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**COMMUNICATION FOR COUNTERING FAKE NEWS
ON DIGITAL PLATFORMS OF THE GOVERNMENT OF VIETNAM
AT PRESENT**

**SUMMARY OF THE DOCTORAL DISSERTATION
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INTRODUCTION

Rationale for the study: Fake news and misinformation are becoming serious challenges to the information environment, political, economic, cultural and social life, and national governance capacity. The Internet, social media, content recommendation algorithms, generative AI, and deepfakes enable misinformation to be created more rapidly, in more sophisticated forms, disseminated more widely, and made more difficult to identify. In this context, communication for preventing and combating fake news involves not only detecting, removing, or addressing false content after it has spread, but also proactively providing official information, fact-checking, issuing warnings, correcting and refuting false information, conducting policy communication, and enhancing the public's capacity to identify and verify information. Although domestic and international studies have approached the issue from various perspectives, including communication and publics; fake news; digital platforms, data, technology, and algorithms; Government communication, policy communication, and digital government, these approaches remain relatively fragmented. A prominent research gap is the lack of studies that simultaneously integrate the dimensions of the Vietnamese Government's communication for preventing and combating fake news on digital platforms from a public-sector public relations perspective. Therefore, the dissertation selects the topic "Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government Today" with the aim of contributing to the theoretical and practical foundations for improving the effectiveness of this activity.

Research purpose: The dissertation aims to clarify the theoretical and practical foundations of the Vietnamese Government's communication for preventing and combating fake news on digital platforms from a public-sector public relations perspective; analyze the current situation and the organizational and operational mechanisms of this activity; and, on that basis, propose orientations and a system of solutions to improve the effectiveness of the Vietnamese Government's communication for preventing and combating fake news in the current context of digital transformation.

Research tasks: To achieve the identified research purpose, the dissertation focuses on four main tasks: (i) reviewing domestic and international studies on communication and publics in the digital environment; fake news; digital platforms, data, technology, and algorithms; Government communication, policy communication, and digital government, thereby summarizing major approaches and findings and identifying the research gaps and research direction of the dissertation; (ii) systematizing and explaining the theoretical, political, and legal foundations; analyzing the role of Government communication for preventing and combating fake news on digital platforms in national governance and for citizens and society; and, on that basis, developing an analytical framework by building on the Shannon–Weaver model (1949) and applying relevant theories; (iii)

surveying, analyzing, and assessing the current situation across four dimensions: communication actors and policies; communication channels, technology, and algorithms; communication content and data; publics and public feedback; thereby clarifying achievements, limitations, causes, and emerging issues; and (iv) on the basis of theoretical and practical research findings, identifying the issues that arise and proposing orientations and a system of solutions to improve the effectiveness of the Vietnamese Government's communication for preventing and combating fake news on digital platforms.

Research object: Communication for preventing and combating fake news on digital platforms of the Vietnamese Government today.

Research scope: In terms of content, the dissertation examines activities involving the provision and dissemination of official information, policy explanation, detection, fact-checking, warning, correction, and refutation of misinformation; prevention and enhancement of the public's capacity to identify misinformation; and interaction, reception, and feedback. In terms of geographical and institutional scope, the dissertation examines 21 official communication channels of four agencies: the Government Office, the Ministry of Culture, Sports and Tourism, the Ministry of National Defence, and the Ministry of Public Security. The empirical findings reflect the scope of the four actors and 21 channels examined and should not be equated with the entire system of agencies involved in communication for preventing and combating fake news. In terms of time, the data were examined from 01/01/2025 to 30/05/2026.

Theoretical and practical foundations: The dissertation is grounded in Marxism–Leninism, Ho Chi Minh Thought, and the viewpoints and guidelines of the Party, as well as State policies and laws on information, communication, digital transformation, cybersecurity, and the prevention and combating of fake news. Theoretically, the Shannon–Weaver communication model (1949) is employed as the central theoretical framework; the Lasswell model and the theories of Two-Way Symmetrical Communication, Agenda Setting, Media Ecology, and Inoculation are selectively applied as supplementary perspectives. On this basis, the dissertation develops an analytical framework comprising four interrelated components: actors and policies; communication channels, technology, and algorithms; content and data; publics and feedback.

Research methods: The dissertation employs a mixed-methods approach, in which qualitative research plays the dominant role, while quantitative research serves descriptive and supplementary functions. The specific methods include literature review; content analysis and dataset construction; in-depth interviews; questionnaire-based sociological survey; synthesis, comparison, and data triangulation. The empirical dataset comprises 14,580 content units collected from 21 official channels of the four actors during the period from 01/01/2025 to 30/05/2026; 09 semi-structured in-depth interviews; and 327 survey

questionnaires retained after data cleaning, with the number of valid observations for individual questions ranging from 313 to 322.

The data sources are used in complementary functions and cross-checked against one another: content analysis reflects observable communication activities on the official channels; the survey supplements the analysis with participants' assessments; and in-depth interviews help explain organizational mechanisms, implementation processes, and issues not fully captured by the other data sources. The sources are cross-checked according to the principle of triangulation in order to enhance the comprehensiveness and reliability of the research findings. The survey is analyzed using descriptive statistics; conclusions are confined to the scope of evidence permitted by each data source, and the survey data are not used to test models, infer causality, or generalize to the entire Vietnamese public.

Research questions: The dissertation focuses on answering the following five research questions:

(i) How are the actors and policies for communication for preventing and combating fake news on digital platforms of the Vietnamese Government currently organized and implemented, and what are the coordination mechanisms and enabling conditions for this activity?

(ii) How are communication channels, technology, and algorithms organized, applied, and utilized in communication for preventing and combating fake news on digital platforms of the Vietnamese Government?

(iii) How are communication content and data for preventing and combating fake news organized and utilized on digital platforms of the Vietnamese Government?

(iv) How do publics receive, interact with, and respond to communication for preventing and combating fake news, and how is public feedback received and used by communication actors?

(v) What results have been achieved in communication for preventing and combating fake news, what limitations and causes remain, what issues arise, and what orientations and solutions are needed to improve its effectiveness in the coming period?

Analytical framework of the dissertation: The dissertation applies the Shannon–Weaver model as the basis for developing the analytical framework, while extending the analysis to include the feedback dimension and specifying the roles of technology, data, and algorithms to suit the digital platform environment through the following four components:

(i) Communication actors and policies provide the basis for orienting, organizing, and implementing communication activities; this component includes the roles of actors, direction mechanisms, policies, organizational structures, resources, and coordination.

(ii) Communication channels, technology, and algorithms facilitate and influence the transmission and distribution of information; this component

includes the system of official channels, the application of technology and data, and the distribution characteristics of platforms.

(iii) Communication content and data provide the basis for forming, verifying, and conveying messages; this component includes topics, forms of presentation, data used for verification, accuracy, clarity, and suitability for publics.

(iv) Publics and public feedback reflect the processes of reception, interaction, commenting, sharing, reporting, and submitting information; valuable feedback, after being screened and checked, may become an input source for communication actors to adjust communication activities.

The four components are applied consistently from the theoretical foundations through the analysis of the current situation and assessment of results to the development of orientations and solutions; effectiveness is examined multidimensionally and is not equated with any single reach or engagement metric.

New Contributions of the Dissertation

Theoretically, the dissertation contributes to clarifying the conceptual scope of communication for preventing and combating fake news on Government digital platforms by not limiting it to detection, correction, and refutation after misinformation has emerged, but by viewing it as an organized, proactive, continuous communication process involving interaction and feedback. This process includes the provision of official information, fact-checking, warning, prevention, and support for enhancing the public's capacity to identify and verify information. By applying the Shannon–Weaver model together with supplementary theories, the dissertation establishes four components: communication actors and policies; communication channels, technology, and algorithms; communication content and data; and publics and public feedback, thereby forming an analytical framework suited to the characteristics of Government communication in the digital platform environment.

Empirically, the dissertation constructs and analyzes a dataset comprising 14,580 content units from 21 official communication channels of four actors during the period from 01/01/2025 to 30/05/2026, combined with 327 valid survey questionnaires and 09 in-depth interviews. The cross-checking of data sources according to the principle of triangulation provides relatively systematic evidence of how the Vietnamese Government's communication for preventing and combating fake news is organized and operated, ranging from actor mechanisms, channel systems, technology, and data to content characteristics, public participation, and feedback; while also identifying achievements, limitations, and causes within each component of the communication process.

In terms of practical value, based on the empirical findings, the dissertation indicates that improving the effectiveness of communication for preventing and combating fake news cannot rely solely on increasing the number of channels, the volume of content, the level of engagement, or the application of

individual technologies, but requires stronger linkages and coordinated operation among the components of the communication process. On this basis, the dissertation proposes orientations and solutions focusing on improving coordination mechanisms among actors; organizing multiplatform communication; utilizing technology and data in a controlled manner; innovating content toward a proactive and preventive approach; and improving mechanisms for receiving, screening, and using feedback, thereby contributing to enhancing the public's capacity to identify and verify information.

Theoretical and Practical Significance of the Dissertation

Theoretically: The research findings provide an additional reference basis for the study of communication for preventing and combating fake news from a public-sector public relations perspective and suggest an approach to Government communication in the digital environment as a process involving interaction among actors, technology, content, and publics. The dissertation's analytical framework may continue to be referenced, applied, tested, and further refined in related studies.

Practically: The research findings provide scientific and practical reference foundations for state agencies in organizing and innovating communication for preventing and combating fake news, including improving coordination; organizing the provision of official information; applying technology and data; developing content appropriate to platforms and public groups; and receiving and utilizing feedback. In this way, the study may help enhance proactiveness, preventive capacity, and communication effectiveness, contributing to strengthening trust and maintaining positive relationships between the Government and publics in the digital environment.

Structure of the Dissertation

In addition to the Introduction, Conclusion, References, and Appendices, the dissertation consists of four chapters: (1) Overview of Research Related to Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government; (2) Theoretical and Practical Foundations of Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government; (3) The Current State of Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government; and (4) Emerging Issues, Orientations, and Solutions for Improving the Effectiveness of Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government.

CHAPTER 1

LITERATURE REVIEW OF RESEARCH RELATED TO COMMUNICATION FOR PREVENTING AND COMBATING FAKE NEWS ON DIGITAL PLATFORMS OF THE VIETNAMESE GOVERNMENT

The dissertation reviews 165 domestic and international sources related to communication and publics in the digital environment; fake news and misinformation; digital platforms, data, technology, and algorithms; Government communication, policy communication, and digital government. The literature is examined according to major research trends and issues rather than through separate descriptions of individual authors, thereby identifying established findings, approaches that can be inherited, issues that remain under debate, and research gaps that require further investigation.

The literature review shows that domestic and international studies have established a relatively rich body of knowledge on the structure and process of communication; changes in the position and behavior of publics in the digital environment; the concepts, forms, motivations, and mechanisms of fake news dissemination; approaches to detecting, fact-checking, correcting, refuting, and preventing misinformation; and the increasingly important roles of platforms, data, technology, algorithms, and digital transformation in public-sector communication. Many studies also indicate a shift from addressing fake news on a case-by-case basis toward a more proactive approach that combines the provision of official information, early warning, enhancement of public media literacy, and strengthening the resilience of the information environment.

However, existing research largely approaches these dimensions separately. The relationships among communication actors and policies; communication channels, technology, and algorithms; content and data; and publics and feedback have not been fully situated within a unified communication process for analyzing the Vietnamese Government's communication for preventing and combating fake news on digital platforms. Empirical studies in Vietnam have likewise not yet provided sufficient evidence to examine simultaneously organizational mechanisms, activities on official channels, content characteristics, and public reception and feedback.

Based on the literature review, the dissertation adopts an integrated approach, viewing Government communication for preventing and combating fake news not merely as the detection, correction, or refutation of misinformation, but as an organized communication process encompassing the provision and dissemination of official information, fact-checking, warning, prevention, interaction, and feedback reception. From a public-sector public relations perspective, the dissertation develops a four-component analytical framework to connect the theoretical foundations with the analysis of the current situation, the identification of emerging issues, and the formulation of orientations and solutions.

1.1. Studies on Communication and Publics in the Digital Environment

Studies on communication demonstrate a shift from approaches that

primarily emphasize the transmission of information from a source to a receiver toward approaches that place greater emphasis on interaction, feedback, social relationships, and communication contexts. In the digital environment, the communication process does not end when a message reaches the public but continues through comments, sharing, feedback, and other forms of participation. This changes the relationship between communication actors and publics and requires the communication process to be examined in terms of continuity and interaction.

Studies of publics also show that publics are not passive recipients. They actively select information sources, interpret messages, verify, comment on, share, or reject information based on their needs, experiences, beliefs, and social contexts. Factors such as cognitive biases, emotions, trust in information sources, and platform-use habits can significantly influence information reception, particularly in an environment characterized by competing and difficult-to-verify information. Therefore, the effectiveness of communication for preventing and combating fake news is related not only to what information communication actors disseminate but also to the public's ability to access, understand, trust, interact with, and use that information.

The development of digital platforms also generates large volumes of data on public behavior, such as views, likes, comments, and shares. These data provide useful signals regarding reach, attention, and engagement, but do not in themselves reflect agreement, changes in perception, trust, or overall communication effectiveness. This provides the basis for the dissertation to combine content and engagement data with surveys, in-depth interviews, and other documentary sources rather than evaluating communication activities solely on the basis of platform metrics.

1.2. Studies on Fake News

Studies on fake news and misinformation focus on several major areas: defining concepts and forms; analyzing the actors, purposes, and motivations involved in their creation; explaining their formation and dissemination mechanisms; assessing their impacts on individuals and society; and examining methods of detection, fact-checking, correction, refutation, and prevention. The development of social media, generative AI, and deepfakes has further expanded the scope of research, as misinformation can be produced on a large scale, in increasingly sophisticated forms, and distributed rapidly through platform networks.

The dissertation draws on the Information Disorder Framework to distinguish among misinformation, disinformation, and malinformation, thereby avoiding the treatment of all problematic information as a homogeneous phenomenon. This approach makes it possible to consider not only the truth or falsity of content but also intent, context of use, and potential harm. Accordingly, preventing and combating fake news is situated within a broader scope than merely addressing false content after it has emerged.

A prominent trend in recent research is the shift from debunking—fact-checking, correcting, and refuting misinformation after it has spread—toward combining it with prebunking, early warning, media literacy, and enhancement of

the public's capacity to identify and verify information independently. This indicates that preventing and combating fake news must encompass both response and prevention. Technology, data processing, and AI can assist in detecting anomalies and screening and analyzing large volumes of data, but technical outputs do not replace contextual examination, source verification, or conclusions by competent authorities. This is an important principle adopted by the dissertation in examining the application of technology to communication for preventing and combating fake news.

1.3. Studies on Digital Platforms, Data, Technology, and Algorithms in the Digital Communication Environment

Studies on digital platforms show that the contemporary communication environment no longer consists merely of senders, messages, media, and receivers in the traditional sense. Digital platforms serve both as transmission infrastructures and as mechanisms involved in organizing, selecting, and distributing content through data, algorithms, and technical systems. The same message may differ in visibility, reach, dissemination, and engagement depending on the characteristics of Facebook, YouTube, TikTok, Zalo, portals/websites, or online newspapers.

Research on recommendation algorithms, content personalization, filter bubbles, and echo chambers shows that platform distribution mechanisms can affect the environment in which publics receive information. In communication for preventing and combating fake news, this poses an important challenge: accurate and official information does not automatically reach the right publics at the right time simply because it has been published. The ability to compete in terms of speed, format, compatibility with platform-use behavior, and distribution mechanisms therefore becomes an important consideration in communication organization.

Conversely, big data, natural language processing technologies, and AI expand the capacity to collect, monitor, screen, and analyze information flows, thereby supporting issue identification, detection of signs of misinformation, and monitoring of public responses. However, the value of technology depends on data quality, analytical criteria, control procedures, and human capacity. The dissertation therefore approaches technology and algorithms as factors that participate in, support, and influence the communication process, rather than treating AI or algorithms as autonomous actors capable of determining the truth or falsity of information or replacing the verification authority of competent agencies.

1.4. Studies on Government Communication, Policy Communication, and Digital Government

Studies on Government communication demonstrate a shift from traditional approaches centered on the provision and dissemination of information by state agencies toward approaches that regard communication as an integral component of public governance. From this perspective, Government communication not only ensures the right of access to information but also performs the functions of policy explanation, fostering understanding, receiving feedback, promoting

interaction, and contributing to the development of trust between the State and publics. Public-sector public relations is therefore increasingly associated with dialogue and the maintenance of long-term relationships with citizens.

The development of digital government changes the conditions under which these activities are organized. Data, digital channels, and social media expand the capacity to provide information directly, rapidly, and through multimedia formats, while also generating feedback that can help state agencies identify needs, issues, and information gaps. However, the multiplatform environment also increases the need for coordination among actors, standardization of information sources, consistency of messages, and adaptation of content to the characteristics of individual platforms and public groups.

With regard to fake news and misinformation, international research indicates a shift from addressing individual pieces of false content toward protecting the integrity of the information environment and strengthening societal resilience. This approach requires a combination of policies and laws, provision of official information, technology and data, platform responsibility, fact-checking, media literacy, and public participation. This provides an important basis for the dissertation to view Government communication for preventing and combating fake news as a proactive, continuous, and coordinated communication governance process rather than merely a reactive activity after fake news has emerged.

1.5. Overall Assessment and Research Gaps

The review of domestic and international studies shows that research on communication, publics, fake news, digital platforms, and Government communication has established a relatively rich theoretical and practical foundation. Existing studies have clarified the structure and process of communication, public behavior, the characteristics and dissemination mechanisms of misinformation, the role of technology and digital platforms, and the shift from reactive responses to fake news toward approaches combining fact-checking, early warning, prevention, and enhancement of the public's capacity to identify misinformation.

However, when applied to communication for preventing and combating fake news on digital platforms of the Vietnamese Government, several research gaps remain. Existing studies primarily address individual dimensions separately and lack an approach that examines this activity as an organized, continuous communication process with feedback. At the same time, few studies integrate the four components of communication actors and policies; communication channels, technology, and algorithms; communication content and data; and publics and public feedback within a unified analytical framework.

Empirically, there remains a lack of systematic studies of the official communication channels of Vietnamese Government agencies that combine data on actors, channels, content, and public feedback. In addition, communication effectiveness is still readily equated with the volume of content, views, or platform engagement, although these indicators do not fully reflect accuracy, timeliness, trustworthiness, accessibility of official sources, verification capacity, or the quality of feedback.

On this basis, the dissertation employs the Shannon–Weaver model as its central theoretical foundation, together with supplementary theories, to develop the aforementioned four-component analytical framework and examine the current situation across four actors and 21 official communication channels. In doing so, the dissertation seeks to clarify the Vietnamese Government’s communication for preventing and combating fake news as an organized, multi-component communication process with feedback and the capacity for adjustment in the digital platform environment.

CHAPTER 2

THEORETICAL AND PRACTICAL FOUNDATIONS OF COMMUNICATION FOR PREVENTING AND COMBATING FAKE NEWS ON DIGITAL PLATFORMS OF THE VIETNAMESE GOVERNMENT TODAY

Based on the literature review findings and research gaps identified in Chapter 1, Chapter 2 focuses on establishing the theoretical and practical foundations for studying communication for preventing and combating fake news on digital platforms of the Vietnamese Government. The chapter clarifies the core concepts, the role of communication for preventing and combating fake news, and the political and legal foundations; at the same time, it applies the Shannon–Weaver model and supplementary theories to establish the components of the analytical framework. International experience is examined to draw lessons of reference appropriate to the Vietnamese context. The findings of Chapter 2 provide the theoretical foundation and direct frame of reference for examining and analyzing the current situation in Chapter 3 and proposing orientations and solutions in Chapter 4.

2.1. Core Concepts of the Research Topic

The dissertation clarifies the concepts of communication; prevention and combating; digital platforms; fake news; and communication for preventing and combating fake news on Government digital platforms. Communication is approached as a process of creating, transmitting, receiving, exchanging, and providing feedback on information among actors under specific social and technological conditions. A digital platform is understood as a technological environment and infrastructure that enables the creation, distribution, reception, interaction, and storage of digital content, in which data and algorithms may affect how content is distributed and reaches publics. “Fake news” is used in a broad sense within the scope of the study, drawing on the *Information Disorder Framework*, which encompasses *misinformation*, *disinformation*, and *malinformation*, while distinguishing these forms of information in terms of veracity, intent, and context of use. “Preventing and combating” is understood as a continuous process comprising the proactive provision and dissemination of official information; prevention, detection, verification, fact-checking, warning, correction, and refutation of misinformation; and enhancement of the public’s

capacity to identify and verify information, rather than merely responding after false information has spread.

On this basis, communication for preventing and combating fake news on digital platforms of the Vietnamese Government is defined as an organized communication process undertaken by the Government and competent authorities in the digital environment to provide and disseminate official information; prevent, detect, verify, fact-check, warn against, correct, and refute misinformation; while also strengthening interaction, receiving feedback, and enhancing the public's capacity to identify and verify information. This concept provides the basis for determining the research scope, the components of the analytical framework, and the dimensions used to assess the current situation in the dissertation.

2.2. The Role of Communication for Preventing and Combating Fake News on Digital Platforms

For the State and national governance, communication for preventing and combating fake news contributes to maintaining and strengthening official information sources, supporting policy explanation and implementation, mitigating the impacts of misinformation, protecting the information environment, and enhancing governance capacity in the digital context. The provision of accurate, timely, and authoritative information also contributes to narrowing information gaps and provides a basis for publics to cross-check and identify unverified information. The effectiveness of this activity is therefore associated with accuracy, timeliness, authority, accessibility, and coordination mechanisms among actors.

For society and publics, communication for preventing and combating fake news helps citizens access evidence-based information, identify and verify information, and reduce the risk of being misled by misinformation; at the same time, it enables publics to interact, raise concerns, and provide feedback. From a public-sector public relations perspective, trust is not merely the result of disseminating information but is also associated with transparency, explanatory capacity, dialogue, consistency, and the manner in which state agencies receive and process public feedback. In this way, communication for preventing and combating fake news also contributes to maintaining positive relationships between the Government and citizens in the digital environment.

2.3. Political and Legal Foundations

The dissertation systematizes the Party's viewpoints and guidelines and the State's policies and laws related to information, journalism, communication, digital transformation, cybersecurity, protection of the Party's ideological foundation, responsibilities for information provision, and the prevention and combating of fake news. These constitute the guiding foundation and institutional framework for determining the roles, responsibilities, and authority of actors involved in communication for preventing and combating fake news in the digital environment. The political and legal foundations establish requirements for the

proactive provision of official information; ensuring accuracy, timeliness, transparency, and information security; improving the quality of policy communication; strengthening cyberspace governance; and enhancing coordination in addressing misinformation.

At the same time, the system of policies and laws provides the basis for delineating responsibilities among state agencies, press agencies, digital platforms, and relevant actors in providing, verifying, addressing, and disseminating information. In the context of the rapid development of generative AI, deepfakes, and new forms of information manipulation, practice continues to require improvements in coordination mechanisms, data sharing, and the organization of communication adapted to the digital environment.

2.4. Components of Communication for Preventing and Combating Fake News on Digital Platforms

Based on the application of the Shannon–Weaver model as the central theoretical foundation, with reference to the Lasswell model and supplementary theories, the dissertation identifies four closely interrelated components of communication for preventing and combating fake news on digital platforms: communication actors and policies; communication channels, technology, and algorithms; communication content and data; and publics and public feedback. These components represent the specification of the elements of the communication process for the research object and, at the same time, provide the basis for developing the analytical framework and organizing the empirical study.

Communication actors and policies play the role of organizing, orienting, and ensuring the conditions for communication activities. This component encompasses actors with relevant functions and authority; coordination mechanisms, policies, and procedures; resources; and organizational capacity for implementation. In communication for preventing and combating fake news, the requirement for timeliness is always associated with accuracy, evidence, authority, and responsibility. Therefore, the capacity for coordination, verification, and provision of official information constitutes an important factor in ensuring that communication activities can respond appropriately to the rapid evolution of misinformation.

Communication channels, technology, and algorithms provide the environment for the transmission, distribution, and accessibility of information. The system of official channels not only ensures authoritative sources of information but also needs to be organized in accordance with the characteristics of each platform and public group. Technology, data, and AI can support the monitoring of the information environment, detection of anomalous signals, screening, analysis, and warning, while platform distribution mechanisms and algorithms may affect the ability of messages to reach publics. However, technology plays only a supporting role; verifying and determining whether information is true or false remain the responsibility of humans and competent authorities.

Communication content and data provide the basis for developing and

conveying messages for preventing and combating fake news. Content includes the provision of official information, policy explanation, fact-checking and verification, correction and refutation, warnings, as well as preventive communication activities. Content is required not only to be accurate, evidence-based, and timely, but also to be clear, appropriate to platform characteristics and public needs, and conducive to enabling recipients to identify and verify information sources. Data support both issue identification and information verification while also providing a basis for developing, distributing, and adjusting communication content.

Publics and public feedback represent the reception, interaction, and feedback dimension of the communication process. Publics not only receive information but also search for, cross-check, share, and report information and provide signals concerning misinformation. However, public feedback is not automatically verified information. Valuable feedback needs to be received, screened, checked, and processed before it can become an information input for communication actors. It is precisely the Feedback dimension that enables the communication process to move beyond one-way transmission and continuously adjust and adapt within the digital platform environment.

The four components interact within a unified process: actors and policies provide the organizational and directional foundation; channels, technology, and algorithms participate in transmission and distribution; content and data form, verify, and convey messages; publics receive, interact with, and generate feedback; and valuable feedback, after being processed, may return as information input for communication actors to adjust communication activities. This relationship provides the basis for the dissertation to develop its analytical framework and examine communication for preventing and combating fake news as an organized, interactive, and feedback-enabled process suited to the characteristics of the digital platform environment.

Based on these components, the effectiveness of communication for preventing and combating fake news is examined through the organizational and coordination capacity of actors; the timeliness and adaptability of the channel system; the extent to which technology and data support the detection, verification, and distribution of information; the accuracy, evidential basis, appropriateness, and accessibility of content; the public's capacity to recognize official sources, verify information, interact, and provide feedback; and the capacity to receive and use valuable feedback to adjust communication activities. Accordingly, overall effectiveness is not equated with the volume of content, number of views, number of interactions, or any single platform metric, but is examined through the operation and interconnections among the components of the entire communication process.

2.5. International Experience and Lessons of Reference for Vietnam

The dissertation analyzes the experience of selected countries, regions, and international organizations in misinformation governance, fact-checking,

platform responsibility, early warning, public communication, and enhancement of public capacity. The findings indicate a general shift from addressing individual pieces of misinformation after they emerge toward a more proactive approach combining institutions, law, technology, data, provision of official information, fact-checking, and media literacy.

Key lessons of reference for Vietnam include strengthening detection and early-warning capacity; developing accurate, timely, and accessible official information sources; combining institutional mechanisms with technology and data; strengthening coordination among actors; developing preventive communication; and enhancing the public's capacity to independently identify and verify information. International experience also demonstrates that technology plays a supporting role but does not replace verification authority, the responsibilities of state agencies, or human oversight.

International models should be referenced selectively rather than mechanically replicated, ensuring their compatibility with Vietnam's political institutions, legal system, functions of state agencies, and communication environment. These experiences supplement the practical foundation for the dissertation to compare with the domestic situation and identify issues, orientations, and solutions in the subsequent chapters.

CHAPTER 3

CURRENT STATE OF COMMUNICATION FOR PREVENTING AND COMBATING FAKE NEWS ON DIGITAL PLATFORMS OF THE VIETNAMESE GOVERNMENT TODAY

Based on the analytical framework developed in Chapter 2, Chapter 3 focuses on examining and assessing the current state of communication for preventing and combating fake news on digital platforms of the Vietnamese Government across the four actors within the research scope. The analysis is organized according to four components: communication actors and policies; communication channels, technology, and algorithms; communication content and data; and publics and public feedback. The findings are derived from a combination of content analysis, sociological survey, in-depth interviews, and cross-checking of data sources according to the principle of triangulation. Accordingly, Chapter 3 not only describes the scale and characteristics of communication activities but also identifies achievements, limitations, and causes, providing the basis for determining emerging issues and developing orientations and solutions in Chapter 4.

3.1. Overview of the Actors and Communication Activities for Preventing and Combating Fake News on Digital Platforms

Chapter 3 examines four actors: the Government Office, the Ministry of Culture, Sports and Tourism, the Ministry of National Defence, and the Ministry of Public Security. These agencies play direct roles in providing official information, conducting policy communication, and implementing

communication activities for preventing and combating fake news in the digital environment; they also operate official communication channels regularly across multiple platforms. Communication for preventing and combating fake news is not organized as an isolated activity undertaken by a single specialized agency but is implemented in accordance with the functions, duties, and authority of each actor. Therefore, while the four agencies share certain common features in providing, verifying, and disseminating official information, they differ in their areas of governance, information sources, scope of responsibility, and channel-system structures.

The analysis of the current situation is based on a dataset comprising 14,580 content units collected from 21 official communication channels between 01/01/2025 and 30/05/2026, combined with 327 survey questionnaires and 09 in-depth interviews. The data sources serve complementary functions: content analysis reflects observable communication activities on official channels; the survey supplements the analysis with participants' assessments; and in-depth interviews provide explanations from publics, leaders, managers, and direct practitioners. The volume of content is used to describe the scale and composition of the dataset and does not constitute an independent basis for ranking the roles or effectiveness of the actors.

Regarding communication actors and policies, activities for preventing and combating fake news are integrated into the existing organizational structures and functions of the agencies. The Ministry of Public Security accounts for 6,355 content units, or 43.6%; the Government Office for 4,380 units, or 30.0%; the Ministry of Culture, Sports and Tourism for 2,045 units, or 14.0%; and the Ministry of National Defence for 1,800 units, or 12.3%. Differences in volume primarily reflect differences in functional scope, sectoral characteristics, the incidence of information-related issues, and the channel systems covered by the study, and do not imply corresponding differences in communication effectiveness. Survey results show that 84.7% of valid respondents assessed the relevant policies as clear, while 83.6% considered the information provided to be public, transparent, and easily accessible. These are assessments made by participants within the research sample and are used to supplement the analysis of the current situation.

Regarding communication content and data, among the 14,580 content units, the “fake news and misinformation” group accounts for 24.8%; policy explanation and provision of official information, 19.3%; fact-checking and verification, 15.9%; refutation and correction, 13.1%; warnings about online fraud and impersonation, 11.7%; AI, deepfakes, and generative technologies, 6.3%; information security and cybersecurity, 5.8%; and guidance on identifying fake news and enhancing digital media literacy skills, 3.1%. The four largest groups account for 73.1% of the total dataset, indicating that communication activities are not limited to refutation but also encompass the provision of official information, policy explanation, fact-checking, and verification. However, the

proportion of content directly guiding publics in identifying and independently verifying information remains low, indicating that the preventive dimension and the enhancement of public capacity still need to be strengthened.

Regarding communication channels, technology, and algorithms, the 21 official channels operate across portals/websites, online newspapers, Facebook, YouTube, TikTok, and Zalo. Facebook together with websites/online newspapers accounts for 78.2% of the content units, reflecting the prominent role of digitized traditional channels and widely used social media. In terms of format, written/text content accounts for 55.4%; long-form video, 22.2%; short-form video, 12.0%; infographics, 7.0%; and livestreams, 3.4%. This structure shows that text-based content remains dominant, while visual formats, short-form video, and direct interaction have been employed but have not yet become the predominant formats. The observed engagement rates are 22.49% on TikTok, 8.08% on Facebook, and 7.86% on YouTube. These differences may be associated with audience characteristics, topics, formats, account size, posting times, and the distribution mechanisms of each platform; they are therefore used only to describe the observed levels of engagement in the dataset and do not provide a basis for concluding that one platform has higher communication effectiveness than another. Technology, data, and AI can support monitoring, screening, trend identification, and data processing, but they do not independently determine whether information is true or false and do not replace verification by competent authorities.

Regarding publics and public feedback, publicly available data recorded approximately 116.3 million views across Facebook, TikTok, and YouTube, together with approximately 16.329 million interactions on platforms for which suitable data were available for aggregation. These indicators show the observed scale of exposure and engagement but do not represent unique individuals and cannot be used directly to infer levels of agreement, trust, or overall communication effectiveness. The survey shows that 74.8% of valid respondents positively assessed their ability to submit feedback and report fake news, while 67.6% positively assessed the timely reception and handling of feedback. This difference is descriptive and suggests that although channels for receiving feedback have achieved certain results, there remains room for improvement in screening, processing, and responding after feedback is received.

3.2. Current State of Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government

Analysis across the four components shows that the basic conditions for the communication process of preventing and combating fake news have been established: there are official actors and authoritative information sources; a channel system operating across multiple types of platforms; content covering a range of forms from information provision and policy explanation to fact-checking, correction, warning, and prevention; and points of access, interaction, and feedback for publics. These components have initially formed a

communication process linking the provision of official information, the handling of misinformation, and the reception of feedback.

However, presence across multiple channels does not necessarily mean that a coherently organized multiplatform communication system has been established. The selection of formats, modes of presentation, timing of distribution, and degree of adaptation to the characteristics of publics on each platform vary among actors. Capacity for applying technology and utilizing data is also uneven; the available data do not demonstrate the existence of a unified interconnected mechanism that enables data to be shared, utilized, and used consistently across actors throughout the entire process of detection, verification, communication, and feedback reception.

The relationship among detection, verification, and communication response needs to be clearly distinguished. Technology can support the identification of anomalous signals, trend monitoring, data screening, and warnings about content requiring examination, but suspected information must still be verified in terms of its source, content, and context before an official conclusion is reached. Therefore, the requirement for communication for preventing and combating fake news is not to respond “as quickly as possible,” but to shorten the period during which publics lack an official information source while still ensuring accuracy, evidential basis, authority, and responsibility.

The relationship between timeliness and accuracy also demonstrates that communication for preventing and combating fake news cannot be evaluated solely on the basis of the number of posts, views, or speed of response. Where sufficient evidence is not yet available, providing preliminary information on the status of verification, official sources, and facts that have already been established may help reduce the information gap without implying a premature conclusion. This requires a communication process capable of adapting to the evolution of an issue while maintaining a clear boundary between verified information and content still under examination.

Survey and in-depth interview data are used to supplement, explain, and cross-check the results of content analysis. Survey findings reflect the perceptions and assessments of participants within the sample and are not used to establish causal relationships or generalize to the entire Vietnamese public. In-depth interviews help clarify issues that cannot be fully identified from quantitative data alone, such as coordination procedures, resource conditions, difficulties in information handling, and the ways in which actors receive feedback.

The data sources are cross-checked according to the principle of triangulation. Where multiple sources reflect the same trend, their convergence helps strengthen the assessment; where differences occur, the dissertation examines the characteristics, scope, and limitations of each source to explain them rather than automatically prioritizing one source or using one source as a substitute for another. This approach helps limit bias in assessing the current situation.

3.3. Overall Assessment of the Current State of Communication for

Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government

The research findings show that communication for preventing and combating fake news by the actors examined has gradually been organized through a relatively diverse system of official channels, creating authoritative information sources and expanding the ability to reach publics in the digital environment. Communication activities are not limited to correcting and refuting misinformation but also encompass the provision of official information, policy explanation, fact-checking, verification, warning, and prevention. Technology and data have gradually been utilized to support information monitoring, screening, and processing; publics have greater opportunities to receive information, interact, and report issues related to misinformation. These findings indicate that the basic components of the communication process for preventing and combating fake news have been established and are operating in practice.

However, the analysis also shows that presence across multiple channels does not necessarily constitute effective multiplatform communication. Role differentiation and linkages among channels, adaptation of content and formats to the characteristics of individual platforms, and data sharing and utilization remain uneven. Therefore, the number of channels, volume of content, or level of engagement reflects certain dimensions of communication activities but is insufficient to determine overall effectiveness.

Communication content demonstrates a combination of addressing misinformation with proactive information provision and prevention, but the balance among content groups remains limited. Content directly providing guidance on identifying fake news and enhancing digital media literacy skills accounts for only 3.1% of all content units analyzed. This proportion does not in itself reflect communication quality or effectiveness, but it indicates that content supporting publics in improving their capacity to independently identify, verify, and respond to misinformation remains limited relative to the need to strengthen preventive communication.

Technology, data, and AI expand the capacity to monitor the information environment, detect anomalous signals, screen, classify, and analyze content, but they do not replace verification and conclusions by humans and competent authorities. Determining whether information is true or false must continue to be based on sources, corroborating data, context, professional expertise, and authority. Similarly, differences in views and engagement across platforms reflect only observed distribution and engagement outcomes and do not provide sufficient grounds for establishing causal relationships or concluding that one platform has higher communication effectiveness than another.

Public feedback has become part of the communication process, providing valuable signals concerning information needs, issues of public concern, and indications of misinformation. However, the capacity to receive, screen, verify, process, and transform feedback into informational input for communication

activities still needs to be improved. Public feedback contributes to the adjustment of communication only after appropriate checking and processing and does not replace verification and conclusions by competent authorities. This is a significant link in developing a communication cycle with feedback and adaptive capacity in the digital platform environment.

These limitations are first associated with the rapid and complex transformation of the digital information environment. Fake news and misinformation can emerge, evolve, and spread rapidly; platform distribution mechanisms and algorithms affect information accessibility; and generative AI and deepfakes increase the scale, speed, and sophistication of misleading content. Meanwhile, official information must comply with requirements for checking, verification, authority, accuracy, and accountability before publication.

Alongside these objective factors, coordination and data-sharing mechanisms among actors are not yet fully synchronized; technological capacity and human resources remain uneven across agencies; content organization has not fully adapted to the characteristics of individual platforms and public groups; and mechanisms for receiving, screening, processing, and utilizing feedback remain incomplete. These factors affect the linkages among the components and the capacity to organize communication activities in a coordinated, proactive, and adaptive manner.

CHAPTER 4

EMERGING ISSUES, ORIENTATIONS, AND SOLUTIONS FOR IMPROVING THE EFFECTIVENESS OF COMMUNICATION FOR PREVENTING AND COMBATING FAKE NEWS ON DIGITAL PLATFORMS OF THE VIETNAMESE GOVERNMENT

Based on the analysis of the current situation in Chapter 3, Chapter 4 focuses on identifying the issues arising in communication for preventing and combating fake news on digital platforms of the Vietnamese Government and, on that basis, proposes orientations and groups of solutions corresponding to the four components of the analytical framework. The proposals are developed from the limitations, causes, and requirements identified through the empirical research, with the aim of enhancing proactiveness, coordination capacity, adaptability to the digital platform environment, and the effective use of data, while ensuring the principles of authority, accuracy, and accountability in information provision.

4.1. Emerging Issues in Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government

The research findings show that the core issue at present does not lie in the absence of the components of the communication process, but in the degree of linkage, coordination, and effectiveness of operation among those components. Official information sources have advantages in terms of authority and reliability, but they operate in an environment in which the speed of dissemination, capacity for amplification, and public attention are strongly influenced by platforms, data,

and algorithms. Therefore, the requirement is to enhance proactiveness and adaptability without compromising the principles of verification, authority, and accountability.

Coordination capacity among actors has a direct bearing on the timeliness of official information. Rapid response needs to be distinguished from premature conclusions; the core issue is to shorten the period during which publics lack an official information source while still ensuring proper checking, verification, and authority. This requires more flexible coordination procedures while maintaining a clear boundary between verified information and content that is still being examined.

Presence across multiple platforms also needs to be transformed into substantive multiplatform communication capacity. Channels need to be assigned differentiated roles, interconnected, and adapted to the distribution characteristics, formats, and publics of each environment. Technology and data should provide substantive support for issue identification, verification, warning, and communication decision-making, rather than merely serving to expand reach or increase engagement.

Content quality depends on the ability to reconcile accuracy, completeness, and evidential basis with the requirements of clarity, accessibility, and verifiability. Data therefore need to serve not only the monitoring of developments but also as a resource for developing and adjusting content. At the same time, public feedback needs to be utilized as a source of signals for identifying information needs and information gaps, provided that it is appropriately screened, checked, and processed. Enhancing the public's capacity to independently identify and verify information and to share information responsibly also needs to become an integral part of preventive communication.

These issues indicate that the effectiveness of communication for preventing and combating fake news is determined by the coordinated operation of organization, communication channels, technology, data, content, and publics, rather than by any single factor or indicator.

4.2. Orientations for Improving the Effectiveness of Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government

Communication for preventing and combating fake news needs to move decisively toward a proactive, coordinated, data-driven, and adaptive approach suited to the digital platform environment, while ensuring authority, accuracy, transparency, and accountability. Communication effectiveness must therefore be viewed in terms of the operation of the entire communication process and should not be equated with the scale of views, engagement, or any single platform metric. Organizational mechanisms need to be improved by clearly defining functions, authority, focal points, and coordination procedures. Interconnectivity among actors must be sufficiently flexible to shorten the time from issue identification to verification and the provision of official information, without sacrificing accuracy and accountability for speed.

The channel system needs to evolve from multi-channel presence toward multiplatform communication with clearly differentiated and interconnected functions. Websites, portals, and online newspapers should perform the role of official information sources and support information storage and retrieval, while social media should enhance distribution, reach, and interaction. Technology, data, and AI should be utilized to support monitoring, detection, screening, analysis, and warning, but must remain subject to human oversight and the responsibility of competent authorities.

Communication content needs to become more proactive and preventive while remaining accurate, accessible, verifiable, and appropriate to individual platforms and public groups. Alongside the provision and verification of official information, greater attention should be given to early-warning content, guidance on identifying and verifying information, and enhancement of information literacy, thereby strengthening the public's capacity to protect itself against misinformation.

Feedback needs to be appropriately positioned within the communication cycle. Improving mechanisms for receiving, screening, classifying, and utilizing feedback not only enhances the quality of interaction but also provides signals for identifying issues, needs, and information gaps. However, public feedback does not replace verification and conclusions by competent authorities.

In this direction, the four components do not operate separately but form a continuous process: actors organize and orient activities; channels and technology support transmission and distribution; content and data form messages; publics receive, interact with, and provide feedback; and feedback outcomes subsequently provide a basis for adjusting communication activities.

4.3. Solutions for Improving the Effectiveness of Communication for Preventing and Combating Fake News on Digital Platforms of the Vietnamese Government

The system of solutions is developed from the issues identified through the empirical findings, closely follows the established orientations, and is organized in correspondence with the four components of the analytical framework, thereby ensuring consistency among the theoretical foundations, research findings, and practical implications of the dissertation. The solutions are developed on the principle that they should directly address the identified issues and established orientations. In this process, state agencies and competent authorities undertake verification, reach conclusions, and provide official information; press and communication agencies transform, explain, and distribute information in accordance with their functions; digital platforms fulfill their responsibilities regarding accounts, information sources, impersonated or fabricated content, and legal obligations; publics provide reports and signals; and AI supports screening, analysis, and warning but does not replace humans in determining whether information is true or false.

Coordination mechanisms need to be specified by clearly defining focal

points, authority, and interconnected procedures from detection and verification to the provision of official information and the monitoring and handling of feedback. Alongside improving procedures, it is necessary to strengthen the capacity of digital communication personnel, increase information and data sharing among agencies, and proactively provide information on issues that may create information gaps.

The channel system needs to be organized according to the principles of integration and functional complementarity. Official channels should ensure their value as authoritative reference sources and their retrievability, while social media should capitalize on their advantages in distribution, reach, and interaction. Technology, AI, and data analytics tools should be used to support detection, screening, classification, warning, and trend identification; all automated processing outputs must be linked to traceable data sources, human review, and the responsibility of competent authorities.

Content innovation needs to combine the handling of misinformation with proactive and preventive communication. Content must be based on verified sources, be easily retrievable, and be organized in accordance with the characteristics of individual platforms and public groups; greater use should be made of visual formats and content that guides independent verification. Official data, data on misinformation, corroborating sources, and valuable feedback should be organized in ways that enable connection, cross-checking, and reuse to support the development and adjustment of messages.

Public feedback needs to be incorporated into a unified process encompassing reception, screening, classification, determination of authority, handling, and response. The focus should not be merely on the volume of engagement but on the content and informational value of feedback. At the same time, the public's capacity to check sources, cross-check context, identify anomalous signs, and share information responsibly needs to be strengthened, particularly when dealing with content showing signs of having been generated or manipulated using AI and deepfake technologies.

CONCLUSION

The dissertation approaches communication for preventing and combating fake news on digital platforms of the Vietnamese Government as an organized, proactive, continuous communication process involving interaction and feedback. By applying the Shannon–Weaver model as its central theoretical foundation together with supplementary theories, the dissertation establishes four components: communication actors and policies; communication channels, technology, and algorithms; communication content and data; and publics and public feedback. This approach enables communication for preventing and combating fake news to be examined not only in terms of detection, correction, and refutation, but also through the provision of official information, fact-checking, warning, prevention, and enhancement of the public’s capacity to identify and verify information.

The research findings show that communication for preventing and combating fake news is implemented within the existing organizational structures and functions of competent actors, although coordination mechanisms, information and data sharing, and implementation capacity remain uneven across agencies. The system of 21 official channels has enabled information to be provided and distributed across multiple types of platforms, with increasingly evident support from technology and data. However, multi-channel presence does not necessarily constitute effective multiplatform communication, and the degree of interconnection among channels, data utilization, and adaptation to the characteristics of individual platforms still needs to be improved. Technology and AI provide valuable support for detection, screening, and analysis but do not replace verification and conclusions by humans and competent authorities.

Communication content covers the provision of official information, policy explanation, fact-checking, verification, correction, refutation, warning, and prevention. However, content directly providing guidance on identifying fake news and enhancing digital media literacy skills accounts for only 3.1%, indicating that content supporting the public’s capacity to independently identify and verify information remains limited. Publics participate in the communication process through information reception, interaction, and reporting; however, mechanisms for screening, verifying, processing, and transforming valuable feedback into informational input for communication activities remain a link that needs further improvement.

Based on these findings, the dissertation demonstrates that the effectiveness of communication for preventing and combating fake news needs to be examined through the coordinated operation of the entire communication process, rather than inferred from the number of channels, volume of content, speed of response, views, or engagement metrics considered separately. Actors and coordination mechanisms, channel systems, technology and data, content, publics, and

feedback are closely interconnected; valuable feedback, after being screened and verified, may become an input for adjusting communication activities. This relationship constitutes the overarching link connecting the dissertation's theoretical framework with its empirical findings.

On this basis, the dissertation proposes groups of solutions focusing on improving policies and coordination mechanisms; organizing multiplatform communication and applying technology in a controlled manner; innovating content and utilizing data in a proactive and preventive direction; and improving feedback mechanisms and enhancing public capacity. The research findings contribute to clarifying the theoretical foundations of Government communication for preventing and combating fake news as an organized communication process with feedback; provide systematic empirical evidence on this activity within the scope of the study; and offer a basis for enhancing the proactiveness, coordination, and adaptability of Government communication in the digital environment.

LIST OF THE DOCTORAL CANDIDATE'S SCIENTIFIC PUBLICATIONS

No.	Author and Title	Year	Journal
1	Nguyen Van Thuat. <i>Communication Security Threats in the Digital Era.</i>	2025	<i>Journal of Theoretical Political Science Information</i> , No. 7 (120), 2025, p. 83.
2	Nguyen Van Thuat. <i>Communication of Cultural Heritage in the Digital Era: Current Situation and Solutions.</i>	2025	<i>Culture and Arts Magazine</i> , No. 624, November 2025. Available at: https://vanhoanghethuat.vn/truyen-thong-di-san-van-hoa-trong-k-nguyen-so-thuc-trang-va-giai-phap77760029.html
3	Nguyen Van Thuat. <i>Communication for Preventing and Combating Fake News in the Digital Era: A Case Study of the National Party Congress.</i>	2026	<i>State Management Review (Electronic Edition)</i> . Available at: https://www.quanlynhanuoc.vn/2026/01/21/truyen-thong-phong-chong-tin-gia-trong-ky-nguyen-so-nghien-cuu-truong-hop-ve-dai-hoi-dang/
4	Nguyen Van Thuat. <i>Enhancing the Role of Communication in Place-Making through Cultural, Artistic, and Creative Resources in Vietnam.</i>	2026	<i>Culture and Arts Magazine</i> , No. 636, March 2026, p. 130.
5	Nguyen Van Thuat. <i>Enhancing the Effectiveness of Communication on Overseas Vietnamese Affairs in the New Period.</i>	2026	<i>Political Theory Journal (Electronic Edition)</i> . Available at: https://lyluanchinhtri.vn/nang-cao-hieu-qua-truyen-thong-ve-cong-tac-nguoi-viet-nam-o-nuoc-ngoai-trong-giai-doan-moi-13539.html