

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
ZAPORIZHZHIA NATIONAL UNIVERSITY



Zaporizhzhia
National
University



**INNOVATIVE APPROACHES TO THE
USE OF ARTIFICIAL INTELLIGENCE
IN COUNTERING DISINFORMATION:
EU EXPERIENCE AND PROSPECTS
FOR UKRAINE**

Collective monograph



IZDEVNIECĪBA
BALTIJA
PUBLISHING

2025

Reviewers:

Okhrimenko Ihor Vitaliiivyc – Doctor of Economic Sciences, Professor, Rector of the Kyiv Cooperative Institute of Business and Law;

Pulina Tetiana Veniaminivna – Doctor of Economic Sciences, Professor, Head of the Department of Management and Administration at National University «Zaporizhzhia Polytechnic»;

Sobko Olha Mykolaivna – Doctor of Economic Sciences, Professor, Head of the Department of Entrepreneurship and Trade at West Ukrainian National University

*Recommended by the decision of the Academic Council
of Zaporizhzhia National University
(protocol № 11 of 27.05.2025)*

The materials are presented in the author's edition in the source language.

*When reusing content from a monograph, whether fully or partially,
proper attribution to the original publication is mandatory.*

*The research findings and opinions presented in the publication are those
of the authors and do not necessarily reflect the views of the editorial board.*

In570 **Innovative** approaches to the use of Artificial Intelligence in countering disinformation: EU experience and prospects for Ukraine : collective monograph / edited by O. H. Cherep, J. V. Kaliuzhna, S. V. Markova. Riga, Latvia : Baltija Publishing, 2025. 218 p.

ISBN 978-9934-26-587-7

DOI <https://doi.org/10.30525/978-9934-26-587-7>

The collective monograph is devoted to a comprehensive analysis of artificial intelligence as a tool for the development of socio-economic security in the context of digitalization, labor market transformation and the need to adapt to the challenges of wartime. It explores the definition, history of development and main areas of application of artificial intelligence, as well as its potential in ensuring information resilience and effective management of big data. Special attention is paid to the experience of EU countries in countering disinformation and the possibilities of implementing similar solutions in the Ukrainian context.

The monograph is based on the results of research within the framework of the project of basic scientific research, applied scientific research, scientific and technical (experimental) developments on the topic № 2/25 “Artificial intelligence as a tool to counter disinformation during the war and post-war economic recovery in Ukraine” (state registration number 0125U000996) (01.01.2025–31.12.2027).

The collective monograph is intended for scholars, teachers, students of higher education institutions, graduate students, doctoral students, practitioners, representatives of state authorities and local self-government, business, university administrative staff, representatives of civil society, the public and all interested persons.

UDC 33(082)