

ДИАЛОГ
РЕГИОНЫ

DIALOG ABOUT FAKES
ДИАЛОГ О ФЕЙКАХ
DIA
ФАПС

DISINFORMATION TRENDS IN RUSSIAN SEGMENT

Special version of the research for the "Dialog about
Fakes 3.0" forum

2025

ANO «DIALOG REGIONS»

MODULES OF THE "UNIFIED SYSTEM" FOR COUNTERING FAKES

«ZEPHYR» I.S.

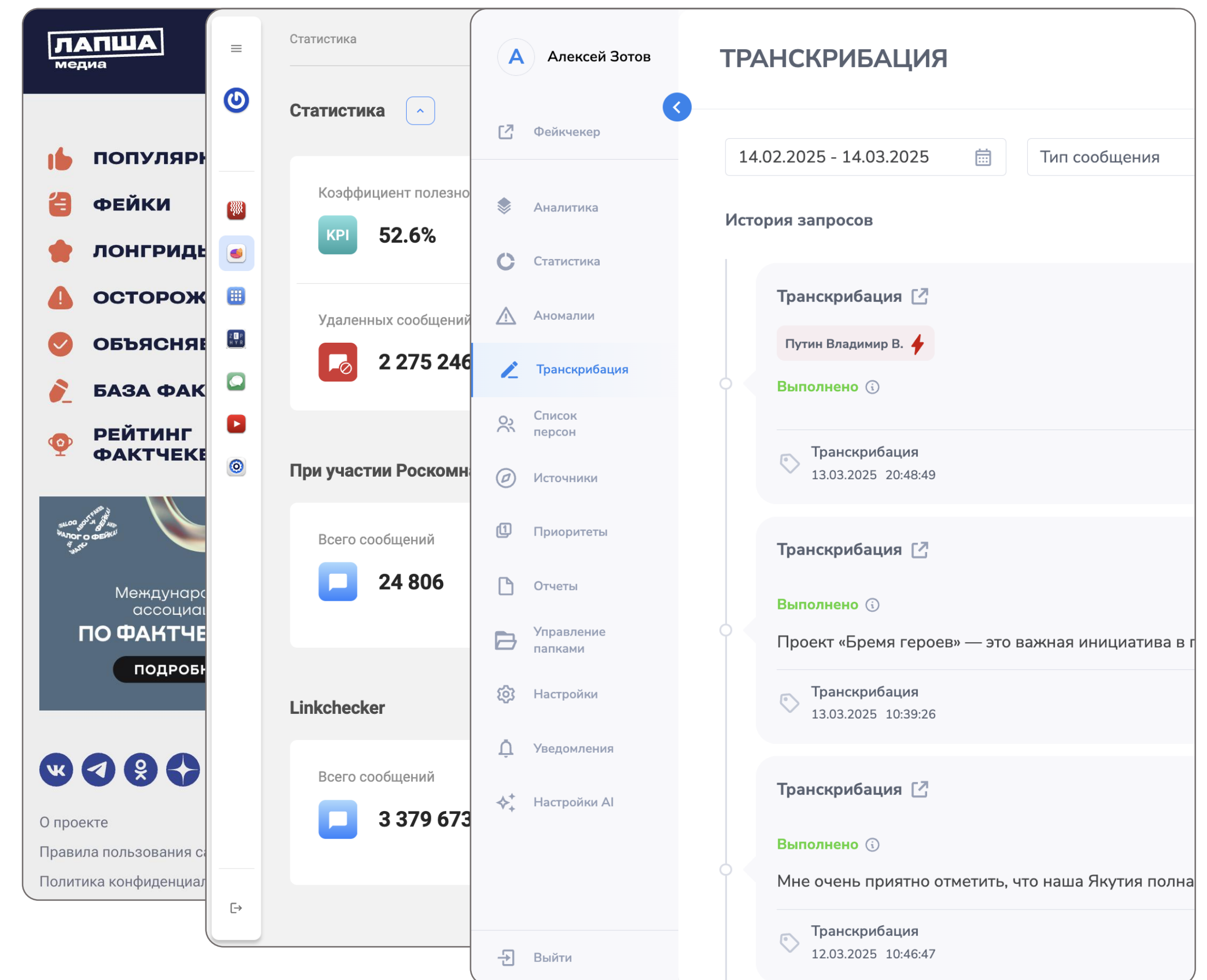
System for verifying and analyzing generated content.

«FAKECHECKER» I.A.S.

Dashboard for storing, aggregating, and full-cycle processing of messages containing false data.

«LAPSHA MEDIA» PROJECT

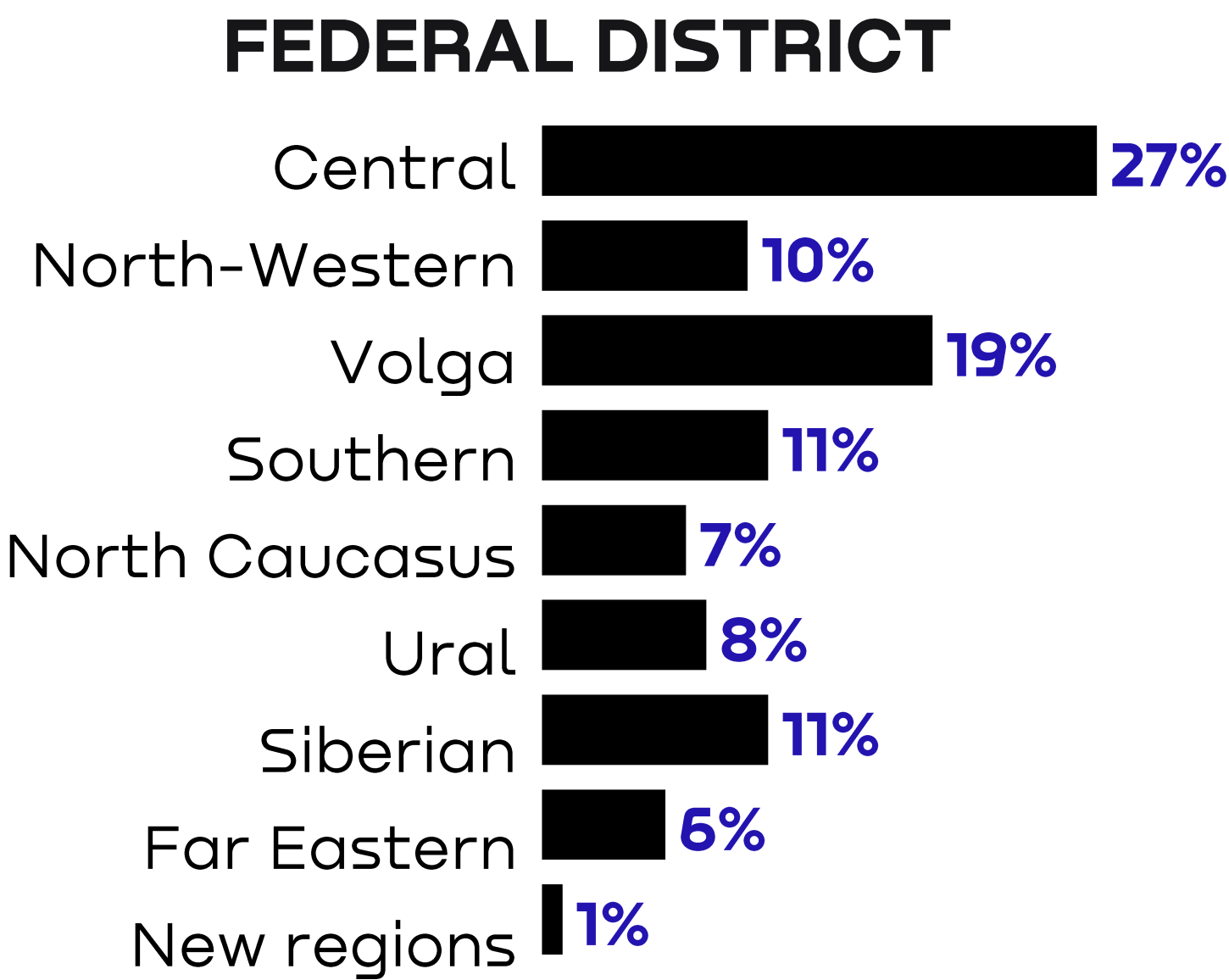
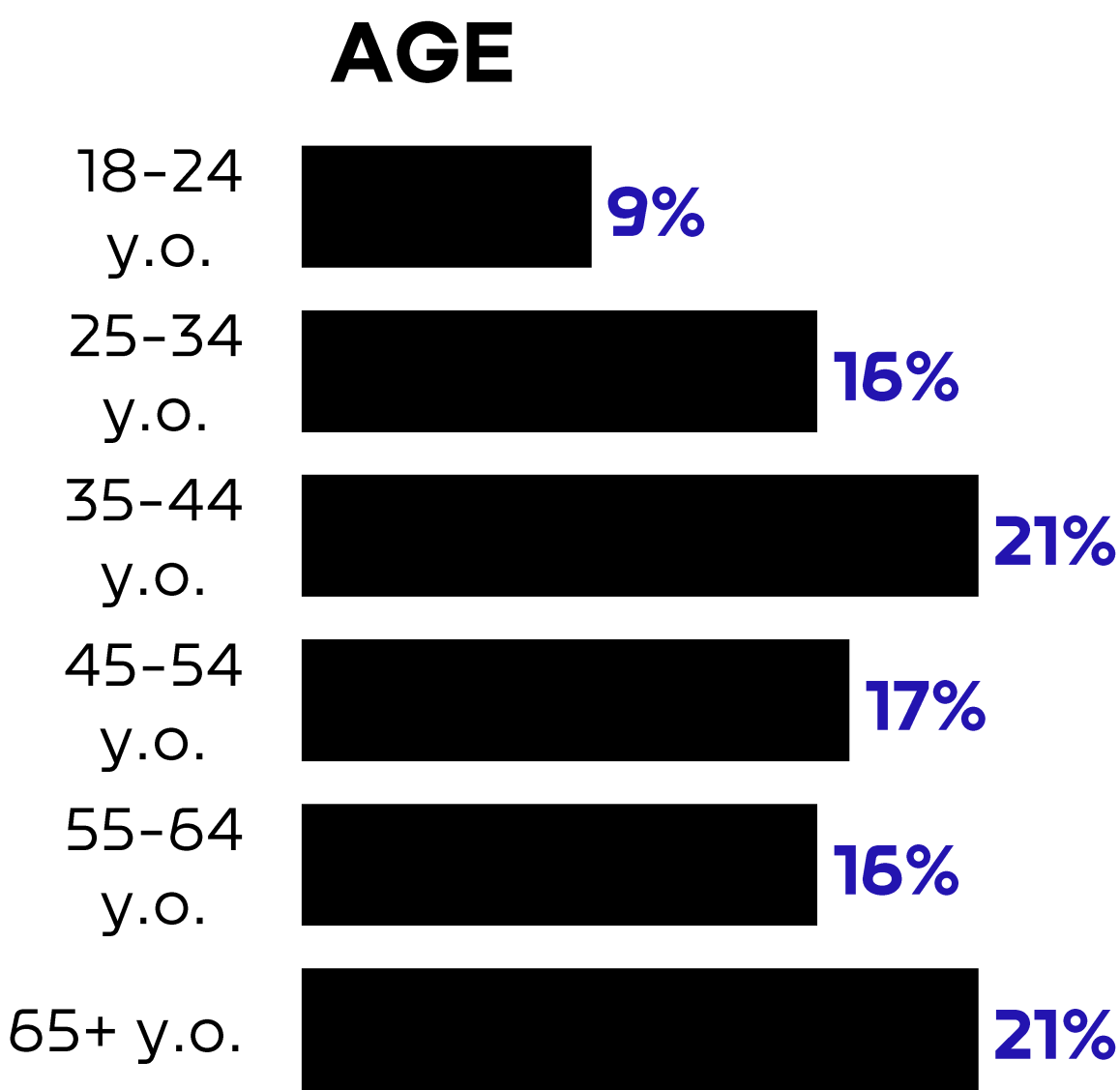
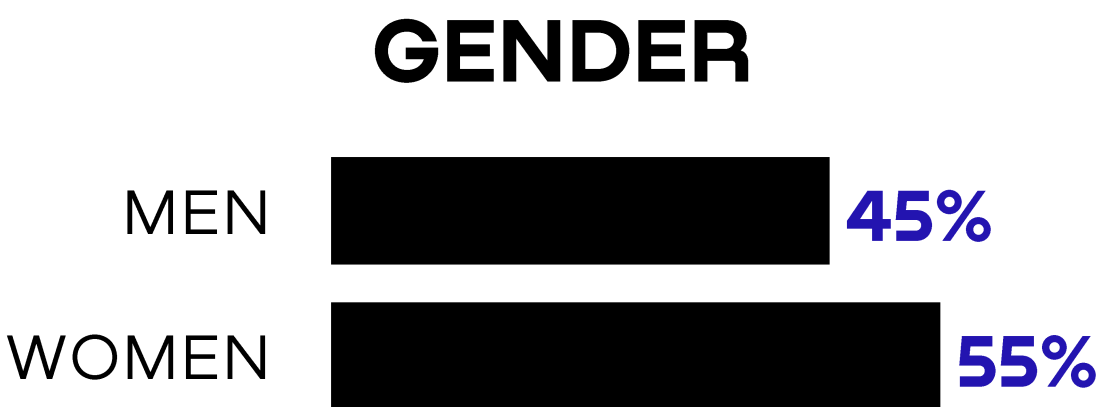
Public brand — fact-checking services for informing citizens about false information, including its refutation.



SOCIOLOGICAL RESEARCH

The survey was conducted from September 11 to September 18 using River Sampling method. The volume and socio-demographic characteristics of the study sample correspond to official statistics, representing the Russian population.

A QUOTA SAMPLE OF
3,600 respondents



CAN USERS DETECT FAKE INFORMATION

The majority of respondents* (65%) claim to be able to distinguish reliable information from unreliable information.

The survey was conducted from September 11 to September 18 using River Sampling method among users of social networks. A quota sample of 3,600 respondents

64% OF CITIZENS BELIEVE THAT THEY KNOW HOW TO DETECT FAKES

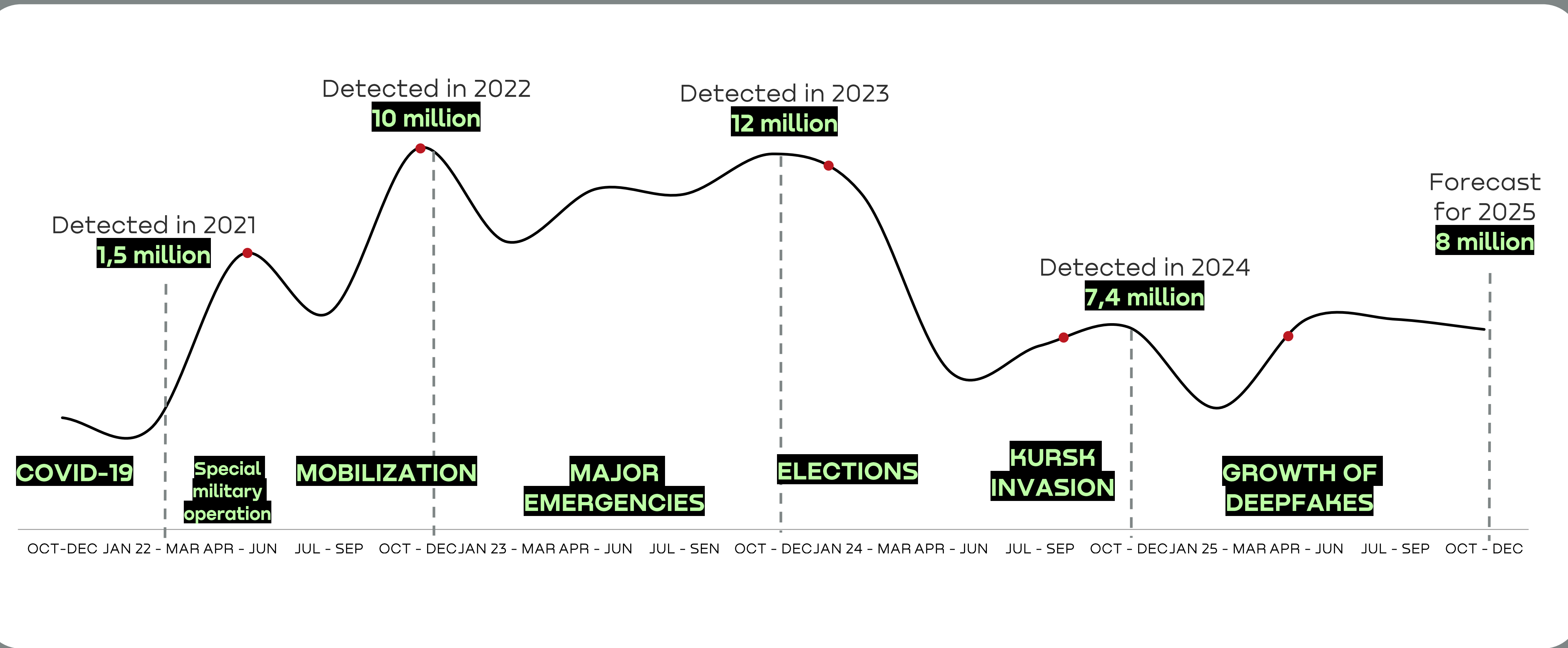
CAN USERS REALLY DETECT FAKE INFORMATION

The majority of respondents* admit they have trusted information that later turned out to be fake at least once. Respondents between the ages of 18 and 34 believed this information most often.

The survey was conducted from September 11 to September 18 using River Sampling method among users of social networks. A quota sample of 3,600 respondents

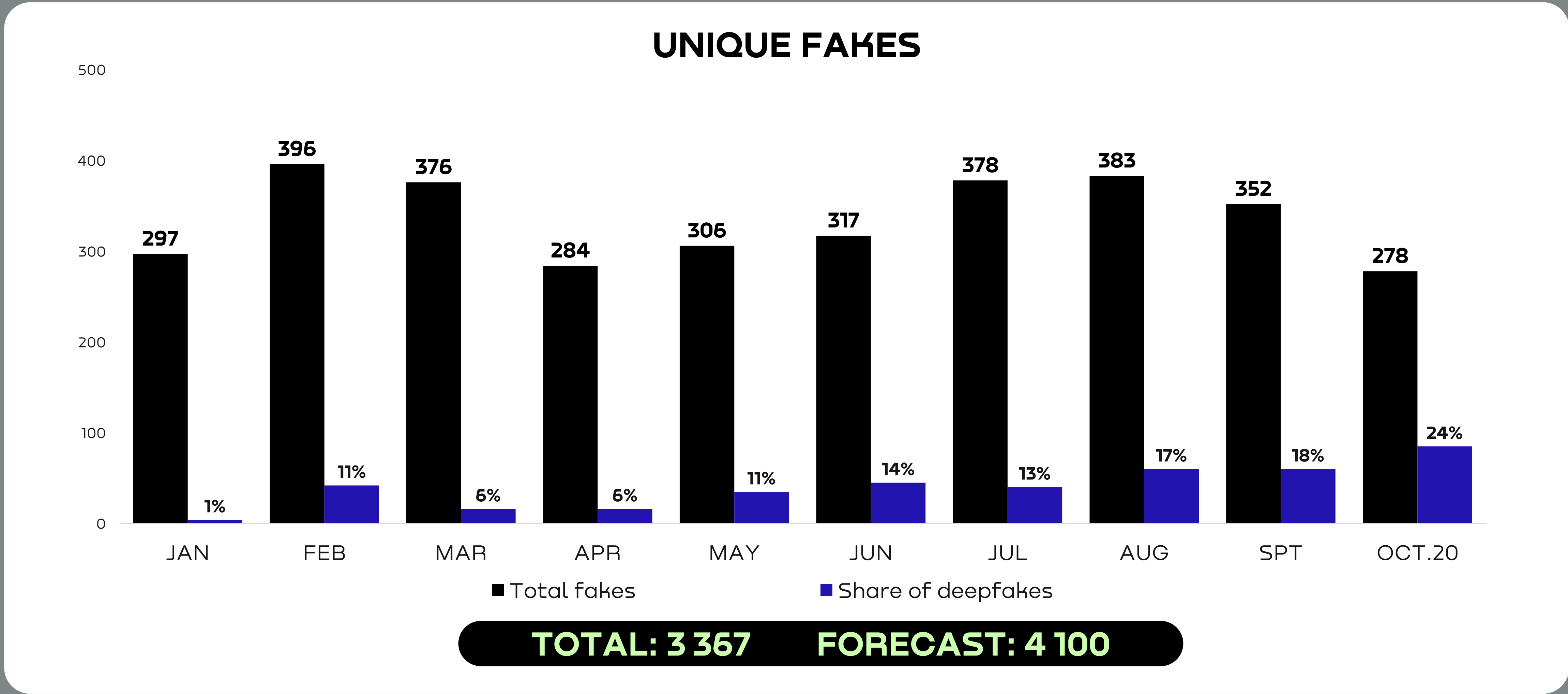
64% HAVE TRUSTED FAKE INFORMATION

DYNAMICS OF FAKES IN RUSSIAN SEGMENT OF INTERNET



FAKES STATISTICS 2025

2025



FAKES TRENDS IN RUSSIA

2025

RISE OF UNIQUE FAKES

At the same time, the number of copies is reduced.

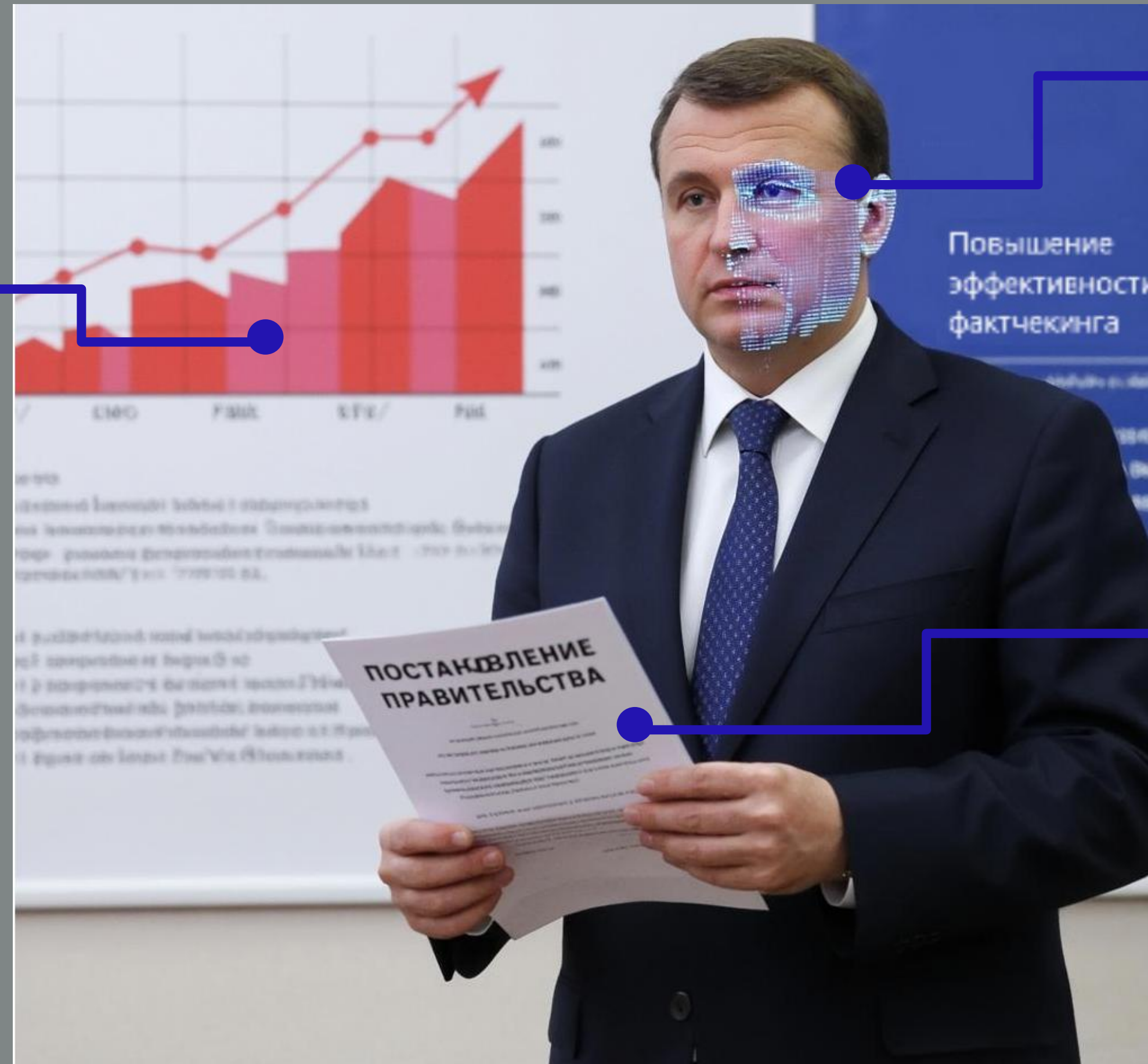
+9% of unique fakes

Reduction of copies by 19%



POLITICAL AND REGIONAL TOPICS

+10% INCREASE



DEEPFAKES

More than 200 deepfakes with governors

x6 INCREASE

FAKE DOCUMENTS

Maintaining the trend of using primitive fabrications

More than 200 falsifications

2025

DEEPFAKES

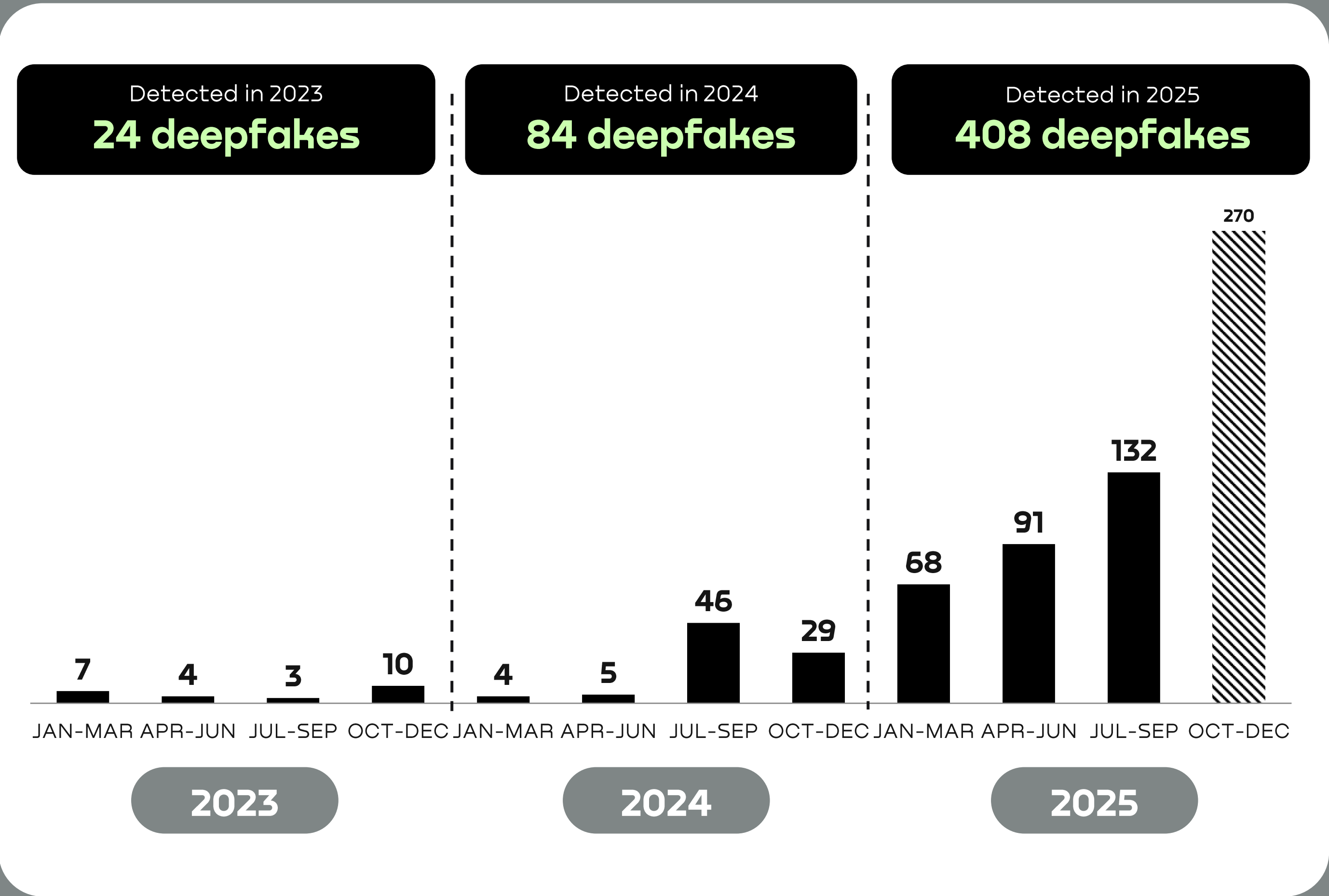
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2025

UNIQUE DEEPFAKES NUMBER DYNAMICS



24 deepfakes

detected in 2023

84 deepfakes

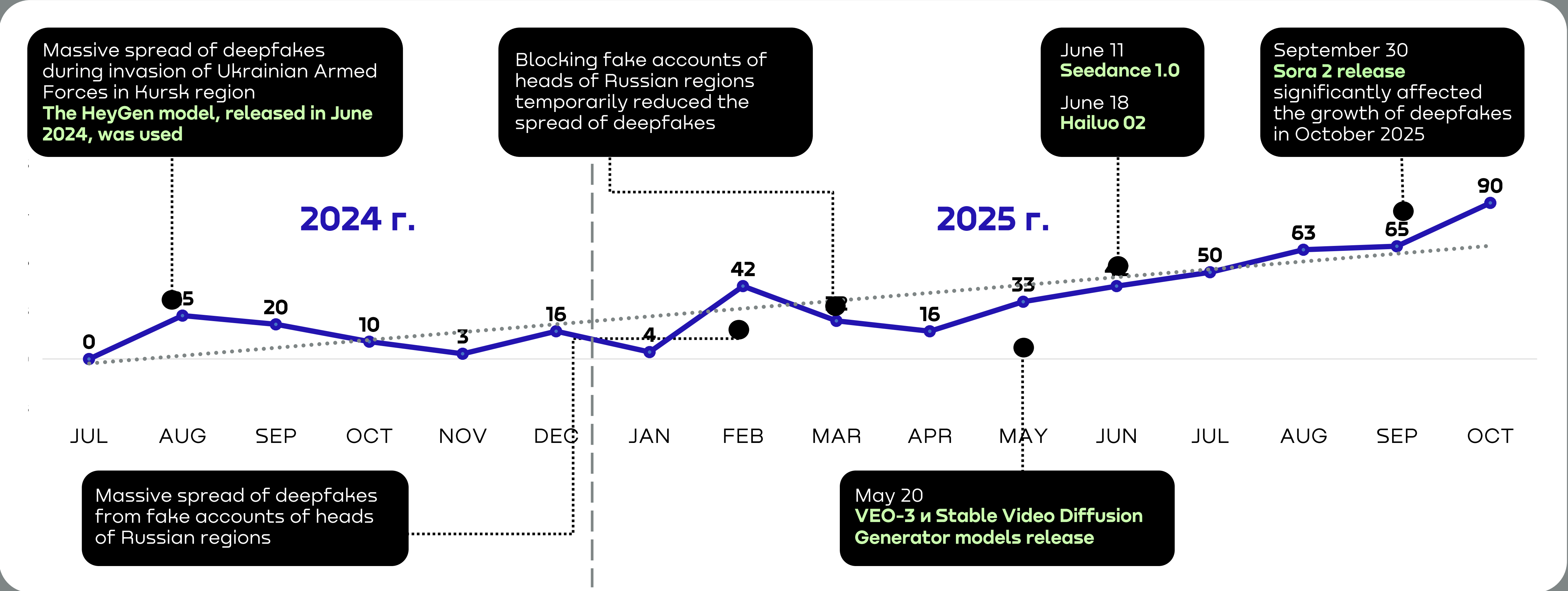
detected in 2023

408 deepfakes

detected from January to September 2025

In 2025, the number of deepfakes is projected to increase 6-7 times compared to 2024

DEEPPFAKE STATISTICS. REASONS FOR THE SPREAD.

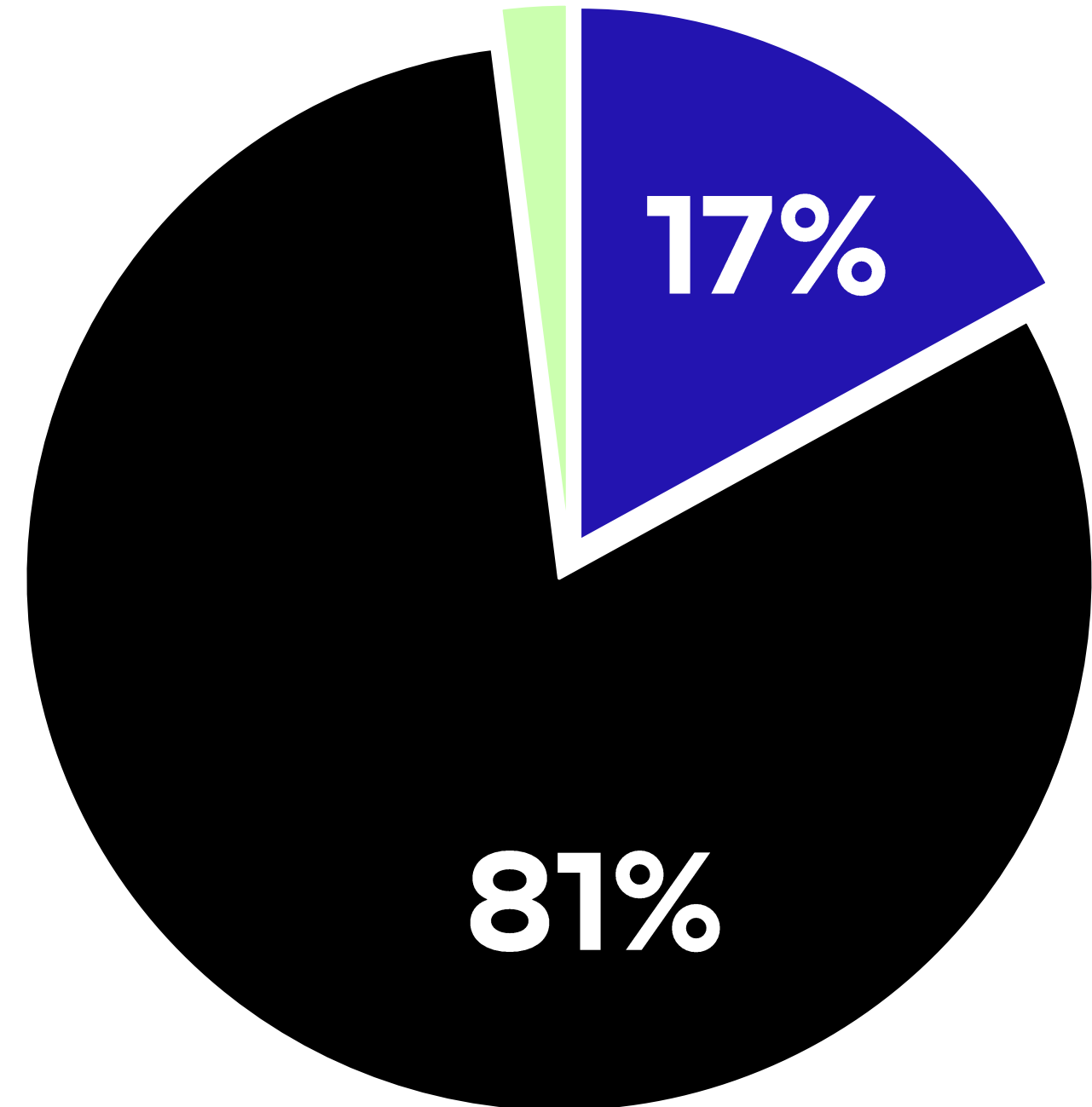


The Veo-3 and Sora-2 models had the greatest impact on the spread of deepfakes in 2025.

DEEPFAKES CREATING MECHANICS IN 2025

MECHANICS OF CREATION

2%

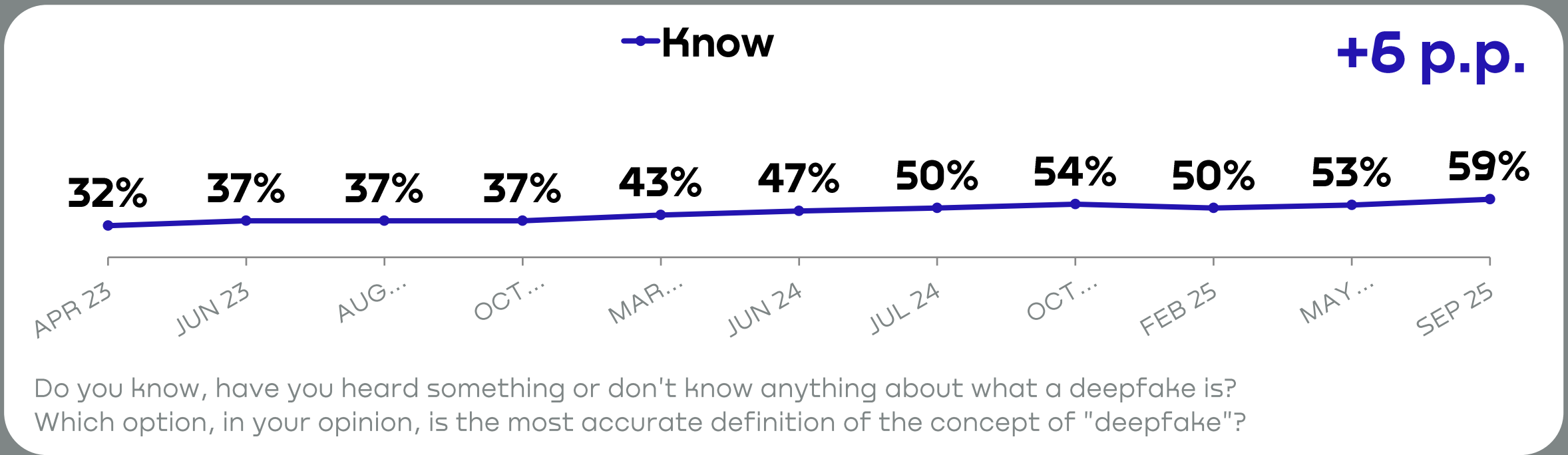
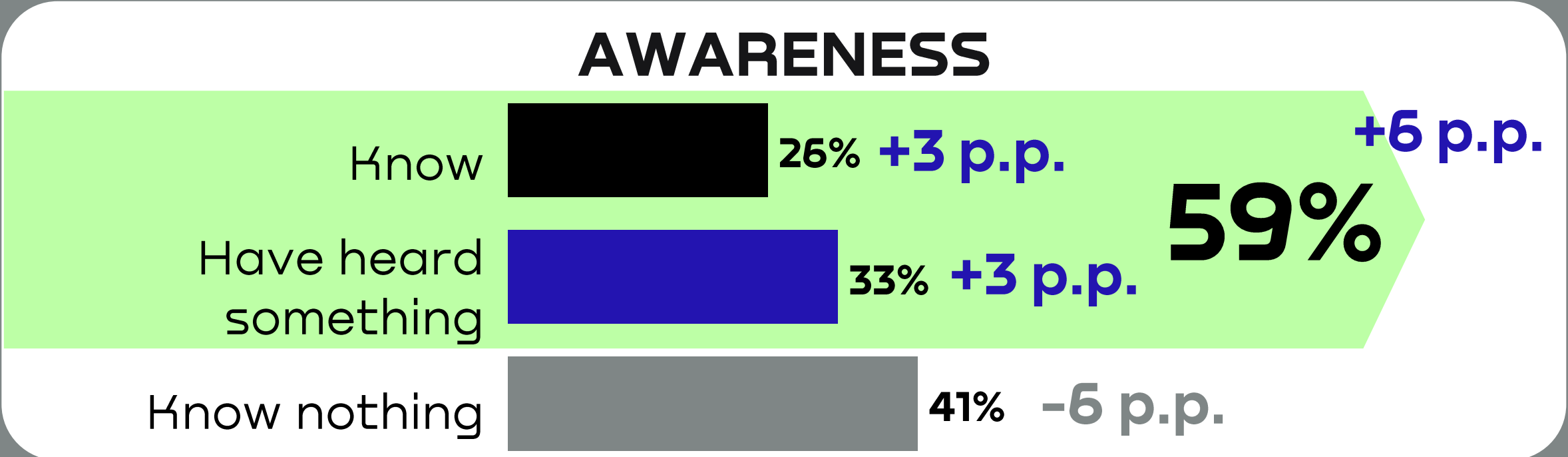


■ LipSync ■ Diffusion models ■ Audio Overlay

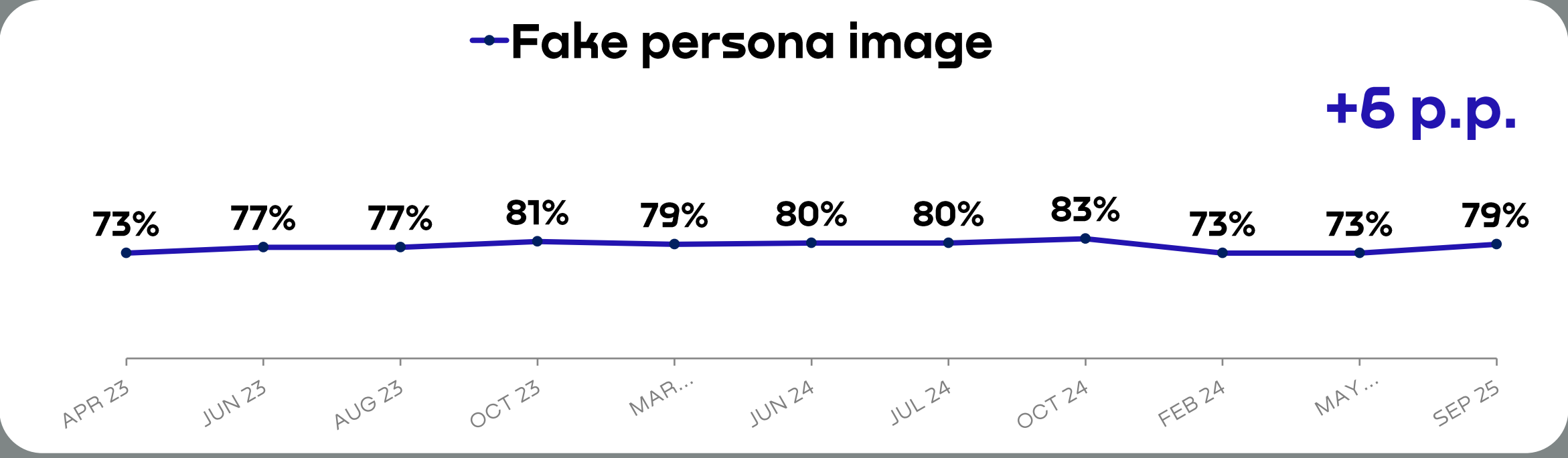
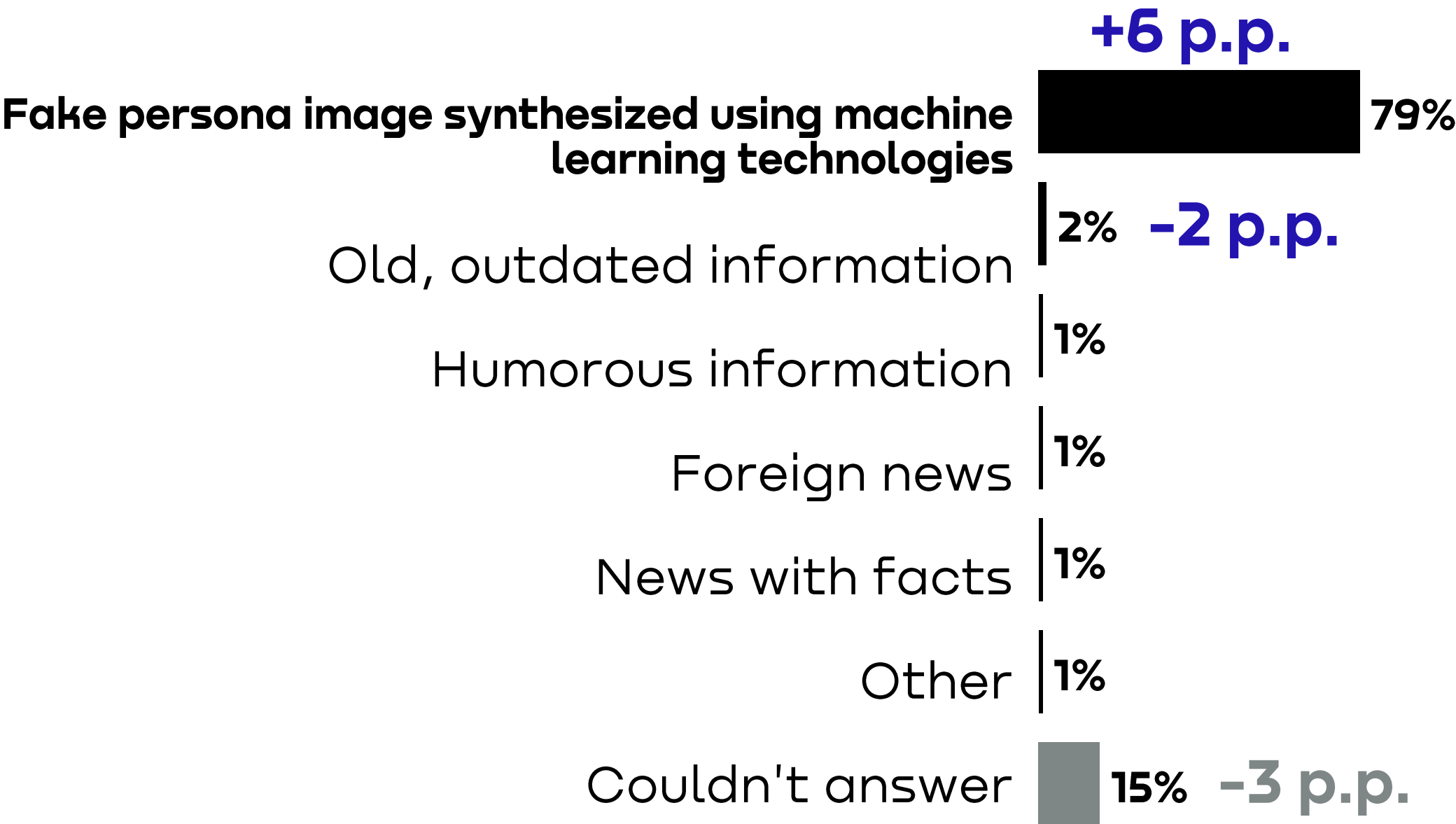
- Most of the deepfakes (81%) are created using FaceSwap, LipSync, or a combination of these technologies.
- In 2025, 69 cases (17% of the total number) of deepfakes created by diffusion models based on PROMT without a video donor were recorded.
- In 2024, such mechanics were not used in attempts to distribute generated videos on socially significant topics.
- **2% of deepfakes are created by Overlaying the generated audio onto an authentic video recording.**

AWARENESS AND DETECTION

More than half of the surveyed residents of Russia know what a deepfake is, the indicator has reached its maximum in the history of measurements. 79% of them give the correct definition of the term. The men surveyed aged 18-34 and residents of the Central Federal District are best informed about deepfakes. Respondents aged 55 and older do not know anything about deepfakes.



DETECTION



2025

PRIMITIVE FABRICATIONS



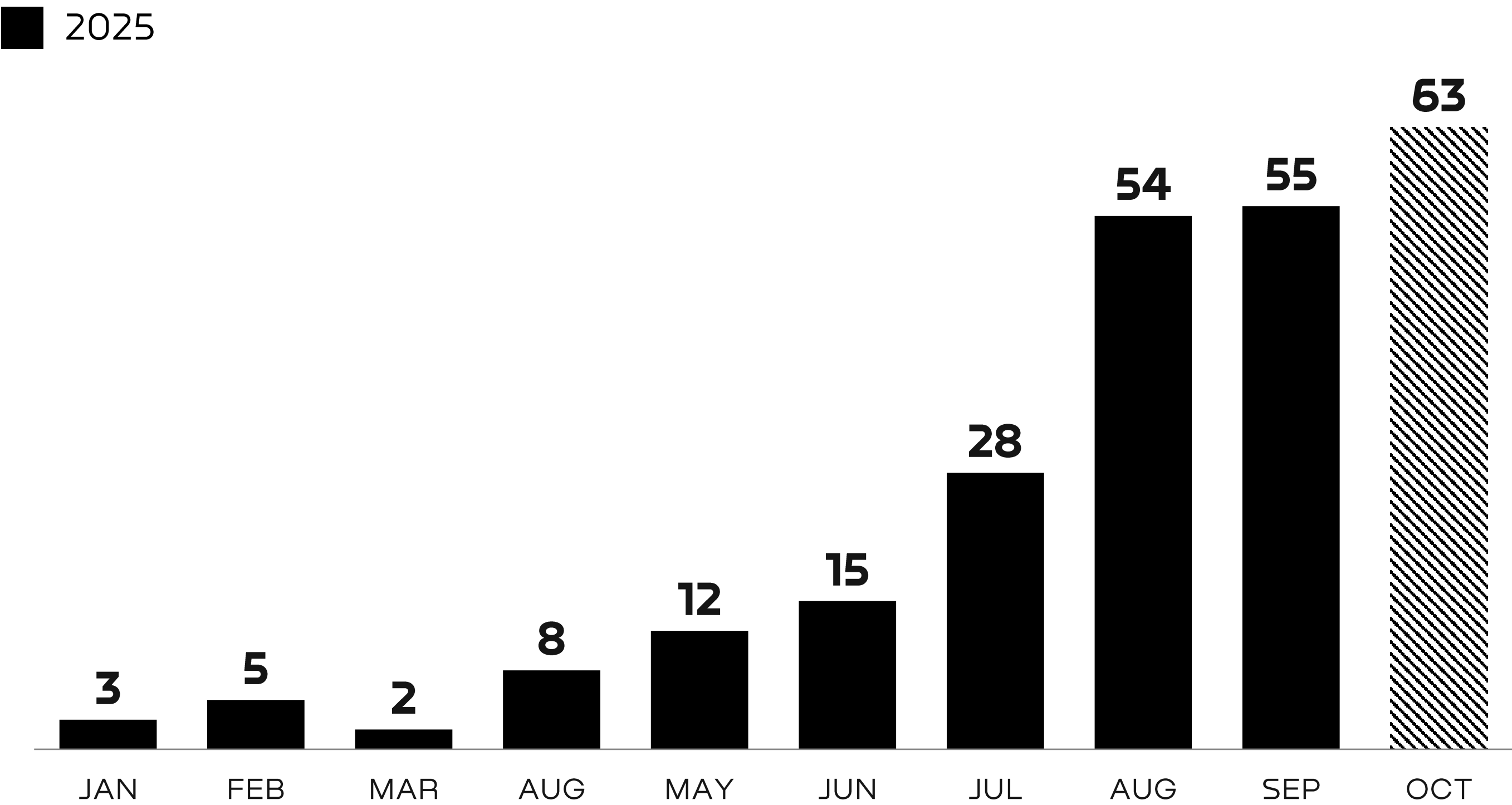
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2025

NUMBER OF UNIQUE FAKE DOCUMENTS DYNAMICS

FAKES WITH FORGED DOCUMENTS



**224 fake
documents**

detected since
January 1, 2025

**91% belong to the
regions of the
Russian Federation**

2025

THE ROLE OF EDUCATIONAL PROGRAMS

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EDUCATIONAL PROJECTS

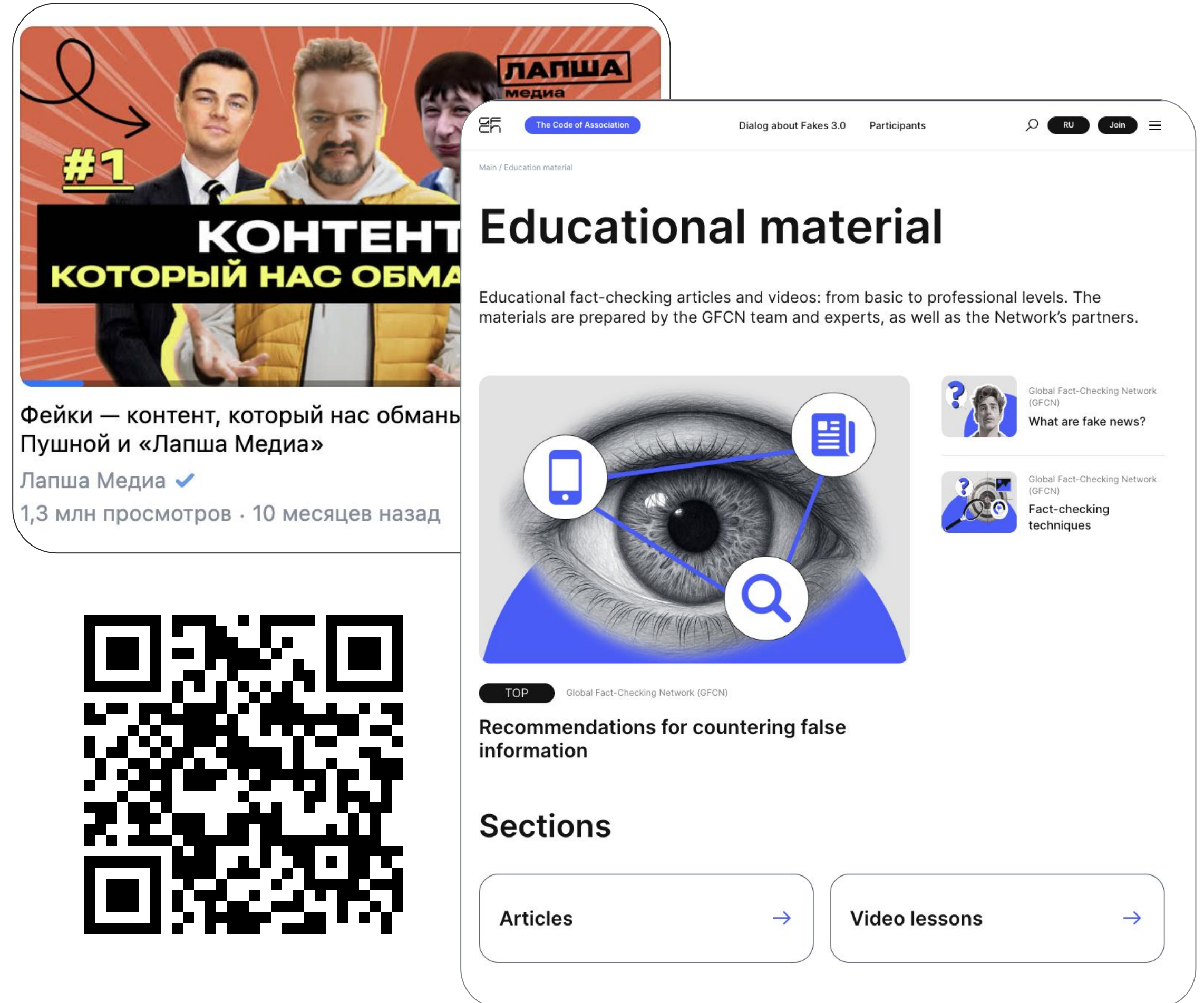
2025

RUSSIAN-LANGUAGE:

- Online educational course on the Dialog Expert platform
- Full-time FE course for executive authorities, press services, analysts
- Educational content on the website and on social networks

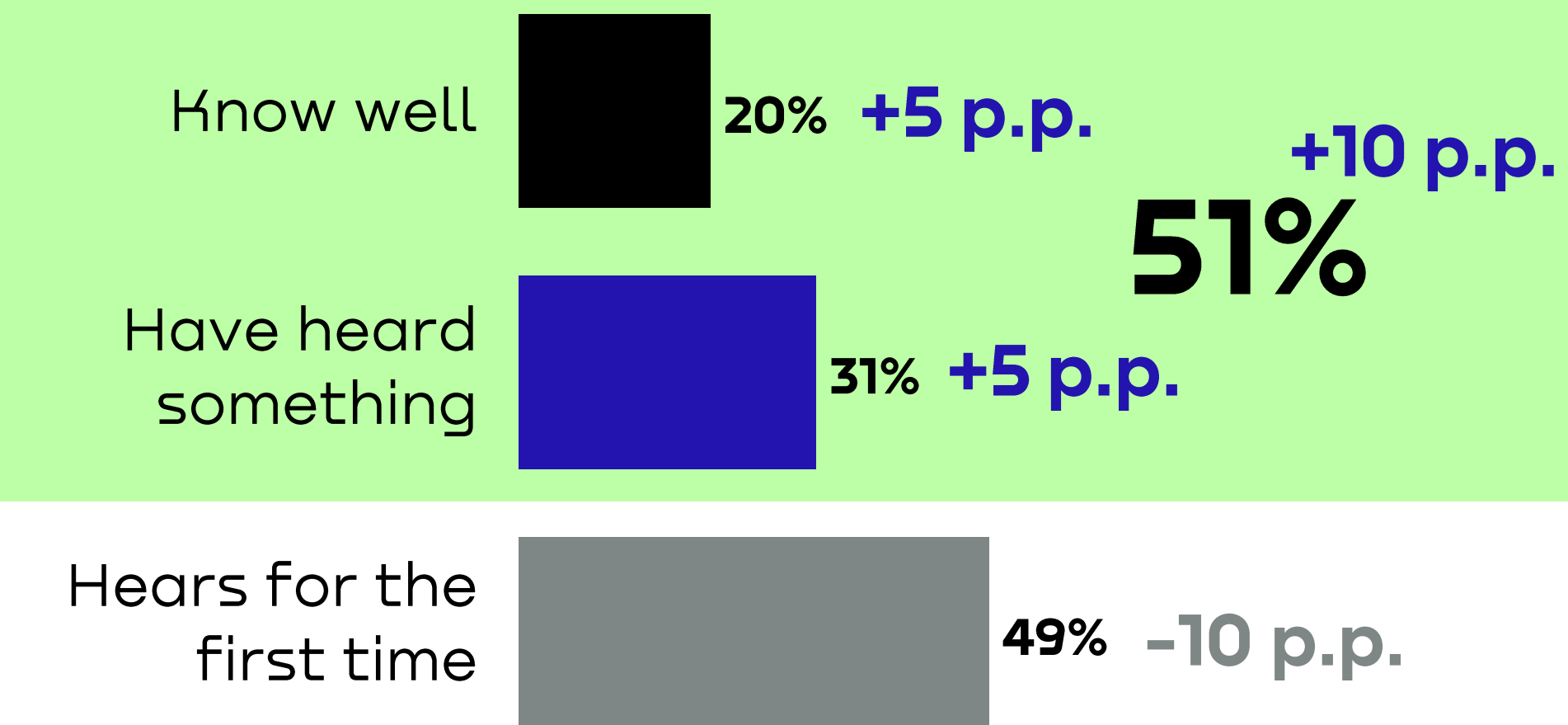
INTERNATIONAL:

- Educational section on the GFCN website (130 educational articles on fact-checking, 2 basic online courses)
- Offline training for more than 1,500 people
- Expanding the geography of educational events



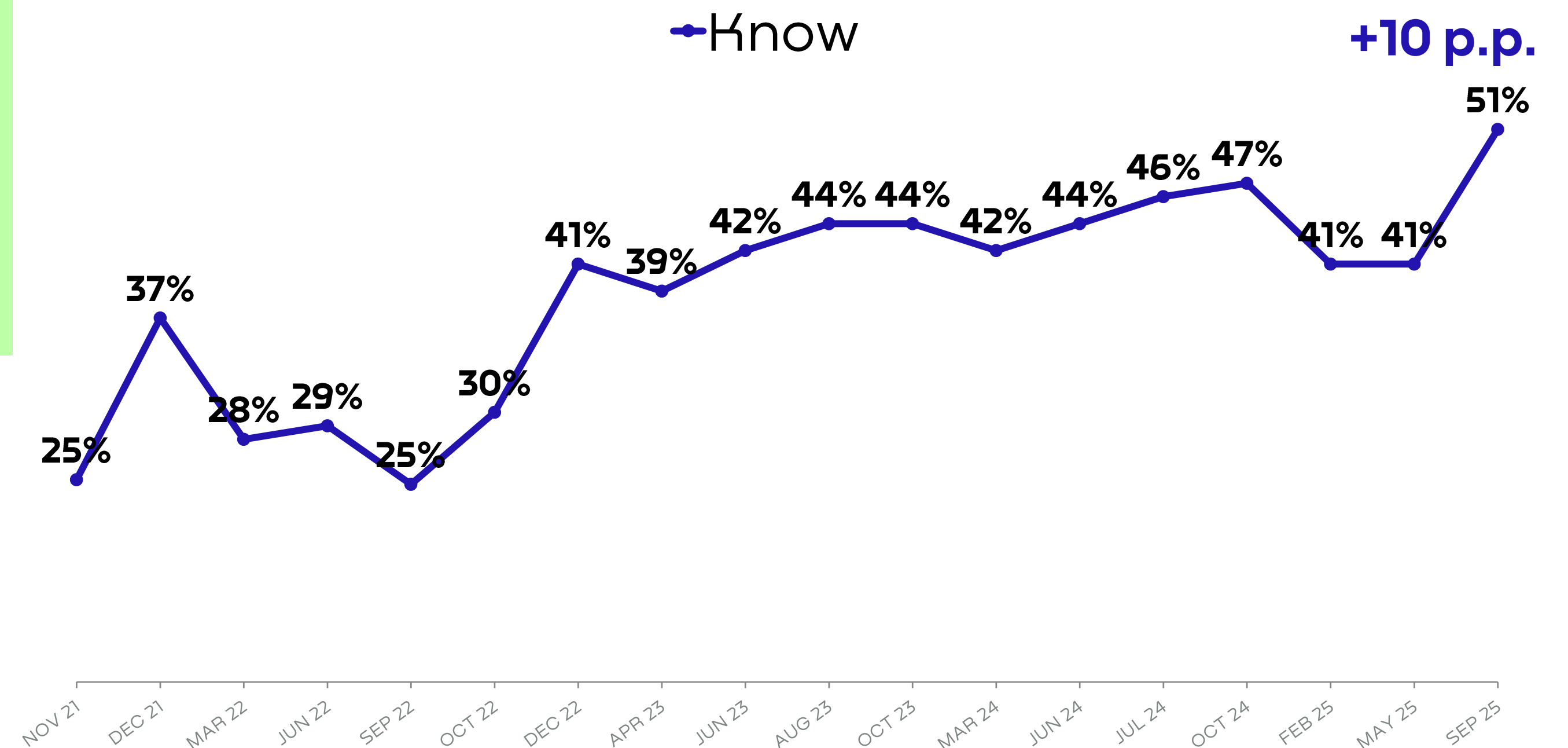
FACT-CHECKING AWARENESS

In this measurement, the proportion of respondents familiar with the term "fact checking" increased significantly, mainly due to men and respondents aged 18-44 years. Men aged 18-34 and residents of large cities with a population of over 1 million people are most often informed. For the first time, this concept is mainly encountered by women, respondents over 55 years old and residents of the North Caucasian Federal District.



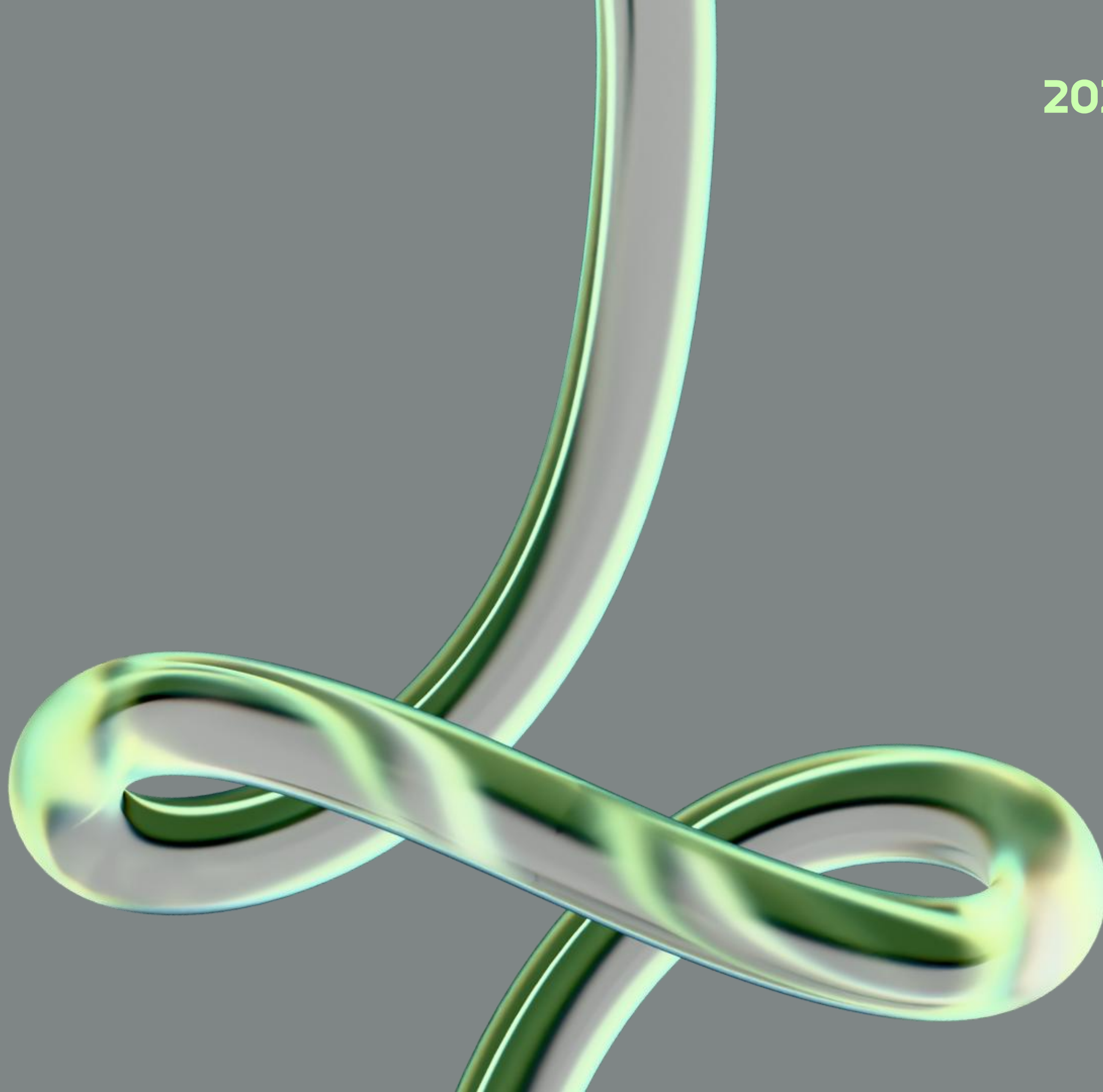
±2 percentage points — change compared to the measurement in May 2025

Do you know, have you heard something or are hear about "fact checking" for the first time?



SUMMARY

2025



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SUMMARY

2025

FAKE INFORMATION

Skilled at distinguishing reliable information from fake information.

64% personally
27% friends

Have believed a fake at least once

64%

Meet fakes once a week and more often

55%

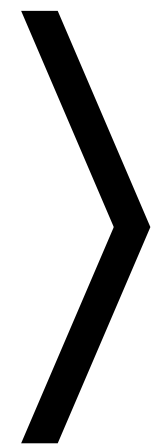
Spreading fakes is dangerous

73%

FACT-CHECKING

68%

encounter refutations



46%

trust government agencies

33%

trust fact-checking resources

51%

know about fact checking

24%

encounter fact-checking once a week and more often

DEEPFAKES

59%

know about deepfakes

LEGISLATIVE REGULATION

46%

is necessary

CONCLUSIONS

There is an increase in public awareness about fakes and deepfakes. Awareness of fact-checking and deepfakes has reached 68%. The majority of respondents (64%) are confident that they are able to distinguish reliable information from unreliable information.

The number of people who have met refutations reaches high levels (68%). Almost half of them (46%) declare their trust in government agencies, and more than a third declare their trust in fact-checking resources.

59% of the survey participants state that they are aware of the existence of deepfakes, about 46% believe that deepfakes need to be regulated by law.

SUMMARY

The most significant trend in 2025 — **is a more than 5-fold increase in the number of deepfakes**. The growth of generated fakes is directly related to the **improvement of neural networks**.

The year 2025 marks the highest number of fakes in the entire history of observations — an increase in unique fakes by 9% compared to the same period in 2024. By the end of the year, approximately 4.1 — 4.2 thousand unique fakes are expected.

The number of fake copies, as well as the overall viewing figures in 2025, remain at a comparable level with 2024.

The share of unique regional fakes **is 47%**.

There are more fakes in the political sphere (**by 9% compared to the same period in 2024**).

In 2025, the main categories of unreliable information in terms of the number of unique fakes, as well as views, as in previous years, remain: the political sphere and socially significant incidents. **The political sphere accounts for 44% of the total number of fakes, as well as 47% of the total number of views; socially significant incidents account for 18% of the total number of fakes, as well as 20% of the total number of views.**