



Exploring Ethical Meaning and Professional Resilience in Building Consumer Trust through Sustainable Brand Communication

Yera Yulista ^{1*}, Yaisyah Sikumbang ²

¹IAIN SAS Babel, Indonesia

²UIN Syahada Padangsidempuan, Indonesia

¹yerabelajar11@gmail.com *, ²yaisyah@gmail.com

Article Info

Article history:

Received 30-09-2025

Revised 25-10-2025

Accepted 17-11-2025

Keyword:

Digital Disinformation; Young Diplomats; Ethical Meaning; Professional Resilience; Digital Diplomacy; International Communication

ABSTRACT

Brand sustainability communication has become a critical concern in contemporary marketing, reflecting increasing expectations for ethical transparency, authenticity, and accountability in digital environments. However, the linkage between sustainability messages and the actual development of consumer trust remains underexplored. While prior studies have mainly used quantitative models to examine brand credibility and consumer attitudes, limited research has illuminated how individuals subjectively experience and construct trust in response to sustainability communication on social media. This study aims to bridge that gap by precisely exploring how consumers interpret, emotionally engage with, and ethically evaluate sustainability messages. Employing an interpretative phenomenological approach (IPA), in-depth semi-structured interviews were conducted with twelve active social media users, and the data were thematically analyzed to identify key experiential patterns of trust formation. Findings reveal three interconnected dimensions of trust: (1) authenticity, manifested through transparent and value-consistent messages; (2) dialogical interaction, shaped by perceived openness and reciprocity between brand and audience; and (3) moral resonance, emerging when brand ethics align with consumers' personal moral frameworks. Trust thus evolves as a relational and emotional process rather than a fixed cognitive judgment. This refined understanding contributes to theory by clarifying how emotional and ethical engagement underpin trust in digital sustainability communication. Practically, it guides brands toward fostering credible and value-driven relationships through consistent, transparent storytelling. The study further recommends future comparative research on cultural variations in the lived experience of digital trust to enrich cross-contextual insights.



©2025 Authors. Published by PT Mukhlisina Revolution Center.. This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

(<https://creativecommons.org/licenses/by/4.0/>)

INTRODUCTION

In recent years, brand sustainability communication has emerged as a central discourse within marketing communication, reflecting the increasing global awareness of environmental responsibility and corporate transparency (Sarno & Black, 2024). In the era of digital media, brands no longer communicate their sustainability values solely through traditional advertising; instead, they engage consumers through social media platforms that encourage real-time interaction, emotional resonance, and participatory storytelling (García Gordillo et al., 2025). This transformation marks a significant cultural shift—from corporate-centric messages to dialogical exchanges shaped by consumer perceptions and lived experiences (Fisher et al., 2024). Within this context, communication is not merely a transactional exchange of information but a socially constructed phenomenon, mediated by emotion, trust, and authenticity.

The phenomenon of trust-building in sustainability communication has become particularly salient as consumers grow more skeptical of “greenwashing” and demand evidence of genuine ethical practices. Social media amplifies both transparency and scrutiny: while it allows brands to showcase sustainability efforts dynamically, it also exposes inconsistencies between communicated values and

actual practices (Montiel Torres et al., 2025). The subjective interpretation of these messages varies widely among consumers, influenced by personal values, cultural norms, and emotional connections with the brand. As a result, understanding how consumers experience and make sense of sustainability messages becomes crucial for advancing both theoretical and practical insights into marketing communication.

Despite the proliferation of research in digital branding and corporate sustainability, most studies have emphasized strategic outcomes—such as purchase intention, reputation management, or brand loyalty—while paying limited attention to the lived experience of consumers as active interpreters of meaning (Mukhlis, 2025a). The phenomenological perspective provides a necessary paradigm shift: rather than viewing audiences as passive recipients, it regards them as meaning-making agents whose perceptions, emotions, and reflections construct the reality of brand trust (Seybold, 2025). Exploring these experiences through a phenomenological lens offers a pathway to uncover the deeper structures of meaning that underlie trust formation—an aspect that quantitative or survey-based approaches often overlook.

Thus, the exploration of consumers' experiences in perceiving and responding to brand sustainability communication is not only academically relevant but also socially significant. It provides insight into how individuals navigate the tension between skepticism and belief, between corporate narratives and personal ethics (Varela da Costa et al., 2025). In doing so, it contributes to a broader understanding of how communication, as a lived human experience, shapes contemporary relationships between consumers, brands, and the evolving moral landscape of sustainability.

Research on individuals' experiences in relation to digital and sustainability-driven brand communication has become an increasingly significant domain within marketing and communication studies (Alberts, 2025). As social media transforms the ways in which meaning is constructed, shared, and internalized, understanding the subjective experience of consumers becomes central to interpreting how trust and authenticity are formed in sustainability communication (Oleksiyuk, 2025). Scholars have noted that consumers engage not only cognitively but also emotionally and morally with sustainability narratives, interpreting them through personal values and lived realities (Padilla et al., 2025). Hence, this sub-area of inquiry—focusing on the phenomenology of trust formation and meaning-making in digital brand interactions—provides fertile ground for understanding the intersection of ethics, identity, and communication in contemporary markets.

Despite the growing interest in this area, methodological challenges persist. Many prior studies have employed quantitative or survey-based methods that capture attitudes and behavioral intentions but fail to grasp the depth and complexity of subjective experience (Moreno Bobadilla, 2024). Such approaches often reduce trust to a measurable construct, overlooking its dynamic, emotional, and interpretive dimensions as experienced by real consumers in real contexts (Mukhlis, 2025b). Moreover, qualitative studies that do exist frequently adopt descriptive frameworks without fully engaging with the essence of lived experience—how trust is felt, negotiated, and embodied through daily interaction with digital content.

These limitations reveal a critical gap in existing methodologies: current approaches are not sufficiently equipped to capture the essence of meaning that underlies the phenomenon of trust in sustainability communication (Ong & Donovan, 2025). Phenomenology, as a research paradigm, directly addresses this limitation by privileging the participants' voice, context, and sense-making process (Samuelsen et al., 2025). It enables an exploration that moves beyond surface-level observation to uncover the intentional structures of consciousness and perception (Tanner & Gillardin, 2025). Through such an approach, this study seeks to illuminate the deeper experiential dimensions of how consumers interpret, internalize, and emotionally respond to sustainability communication in the digital space.

While previous studies on brand sustainability communication have provided valuable insights into strategies, message framing, and consumer behavioral outcomes, they have largely adopted practical or managerial perspectives that emphasize measurable variables such as consumer attitude, trust scores, or purchase intention (Caruso, 2025). These approaches, often grounded in quantitative or experimental paradigms, have contributed to understanding what factors influence

trust, but not how trust is lived, felt, and constructed by consumers through their daily interactions with digital media. The dominant analytical lens remains instrumental—treating trust as a functional outcome of persuasive communication rather than as an evolving, meaning-laden human experience.

This reliance on surface-level or metric-oriented methodologies limits the capacity to uncover the deeper structures of experience that define trust formation. Surveys and content analyses, for instance, tend to isolate variables and decontextualize them from the emotional and moral realities of consumers' digital lives (Brutti, 2025). As a result, these methods fail to capture the nuanced interplay between cognitive understanding, affective resonance, and ethical reflection that underpins how individuals perceive and engage with sustainability narratives (Mukhlis, Suradi, et al., 2023). Consequently, the existing literature provides a fragmented understanding of the phenomenon—adequate for strategic application, but insufficient for grasping the essence of trust as a lived experience.

To address these shortcomings, there is a growing recognition of the need for a phenomenological inquiry—one that privileges lived experience over measurement and seeks to reveal the intrinsic meanings embedded in consumer–brand interactions (Ó Fathaigh et al., 2025). Phenomenology allows researchers to explore trust not as a static construct but as a dynamic, relational process shaped by emotion, context, and identity. By engaging participants' first-person perspectives, this approach facilitates a holistic exploration of how consumers interpret authenticity, transparency, and moral consistency in brand sustainability communication (Mukhlis & Saidah, 2025). Thus, adopting a phenomenological method provides an essential alternative to existing practices, enabling a richer and more comprehensive understanding of the phenomenon as it is experienced rather than merely observed.

Previous research in marketing communication and sustainability studies has explored how brands communicate ethical values and how consumers respond to messages of authenticity and responsibility (Zecchinon & Standaert, 2025). Studies grounded in corporate communication and consumer psychology have examined the impact of transparency, emotional appeal, and narrative persuasion on trust formation. However, most of these works have emphasized observable outcomes rather than the lived, inner experiences of consumers when engaging with sustainability narratives (Burns et al., 2024). Few studies have captured how individuals interpret, internalize, and emotionally relate to sustainability communication in their daily digital interactions (Mukhlis & Abdullah, 2025). This lack of experiential insight underscores the need for a phenomenological approach that foregrounds the subjective dimensions of consumer meaning-making.

The present study employs a phenomenological approach, specifically the interpretative phenomenological analysis (IPA), to uncover the essence of consumers' experiences in developing trust toward brand sustainability communication on social media (Moore et al., 2024). This approach is chosen because it allows exploration of how trust is felt, negotiated, and embodied through consumers' interactions with sustainability content (Dzogovic et al., 2025). By focusing on participants' narratives, this study answers the questions posed in the Knowledge Gap section—how consumers experience authenticity, respond to transparency, and construct moral resonance in digital brand communication (Mukhlis, Janwari, et al., 2023). The phenomenological lens provides a pathway to understand trust as a dynamic, emotional, and moral process rather than a static behavioral outcome. This methodological stance makes it possible to capture the depth and richness of participants' lived experiences.

This article is structured as follows. The introduction presents the general and specific background of the study, highlighting the conceptual and methodological foundations of phenomenology (Mukhlis et al., 2024). The Method section explains the interpretative phenomenological framework, including participant selection, data collection, and analytic procedures (Mukhlis, Maryam, et al., 2023). The Results section presents the emergent themes and essential meanings of consumer experience, followed by a Discussion that connects these insights to existing literature and theoretical implications (Morais & Piñeiro-Naval, 2025). The article concludes with reflections on the contribution of phenomenological inquiry to marketing communication and suggestions for future research.

RESEARCH METHODS

Study Design

This research employed a phenomenological design to explore the lived experiences of consumers in building trust toward brand sustainability communication on social media. The phenomenological approach was selected because it allows for a deep understanding of the subjective meanings and perceptions that individuals attach to their experiences. By focusing on the essence of these experiences, this approach facilitates the identification of how trust is constructed and sustained in the digital environment.

The study was guided by an interpretative phenomenological approach (IPA), which emphasizes the interpretation of participants' lived realities while acknowledging that meaning emerges through the interaction between the participant's voice and the researcher's interpretive framework. This interpretative focus was essential for uncovering the emotional, symbolic, and moral dimensions of consumer engagement with sustainability communication.

Participants

Participants consisted of active social media users who regularly engage with sustainability-oriented brand content. Selection was conducted using purposive sampling, ensuring that only individuals with relevant and reflective experiences were included. Inclusion criteria encompassed consumers aged between 20 and 45 years, who followed at least two brands known for sustainability campaigns and had interacted with such content (e.g., by liking, commenting, or sharing). Individuals without prior engagement or awareness of sustainability communication were excluded to maintain experiential depth and relevance.

A total of twelve participants (seven females and five males) took part in the study, representing diverse professional and educational backgrounds. Their mean age was 31.4 years. This demographic range provided a balanced representation of young adult consumers who are digitally literate and attuned to sustainability issues, thus contributing to the contextual richness of the phenomenon.

Data Collection

Data were collected through in-depth semi-structured interviews, designed to elicit detailed narratives about participants' perceptions, feelings, and interpretations of brand sustainability communication. Each interview followed a guide that covered key themes, such as authenticity, transparency, emotional resonance, and perceived credibility. Interviews were conducted either face-to-face or via secure video conferencing platforms, depending on participants' availability and comfort.

Each session lasted between 45 and 70 minutes, allowing sufficient time for participants to reflect and articulate their experiences. The interviews were audio-recorded with consent and subsequently transcribed verbatim. To ensure a comfortable and open environment, interviews took place in quiet, non-distracting settings chosen by participants. Probing questions were used when necessary to deepen the understanding of personal meaning and emotional context.

Data Analysis

The data were analyzed using the Interpretative Phenomenological Analysis (IPA) framework, following systematic stages to capture the essence of participants' lived experiences. Initially, all transcripts were read multiple times to gain holistic familiarity with the data. Significant statements and phrases that revealed critical aspects of the phenomenon were identified as meaning units. These units were then coded and grouped into emergent themes that represented patterns of shared meaning across participants.

NVivo software was used as a supporting tool to organize the textual data and facilitate the coding process, though interpretation remained grounded in the researcher's engagement with the data. Themes were refined through iterative comparison, clustering, and abstraction until core thematic structures emerged. The analytic process adhered to the phenomenological principle of

eidetic reduction, focusing on the invariant structures that constitute the essence of trust in brand sustainability communication. The final themes were integrated into a coherent narrative that reflected the complexity and depth of participants' experiences.

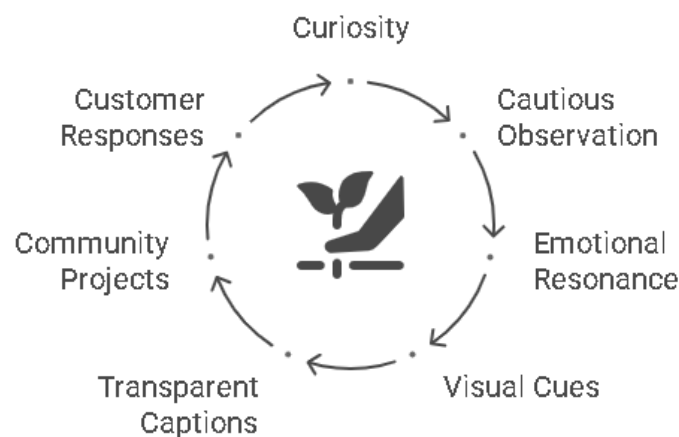
RESULTS

Trust as an Evolving Emotional Journey

Participants described trust in brand sustainability communication not as an immediate belief, but as a progressive emotional journey. This journey begins with curiosity and cautious observation, followed by emotional resonance once the brand demonstrates authentic alignment with personal values. Many participants indicated that visual cues—such as consistent eco-themed imagery and transparent captions—acted as the first bridge to trust.

“At first, I wasn’t sure whether their sustainability posts were real or just marketing,” explained Participant 3. “But when I saw consistent updates showing actual community projects and responses to customer comments, I started to believe it was genuine.”

Cycle of Trust in Brand Sustainability



Beyond the descriptive accounts, this theme reveals that trust operates as an iterative emotional negotiation between skepticism and affirmation. The phenomenological depth lies in how participants experience a gradual transformation—from detached observers to emotionally involved interpreters of brand authenticity. The continuity of transparent messaging becomes a lived confirmation of sincerity, allowing consumers to internalize trust as a moral and affective state rather than a cognitive endorsement.

The Role of Authentic Interaction in Perceived Credibility

A recurring pattern across interviews revealed that authentic, two-way engagement—rather than one-directional promotion—strengthens consumer confidence in brand sustainability messages. Participants emphasized that humanized communication through comments, Q&A sessions, and real-time stories makes sustainability feel less like a corporate narrative and more like a shared community experience.

“When they replied to my comment about their packaging, I felt they really listened,” said Participant 5. “That’s when I realized they’re not just promoting—they’re part of the conversation.”

Analytically, this theme indicates that dialogical interaction serves as an existential validation of credibility. The act of response itself transforms communication from transactional to relational, allowing consumers to experience recognition and mutuality. From a phenomenological lens, participants’ trust deepens when the brand’s communicative presence evokes empathy and co-presence—suggesting that credibility is not perceived but lived through sustained relational engagement.

Visual Transparency and Symbolic Consistency

Participants consistently associated visual coherence—logos, color tones, imagery of nature, and sustainability icons—with the sense of honesty and transparency. However, symbolic excess or repetitive “green” visuals sometimes led to skepticism. Consumers developed a “visual literacy” that allowed them to discern genuine transparency from superficial aesthetics.

“I can tell when it’s just greenwashing,” noted Participant 2. “If every post looks too perfect or scripted, I start to doubt them. Real photos of the process or employees at work make it more believable.”

This pattern highlights that visual semiotics function as an experiential filter through which authenticity is judged. Rather than passively consuming imagery, participants interpret visual cues as moral signifiers—symbols that either affirm or disrupt ethical coherence. The phenomenological insight here is that the aesthetic texture of sustainability communication mediates the emotional accessibility of truthfulness, turning design consistency into a sensory pathway toward trust.

Moral Resonance and Shared Identity

Beyond cognitive evaluation, trust was deeply intertwined with the moral identity consumers construct through their online participation. Participants articulated a sense of belonging when engaging with brands whose sustainability messages resonated with their ethical or lifestyle aspirations. This moral alignment created affective loyalty that exceeded product satisfaction.

“Supporting this brand feels like part of who I am,” said Participant 8. “It’s not just about buying—it’s about being part of something that reflects my values.”

Interpretively, this theme illustrates how trust transcends transactional dynamics to become a mode of moral identification. Participants’ narratives reveal that engagement with ethical brands fulfills existential needs for coherence between personal values and social expression. Trust, in this sense, becomes an identity practice—a lived confirmation of self through relational alignment with the brand’s moral vision.

Negotiating Skepticism and Hope

While participants valued transparency and authenticity, they also expressed ongoing skepticism toward digital sustainability claims. Many reported “balancing doubt with hope,” maintaining engagement as long as the brand demonstrated continuous improvement and honesty about its limitations.

“I don’t expect perfection,” shared Participant 4. “But if they admit what they’re still working on, I trust them more.”

At a deeper interpretative level, this theme discloses trust as a paradoxical emotional condition sustained by vulnerability. Consumers’ willingness to ‘hope despite doubt’ reflects a phenomenological experience of ethical tension—where trust is continually reconstituted through the brand’s acknowledgment of imperfection. The dialogical interplay between transparency and uncertainty forms the moral core of digital trust, situating authenticity as a dynamic, co-created process rather than a fixed attribute.

DISCUSSION

This study revealed that trust in brand sustainability communication on social media is not a singular belief but a dynamic emotional process shaped by authenticity, interaction, and moral resonance (Anstead et al., 2025). Consumers experience trust as an evolving relationship—negotiating between skepticism and hope—anchored in their perception of a brand’s transparency and ethical consistency. These findings directly address the research question concerning how consumers experience and interpret trust formation in sustainability communication within digital contexts.

Contribution of the Findings to the Research Question

The findings offer a rich understanding of how consumers construct trust as an experiential phenomenon, grounded in emotional engagement, authenticity cues, and shared ethical identity. Rather than viewing trust as a static outcome of persuasive strategies, this study positions it as a lived and dialogical experience co-created between brands and audiences (Mukhlis, Arifin, Ridwan, & Zulbaidah, 2025). The emotional progression identified—from cautious observation to moral alignment—illuminates the intersubjective dimension of trust that is often overlooked in quantitative or managerial models (Marino et al., 2024). Moreover, by uncovering the role of interactive authenticity—where consumers value responsiveness and admission of imperfection—this research provides a novel contribution to understanding digital trust as an ethical relationship, not merely a communication effect. In doing so, the study extends phenomenological insights into the field of marketing communication, emphasizing the human experience of meaning-making as central to understanding brand-consumer relationships.

Relationship to Previous Literature and Theory

These findings resonate with prior works emphasizing authenticity and relational transparency as the foundation of modern branding (e.g., Beverland & Farrelly, 2010; Iglesias et al., 2020). However, unlike earlier research that conceptualized authenticity as a strategic construct, this study frames it as a lived experience that emerges through emotional continuity and dialogical engagement. The participants' accounts align with self-determination and moral identity theories, which suggest that individuals form deeper connections with brands that reflect their intrinsic values and ethical worldviews (Deci & Ryan, 2000; Aquino & Reed, 2002). Additionally, the findings expand upon the notion of “moral resonance” discussed in sustainability communication studies (Bickart & Ruth, 2012), illustrating how consumers internalize moral alignment as part of their identity construction. The phenomenological interpretation also challenges the cognitive-dominant frameworks of trust, suggesting instead that trust must be understood as a temporal, embodied, and affective experience. Through this lens, the present study contributes both theoretically and methodologically by repositioning trust as a relational phenomenon embedded in emotional and ethical meaning rather than transactional persuasion.

Implications of the Findings

The findings of this study offer both theoretical and practical implications for understanding the phenomenon of trust in sustainability communication. From a theoretical standpoint, the results highlight that trust is not merely a rational or transactional construct but an existential experience mediated by emotional engagement, relational authenticity, and moral identification (Farrand et al., 2024). This perspective invites a re-examination of marketing communication theories to integrate the experiential and ethical dimensions of consumer behavior. From a practical viewpoint, the insights suggest that brands seeking to foster trust must go beyond persuasive sustainability claims and cultivate dialogical authenticity—open, consistent, and morally transparent communication that allows consumers to witness the brand's ethical journey (Mukhlis, Arifin, Ridwan, Zulbaidah, et al., 2025). These findings also hold cultural significance: in digitally connected societies, sustainability communication functions as a moral dialogue where consumers negotiate their sense of identity, belonging, and ethical participation (Hameleers, 2025). Thus, this research underscores the importance of viewing trust as a socially embedded phenomenon, relevant not only for marketing professionals but also for organizations seeking to sustain meaningful relationships in the era of digital moral consciousness.

Limitations of the Study

While this study provides deep phenomenological insights, certain limitations should be acknowledged. The research was conducted with a relatively small and demographically narrow sample of participants, which, while appropriate for phenomenological depth, limits the breadth of representativeness (Henderson & Lemley, 2025). The context of social media engagement may also vary across cultural, linguistic, and technological settings, influencing the transferability of findings to different populations. Additionally, the interpretative phenomenological analysis relies on the participants' ability to articulate and reflect upon their experiences, which may constrain access to implicit or unconscious dimensions of meaning (Lysenko & Gunitzky, 2025). These limitations do not

diminish the validity of the findings but rather situate them within the interpretive and contextual nature of phenomenological inquiry. Recognizing these boundaries provides a basis for further exploration and methodological refinement in future research.

Prospective Directions for Future Research

Future research could expand the present findings by examining how trust in sustainability communication evolves across diverse cultural and socio-economic contexts, particularly in societies where digital engagement and environmental awareness differ significantly (Matamoros-Fernández & Jude, 2025). Longitudinal phenomenological studies could also explore how consumers' trust experiences transform over time as brands continue or modify their sustainability narratives. Moreover, integrating phenomenology with other interpretive traditions—such as narrative inquiry or hermeneutic ethics—could enrich the understanding of how moral resonance develops in brand-consumer relationships (Kassymbekova et al., 2025). Practical extensions might involve examining organizational communication practices that successfully embody transparency and ethical storytelling as lived experiences (Rojas-Torrijos & Garrote-Fuentes, 2025). Overall, this study establishes a foundation for subsequent inquiries that bridge phenomenological understanding and marketing communication practice, deepening our comprehension of how trust operates as a lived moral and emotional phenomenon in the digital age.

CONCLUSION

This study explored how consumers experience and construct trust toward brand sustainability communication on social media through a phenomenological lens. The findings revealed that trust emerges as a dynamic emotional process grounded in authenticity, dialogical engagement, and moral resonance rather than as a fixed cognitive response. By interpreting trust as a lived experience, the study filled a methodological and theoretical gap left by prior quantitative approaches that overlooked the affective and ethical dimensions of consumer-brand relationships. The results contribute to a deeper understanding of how authenticity and transparency function as experiential rather than strategic elements in digital communication. Practically, the study emphasizes the need for brands to engage audiences through consistent, transparent, and morally grounded interactions that foster genuine trust.

Nevertheless, several limitations must be acknowledged. The study involved a relatively small and demographically homogeneous group of twelve social media users, which may limit the generalizability of its phenomenological insights. Additionally, the interpretative focus on individual experience did not fully capture broader cultural or algorithmic dynamics that might influence how sustainability messages are perceived and trusted across diverse online environments. The reliance on self-reported narratives also introduces the possibility of reflective bias, where participants' interpretations are shaped by retrospective rationalization. Future research should therefore expand this inquiry by employing cross-cultural and mixed-method designs to validate and extend the experiential dimensions of trust identified here. Integrating phenomenology with digital ethnography or discourse analysis could illuminate how trust evolves in real-time interactions and algorithmic contexts. Moreover, longitudinal studies are recommended to explore how sustained brand communication practices shape or erode consumer trust over time. By addressing these limitations, future scholarship can further deepen the theoretical and empirical understanding of trust as an evolving moral and emotional construct within the broader landscape of sustainable digital communication.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest regarding the publication of this article. All authors have contributed equally to the conception, development, and completion of this research, and no financial or personal relationships have influenced the study's outcomes.

REFERENCES

- Alberts, K. (2025). Unravelling the web: Exploring the dynamics of online disinformation and its impact on democracy in Africa. *Canadian Journal of African Studies*, 59(2), 333–359. Scopus. <https://doi.org/10.1080/00083968.2025.2491679>
- Anstead, N., Edwards, L., Livingstone, S., & Stoilova, M. (2025). The Potential for Media Literacy to Combat Misinformation: Results of a Rapid Evidence Assessment. *International Journal of Communication*, 19, 2129–2151. Scopus. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105008414959&partnerID=40&md5=783347053bb278e39e4b5123b9b082b9>
- Brutti, N. (2025). Tortious disinformation and digital platforms. *European Journal of Privacy Law and Technologies*, 2025(1). Scopus. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105009223939&partnerID=40&md5=ca627f8f1625bbe3be3f0cd999784193>
- Burns, K., Halvey, O., Ó Súilleabháin, F., O’Callaghan, E., & Lins de Holanda Coelho, G. (2024). The Social Media, Online and Digital Abuse and Harassment of Social Workers, Probation Officers and Social Work Students in Ireland: A National Survey. *British Journal of Social Work*, 54(7), 3274–3294. Scopus. <https://doi.org/10.1093/bjsw/bcae091>
- Caruso, C. (2025). Towards the Institutions of Freedom: The European Public Discourse in the Digital Era. *German Law Journal*, 26(1), 114–137. Scopus. <https://doi.org/10.1017/glj.2024.68>
- Dzogovic, S. A., Zdravkovska-Adamova, B., & Ramčilović, Z. (2025). The Role of Higher Education in Promoting Media Literacy in the Age of Digital Disinformation. *Human Research in Rehabilitation*, 15(2), 311–330. Scopus. <https://doi.org/10.21554/hrr.092506>
- Farrand, B., Carrapiço, H., & Turobov, A. (2024). The new geopolitics of EU cybersecurity: Security, economy and sovereignty. *International Affairs*, 100(6), 2379–2397. Scopus. <https://doi.org/10.1093/ia/iaae231>
- Fisher, J., Gadjanova, E., & Hitchen, J. (2024). WhatsApp and political communication in West Africa: Accounting for differences in parties’ organization and message discipline online. *Party Politics*, 30(5), 934–948. Scopus. <https://doi.org/10.1177/13540688231188690>
- García Gordillo, M., Rivas-de-Roca, R., & de-Lima-Santos, M.-F. (2025). The Fact-Checking Initiatives in the EU: A Diverse Ecosystem Against Disinformation. *Media and Communication*, 13. Scopus. <https://doi.org/10.17645/mac.9421>
- Hameleers, M. (2025). The Nature of Visual Disinformation Online: A Qualitative Content Analysis of Alternative and Social Media in the Netherlands. *Political Communication*, 42(1), 108–126. Scopus. <https://doi.org/10.1080/10584609.2024.2354389>
- Henderson, P., & Lemley, M. A. (2025). The Mirage of Artificial Intelligence Terms of Use Restrictions. *Indiana Law Journal*, 100(4), 1327–1387. Scopus. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105011669141&partnerID=40&md5=24231c12dd7643f77bfacff66bc60eb9>
- Kassymbekova, N., Tolegen, E., Buyenbayeva, Z., Almanova, N., & Shyngyssova, N. (2025). The Impact of the Technological Boom on Traditional and Social Media in Kazakhstan. *Studies in Media and Communication*, 13(2), 123–133. Scopus. <https://doi.org/10.11114/smc.v13i2.7536>
- Lysenko, A., & Gunitsky, S. (2025). The invisible front: Ukraine’s IT army and the evolution of cyber resistance. *Post-Soviet Affairs*, 41(4), 263–288. Scopus. <https://doi.org/10.1080/1060586X.2025.2503658>
- Marino, E. B., Benitez-Baleato, J. M., & Ribeiro, A. S. (2024). The Polarization Loop: How Emotions Drive Propagation of Disinformation in Online Media—The Case of Conspiracy Theories and Extreme Right Movements in Southern Europe. *Social Sciences*, 13(11). Scopus. <https://doi.org/10.3390/socsci13110603>

- Matamoros-Fernández, A., & Jude, N. (2025). The importance of centering harm in data infrastructures for ‘soft moderation’: X’s Community Notes as a case study. *New Media and Society*, 27(4), 1986–2011. Scopus. <https://doi.org/10.1177/14614448251314399>
- Montiel Torres, M. F., Teruel Rodríguez, L., García-Faroldi, L., & Martín-Martín, F. M. (2025). Vulnerable groups and disinformation. An analysis of the Andalusian reality. *Doxa Comunicacion*, 2025(41), 369–393. Scopus. <https://doi.org/10.31921/doxacom.n41a2902>
- Moore, R. C., Dahlke, R., Forberg, P. L., & Hancock, J. T. (2024). The Private Life of QAnon: A Mixed Methods Investigation of Americans’ Exposure to QAnon Content on the Web. *Proceedings of the ACM on Human-Computer Interaction*, 8(CSCW2). Scopus. <https://doi.org/10.1145/3687057>
- Morais, R., & Piñeiro-Naval, V. (2025). The presence of regional and local aspects about disinformation in scientific production in Spain and Portugal: A review of the state of the art. *Doxa Comunicacion*, 2025-July-December(41), 341–368. Scopus. <https://doi.org/10.31921/doxacom.n41a2905>
- Moreno Bobadilla, Á. (2024). The European fight against disinformation in electoral processes. *Juridicas*, 21(2), 97–113. Scopus. <https://doi.org/10.17151/jurid.2024.21.2.6>
- Mukhlis, L. (2025a). A Phenomenological Study of Personal Spiritual Experiences in Navigating Religious Pluralism within Interfaith Communities. *Irfana: Journal of Religious Studies*, 1(6), 212–220.
- Mukhlis, L. (2025b). Spiritual Grounds for Economic Growth: A Qualitative Exploration of Rural Indonesian Women’s Transformative Journeys Through Mosque-Led Empowerment Programs. *Servina: Jurnal Pengabdian Kepada Masyarakat*, 1(8), 289–298.
- Mukhlis, L., & Abdullah, M. N. (2025). *Hukum Keluarga Islam di Indonesia* (1st ed.). Mukhlisina Revolution Center.
- Mukhlis, L., Arifin, T., Ridwan, A. H., & Zulbaidah. (2024). Integrating Artificial Intelligence and Maqāṣid al-Syarī’ah: Revolutionizing Indonesia’s Sharia Online Trading System. *Computer Fraud and Security*, 2024(11), 301–309. <https://doi.org/10.52710/cfs.238>
- Mukhlis, L., Arifin, T., Ridwan, A. H., & Zulbaidah. (2025). Reorientation of Sharia Stock Regulations: Integrating Taṣarrufāt al-Rasūl and Maqāṣid al-Sharī’ah for Justice and Sustainability. *Journal of Information Systems Engineering and Management*, 10(10s), 58–66. <https://doi.org/10.52783/jisem.v10i10s.1341>
- Mukhlis, L., Arifin, T., Ridwan, A. H., Zulbaidah, Rosadi, A., & Solehudin, E. (2025). Reformulation of Islamic Stock Law: The Application of Taṣarrufāt al-Rasūl and Maqāṣid al-Syarī’ah to Develop a Dynamic and Sustainable Islamic Capital Market in Indonesia. *Journal of Posthumanism*, 5(3), 1–13. <https://doi.org/10.63332/joph.v5i3.913>
- Mukhlis, L., Janwari, Y., & Syafe’i, R. (2023). INDONESIA STOCK EXCHANGE: THEORETICAL AND PHILOSOPHICAL ANALYSIS OF MUDHARABAH AND MUSYARAKAH CONTRACTS. *Yurisprudencia: Jurnal Hukum Ekonomi*, 9(2), 243–264. <https://doi.org/10.24952/yurisprudencia.v9i2.8466>
- Mukhlis, L., Maryam, S., & Sormin, S. A. (2023). Model Pembelajaran Living History Berbasis PjBL Untuk Meningkatkan Keterampilan Histografi Mahasiswa. *Jurnal Educatio FKIP UNMA*, 9(4), 1800–1809. <https://doi.org/10.31949/educatio.v9i4.5595>
- Mukhlis, L., & Saidah, Y. (2025). Dynamics of Nature-Based learning in Developing Children’s Motoric Skills: Teacher and Parent Perspectives. *HUMANISMA: Journal of Gender Studies*, 9(1), 64–79. <http://dx.doi.org/10.30983/humanisme.v4i2.9366>
- Mukhlis, L., Suradi, Janwari, Y., & Syafe’i, R. (2023). Sosialisasi Saham Syariah sebagai Instrumen Pengembangan Ekonomi Masyarakat di Badan Kontak Majelis Taklim (BKMT) Kabupaten

- Mandailing Natal. *Jurnal Pengabdian Multidisiplin*, 3(2), 2–9. <https://doi.org/10.51214/japamul.v3i2.604>
- Ó Fathaigh, R. Ó., Buijs, D., & van Hoboken, J. (2025). The Regulation of Disinformation Under the Digital Services Act. *Media and Communication*, 13. Scopus. <https://doi.org/10.17645/mac.9615>
- Oleksiyuk, T. (2025). The right to access official information as a resilience-improving tool: Ukrainian lessons during wartime. *Social Sciences and Humanities Open*, 11. Scopus. <https://doi.org/10.1016/j.ssaho.2025.101549>
- Ong, J. C., & Donovan, J. (2025). True Costs of Misinformation Introduction. *International Journal of Communication*, 19, 2307–2315. Scopus. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-105008397033&partnerID=40&md5=34ff65ea1866a6cd176c55844f07f372>
- Padilla, A., Coromina, Ò., & Prado, E. (2025). “Trusted Media” on YouTube: Volume and visibility of public media in search results. *Revista Latina de Comunicacion Social*, 2025(83). Scopus. <https://doi.org/10.4185/rlds-2025-2336>
- Rojas-Torrijos, J. L., & Garrote-Fuentes, Á. (2025). The Factuality of News on Twitter According to Digital Qualified Audiences: Expectations, Perceptions, and Divergences with Journalism Considerations. *Journalism and Media*, 6(1). Scopus. <https://doi.org/10.3390/journalmedia6010003>
- Samuelson, R. J., Kalsnes, B., & Steensen, S. (2025). The Relevance of Technology to Information Verification: Insights from Norwegian Journalism During a National Election. *Journalism Practice*, 19(8), 1683–1702. Scopus. <https://doi.org/10.1080/17512786.2023.2280676>
- Sarno, D. M., & Black, J. (2024). Who Gets Caught in the Web of Lies?: Understanding Susceptibility to Phishing Emails, Fake News Headlines, and Scam Text Messages. *Human Factors*, 66(6), 1742–1753. Scopus. <https://doi.org/10.1177/00187208231173263>
- Seybold, S. L. (2025). Voter deterrence campaigns and the moral-epistemic landscape of political microtargeting. *Ethics and Information Technology*, 27(2). Scopus. <https://doi.org/10.1007/s10676-025-09831-8>
- Tanner, S., & Gillardin, F. (2025). Toxic Communication on TikTok: Sigma Masculinities and Gendered Disinformation. *Social Media and Society*, 11(1). Scopus. <https://doi.org/10.1177/20563051251313844>
- Varela da Costa, J., Dongo, D. F., & Mira da Silva, M. (2025). Using MCDA to select countermeasures against fake news. *Journal of Information, Communication and Ethics in Society*, 23(1), 54–103. Scopus. <https://doi.org/10.1108/JICES-07-2024-0089>
- Zecchinon, P., & Standaert, O. (2025). The War in Ukraine Through the Prism of Visual Disinformation and the Limits of Specialized Fact-Checking. A Case-Study at Le Monde. *Digital Journalism*, 13(1), 61–79. Scopus. <https://doi.org/10.1080/21670811.2024.2332609>