

CONFERENCE ORGANIZERS



Faculty of Management and Transportation
Department of Economic and Social Sciences
University of Bielsko-Biala
Faculty of Humanities and Social Sciences
Department of Theory, Practice and Communication
Department of Polish Studies
Institute of Modern Languages
University of Bielsko-Biala



Faculty of Humanities and Social Sciences
Department of Sociology and Military History
Polish Naval Academy of the Heroes of Westerplatte

CONFERENCE CO-ORGANIZERS



Faculty of Humanities
**Institute of Media,
Journalism and Social
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Faculty of Journalism
**Ivan Franko National
University of Lviv**



Institute of Humanities and
Social Science
**Department of Sociology
and Social Work**
**Lviv Polytechnic
National University**



Faculty of Economic Studies
**Department of Social
Sciences**
**University of Finance
and Administration,
Czech Republic**

invite to an international conference

WHO CAN WE TRUST?

DISINFORMATION, FAKE NEWS AND PSEUDOSCIENCE IN THE AGE OF ALGORITHMS AND ARTIFICIAL INTELLIGENCE

THE 17th EDITION OF THE MEDIA CONFERENCE

CONFERENCE PARTNERS



Polskie Towarzystwo
Socjologiczne
Oddział Katowicki



MEDIA
I SPOŁECZEŃSTWO

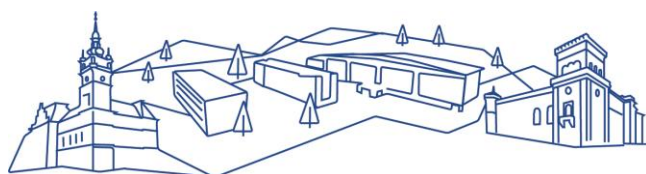
Conference date: 06 November 2026

Conference venue: MS TEAMS platform, online formula

Organizer's address: University of Bielsko-Biala, 43-309 Bielsko-Biala, Willowa Street 2

Conference languages: Polish, English

Conference website: <https://konferencjamedia.ubb.edu.pl/>



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HR EXCELLENCE IN RESEARCH

I. Conference theme

Milan Kundera believed that speed is "a form of ecstasy that the technological revolution has given to man as a gift" (Kundera 1997, p. 5). We live in a world where information reaches us faster than ever before. At the same time, it is becoming increasingly difficult to answer a fundamental question: can we trust it? Algorithms determine what content we see. Social media accelerate its dissemination. Artificial intelligence makes it possible to create increasingly convincing images, recordings, and texts.

Neil Postman argued that "we do not perceive [...] reality [...] as it 'is,' but rather [through] what our languages are like. And our languages are our media. Our media are our metaphors. Our metaphors create the content of culture" (Postman 2002, pp. 34–35). As a result, the boundary between information, opinion, manipulation, and falsehood is becoming blurred.

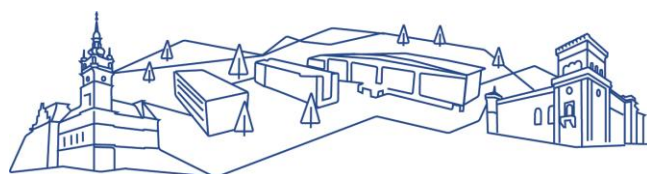
Why do we believe in fake news? How does pseudoscience gain credibility? Do algorithms reinforce our beliefs and trap us in information bubbles? How is artificial intelligence changing the face of disinformation? In the age of algorithms and artificial intelligence, are we still capable of consciously choosing what and whom to believe? And, above all, how can we find the truth in a world where false information can appear more credible than the truth? And does such a thing as truth still exist?

We hope that the seventeenth edition of the media conference will provide an interdisciplinary space for discussion of the contemporary information environment and its impact on individuals and society.

The conference welcomes representatives of various academic disciplines, as well as practitioners working in the fields of media, communication, education, security, new technologies, and social life.

II. Thematic sessions

1. Disinformation and strategies for manipulating audience.
2. Fake news and its social impact.
3. Pseudoscience and the mechanisms behind establishing its credibility.
4. Algorithms, information bubbles, and content personalization.
5. Artificial intelligence and the generation of false content.
6. Deepfakes and new forms of manipulation.
7. The psychology of believing false information.
8. The role of the media and journalists in fact-checking information.
9. Media literacy and digital competencies.
10. Disinformation as a challenge to security.
11. The responsibility of digital platforms, the media, scientists, and public institutions.



III. Organizational information

1. Authors are kindly requested to submit their completed registration form by **30 October 2026**.

Registration form:

<https://forms.cloud.microsoft/e/Df4HqXzx6B>

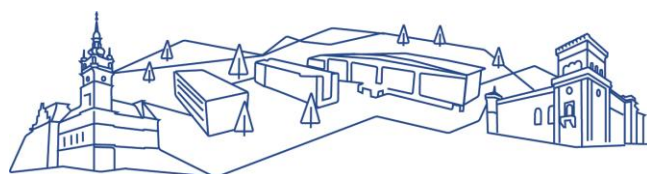
2. The Authors will be notified by email of the acceptance or rejection of their proposal by the Chair of the Organizing Committee no later than **31 October 2026**.
3. The conference will be held online on the MS TEAMS platform.
4. The conference program, along with links, will be published by **03 November 2026**.
5. Each presentation is allocated 15 minutes.
6. The conference fee is 200 PLN (applies only to active participation). Upon acceptance of the paper, the fee should be paid by: **05 November 2026**

Bank account: 73 12404142 11110010 54572831 (Kod SWIFT: PKOPPLPW)
Bank PKO S.A.

Uniwersytet Bielsko-Bialski, 43-309 Bielsko-Biala, ul. Willowa 2
REGON: 072728961, NIP: 547-194-37-84

TRANSFER TITLE: Conference fee: Disinformation, Fake News and Pseudoscience
+ Participant's First and Last Name

7. Articles should be submitted to mediaispoleczenstwo@ubb.edu.pl/
kpiatek@ubb.edu.pl or through the ICI Publishers Panel manuscript submission system :
<https://mediaispoleczenstwo.ath.bielsko.pl/resources/html/cms/DEPOSITSMANUSCRIPT> no later than **26 February 2027**.
Articles will be considered for publication in the *Media and Society* journal, provided that they are submitted by the deadline specified by the Conference Organizers. Manuscripts must be prepared in accordance with the journal's submission guidelines and successfully undergo both internal and external peer review. Publications are planned for 2027–2028.
Articles recommended for publication will be forwarded to the Editorial Board for final approval. The journal's editorial guidelines are available on its website:
<https://mediaispoleczenstwo.ubb.edu.pl>
8. For articles prepared in a language other than Polish or English, please contact the Editorial Board.



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IV. Conference calendar

1. 30.10.2026 r.– registration deadline
2. 31.10.2026 r.– notification of acceptance or rejection of proposal submission
3. 03.11.2026 r.– publication of the conference programme
4. 05.11.2026 r.– payment deadline
5. **06.11.2026 r.– conference**
6. 26.02.2027 r.– deadline for submitting the final version of the manuscript

V. Scientific Committee

The Chair of the Scientific Committee:

prof. zw. dr hab. Libor Pavera – University of Bielsko-Biala, Poland/University of Economics in Prague, Czech Republic

Members:

prof. dr hab. Marek Bernacki (Editor-in-Chief of “Media and Society”) – University of Bielsko-Biala, Poland

dr hab. Olga Dąbrowska-Cendrowska, prof. UJK – Jan Kochanowski University of Kielce, Poland

dr hab. Giuseppe Maiello – University of Finance and Administration, Czech Republic

dr Nataliya Hado – University of Missouri–St. Louis (UMSL), Missouri, USA

dr Jarosław Jabłonka – University of Bielsko-Biala, Poland

prof. Larysa Klymanska – Lviv Polytechnic National University, Ukraine

prof. dr hab. Jerzy Kojkoł – Polish Naval Academy, Gdynia, Poland

dr hab. Michał Kopczyk, prof. UBB – University of Bielsko-Biala, Poland

dr hab. Svitlana Lizakowska, prof. AMW – Polish Naval Academy, Gdynia, Poland

dr hab. Aleksandra Lubczyńska, prof. UJK – Jan Kochanowski University of Kielce, Poland

dr Juliana Ławrysz – Ivan Franko National University of Lviv, Ukraine

dr Marco Marsili – Ca' Foscari University of Venice, Italy

dr Anna Foltyniak-Pękała – University of Bielsko-Biala

dr Robert Pysz – University of Bielsko-Biala

dr hab. Marek Rembierz, prof. UŚ – Silesian University, Poland

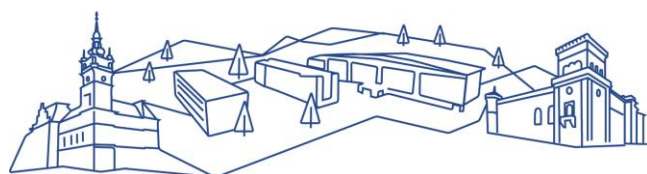
dr Mirosława Rudyk – Ivan Franko National University of Lviv, Ukraine

doc. Viktor Savka – Lviv Polytechnic National University, Ukraine

doc. Ihor Sklenar – Ivan Franko National University of Lviv, Ukraine

dr hab. Agnieszka Łukasik-Turecka, prof. KUL – The John Paul II Catholic University of Lublin, Poland

prof. dr hab. Ernest Zawada – University of Bielsko-Biala



VI. Organizing Committee

Chairwoman:

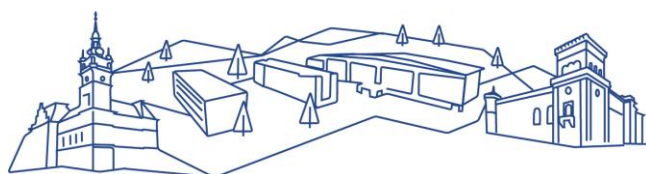
dr Katarzyna Piątek – Faculty of Management and Transport, University of Bielsko-Biala, Poland; mail: kpiatek@ubb.edu.pl

Conference Secretaries:

dr Joanna Wróblewska-Jachna – Faculty of Management and Transport, University of Bielsko-Biala, Poland; mail: jwroblewska@ubb.edu.pl

dr Beata Bury – Institute of Modern Languages, University of Bielsko-Biala, Poland; mail: bbury@ubb.edu.pl

dr Patrycja Bałdys – Polish Naval Academy, Gdynia, Poland; mail: p.baldys@amw.gdynia.pl



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