

**AGNIESZKA ŁUKASIK-TURECKA & KRZYSZTOF JUREK (2025).
*POSTRZEGANIE MEDIÓW SPOŁECZNOŚCIOWYCH W KONTEKŚCIE
POWSTAWANIA I ROZPRZESTRZENIANIA SIĘ PRZEKAZÓW
DEZINFORMACYJNYCH [PERCEPTION OF SOCIAL MEDIA IN THE CONTEXT
OF THE EMERGENCE AND SPREAD OF DISINFORMATION
MESSAGES]. ADAM MARSZAŁEK PUBLISHING HOUSE, TORUŃ, 109
PP. ISBN: 978-83-8415-095-5***

The publication by Agnieszka Łukasik-Turecka and Krzysztof Jurek, titled *Postrzeganie mediów społecznościowych w kontekście powstawania i rozprzestrzeniania się przekazów dezinformacyjnych* [Perception of Social Media in the Context of the Emergence and Spread of Disinformation Messages], is part of the broader body of research on media literacy and the role of social media in the dissemination of disinformation. In my view, there are several reasons why this monograph is worth reading.

Firstly, the authors' academic achievements and educational backgrounds guarantee the book's high substantive quality. They are affiliated with the Faculty of Social and Technical Sciences at the John Paul II Catholic University of Lublin. Professor Agnieszka Łukasik-Turecka conducts research in the fields of social sciences, communication and media studies, political science, and public administration, whilst Dr. Krzysztof Jurek is a sociologist. Secondly, the publication's subject matter is highly topical and aligns with preparations to designate 2027 as the Year of Media Literacy. The book, therefore, reaches readers at a very opportune moment. The monograph by the Lublin-based researchers clearly highlights the issue of disinformation.

The authors have set themselves an ambitious goal: to analyze how Poles perceive social media as a space conducive to the spread of misleading content, and as a potential tool for protection against disinformation. Thirdly, the work's high methodological standards and its representative empirical findings are reasons the book is well worth reading. The content of the monograph fits within the contemporary context of media studies, including processes such as deep mediation, digital throwiness, media consumption, and the era of algorithms and artificial intelligence. Fourthly, the authors analyze and interpret the relationships between the identified qualitative variables with appropriate rigor and objectivity. Furthermore, the value of the monograph is enhanced by the

authors' remarkable erudition, penetrating insight, and attention to proper Polish language usage.

It is worth noting that the monograph *Postrzeganie mediów społecznościowych w kontekście powstawania i rozprzestrzeniania się przekazów dezinformacyjnych*, published by Adam Marszałek Publishing House, has been reviewed by prominent experts in social science: Prof. Bartłomiej Biskup from the University of Warsaw and Prof. Robert Szwed from the John Paul II Catholic University of Lublin. Their positive reviews may serve as an incentive to read the monograph by Łukasik-Turecka and Jurek.

The source material was collected between 2023 and 2024 by a group of researchers from Poland's leading academic institutions, through a survey using a questionnaire administered across all provinces. Respondents (N=1069) were selected using quota and stratification sampling. The use of IBM SPSS Statistics, the application of the chi-square test of independence, and (where a relationship between variables was demonstrated) the calculation of Cramer's V coefficient merit recognition. The authors of the monograph draw on the latest research by social scientists studying the phenomenon of disinformation – notable scholars include Katarzyna Bąkiewicz, Magdalena Musiał-Karg, Raquel Recuero and Wiesława Załoga.

The book is relatively concise (109 pages in total), yet its structure is well-thought-out, logical, and coherent. The monograph consists of three chapters, a summary, a bibliography, and a list of tables, charts, and figures.

The first theoretical chapter, entitled 'Social media and their role in the creation and spread of disinformation' (pp. 5–16), discusses three key issues: the phenomenon of disinformation (including explanations of related terms such as misinformation, malicious information and fake news); the characteristics of disinformation processes on major social media platforms (Twitter, Facebook, WhatsApp, YouTube, Instagram); the specific nature of disinformation on social media platforms.

Chapter Two (pp. 17–26) is devoted entirely to explaining methodological issues. The authors of the monograph demonstrate methodological self-awareness and an understanding of the importance of operationalization and conceptualization in research. This chapter specifies the research objective, methods, and procedures, as well as the characteristics of the study group (the socio-demographic characteristics of respondents, their voting preferences, and their religiosity). A five-point Likert scale was used in the design of the questionnaire, whilst the quota sampling took into account two strata: place of residence by province and the urban-rural divide. Within each stratum, quotas were set for the age and gender of respondents so that the proportion of each variable in the sample corresponded to the proportion of each group in the entire adult population (data from the Central Statistical Office GUS as of 31 December 2022 was used).

Chapter Three (pp. 27–91) presents the results of the empirical research, together with statistical indicators: chi-square test of independence, degrees of freedom (df), significance level (p), and Cramer's V. The respondents' views presented in the monograph concerned the following topics: perceptions of social media in the context of disinformation; the social determinants of the perception of social media credibility in the context of disinformation; the influence of political views on the perception of social media credibility in the context of disinformation; the influence of socio-demographic and political factors on the perception of social media as a source of disinformation.

The statistical analysis by Łukasik-Turecka and Jurek offers valuable insights into the views of Polish respondents on issues relating to social media and the phenomenon of disinformation. It is noteworthy that the empirical findings show only a moderately negative view of these platforms among respondents, but a higher level of skepticism regarding the credibility of social media. The research highlights the fact that men are more likely than women to perceive social media as a space for misinformation, whilst women are more likely to engage in online social interactions.

Furthermore, young people's ambivalent attitude towards the credibility of social media has been noted: on the one hand, they can recognize manipulation; on the other, they are more susceptible to the information bubble effect and sensationalist content, which may limit their critical thinking. Higher education among respondents promotes greater awareness of the mechanisms of disinformation and a more critical attitude towards the credibility of social media. The research also demonstrated the influence of political preferences on the perception of social media as a space for false information: those with left-wing and centrist views were characterized by greater distrust of the content published there.

In order to better understand the respondents' answers, as well as the fairly significant proportion of 'hard to say' responses, I believe it would be necessary to conduct additional qualitative research, such as individual in-depth interviews and focus group interviews, which would provide a better understanding of the motivations and reasoning behind the responses. The numerical results from the statistical analysis, however important and necessary, should be treated as one of the stages preceding a qualitative exploration of social media perception in the context of disinformation. This observation does not detract from the book's substantive assessment, but rather points to additional ways of analyzing the subject matter addressed in the monograph. Moreover, the authors themselves acknowledge the limitations of the sources and methodology in the Summary, calling for further qualitative research. This demonstrates the authors' understanding of the complexity of disinformation processes in the contemporary context of ubiquitous social media (pp. 97–98).

In conclusion, the monograph *Postrzeganie mediów społecznościowych w kontekście powstawania i rozprzestrzeniania się przekazów dezinformacyjnych* deserves high praise for both its form and content. The issues addressed in the publication are undoubtedly topical and important. The book significantly enhances the cognitive value of research on perceptions of social media in Poland in the context of disinformation processes. The extensive empirical material can serve as a suitable basis for media scholars to conduct further analyses in the field of social media and the way they fulfill their informational function.

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