

Blockchain Disruption of Trust in Strategic Messaging: Trustless but Trusted?

Научный руководитель – Шилина Мария

Шилина Мария Геннадьевна

Сотрудник

Сколкоковский институт науки и технологий, Москва, Россия

E-mail: mary.shilina@gmail.com

Trust in strategic messaging has long depended on institutional credibility, centralized authority, and reputation. Whether in journalism, diplomacy, or corporate branding, audiences have relied on established gatekeepers to verify information. But with the rise of blockchain technology, this traditional trust model is undergoing a major shift. By enabling decentralized, cryptographically verifiable communication, blockchain challenges the need for intermediaries, placing trust in code rather than institutions.

This study explores how blockchain transforms trust in messaging using a mix of controlled experiments, real-world case studies, and network simulations. In one experiment, we compared audience reactions to blockchain-verified messages versus those endorsed by institutions. The results were striking—messages with blockchain verification were perceived as 37% more credible, regardless of the sender's reputation [6].

We also examined three key areas where blockchain is reshaping messaging: (1) fact-checking initiatives that use decentralized verification to fight misinformation [1,3,7], (2) journalism platforms leveraging blockchain for transparency and credibility [4,5,8], and (3) diplomatic agreements recorded on distributed ledgers to ensure trust in international negotiations [9]. These examples show how blockchain shifts trust from powerful institutions to open, verifiable protocols.

We ran a network simulation comparing blockchain-based messaging with traditional media distribution to test blockchain's impact on misinformation. The results revealed a 56% decrease in misinformation spread within blockchain-backed ecosystems [2]. However, the study also uncovered a paradox: While blockchain removes traditional gatekeepers, it introduces new power structures—developers, validators, and governance mechanisms—that still shape how trust is built.

This research highlights a fundamental transformation: trust in messaging is no longer dictated by centralized authorities but is instead shifting toward decentralized verification. Whether in politics, media, or business, blockchain is redefining how credibility is established, challenging old norms while creating new ones. Understanding this shift is essential for anyone navigating the future of strategic communication in an increasingly decentralized world.

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