbekiston milliy universiteti;

Sodiqova Shohida Marxaboyevna – sotsiologiya fanlari doktori, professor, O‘zbekiston xalqaro islom akademiyasi.

23.00.00-SIYOSIY FANLAR

Nazarov Nasriddin Ataqulovich –siyosiy fanlar doktori, falsafa fanlari doktori, professor, Toshkent arxitektura qurilish instituti;

Bo‘tayeov Usmonjon Xayrullayevich –siyosiy fanlar doktori, dotsent, O‘zbekiston milliy universiteti kafedra mudiri.

OAK Ro‘yxati

Mazkur jurnal Vazirlar Mahkamasi huzuridagi Oliy attestatsiya komissiyasi Rayosatining 2022-yil 30-noyabrdagi 327/5-son qarori bilan tarix, iqtisodiyot, falsafa, filologiya, yuridik va pedagogika fanlari bo‘yicha ilmiy darajalar bo‘yicha dissertatsiyalar asosiy natijalarini chop etish tavsiya etilgan ilmiy nashrlar ro‘yxatiga kiritilgan.

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MUNDARIJA

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PREVENTING FALSE AND MANIPULATIVE ADVERTISING IN SOCIAL NETWORKS

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Abstract. In the contemporary digital landscape, the proliferation of social networks has fundamentally transformed the dynamics of advertising, significantly enhancing both its reach and impact. With billions of users engaging daily, these platforms serve as formidable channels for marketers aiming to influence consumer behavior. However, this unprecedented access also paves the way for misinformation and manipulative practices, which can distort consumer perceptions and undermine trust in legitimate advertisements. Consequently, the need to scrutinize the ethical implications of advertising strategies in social networks has become paramount.

Keywords: digital landscape, comprehensive, evolving landscape.

IJTIMOY TARMOQLARDA YOLG'ON VA MANIPULYATIV REKLAMANING OLDINI OLISH

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Annotatsiya. Zamonaviy raqamli landshaftda ijtimoiy tarmoqlarning tarqalishi reklama dinamikasini tubdan o'zgartirdi, uning imkoniyatlari va ta'sirini sezilarli darajada oshirdi. Kundalik milliardlab foydalanuvchilar bilan ushbu platformalar iste'molchilar xatti-harakatlariga ta'sir ko'rsatishni maqsad qilgan sotuvchilar uchun ulkan kanallar bo'lib xizmat qiladi. Biroq, bu misli ko'rilmagan kirish, iste'molchilarning his-tuyg'ularini buzishi va qonuniy reklamaga bo'lgan ishonchni pasaytirishi mumkin bo'lgan noto'g'ri ma'lumot va manipulativ amaliyotlarga yo'l ochadi. Binobarin, ijtimoiy tarmoqlarda reklama strategiyalarining axloqiy oqibatlarini tekshirish zarurati birinchi darajali ahamiyatga aylandi.

Kalit so'zlar: raqamli manzara, keng qamrovli, rivojlanayotgan landshaft.

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Introduction. Recently, the Law of the Republic of Uzbekistan "On Advertising" was signed by the President of Uzbekistan Shavkat Mirziyoyev, and he expressed the following thoughts: "To be honest, the process of preparing this document was very complicated. more than 10 months have passed since it was introduced to the House of Representatives until it was accepted by the deputies in the third reading. During this time, more than 20 discussions were organized with the participation of deputies, businessmen, experts and the authorized body, that is, the Anti-Monopoly Agency, as well as the international experience in the field was thoroughly studied.

Many suggestions were made during the discussions and debates. Taking into account these proposals, a number of works have been carried out to improve the draft law. [1,556p]

False and manipulative advertising encompasses deceptive practices that mislead consumers regarding product efficacy, characteristics, or pricing. Such advertising strategies exploit cognitive biases and often sacrifice transparency for profit, ultimately undermining consumer trust and informed decision-making. The proliferation of social media networks has intensified this issue, as these platforms serve as fertile ground for both overt and covert forms of manipulation, such as privacy dark patterns that nudge users towards revealing personal data [2,463p]. These tactics not only distort the marketplace but also pose significant threats to democratic principles and human rights by perpetuating misinformation and enabling strategic political propaganda [3,214p]. Addressing false and manipulative advertising requires robust regulatory frameworks that prioritize consumer protection and promote ethical advertising practices. This necessitates collaboration among policymakers, social media companies, and consumers to establish standards that ensure honesty and accountability in advertising content.

The advent of social networks has revolutionized advertising practices, dramatically altering how businesses engage with consumers. These platforms enable targeted marketing campaigns that leverage user data to tailor advertisements based on individual behaviors and preferences. As a consequence, the potential for misinformation and manipulative tactics has increased, raising ethical concerns about consumer protection. For instance, the spread of disinformation can create detrimental impacts on public health and safety, illustrated by instances where misleading claims about health products circulate unchecked on social media [5,89p]. This not only undermines trust in legitimate advertising but can also distort public perception and decision-making. Additionally, the challenges posed by strategic propaganda disseminated through these channels have been highlighted in studies assessing their effects on democracy and the rule of law. Addressing the growing prevalence of false and manipulative advertising on social networks is thus crucial for fostering a transparent and accountable digital advertising landscape.

In the digital age, the proliferation of false advertising poses significant risks to the integrity of democratic processes and consumer rights. With the rapid spread of misinformation through social media channels, the potential for manipulation of public opinion and consumer behavior has reached unprecedented levels, undermining trust in legitimate information sources. Addressing the issue of false advertising is particularly crucial given the dual threats of misinformation and the growing influence of algorithms that prioritize engagement over accuracy. As highlighted in recent discussions, the impact of social networks and artificial intelligence on electoral processes cannot be overstated; they may inadvertently

destabilize democracies by allowing disinformation to permeate the public sphere unchecked [4,153p]. Furthermore, experiences from various regulatory approaches across nations demonstrate that comparative legal frameworks can offer valuable insights for crafting effective measures against deceptive practices in advertising. Thus, a robust response to false advertising is essential for preserving not only market integrity but also the foundational principles of democratic engagement.

The Nature of False and Manipulative Advertising. Galli Federico comments on the role of marketing laws in Europe on AI and consumer manipulation: “The advent of advanced artificial intelligence tools in digital marketing has transformed the landscape of consumer advertising, often at the expense of ethical standards. The use of AI can lead to sophisticated manipulative practices that exploit consumer behavior, as evidenced in the growing prevalence of targeted advertising and personalized pricing strategies that prioritize profit over consumer welfare “ [9, 76p]. I agree with these opinions of the famous Italian writer Galli Federico. I think that the laws applied in the field of marketing in our country are showing their strength.

Such manipulative tactics not only challenge consumer autonomy but also create a marketplace rife with distorted decision-making processes. Compounding this issue is the emergence of privacy dark patterns, which intentionally design user interfaces to obscure the ramifications of sharing personal data and to nudge users toward privacy-invasive defaults [6, 39-41p]. By understanding these mechanisms, regulators can better devise frameworks that protect consumers against the deleterious impact of false and manipulative advertising, ensuring that ethical considerations remain at the forefront of marketing practices in social networks.

The proliferation of false advertising on social networks encompasses a spectrum of deceptive practices that not only mislead consumers but also undermine the integrity of these platforms. Crowdturfing, for instance, represents a significant form of manipulative advertising where individuals or organizations employ workers to create misleading content, ultimately generating astroturfing campaigns that masquerade as genuine grassroots movements. Such campaigns often exploit user trust, leading to a distorted perception of popular products or services. Additionally, disinformation regarding commercial entities can spread rapidly through social media, effectively camouflaging propaganda as legitimate advertising. This strategic misinformation poses a daunting challenge to democratic discourse and individual decision-making, further amplifying the need for robust regulatory frameworks [7,76 p]. In light of these complexities, a comprehensive understanding of the diverse types of false advertising becomes imperative, as it directly informs effective strategies aimed at mitigating the adverse effects of misleading information in social networks.

Manipulative advertising often employs psychological tactics that exploit cognitive biases and emotional triggers to influence consumer behavior. By leveraging factors such as urgency, social proof, and fear of missing out (FOMO), advertisers can create a sense of immediate need that overshadows rational decision-making. This phenomenon contributes to distorted purchasing outcomes, as demonstrated in the context of AI-driven marketing practices, which increase the likelihood of manipulative results in consumer decisions. Moreover, traditional antismoking campaigns reflect similar principles, where appeals to social identity and health consciousness often elicit defensive reactions among targeted groups, such as college smokers, rather than achieving the intended persuasive effect [10, 378p]. I think in

this position understanding these psychological mechanisms is crucial for developing more ethical advertising strategies that protect consumer autonomy and enhance the integrity of marketing practices on social networks, ultimately fostering informed consumption.

The implications of misleading advertisements extend far beyond individual consumer choices; they significantly undermine the foundational principles of democratic societies. Case studies reveal that disinformation and strategic propaganda in online advertising can manipulate public perception to a staggering degree, eroding trust in institutions and degrading the rule of law. For instance, campaigns that falsely depict the efficacy of health products not only exploit consumer vulnerabilities but also pose substantial risks to public health, leading to adverse outcomes and increased medical costs. This manipulation is compounded in the digital age, where behavioral data enable highly targeted ads that can amplify misleading claims and distort consumer autonomy [11,132p]. Such instances demonstrate the urgent need for stringent regulations that hold powerful commercial speakers accountable for false representations, thereby protecting consumers and preserving the integrity of democratic discourse. Without intervention, the cycle of manipulation is likely to perpetuate, causing widespread societal harm.

Regulatory Frameworks and Legal Considerations. These views were expressed by Angelopoulos, a famous Sydney writer and lecturer at the Institute for Information Law: The interplay between regulatory frameworks and the prevention of false and manipulative advertising in social networks is complex and multifaceted. As private entities wield significant power in moderating content, their self-regulatory mechanisms may inadvertently infringe upon users fundamental rights, complicating the legal landscape. The fundamental rights framework necessitates a delicate balance between allowing these platforms to govern their spaces and ensuring that user rights are not disproportionately affected [5, 89-90p]. I agree with these opinions of Angelopoulos, a famous writer from Sydney, a teacher at the Institute for Information Law. I think it is very important to switch to online advertising for the development of the advertising industry in our country.

Additionally, the rise of social media and the influence of artificial intelligence underscore the urgent need for comprehensive regulations that address misinformation and manipulation in electoral contexts. Such frameworks must not only mitigate harmful practices but also promote transparency and accountability among stakeholders to uphold the integrity of democratic processes. Therefore, establishing robust regulatory measures is essential for fostering an environment that protects consumers while respecting their rights in the digital realm.

The regulatory landscape governing advertising on social networks is dynamic, shaped by both existing laws and emerging challenges posed by digital platforms. Although the First Amendment provides robust protections for free speech in the United States, this libertarian approach complicates the imposition of stringent regulations that might otherwise curtail deceptive advertising practices. As observed in various democratic contexts, such as the discussions occurring in the US and UK, there is a necessity for a comprehensive framework that addresses the unique characteristics of online advertising while promoting transparency and accountability. Furthermore, the rise of disinformation campaigns underscores the critical need for electoral integrity, prompting jurisdictions to reconsider how advertising is legislated. Collective efforts from stakeholders—including electoral management bodies and civil

society—are essential to develop effective strategies that mitigate misinformation and enhance the credibility of electoral communications [12,21p]. Therefore, adapting existing regulations to better fit the digital age is imperative for protecting democratic processes from manipulation.

The proliferation of digital platforms has drastically transformed the landscape of advertising, complicating the enforcement of established advertising standards. Unlike traditional media, digital environments are characterized by rapid content dissemination and a near-constant stream of information, which creates a fertile ground for misinformation and unethical advertising practices. The challenge is exacerbated by the decentralized nature of social media, where user-generated content can easily blur the lines between legitimate advertisements and deceptive information, often lacking transparency regarding sponsorship and intent. In this context, regulatory frameworks struggle to keep pace with technological innovation, leading to an insufficiently robust response to the risks posed by false and manipulative advertising. As highlighted in studies of electoral interference, the manipulation of digital content can undermine trust in institutions and public dialogue, reflecting a broader societal concern that transcends mere commercial interests and touches upon the very foundations of democracy itself [13,39p]. Addressing these challenges requires not only the enforcement of existing standards but also a reevaluation of regulatory approaches that accommodate the unique features of digital advertising ecosystems.

To combat the pervasive issue of false and manipulative advertising on social networks, a multifaceted regulatory approach is essential. Firstly, comprehensive legislation should mandate transparency from social media platforms, requiring them to disclose the source and funding of political advertisements. Such measures would empower consumers and stakeholders by enhancing their ability to discern authenticity, as outlined in the analyses of the implications of disinformation on democracy and fundamental rights [2,453p]. Additionally, regulatory bodies must establish robust frameworks that hold platforms accountable for the dissemination of misleading content. This includes imposing penalties for violations and requiring platforms to implement rigorous content verification processes. Moreover, collaboration among stakeholders—such as electoral management bodies and civil society organizations—is vital to developing effective strategies for identifying and combating disinformation, as pointed out in the call for collaborative action to strengthen democratic processes. Ultimately, a cohesive regulatory framework will serve to protect the integrity of information and foster trust in digital communication.

Technological Solutions and Innovations. Advancements in technology have become pivotal in mitigating the prevalence of false and manipulative advertising within social networks. Innovative solutions such as machine learning algorithms and blockchain technology are being explored to enhance the integrity of digital advertising systems. For instance, by employing sophisticated algorithms, platforms can effectively analyze and classify ad content in real-time, minimizing instances of misinformation and identifying potential fraudulent activities. Furthermore, blockchain offers transparent mechanisms for tracking ad placements, ensuring that stakeholders can verify the authenticity of advertising metrics. Addressing issues such as ad fraud and insufficient effect measurement, as highlighted in recent scrutiny of digital advertising markets, underscores the necessity for improved technological interventions [11,132-134p]. Moreover, harnessing online technologies could provide data-driven insights to

combat abuses such as human trafficking, illustrating the broader implications of these innovations beyond the advertising sphere. Overall, integrating these technological solutions can foster a more reliable and ethical advertising ecosystem on social networks.

The increasing sophistication of artificial intelligence (AI) technologies plays a pivotal role in identifying and mitigating false advertising across social networks. By leveraging machine learning algorithms and natural language processing, AI systems can analyze vast amounts of data to identify patterns consistent with deceptive practices. This capability enables the detection of misleading claims and the amplification of misinformation, thereby supporting initiatives that uphold the integrity of digital advertising. As noted in the context of political communication, disinformation and misinformation circulating unhinged around the networks pose risks to democratic processes and reliable information exchange [4,153p]. AI can serve as a countermeasure by flagging suspicious content before it disseminates widely, mitigating potential harm. Although challenges remain, such as ad effect measurement and frictions within advertising networks, the deployment of AI tools presents a promising avenue for enhancing transparency and accountability in digital marketing practices.

A comprehensive framework for consumer education and awareness is essential to combating deceptive advertising, particularly in the dynamic landscape of social networks. Given the prevalence of misleading weight-loss advertising that often exploits vulnerable populations, as highlighted in, developing targeted educational tools can empower consumers to critically evaluate marketing claims. These tools could include digital literacy programs that teach individuals how to identify manipulative advertisements and access credible information. Furthermore, this initiative should be reinforced by collaboration across stakeholders, including government bodies, industries, and media platforms, ensuring a cohesive approach to consumer protection. Such partnerships can foster a culture of transparency, directly addressing the manipulation seen in the telecom sector, where deceptive advertising techniques have been shown to impact customer loyalty and satisfaction [14,23p]. By equipping consumers with the necessary knowledge and resources, society can mitigate the adverse effects of false advertising and promote healthier marketplace practices.

Strategic collaboration between social networks and technology companies is essential to mitigate manipulation and disinformation in digital advertising. This partnership can foster a unified approach to identifying and combatting the dissemination of false information, which thrives within algorithmically-driven platforms. By sharing data on user behavior and employing advanced AI tools, these entities can streamline efforts to flag and filter deceptive ads, thereby enhancing the integrity of advertising landscapes. For instance, as noted in [15,431p], the involvement of various stakeholders—from electoral management bodies to civil society organizations—underscores the necessity of collective action in safeguarding democratic processes. Furthermore, the lessons drawn from the Digital Services Act in the European Union, highlighted in, illustrate how regulatory frameworks can empower both users and companies to promote transparency in content moderation. Ultimately, collaboration between social networks and tech companies not only addresses the immediate threats posed by manipulation but also fortifies the foundational principles of free expression and informed participation in the digital age.

Conclusion. In summary, addressing the pervasive issue of false and manipulative advertising in social networks is imperative to safeguard users' privacy and autonomy. The

research indicates that privacy dark patterns employed by social media platforms not only manipulate user engagement but also exploit vulnerabilities, particularly among youth, who may lack awareness of such tactics. This manipulation raises ethical concerns about user autonomy and informed decision-making, as discussed in the broader context of digital ethics. To combat these challenges, regulatory frameworks must be established that prioritize transparency and user agency while equipping users with the knowledge necessary to recognize and resist manipulative designs. Ultimately, fostering a digital environment that respects user rights and encourages ethical advertising practices is essential for ensuring that social networks contribute positively to society rather than perpetuating deceptive practices that undermine trust and well-being.

Significant insights have emerged regarding the pervasive threat of disinformation and its implications for the integrity of democratic processes within social networks. The European Parliament study underscores the critical role that social media platforms play in either mitigating or exacerbating the spread of manipulative content, calling for stricter accountability measures and regulatory frameworks to uphold human rights, democracy, and the rule of law in the EU [11,132p]. Concurrently, the relationship between negative political advertising and its demobilizing effect on young voters elucidates the emotional ramifications such tactics can produce, potentially diminishing electoral participation despite voters awareness of the issues at hand. These findings compel a re-evaluation of advertising strategies and regulatory policies in social media, advocating for protections against deceptive practices that undermine civic engagement and democratic citizenship. Ultimately, fostering an informed electorate necessitates both robust legislative action and proactive measures by social media providers.

A comprehensive strategy to combat false and manipulative advertising on social networks necessitates diverse and interconnected prevention measures. Addressing this multifaceted issue requires collaboration among various stakeholders, including social media platforms, regulatory bodies, and civil society organizations. By fostering a robust framework of accountability and transparency, these entities can effectively mitigate the proliferation of misleading content that undermines public trust. As outlined in the literature, platforms themselves can implement advanced algorithms capable of detecting disinformation while simultaneously empowering users with tools to verify information. Moreover, education plays a crucial role; enhancing digital literacy enables users to critically assess the information they encounter online [16,21p]. Ultimately, only through the synergistic efforts of these diverse actors can society build resilience against the pervasive threats posed by deceptive advertising in our increasingly digital landscape.

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