Impact of fake news, message and spam spread through social media on people decision making ability

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Introduction

In the early days of the Internet, people argued that the Internet would enable greater transparency of information, which would increase the quality of democracies. The availability of information from various news sources would enable people to find their own information from non-traditional news outlets, and this decreased reliance on a narrow set of traditional news sources would improve democracy. Some might argue that there has been a decrease in the quality of democracy due to pervasive fake news on social media. A recent editorial in Science calls on the scientific community to help reporters and the general public to better identify and avoid fake news

Social media is different from other media providing news (e.g., TV news, news websites, and mobile phone news apps) because users do not choose the source of articles that they see on social media. Instead, proprietary algorithms provide targeted information with little transparency. With other news media, users pick the source first, and do so with a familiarity of the nature of the source. With social media such as Facebook, articles from a wide variety of sources appear on users' newsfeeds. News articles are intermixed with sponsored articles (i.e., paid advertisements) and posts from family and friends. All of these may be intentionally or unintentionally true or false, but some are explicitly designed to influence People.

About 23% of social media users report that they have accidently or intentionally shared fake news. Over 60% say that fake news leaves them confused about current events.

Social media has moved quality control for detecting fake news from trained journalists to regular users. About 39% of Indians are extremely confident that they can detect fake news and 45% are somewhat confident. People believe they can detect truth from fiction, but what if they can't? How do users detect fake news when most users have no direct knowledge of the facts (i.e., not witnessed the events)?

The spread of fake news on the Internet is a cause of great concern for all members of society, including the government, policymakers, organizations, businesses and citizens. Fake news is specifically designed to plant a seed of mistrust and exacerbate the existing social and cultural dynamics by misusing political, regional and religious undercurrent argue that fake news has an adverse impact on individuals and society as it deliberately persuades consumers to accept false beliefs that are shared to forward specific agendas. The circulation of fake news poses significant challenges for organizations and brands. In fact, fake news that promotes a specific viewpoint or opinion about a product, brand or organization, which may not be true, can be deliberately designed to mislead consumers. Some recent studies have also noted the impact of fake news on brands and organizations. Such false information can potentially harm retailers' interests by negatively influencing consumers' intentions to buy. Conversely, consumers may also be misled into buying certain products based on fake reviews, which have been acknowledged as a form of online forgery. Thus, fake news and its viral circulation have become a grave concern in the era of social media, where anonymity, user-generated content and geographical distance may encourage fake-news sharing behavior.

Misinformation exists at three levels: individual, group, and societal. Individuals may not understand the information they read and they may also have trouble deciphering fact from fiction. Misinformation circulating in groups alters the way they evaluate credibility. Misinformation also has an impact on the decisions people make. Platforms like Facebook apply algorithms to create consistent interactions between computers and individuals. When a connection is suggested, a person responds, and an algorithm makes adjustments. This human-machine interaction creates filter bubbles. Filter bubbles and gerrymandering (purposefully skewing others' perceptions of information) have the potential to create spaces for extremism. Today, misinformation can have a greater impact on society than previously because it spreads quickly and attempts to debunk it often lead to more people believing the information because, by trying to debunk fake information, ultimately, more attention is drawn to it.

- **How fake news proliferate on social media**

The proliferation of fake news on social media has short-term as well as long-term implications for its consumers which can result in a reluctance to engage in genuine news sharing and posting due to fear of such information being misleading, this is because fake news constitutes two major ways in which they are proliferated through the social media which are; disinformation and misinformation.

Misinformation refers to those who share fake news without knowing that it is fake mostly simply because they see their friends or others sharing it .The echo chamber effect contribute enormously to this aspect, the social media system is made of an algorithm that recommends certain news or information to a consumer due to the group in which he/she belongs to on the social media, their prior history, circle of friendship such that when a friend view something, another friend is recommended the same thing and it will notify the user that such content has been viewed or liked by his/her friends which will motivate such an individual to also share or like it. This recommendation algorithm also acts as a motivating factor for the consumer to share content even when they do not know the veracity of such content.

People who have the same belief or are in the same political party will spread and share information that favors their political aspiration without proper verification. Cognitive theories holds that human beings are generally not good at detecting what is real and what is authentic and posit that due to the gullible nature of human being, they are prone to fake news. Contents that people usually tend to believe something that conforms to their view (confirmation bias) and will share it without verification because it is in accord with their thinking and will distort those that are not in accordance with their view even if there are factual.

Disinformation refers to those who are aware that such information is fake and continue to spread it either for political or financial gains. This aspect is further exacerbated using social bots and trolls (malicious accounts). Social bots and trolls are potential sources of fake news on social media. Social bots here refer to an online algorithm that interacts in human forms. Although social bots were initially created to respond to customers' needs by some companies, some ill-minded individuals have used social bots to spread malicious and misleading information, Social bot easily retweets and follow thousands of account on twitter as well as share a post on Facebook within a very short time. Dickerson et al used the sentiment to detect bots on twitter and found out that human gives stronger sentiments than bots. While trolls refer to human control account, they are so many accounts that are trolls account control by human beings also meant to spread malicious and distorted information.

The reason why consumers quickly believe in fake news has been highlighted by the cognitive psychologist such as; by consensus, if others believe in it then the consumer will also believe in; consistency, if such information favors his/her belief pattern, popularity, how many places such information is found, fake news usually spread like wildfire and achieve high scalability especially with

the use of social bots and hence will be all over social media within a twinkle of an eye. A psychological study by Roozenbeek and van der Linden has proven that attempt to correct fake news has often catalyzed the spread of fake news especially in cases of ideological differences i.e. a republican attempting to correct fake news given by democrat will spark backlash and even made consumers believe more in the fake news.

- **Classification/type of fake news**

In this section, we made a classification of the different types of fake news. In detecting fake news, it is important to distinguish the various forms of fake news which include clickbait, hoax, propaganda, satire and parody, and others .

Type of fake news.
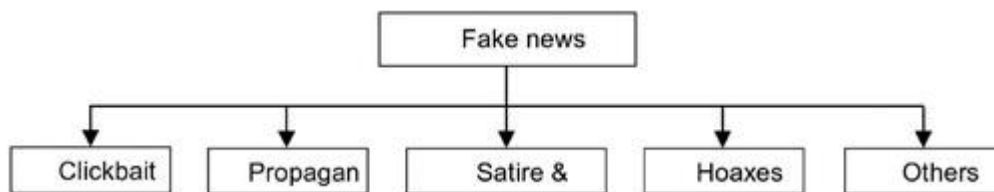
Clickbait

Clickbait is a fake story with eye-catchy headlines aimed at enticing the reader to click on a link. Clicking on the link will generate income to the owner of that link in the form of a pay per click. A study finds most clickbait headlines to be enticing and more appealing than normal news. They define 8 types of clickbait such as Exaggeration, Teasing, Inflammatory, Graphic, Formatting, Bait-and-Switch, ambiguous, Wrong and contend that clickbait articles usually have misleading information in form of gossip with low quality that is usually not related to the headlines. Clickbait has proven to be a very lucrative business especially to the Macedonia teenagers, the Macedonia city of Veles is now termed the fake news city as fake news producers are already preparing for the 2020 US presidential election.

- **Propaganda**

Propaganda is also a form of fake news, although date back during wartime, propaganda was famous in war reporting where journalists often report false information to save the public from panic especially during first and second world wars. Propaganda refers 'to news stories which are created by a political

entity to influence public perceptions'. States are usually seen as the main actor of propaganda, and recently it has taken a different turn with politicians and media organs using it to support a certain position or view. Propaganda type of fake news can easily be detected with manual fact-based detection models such as the use of expert-based fact-checkers as well as crowdsourced-based technique.

- **Satire and parody**

Satire and Parody are a widely accepted type of fake news, this is done with a fabricated story or by exaggerating the truth reported in mainstream media in the form of comedy, Satire is a form of fake news that employs humorous style or exaggeration to present audiences with news updates. The difference with a satirical form of fake news is that the authors or the host present themselves as a comedian or as an entertainer rather than a journalist informing the public. However, most of the audience believed the information passed in this satirical form because the comedian usually projects news from mainstream media and frame them to suit their programme. Satirical and comic news shows like The John Stewart Show and The Daily Show with Trevor Noah has gained prominence in recent years. Contrary to parody, the entire story is completely fake such that if someone is not familiar with such site he/she is meant to believe the story.

- **Hoaxes**

Hoaxes are intentionally fabricated reports in an attempt to deceive the public or audiences. Since they are done deliberately, it is well coined such that at times, the mainstream media report it is believing it to be true. Some author refers to this type of fake news as large-scale fabrications and alludes that hoaxing has often caused serious material damage to its victim. It is usually aimed at a public figure formulated a Text Rank algorithm based on the method of the Page Rank algorithm to detect hoax news reported in the Indonesian language. Using Cosine Similarity to calculate the document similarity, the author could rank them in order of their similar nature and then apply the Text Rank algorithm. The result of the study was quite impressive given the fact that it was done in the Indonesian language.

- **Other (Name-theft, framing, journalism deception)**

Name theft refers to a fake news source that attempts to steal the identity of a genuine or authentic news provider in order to deceive the audience to believe that such information is coming from a well-known source. This is usually done with the creation of a website that mimics an already existing authentic news

website, for instance, a producer of fake news in order to deceive the public may use credible news source websites such as (cnn.com to cnn.net), foxnews.com. This is usually done with the inclusion of the site logo which easily deceives consumers into believing that such information is coming from the site they already recognized as genuine. There is also the manipulation of video to suit their narrative as well as photoshop all aimed at deceiving the public.

Framing is also one form of fake news; this aspect tries to deceive the reader by employing some aspect of reality while making it more visible meanwhile the truth is being concealed. Logically, people will understand certain concepts based on the way it is coined, consumers will normally perceive something differently if framed in two different ways although it all meant the same thing. Framing is meant to give misconceptions and conceal the fact, framing became more popular during the US presidential debate when most media will give misconceptions about what the political aspirant actually said. For instance, suppose a leader X says 'I will neutralize my opponent' simply meaning he will beat his opponent in each election. Such a statement will be framed such as 'leader X threatens to kill Y' such a framed statement has given a total misconception of the original meaning.

Journalistic deception is another form of fake news, although we already mentioned above that journalists are those licenses to give credible information, at times journalist usually change the narrative of a certain story in order to conceal the truth. The different between journalistic deception and framing lies with the author, framing can be done by anybody, but journalistic deceptions are done by journalists usually in a well-known media outlet.

- **Fake news detection models**

Due to its rapid development and the complexity of solving it, some scholars allude that the utilization of artificial intelligence tools and machine learning techniques should be applied to Fake news detection models.
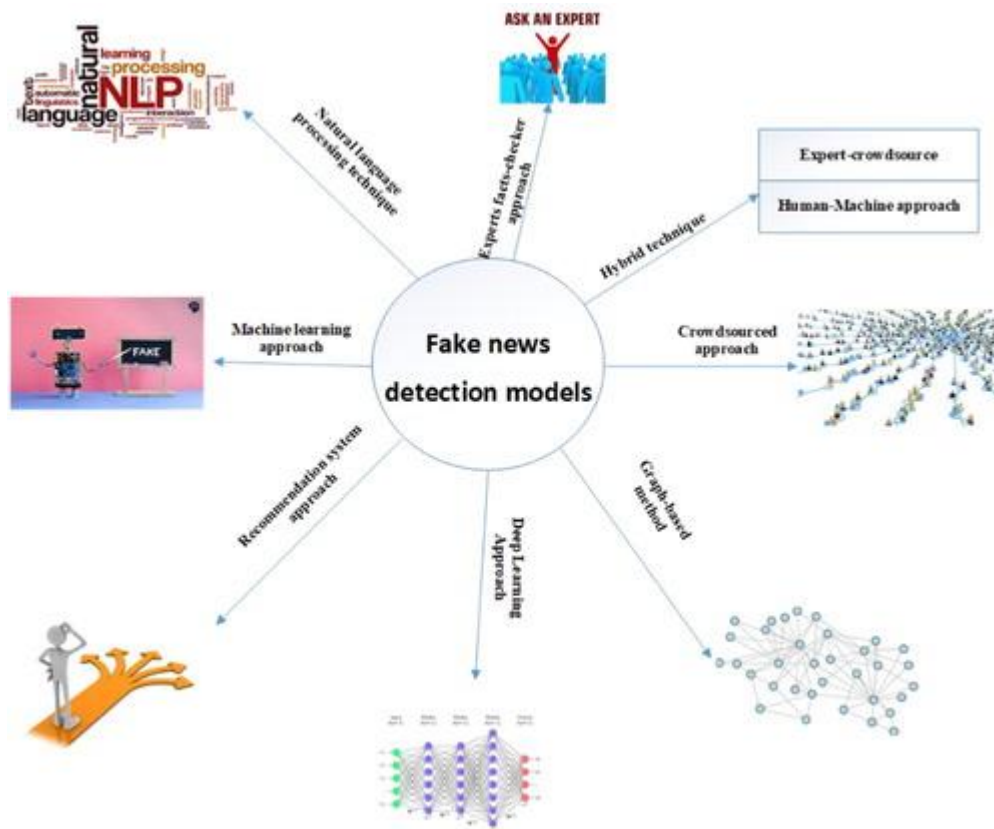
- **More Information About Fake News:-**

Fake or fabricated news is a type of propaganda that consists of misinformation spread via social media or news channel. It is written with a intent to mislead masses in order to damage someone's image or take it to next level for their benefit. Fake news often has eye-catching headlines to lure audience, increase their readership and make money.

- **Impact of fake news on society: -**

Fake news creates chaos in our societies, as people put fake news in order to conspire against others. Many people are losing their trust on media as sometimes news channels cover this news to increase their Ratings. It is misleading people and is getting hard day by day to separate fact from fiction. It is impacting the decisions of youth, letting them believe something which is not true. Political parties are taking advantage of fake news to manipulate voters. At times, fake news is followed by dangerous consequences.

For example, with the fake news of X community is harassing Y community, people of Y community may get enraged and may take revenge on X community. One example of fake news in India is about Rs.2000/- note. The wrong news went viral over WhatsApp and Social-media sites that the 2000 note came equipped with a chip that uses spying technology, which was even covered many mainstream media channels too. Indians and the 'Indian National Anthem' being adjudged the best by UNESCO is still trending on many Social sites, which is another fake news. Not just India, but the whole world facing problems with fake news.

➢ IS INDIA PREPARED FOR IT?

• Steps taken by India:-

Under section 505(1)(b) of the Indian Panel Code (IPC), people can be arrested for

posting fake news on internet. One can report Fake news to "Indian Broadcast Foundation" and "NBSA (News Broadcasting Standards Authority)". If the news is defamatory then one can file a civil and criminal case for defamation.

• Steps taken worldwide:-

Facebook soon will be starting a column under which one can flag stories as fake and alert others. Extensions are there in chromes browser which automatically block suspicious fake sites. Google is working with their AI (Artificial Intelligence) which can be used to detect these fake sites and fake news.

• What else needs to be done :-

When we see any news through social media, we should not forward it blindly. Rather we should check the authenticity of the news before sharing it with others. The lack of uniform guidelines, regulation and policy regarding such fabricated content needs to be addressed urgently. We can also spot if the news is fake or not by:

1. Checking a site's "About Us" section.

2. Look for signs of low quality, such as words in all caps, headlines with glaring grammatical errors, bold claims with no sources.

3. Checking the source of news i.e. if it is from legitimate news outlet or not.

4. Checking on Wikipedia, and Google before trusting or sharing news. Strict action and penalties should be charged on the fake news creators.

- **Misinformation and confusion. How to tackle fake news**

First off, there's unintentional misinformation. We're only human, and sometimes that means we get things wrong. We forget details, recall things incorrectly, or we pass along unverified accounts that we mistakenly take for fact. Thus, misinformation is wrong information that you don't know is wrong. An innocent everyday example of this is when someone on your neighborhood Facebook group posts that the drug store closes at 8pm on weeknights when in fact it really closes at 7pm. They believe it closes at 8pm, but they're simply mistaken.

Fake news spread over What Sapp, India's most popular messaging platform, has been of particular concern. According to one BBC report What Sapp had become "a vehicle for misinformation and propaganda" where both the governing Bharatiya Janata Party (BJP) and the major opposition Congress Party were accused of "spreading false or misleading information" ahead of the 2019 general election. Following a suicide bombing against Indian security forces in Kashmir in 2019, "a message began circulating in WhatsApp groups across the country. It claimed that a leader of the Congress Party, the national opposition, had promised a large sum of money to the attacker's family, and to free other 'terrorists' and 'stone pelters' from prison, if the state voted for Congress in upcoming parliamentary elections." The message was "aimed at painting the BJP's main national challenger [the Congress Party] as being soft on militancy" in the disputed territory of Kashmir. Another incident of fake news highlighted by news reports involved an attempt to show that the BJP party was "indulging in war mongering for electoral gains"

That differs entirely from deliberate disinformation. This is intentionally misleading information or facts that have been manipulated to create a false narrative—typically with an ulterior motive in mind. The

readiest example of this is propaganda, yet other examples also extend to deliberate untruths engineered to discredit a person, group, or institution. In other words, disinformation can take forms both large and small. It can apply to a person just as easily as it can to a major news story.

As COVID-19 continues spreading in many countries and will stay with us for a while, posing a serious threat to our health, security and lives, our societies are facing unprecedented challenges, especially with regard to social interaction, information, health, education and even global governance and leadership.

In response to the spread of COVID-19 and the immediate consequences of this unprecedented crisis, members of Dialogue Café network convened a global videoconference cycle of sessions aimed at sharing ideas and strategies with the aim of analyzing how best to minimize the paradigm disruption worldwide. Dialogue Café Network in cooperation with its partners and other relevant stakeholders from affected countries and beyond, are coming together for connecting ideas and experiences around some of the major issues provoked by this pandemic. This cycle of sessions will focus in the fields of digital competencies, mental health, information, and global governance with the aim of providing a digital space to specialists, representatives of public, private and third sectors, entrepreneurs as well as the general public to share experiences, ideas and expertise in responding to this new emergency.

Since March 2020, due to COVID-19 pandemic lockdown, the use of either social media, search engines, video sites and messaging applications (or combinations of these) to get news has increased in most countries (Reuters Institute for the Study of Journalism) as well as the spread of false news and misinformation giving their nature to readily share information. Most relevant social networks such as Facebook, Google, LinkedIn, Twitter and YouTube, among others, published a joint statement to combat misinformation. As more people are using social media for news and updates, trusting content is more difficult to reach.

In this framework, Dialogue Café Network would like to address how better to fight misinformation and contribute to the identification of mechanisms that better determine if the information is accurate. With this purpose, special guests invited will address the following questions and other proposed by participants in the discussion: i) Are fake news good business for social media companies? If yes, which role can they play to fight the stop the spread of mis-information?; ii) How to improve media literacy

skills in COVID-19 times? iii) How to promote the use of other means of evidence and enhances trustworthiness?
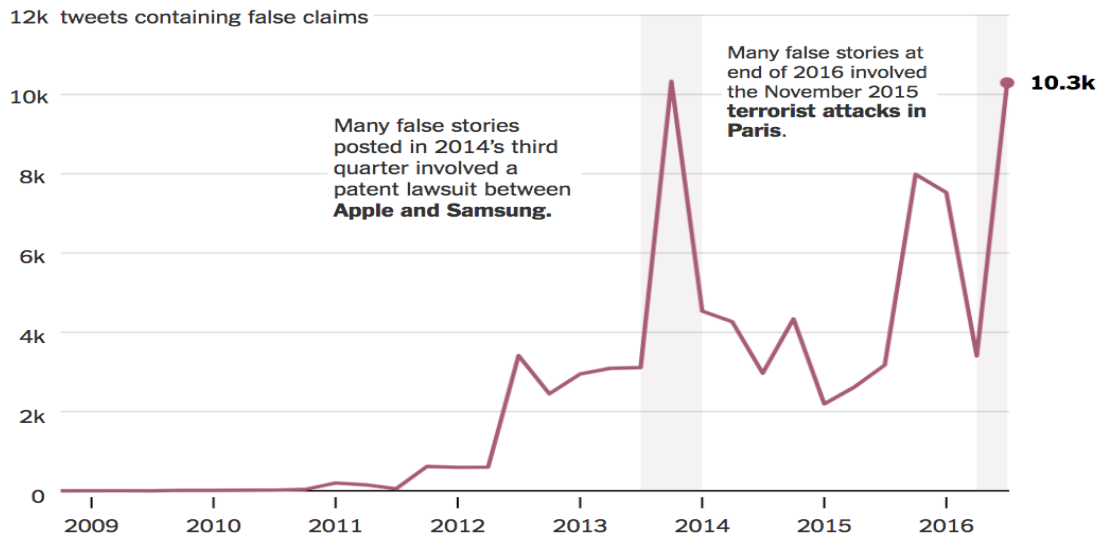
- **The Right Way to Fight Fake News**

Social media companies have been under tremendous pressure since the 2016 presidential election to do something — anything — about the proliferation of misinformation on their platforms.

Companies like Facebook and YouTube have responded by applying anti-fake-news strategies that seem as if they would be effective. As a public-relations move, this is smart: The companies demonstrate that they are willing to take action, and the policies sound reasonable to the public.

But just because a strategy sounds reasonable doesn't mean it works. Although the platforms are making some progress in their fight against misinformation, recent research by us and other scholars suggests that many of their tactics may be ineffective — and can even make matters worse, leading to confusion, not clarity, about the truth. Social media companies need to empirically investigate whether the concerns raised in these experiments are relevant to how their users are processing information on their platforms.

One strategy that platforms have used is to provide more information about the news' source. YouTube has "information panels" that tell users when content was produced by government-funded organizations, and Facebook has a "context" option that provides background information for the sources of articles in

its News Feed. This sort of tactic makes intuitive sense because well-established mainstream news sources, though far from perfect, have higher editing and reporting standards than, say, obscure websites that produce fabricated content with no author attribution. People in these experiments were shown a series of headlines that had circulated widely on social media — some of which came from mainstream outlets such as NPR and some from disreputable fringe outlets like the now-defunct newsbreakshere.com. Some participants were provided no information about the publishers, others were shown the domain of the publisher's website, and still others were shown a large banner with the publisher's logo. Perhaps surprisingly, providing the additional information did not make people much less likely to believe misinformation.

Subsequent experiments showed why. Most viral headlines from distrusted publishers were obviously false (for example, "WikiLeaks confirms Hillary Sold Weapons to ISIS") — even without knowing the source. Adding publisher information typically added little beyond what you could determine from the headline itself.

Consider another anti-misinformation tactic used by social media platforms: enlisting professional fact checkers to identify false content. An early Facebook strategy for combating fake news, for example, was to flag false headlines with a "disputed by third-party fact checkers" warning, and a recently leaked memo suggests that Twitter is considering a similar approach.

The obvious conclusion to draw from all this evidence is that social media platforms should rigorously test their ideas for combating fake news and not just rely on common sense or intuition about what will work. We realize that a more scientific and evidence-based approach takes time. But if these companies show that they are seriously committed to that research — being transparent about any evaluations that they conduct internally and collaborating more with outside independent researchers who will publish publicly accessible reports — the public, for its part, should be prepared to be patient and not demand instant results.

Proper oversight of these companies requires not just a timely response but also an effective one.

➤ **LITREATURE REVIEW**

- ○ **S No – 1**

o Title of Paper - The Impact of Real News about "Fake News": Intertextual Processes and Political Satire.

o Authors Name- Paul R. Brewer, Danna gal Goldthwaite Young, Michelle Morale.

o Name of Journal- International Journal of Public Opinion Research, Volume 25, Issue 3, Autumn

o Period of Publication- 02 September 2013

o Summary of Paper- Research indicate that exposure to news coverage of satire can influence knowledge, opinion, and political trust. Additionally, regular satire viewers may experience stronger effects on opinion, as well as increased internal efficacy, when consuming news coverage about issues previously highlighted in satire programming.

o Research Objectives-
1) Research about political humour.
2) Research about press met coverage.
3) Research about intertextuality.
4) To examine the effects of news coverage about political satire on audience members.
5) To test whether news coverage of Stephen Colbert's Super PAC influenced knowledge and opinion regarding Citizens United, as well as political trust and internal political efficacy and whether such effects depended on previous exposure to The Colbert Report (Colbert's satirical television show) and traditional news.

o Research Variables – NA
o Research Model- NA
o Research Hypothesis – NA
o Research Methodology – It has used both qualitative and quantitative methods.
o Findings and Conclusion-

From the perspective of democratic politics, this study's findings suggest that political entertainment can contribute to citizens' political understanding and self-confidence through its synergistic dynamics within the broader information environment.

- o   S No   - 2
- o   Title of Paper - 'Fake news': Incorrect, but hard to correct. The role of cognitive ability on the impact of false information on social impressions.
- o   Authors Name - Jonas De keersmaecker, Arne Rotes
- o   Name of Journal -   Department of Developmental, Personality and Social Psychology, Ghent University, Belgium
- o   Period of Publication -   November 2017
- o   Summary of Paper   - The present experiment (N = 390) examined how people adjust their judgment after they learn that crucial information on which their initial evaluation was based is incorrect. In line with our expectations, the results showed that people generally do adjust their attitudes, but the degree to which they correct their assessment depends on their cognitive ability. In particular, individuals with lower levels of cognitive ability adjusted their attitudes to a lesser extent than individuals with higher levels of cognitive ability. Moreover, for those with lower levels of cognitive ability, even after the explicit disconfirmation of the false information, adjusted attitudes remained biased and significantly different from the attitudes of the control group who was never exposed to the incorrect information. In contrast, the adjusted attitudes of those with higher levels of cognitive ability were similar to those of the control group. Controlling for need for closure and right-wing authoritarianism did not influence the relationship between cognitive ability and attitude adjustment. The present results indicate that, even in optimal circumstances, the initial influence of incorrect information cannot simply be undone by pointing out that this information was incorrect, especially in people with relatively lower cognitive ability.
- o   Research Objectives -   To examine how people adjust their judgment after they learn that crucial information on which their initial evaluation was based is incorrect.
- o   Research Variables - NA
- o   Research Model - NA
- o   Research Hypothesis - NA
- o   Research Methodology – Qualitative
1)   Participants – Power Analysis

2) Procedure - The experiment was conducted online.

o   Findings and Conclusion- The present study provides an important basis to further advance our understanding of the impact of fake news and incorrect information on high-profile contemporary events, such as elections or legal trials. Also, The current study shows that the influence of incorrect information cannot simply be undone by pointing out that this information was incorrect, and that the nature of its lingering influence is dependent on an individual's level of cognitive ability.

o   S No - 3

o   Title of Paper - Mapping Recent Development in Scholarship on Fake News and Misinformation, 2008 to 2017: Disciplinary Contribution, Topics, and Impact

o   Authors Name - Louisa Ha1, Loire Andréa Perez2, and Rik Ray

o   Name of Journal - American Behavioral Scientist 1–26© 2019 SAGE Publications

o   Period of Publication- 2019

o   Summary of Paper - This review article examines 142 journal articles on fake news and misinformation published between 2008 and 2017 and the knowledge generated on the topic. Although communication scholars and psychologists contributed almost half of all the articles on the topic of fake news and misinformation in the past 10 years, the wide variety of journals from various disciplines publishing the topic shows that it has captured interest from the scholarly community in general. Male scholars outnumbered female scholars in both productivity and citations on the topic, but there are variations by fields. There are very few scholars who have produced a large body of work on the topic yet. Effects of fake news/misinformation is the most common topic found in journal articles. A research agenda by the different roles in the production, spreading, and using fake news/misinformation is suggested.

o   Research Objectives –

1) To examine various journals published during the year 2008   to 2017   about fake news and misinformation.

2) To know about effects of fake news/misinformation.

o   Research Variables - NA

o   Research Model - NA

o   Research Hypothesis - Qualitative

o   Research Methodology- Qualitative

o   Findings and Conclusion – A research agenda by the different roles in the production, spreading, and using fake news/misinformation is suggested.

o   S No   - 4

o   Title of Paper - Do your employees think your slogan is "fake news?" A framework for understanding the impact of fake company slogans on employees.

o   Authors Name- Linda W. Lee, David Hannah, Ian P. McCarthy

o   Name of Journal- Journal of Product & Brand Management

o   Period of Publication- 24 June 2019

o   Summary of Paper- This article explores how employees can perceive and be impacted by the fakeness of their company slogans.

o   Research Objectives-

1) This paper outlines how the typology provides a theoretical basis for more refined empirical research on how company slogans influence a key stakeholder: their employees. Future research could test the arguments about how certain characteristics of slogans are more or less likely to cause employees to conclude that slogans are fake news.

2)This paper explores the impact of slogan fakeness on employees: an important audience that has been neglected by studies to date

o   Research Variables - NA

o   Research Model - NA

o   Research Hypothesis - NA

o   Research Methodology-

This conceptual study draws on the established literature on company slogans, employee audiences, and fake news to create a framework through which to understand fake company slogans.

o   Findings and Conclusion-

Employees attend to two important dimensions of slogans: whether they accurately reflect a company's (1) values and (2) value proposition. These dimensions combine to form a typology of four ways in which employees can perceive their company's slogans: namely, authentic, narcissistic, foreign, or corrupt.

O REFERENCES - Lee, L.W., Hannah, D. and McCarthy, I.P. (2019), "Do your employees think your slogan is "fake news?" A framework for understanding the impact of fake company slogans on employees", *Journal of Product & Brand Management*.

o   S No   - 5

o   Title of Paper - Fake News, Real Problems for Brands: The Impact of Content Truthfulness and Source Credibility on consumers' Behavioral Intentions toward the Advertised Brands

o   Authors Name-

MarcoVisentin, GabrielePizzi, MarcoPichierri

o   Name of Journal-   Journal of Interactive Marketing

o   Period of Publication- Feb 2019

o   Summary of Paper   -

This study empirically investigated whether individuals' perceptions of fake news transfer to an adjacent brand advertisement. Specifically, we manipulated news truthfulness and source credibility, observing the

change in individuals' responses while distinguishing between objective truthfulness and the perceived credibility of the news.

The results confirmed that the news' objective truthfulness exerts no direct effect on behavioral intentions toward the brand (i.e., intention to purchase, spread word-of-mouth, or visit the brand's store). However, we did uncover a chain of effects whereby the impact of fake news on behavioral intentions was fully mediated by people's perceptions of the news' credibility, which affected the perceived credibility of the sources, which then influenced brand trust, which finally translated into brand attitudes. From a managerial perspective, this study's results can partially reassure brand managers that their brand advertisements will not suffer from appearing next to fake news when the source itself is credible.

o   Research Objectives-

1) Whether presence of fake news indirectly affects behavioral intentions toward a brand advertised on the same webpage.

2) Analyse the effect of fake news on consumers' evaluations of a brand advertised on the same webpage.

3) To investigate whether individuals' perceptions of fake news transfer to an adjacent brand advertisement.

o   Research Variables - NA

o   Research Model- NA

o   Research Hypothesis- NA

o   Research Methodology- Qualitative

o   Findings and Conclusion-

- The presence of fake news indirectly affects behavioral intentions toward a brand advertised on the same webpage.
- This mechanism holds when the source is not reliable per se (intrinsic source credibility is low).
- However, the results no longer hold when the source is reliable a priori (intrinsic source credibility is high).

- The causal path is not affected by individuals' perceived ability to discern real from fake news.

O REFERENCE- https://doi.org/10.1016/j.intmar.2018.09.001

- Sr.no-: 6
- Title of the paper-: The Science of Fake News
- Author's name-: David M. J. Laser, Matthew A. Baum, YochaiBenkler, Adam J. Kerensky, Kelly M. Greenhill, Filipe Mincer, Miriam J. Metzger, Brendan Nyman, Gordon Penny cook, David Rothschild, Michael SC Hudson, Steven A. Sloan, Cass R. Sun stein, EmilyA.Thorson, Duncan J. Watts, Jonathan L. Zittrain

- Name of the Journal-: Science Journal
- Period of Journal-:   09 Mar 2018
- Summary of paper-: The rise of fake news highlights the erosion of long-standing institutional bulwarks against misinformation in the internet age. Concern over the problem is global. However, much remains unknown regarding the vulnerabilities of individuals, institutions, and society to manipulations by malicious actors. A new system of safeguards is needed. Below, we discuss extant social and computer science research regarding belief in fake news and the mechanisms by which it spreads. Fake news has a long history, but we focus on unanswered scientific questions raised by the proliferation of its most recent, politically oriented incarnation.

- Research objectives-: To answer the unanswered scientific questions which leads to proliferation of fake news in the society and the impact politics in the spreading of fake news.
- Research variables-:Independent Variables
- Research model-:NA
- Research hypothesis-NA:
- Research Methodology-: Qualitative and Quantitative Methods
- Findings and conclusions-: Through this research it can be concluded that many efforts are being made to curb the spread of fake news over internet and social media. There have been many

efforts to control this and many more efforts are to be made in this direction. Computer and Social research has been carried out to know the reasons and the science behind this proliferation of fake news and it had been found that the mentality of some people over the internet do sometimes result in the spread of such fake news which effect the decision making ability of people.

References-: d.lazer@northeastern.edu, *Science* 9 Mar 2018:, Vol. 359, Issue 6380, pp.1094-1096, DOI: 10.1126/science.aao2998, https://science.sciencemag.org/content/359/6380/1094.summary

Sr.no-:   7

- Title of the paper-: Fake News- belief In post truth

- Author's name-: Nick Rocklin

- Name of the Journal-: Emerald Insight, Library Hi Tech

- Period of Journal-: 18 September 2017

- Summary of paper-:The purpose of this paper is to illustrate that the current efforts to combat the epidemic of fake news – compiling lists of fake news sites, flagging stories as having been disputed as "fake," downloading plug-ins to detect fake news – show a fundamental misunderstanding of the issue.

- Research objectives-: The purpose of this paper is to illustrate that the current efforts to combat the epidemic of fake news – compiling lists of fake news sites, flagging stories as having been disputed as "fake," downloading plug-ins to detect fake news – show a fundamental misunderstanding of the issue.

- Research variables-: Independent variables

- Research model-: Quantitative

- Research hypothesis-: NA.

- Research Methodology-: This paper explores the plummeting believability ratings in conventional news outlets, as well as current efforts to combat fake news. These concepts are situated in the post-truth era, in which news is upsold on the notion of belief and opinion

- Findings and conclusions-: This paper finds that, in combination with a general mistrust of all news, a fundamental flaw in the system of clicks-as-reward allows fake news and other click bait to gain unobstructed virality.

- **References-:**

Rocklin, N. (2017), "Fake news: belief in post-truth", *Library Hi Tech*, Vol. 35 No. 3, pp. 386-392. https://doi.org/10.1108/LHT-03-2017-0062,

https://www.emerald.com/insight/content/doi/10.1108/LHT-03-2017-0062/full/html

- Sr.no-: 8
- Title of the paper-: Reliance on emotion promotes belief in fake news.
- Author's name-: Cameron Martel, Gordon Pennycook & David G. Rand
- Name of the journal-: Cognitive Research-: Principles and Implications
- Period of Journal-:07-October-2020

- Summary of paper-: The role of the reliance on emotion in belief in the fake news remains unclear. To shed light on this issue, we explored the relationship between experiencing specific emotions and believing emotions, heightened emotionally at the outset of the study was predictive of greater belief in fake news posts. Then, we measured and manipulated reliance on emotion versus reason across four experiments. We found both correlational and casual evidence that reliance on emotion increase belief in fake news. Self-reported use of emotion was positively associated with belief in fake news stories compared to control or to inducing reliance on reason. These results shed on the unique role that emotional processing may play in susceptibility to fake news.

- Research objectives-:

- Research variables-: Independent Variable

- Research model-: NA

- Research hypothesis-: NA

- Research Methodology-: Qualitative and Quantitative both

- Findings and conclusions-: Dictinory.com recently named "misinformation" its 2018 word of the year and defined it as" false information that is spread, regardless of whether there is intent to mislead. " The online dissemination of misinformation and fake news is a troubling consequences of our digital age, and the need for psychologists to develop an understanding of the cognitive mechanisms behind why people fall for misinformation and fake stories so commonly viewed online is critical. The current show that emotion plays a casual role in peoples susceptibility to incorrectly perceiving fake news as accurate. Contrary to the popular motivated cognition account, our findings indicate that people fall for fake news. In part, because they rely too heavily on emotion, not because they think in a motivated or identity- protective way. This suggests that interventions that are directed at making the public less emotional consumers of news media may have promise in reducing belief in fake news

Reference-:

Cognitive Research: Principles and Implications **volume 5**, Article number: 47 (2020) Cite this article, **6742** Accesses, **2** Citations, **59** Altimetry, Metrics, https://link.springer.com/article/10.1186/s41235-020-00252-3

- Sr.no-: 9

- Title of the paper-: Fake News On Social Media- People believe what they want to believe when it makes no sense at all

- Author's name-:Patricia Moravec, Randall Minas, Alan R. Dennis

- Name of the Journal-:Kelley School Of Business Research Journal

- Period of Journal-: 6 Nov 2018

- Summary of paper-: Fake news (i.e., misinformation) on social media has sharply increased over the past years. Conducted an experiment collecting behavioural and EEG data from 83 social media users to understand whether they could detect fake news on social media, and the factors affecting cognition and judgment. found that confirmation bias dominates, with most users unable to distinguish real news from fake. Users exhibit greater cognitive activity when news headlines align with their political opinions, and they are more likely to believe them. Headlines that challenge their opinions receive little cognitive activity (i.e., they are ignored) and users are less likely to believe them. The presence of a fake news flag on a headline aligned with users' opinions triggered cognitive activity that could be associated with increased semantic memory retrieval, false memory construction, or increased attention. However, this flag had no effect on judgments about truth; flagging headlines as false did not influence users' beliefs. Only 17% of our participants could detect fake news better than chance, with only one detecting fake news more than 60% of the time. In other words, most social media users would make better truth judgments by flipping a coin.

- Research objectives-: To find out the implication of fake news on social media and to understand the way that people perceive the fake news according to their cognitive ability.

- Research variables-: NA

- Research model-: Qualitative and Quantitative

- Research hypothesis-:NA

- Research Methodology-: NA

- Findings and conclusions-: In the past years, misinformation has sharply increased and there was a urgent need to understand the reasons. The research was successful to a extent that now we know about the reasons that people tend to believe the fake news and behave accordingly.

- References-: *Kelley School of Business Research Paper No. 18-87*36 Pages Posted: 6 Nov 2018Patricia Moravec, University of Texas at Austin - Red McCombs School of Business; Indiana University - Kelley School of Business - Department of Operation & Decision Technologies, Randall Minas, University of Hawaii at Manoa - Shadier College of Business Alan, Indiana University - Kelley School of Business - Department of Operation & Decision Technologies, Date Written: August9, 2018, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3269541

- Sr.no-: 10

- Title of the paper-: Belief in fake news is associated with delusionality, dogmatism, religious fundamentalism and reduced analytic thinking.

- Author's name-:Michael Bronstein[a]GordonPennycook[b]AdamBear[c]David G.Rand[d]Tyrone D.Cannon[a]

- Name of the Journal-: Journal of Applied Research in memory and cognition

- Period of Journal-: March 2019

- Summary of paper-: Delusion-prone individuals may be more likely to accept even delusion-irrelevant implausible ideas because of their tendency to engage in less analytic and less actively open-minded thinking. Consistent with this suggestion, two online studies with over 900 participants demonstrated that although delusion-prone individuals were no more likely to believe true news headlines, they displayed an increased belief in "fake news" headlines, which often feature implausible content. Mediation analyses suggest that analytic cognitive style may partially explain these individuals' increased willingness to believe fake news. Exploratory analyses showed that dogmatic individuals and religious fundamentalists were also more likely to believe false (but not true) news, and that these relationships may be fully explained by analytic cognitive style.

- Research objectives-: To increase the existing interventions that could increase analytic and actively open-minded thinking that can be leveraged to help reduce belief in fake news.

- Research variables-: NA

- Research model-: Quantitative

- Research hypothesis-: NA

- Research Methodology-: NA

- Findings and conclusions-: With the help of this research paper we came to know about the various reasons for the spread of fake news and the reasons due to which people tend to belief in such fake news. As mentioned, delusionality, dogmatism, religious fundamentalism and reduced analytic thinking are the major reasons for belief in such fake news spread through social media

and there is a urgent need to develop a positive thinking capacity among the people using social media so that together we can stop this spread.

References-: https://www.sciencedirect.com/science/article/abs/pii/S2211368118301050

- o **S No - 11**
- o Title of Paper-**A New Application of Social Impact in Social Media for Overcoming Fake News in Health**
- o **Authors Name**– Cristina M Pulido,Laura Ruiz Eugenio,GiselaRedonoSama, Beatriz Villarejo-Carballido
- o **Name of Journal** -Department of Journalism and Communication Studies, UniversitatAutònoma de Barcelona, Campus de la UAB, PlaçaCívica, 08193 Bilateral, Barcelona, Spain
- o **Period of Publication**– 3,April 2020
- o **Summary of Paper** - One of the challenges today is to face fake news (false information) in health due to its potential impact on people's lives. This article contributes to a new application of social impact in social media (SISM) methodology. This study focuses on the social impact of the research to identify what type of health information is false and what type of information is evidence of the social impact shared in social media. The analysis of social media includes Reddit, Facebook, and Twitter. This analysis contributes to identifying how interactions in these forms of social media depend on the type of information shared. The results indicate that messages focused on fake health information are mostly aggressive, those based on evidence of social impact are respectful and transformative, and finally, deliberation contexts promoted in social media overcome false information about health. These results contribute to advancing knowledge in overcoming fake health-related news shared in social media.
- o **Research Objectives** – To improve our knowledge about the finding insights into the way in which public health initiatives can support the presence and interactions of evidence as an effective strategy to combat fake news.
- o **Research Variables** - Dependent
- o **Research Model** - Comparative, Evolutional
- o **Research Hypothesis** - This **study** is designed to assess the **hypothesis** that this paper reports the advent of new application of social impact in social media (SISM) methodology.
- o **Research Methodology** – Quantitative based research

o **Findings and Conclusion**- The present study provides an important basis to classify the role of patients to overcome barriers to health access . The possibilities of social media analysis have been widely explored in very diverse fields, from gender to digital protests , and this work contributes to advancing knowledge in social media analysis and fake news in public health. Future investigations can use SISM to analyze the interactions in social media regarding other public health issues to further explore how citizens use and share information.

o **SR NO-12**

o Title of Paper-**Deception detection for news: Three types of fakes**

o **Authors Name-**Victoria Rubin, Yemen Chen ,Nadia K. Conroy

o **Name of Journal-**Language and Information Technology Research Lab (LIT.RL) Faculty of Information and Media Studies, University of Western Ontario, London, Ontario, CANADA.

o **Period of Publication-** 24 February 2016.

o **Summary of Paper-** A fake news detection system aims to assist users in detecting and filtering out varieties of potentially deceptive news. The prediction of the chances that a particular news item is intentionally deceptive is based on the analysis of previously seen truthful and deceptive news. A scarcity of deceptive news, available as corpora for predictive modelling, is a major stumbling block in this field of natural language processing (NLP) and deception detection. This paper discusses three types of fake news, each in contrast to genuine serious reporting, and weighs their pros and cons as a corpus for text analytics and predictive modelling. Filtering, vetting, and verifying online information continues to be essential in library and information science (LIS), as the lines between traditional news and online information are blurring.

o **Research Objectives-**to overview fake news corpora requirements (for suitability in textual analysis and predictive modelling suggest pros and cons of varieties of fake news, as counterparts to serious genuine reporting. This research ultimately supports the development of an automated fake news detection system as part of a broader news verification suite.

o **Research variables**-: NA

o **Research model**-: Qualitative and Quantitative

o **Research hypothesis**-:NA

o **Research Methodology**-: NA

o **Findings and Conclusion-** This paper separates the task of fake news detection into three, by type of fake: a) serious fabrications (uncovered in mainstream or participant media, yellow press or tabloids); b) large-scale hoaxes; c) humorous fakes (news satire, parody, game shows). Serious fabricated news may take substantial efforts to collect, case by case. Journalistic fraudsters may face harsh consequences for dishonest reporting, and are likely to exhibit cues of deception akin to "verbal leakages" in other contexts (such as law enforcement or CMC). Large-scale hoaxing attacks are creative, unique, and often multi-platform, which may require methods beyond text analytics (e.g., network analysis). Humorous news provides a steady stream of data, but their writers' intentions to entertain, mock, and be absurd may interfere with binary text classification techniques, especially if algorithms pick up cues of believability, sensationalism, or humour instead of cues for deception. As an important development at an intersection of LIS, NLP, big data and journalism, fake news detection (of the three identified types) holds promise in automated news verification and online content credibility assessment.

o **SR NO -**13

o **Title of paper-**Fake News or Truth? Using Satirical Cues to Detect Potentially Misleading News.

o **Authors Name-** Victoria L. Rubin, Niall J. Conroy, Yemen Chen, and Sarah Cornwell

o **Name of Journal-**Language and Information Technology Research Lab (LIT.RL) Faculty of Information and Media Studies University of Western Ontario, London, Ontario, CANADA.

o **Period of Publication-**JUNE 12,2016.

o **Summary of Paper-**Satire is an attractive subject in deception detection research: it is a type of deception that intentionally incorporates cues revealing its own deceptiveness. Whereas other types of fabrications aim to instil a false sense of truth in the reader, a successful satirical hoax must eventually be exposed as a jest. This paper provides a conceptual overview of satire and humour, elaborating and illustrating the unique features of satirical news, which mimics the format and style of journalistic reporting. Satirical news stories were carefully matched and examined in contrast with their legitimate news counterparts in 12 contemporary news topics in 4

domains (civics, science, business, and "soft" news). Building on previous work in satire detection, we proposed an Sambaed algorithm, enriched with 5 predictive features (Absurdity, Humour, Grammar, Negative Affect, and Punctuation) and tested their combinations on 360 news articles. Our best predicting feature combination (Absurdity, Grammar and Punctuation) detects satirical news with a 90% precision and 84% recall (F-score=87%). Our work in algorithmically identifying satirical news pieces can aid in minimizing the potential deceptive impact of satire.

o **Research Objectives-**The methods described in this review demonstrate promising results for satire and humour detection. The goal of screening legitimate news content is achieved based on the assumption that successful identification of satire is independent from both the originating source of the piece, and its provenance as a news document. Instead, Natural Language Processing (NLP) methods in combination with machine learning deal with content directly by detecting language patterns, topicality, sentiment, rhetorical devices and word occurrences which are common to satire and irony. There is a need for a unified approach that combines best practices for a comprehensive NLP satire detection system.

o **Research variables**-: NA

o **Research model**-: Qualitative and Quantitative

o **Research hypothesis**-:NA

o **Research Methodology**-: NA

o **Findings and Conclusion-**In this paper, we have translated theories of humour, irony, and satire into a predictive method for satire detection that reaches relatively high accuracy rates (90% precision, 84% recall, 87% F-score). Since satirical news is at least part of the time deceptive, identifying satirical news pieces can aid in minimizing the potential deceptive impact of satirical news. By analyzing the current news production landscape captured within our dataset, we demonstrate the feasibility of satire detection methods even when divorced from attribution to a satirical source. Our conceptual contribution is in linking deception detection and computational satire, irony and humour research. Practically, this study frames fake news as a worthy target for filtering due to its potential to mislead news readers. Areas of further investigation can include ways to translate more complex characteristics of the anatomy of satire into linguistic cues. Critique and call to action, combined with mockery, is a key component of satire, but this critical

component (II, Armada, 2012) has not yet received much attention in the field of NLP. This feature could be subject to automated discourse-level quantification through the presence of imperative sentences. Also, our positive results of shallow syntax features showed us that more complex language patterns, for example deep syntax and the ordering of grammatical patterns might also be detectable in satire through techniques such as regular expression pattern matching against a grammatical parse of article content.

- o **SR-14**
- o **Title of Paper-**Contextualizing Fake News in Post-truth Era: Journalism Education in India.
- o **Authors Name-HariKrishnanBhaskaran, Harsh Mishra, Praveen Nair.**
- o **Name of Journal-**Central University of Himachal Pradesh, Shaper, District Kanga, Himachal Pradesh, India**.**
- o **Period of Publication-**July 11, 2017
- o **Summary of Paper-**The current debate on fake-news is heavily focused on American and British post-truth politics and the tactical use of 'alternative facts'. However, the concerns about the impact of fake news on journalism are not restricted to European and American contexts only. This commentary attempts to examine journalism practice and training in India in the post-truth era. Unlike the issues projected in the American debate on the need to reengage and empathize with the non-elite audience and the rise of a fact-checking culture, the apprehensions appear to be slightly different in other countries. In India, tackling the post-truth era challenges is also about addressing obstructive institutional forces like inactive regulatory bodies and out-dated curricula in University-based journalism programmes. The commentary argues that Indian journalism educators should focus on formulating a dynamic curriculum framework that integrates collaborative verification practices with an emphasis on reengaging with the audience to address the enigmatic post-truth politics in the country.
- o **Research Objectives-**– To improve our knowledge about fake news affecting the journalism of India and impacting our political decisions for ourselves.
- o **Research variables**-: NA

- o **Research model**-: Qualitative and Quantitative

- o **Research hypothesis**-:NA

- **Research Methodology**-: NA

- **Findings and Conclusion-**Perspectives shared in this commentary are more focused on the Indian context and especially centred around the institutional forces involved in journalism training in India. This particular approach has its own pitfalls. For instance, the idea of post-truth itself has been contested (Mantzarlis, 2017). But getting into that debate is beyond the scope of this commentary. Similarly, it assumes that the primary way to tackle fake news is via an overhaul of academics. However, it falls short of addressing the issues raised by the race among Indian as well as global media giants for a share of the untapped, ever-growing pie that is the Indian smartphone-based media consumer market. This makes the industry more vulnerable to practices of lie-mongering through click baiting to reap the benefits of the growing attention economy. This situation is worsened by the presence of political parties trying to make gains through the tactical use of these platforms for circulating lies and alternative facts.

- **SR NO-**15
- **Title of Paper-** Media Literacy, Democracy, and the Challenge of Fake News**Authors Name- Lance E. Mason Indiana University Kokomo Daniel G. Krutch University of North Texas Jeremy Stoddard College of William & Mary.**
- **Name of Journal-**The National Association for Media Literacy Education's Journal of Media Literacy Education**.**
- **Period of Publication-**September, 2018
- **Summary of Paper-** In this essay, the authors offer a context for discussions about fake news, democracy, and considerations for media literacy education. Drawing on media ecology and critical media studies, they highlight the longer history of fake news and how this concept cannot be separated from the media technologies in which cultures grow. They discuss current iterations of this phenomenon alongside the effects of social media and offer a preview of the contents of this special issue on media literacy, democracy, and the challenge of fake news.
- **Research variables**-: NA
- **Research model**-: Qualitative and Quantitative
- **Research hypothesis**-:NA

- o **Research Methodology**-: NA
- o **Findings and Conclusion-**We hope this special issue inspires educators and scholars alike to take up the challenges that fake news and the associated media environment present for our democratic structures and for participation. While these challenges are not entirely new, they are pressing, complex, and interconnected. We must all consider how media literacy might help prepare citizens for democratic participation within environments that feature increasingly complex and subtle forms of manipulation.

S No   - 16

o **Title of Paper** - Spreading Disinformation on Facebook: Do Trust in Message Source, Risk Propensity, or Personality Affect the Organic Reach of "Fake News"?

- o **Authors Name –** Tom Buchannan andVladlenaBensonn
- o **Name of Journal -**Sage journal
- o **Period of Publication –** December 17, 2019
- o **Summary of Paper –** There is considerable concern about the propagation of disinformation through social media, particularly for political purposes. "Organic reach" has been found to be important in the propagation of disinformation on social networks. This is the phenomenon whereby social media users extend the audience for a piece of information: interacting with it, or sharing it with their wider networks, greatly increases the number of people the information reaches. This project evaluated the extent to which characteristics of the message source (how trustworthy they were) and the recipient (risk propensity and personality) influenced the organic reach of a potentially false message. In an online study, 357 Facebook users completed personality and risk propensity scales and rated their likelihood of interacting in various ways with a message posted by either a trustworthy or untrustworthy source. Message source impacted on overall organic reach, with messages from trusted sources being more likely to be propagated. Risk propensity did not influence reach. However, low scores on trait agreeableness predicted greater likelihood of interacting with a message. The findings provide preliminary evidence that both message source and recipient characteristics can potentially influence the spread of disinformation. This is the phenomenon of organic reach (Facebook, 2019). Through users' interactions with the content (sharing it, liking it, and responding to it with comments on their

timeline) they make other people within their wider networks aware of it. The extent to which users respond to a message influences the likelihood of that message being propagated into the newsfeed of other members of their social network. Thus, the behaviour of individuals seeing disinformation can lead to an exponential spread of the false material. In fact, analysis by Vosoughi et al. (2018) indicated that false material spread on Twitter "farther, faster, deeper, and more broadly than the truth" and that this was primarily due to human behaviour rather than the operation of bots. The scale of this phenomenon, and the risks it poses to society, make it important to consider why people spread false information they have seen online.

o **Research Objectives –** In this project, we conceptualized the creation of online disinformation as a form of cybercrime. Those who initially create and seed it to social media networks are criminals (including hostile state actors). Those who encounter the material online and spread it further are essentially victims, duped by the message originators into spreading lies.

o **Research Variables - Dependent**

o **Research Model -   NA**

o **Research Hypothesis –** The key dependent variable of interest in this study is the likelihood of a user propagating "fake" information through the organic reach phenomenon. Based on our conceptualization of social network users as potential cybercrime victims, we hypothesize that users who trust the originator of a message would be more likely to act in ways that increase its organic reach (H1). Thus, "fake news" items coming from trusted sources would be more likely to be propagated by the message recipients. Measuring trust can be problematic, as it is context-contingent and subjective. We need to define who and what the user is placing their trust in. Therefore, in this study the role of trust is tested through an experimental manipulation using two conditions: one where the source of a message is a trusted source (close friend), and another where they are a relatively unknown node in their social network.

Based on what is known about risk propensity and cybercrime victimization, we further hypothesize that people higher in risk propensity would be more likely to extend the organic reach of such messages (H2). We will also perform exploratory analyses of whether recipients' personality traits influence their likelihood of extending the organic reach of a message.

o **Research Methodology – Quantitative and Qualitative based research**

o **Findings and Conclusion-** While it has limitations, this study suggests that source and recipient characteristics could influence the likelihood of individuals propagating disinformation on social media. Evidence from other sources implies the feasibility of leveraging trust in message sources, and micro targeting disinformation to individuals based on individual differences, in order to amplify "fake news" through the phenomenon of organic reach. Given the potential high-stakes outcomes of such activity, further consideration is warranted.

o **Reference:**BBC. (2018). Beyond "fake news." https://www.bbc.co.uk/mediacentre/latestnews/2018/beyond-fakenews Google Scholar

o Azucar, D., Marengo, D., Stannic, M. (2018). Predicting the Big 5 personality traits from digital footprints on social media: A meta-analysis. Personality and Individual

o Differences, 124, 150–159. https://doi.org/10.1016/j.paid.2017.12.018 Google Scholar

S No   - 17

Title of Paper – The Effect of Message Credibility on Media Use and Perception of Fake News among Students

o **Authors Name –** Souhaila Ahmed Elyass Husain, RehemaTwahiryKilagwa, YusnitaMohdZaali, Soda Wok

o **Name of Journal -**Human Communication

o **Period of Publication – 2018**

o **Abstract** - Fake news is a major concern globally. Numerous news articles worldwide have reported on the spread of fake news in multiple arenas. Malaysia, similarly, has been covering the proliferation of fake news in the media. A Fake News Bill was passed in Parliament, at record time, in the hope of attaining preventive measures to counter the spread of fake news (the bill was repealed four months later). This study aims to determine students' perception of fake news in the context of their media usage and message credibility. Specifically, it aims to determine the relationship between media use, message credibility and perception of fake news;

and to analyse the mediating effect of message credibility on media use and the perception of fake news. Fake news, in this context, is defined as deliberate misinformation spread by traditional or social media. The research utilizes the Media Dependency Theory in explaining the relationship between the audiences, media and the larger social system. The theoretical framework assumes that during times of conflict or uncertainty, in this case before the General Election 2018, audiences are likely to be more dependent on the media for information. It employs a quantitative research design using the survey method. 237 students from the Department of Communication, International Islamic University Malaysia (IIUM) participated in the study. Findings show that there are significant relationships among media use, message credibility and fake news. The Media Dependency Theory is supported in this study.

o **Research Objectives –** Determine the levels of student media use, perception of message credibility in the mass media and their level of fake news perception, verification behaviour and dissemination. Test the relationship between media use, message credibility and perception of fake news. Analyse the mediating effect of message credibility on media use and perception of fake news.

o **Research Variables - Dependent**

o **Research Model -   Experimental ,Comparative, Evolutional**

o **Research Hypothesis –** This paper posits that students' perception of message credibility mediate the relationships between their media use and their fake news perceptions. In order to test this, the relationships between the variables, namely media use (both traditional and social media act as the independent variables), message credibility (mediating variable) and fake news perception (dependent variable). The following general hypotheses are proposed:

H1: Students are likely to perceive messages from the traditional media as being more credible than messages in the social media. H2: There are differences in students' perception of fake news messages from different mass media, they are expected to perceive news messages from the social media more sceptically than messages from the traditional media.

H3: There are positive correlations between media use for obtaining news, message credibility and fake news perception. H3.1: There is a positive relationship between traditional media use and fake news perception.

H3.2: There is a positive relationship between social media use and fake news perception.

H3.3: There is a positive relationship between traditional media use and message credibility of traditional media.

H3.4: There is a positive relationship between social media use and message credibility of social media.

H3.5: There is a positive relationship between message credibility of traditional media and fake news perception.

H3.6: There is a positive relationship between message credibility of social media and fake news perception.

H3.7: Message credibility in traditional media mediates the relationship between traditional media use and fake news perception.

o **Research Methodology –**The study employs the quantitative research design using the survey method. This is required to facilitate the data collection process in obtaining large sets of data in a short time.

o **Findings and Conclusion-**In conclusion, the results of the research show that students tend to use the social media to obtain news more than they use the traditional media. Ironically, they also perceive social media as the most likely medium through which fake news is spread. The general relationships between mass media use and message credibility as well as media use and fake news perception are significant but weak. This means that even though there is correlation between mass media 18 use, message credibility and perception of fake news, there are other mediating variables that are not measured in this study. The findings also further demonstrate that while students' perception of social media message credibility is a predictor of fake news perception, the same does not apply for the traditional media. The objective of this paper is to determine students' perception of fake news in the context of their media use and message credibility under the framework of the Media Dependency theory. The findings reflect that during this election season, students' dependency on the social media for obtaining new is more than on traditional news sources. Additionally, the results imply that students are not fully capable of differentiating between factual and fake news as supported by the research done by MCMC.

o **Reference -** Albright, J. (2017). Welcome to the era of fake news. Media and Communication, 5(2), 87-89. doi:10.17645/mac.v5i2.977

Alcott, H., & Gentzkow, M. (2017). Social media and fake news in the 2016 election. NBER Working Papers Series, pp. 1-32. Retrieved from http://www.nber.org/papers/w23089 Ape-man, A., & Sundar, S. S. (2016).

Measuring message credibility: Construction and validity of exclusive scale. Journalism and Mass Communication Quarterly, 93(1), 59-79. doi:10.1177/1077699015606057

S No   - 18

Title of Paper -Fake News in Financial Markets

o **Authors Name –**Shimon Kogan

o **Name of Journal -**MIT Sloan School of Management

o **Period of Publication –** March 2018

o **Summary of Paper -** While social media platforms, blogs, and other unmonitored media outlets are becoming a main source of news for many, they also offer scope for providing misleading or false information. We use two unique datasets and a linguistic algorithm developed to detect deception in expression, to examine the impact of fake news in financial markets. The first dataset is a set of paid-for articles obtained from an SEC investigation that are known to be false, that allow us to validate the linguistic algorithm. The second dataset applies the linguistic algorithm to quantify the probability of an article being fake on a much larger set of articles. We find a strong temporary price impact and subsequent reversals from the fake news articles for small firms, permanent negative price impact for mid-size firms, and no impact for large firms. In addition, for small and mid-size firms we find that around the release of fake articles, managers are more likely to issue press releases, file 8-K forms with the SEC, and buy stock in their own firm, hinting that such firms are possibly engaging in stock price manipulation. No such patterns are found for large firms.

o **Research Objectives –**to detect deception in expression, to examine the impact of fake news in financial markets.

o **Research Model -   NA**

o **Research Hypothesis – NA**

o **Research Methodology – Quantitative and Qualitative based research**

o **Findings and Conclusion-** Examining the impact of false information on prices using our unique datasets of fake articles, our novel test of market efficiency finds that markets respond to erroneous information in small stocks, possibly leading to potential price manipulation. The "non-event" studies we conduct find strong temporary price impact and subsequent reversals from fake news for small firms that coincide with insider trading and firm press releases, that

predict the magnitude of the price reaction and reversal. We find similar results for mid-size firms except there is no temporary price increase and only a permanent price decrease associated with fake articles, especially when coordinated with insider trades and press releases by the firm. Large cap stocks exhibit none of these patterns nor any price impact from the fake articles. The evidence suggests that markets are efficient with respect to fake news for large and possibly mid-cap firms, but is inefficient for small cap stocks, consistent with information costs being greater for smaller firms. Small firms therefore engage in possible price manipulation that temporarily props up the share price and eventually reverses over the course of the year. Mid-size firms seem to engage in similar behaviour, but the market is not fooled and applies an immediate permanent price discount on those firms. Large firms do not engage in this behaviour, consistent with its share prices being immune from fake news and the cost of information low enough in large firms that prices remain efficient.

- o **Reference -** Grossman, S. J. and J. E. Stieglitz (1980). On the impossibility of informational efficient markets. The American economic review 70 (3), 393–408.

Newman, M. L., J. W. Penne baker, D. S. Berry, and J. M. Richards (2003). Lying words: Predicting deception from linguistic styles. Personality and social psychology bulletin 29 (5), 665–675. Penne baker, J., R. Booth, R. Boyd, and M. Francis (2015). Linguistic inquiry and word count: Law 2015 operator's manual. Retrieved April 28, 2016.

S No   - 19

Title of Paper - Social Media and Fake News in the 2016 Election

- o **Authors Name – Hunt Allot**
- o **Name of Journal - ECONOMIC PERCEPTION**
- o **Period of Publication – 2017**
- o **Summary of Paper –** Following the 2016 US presidential election, many have expressed concern about the effects of false stories ("fake news"), circulated largely through social media. We discuss the economics of fake news and present new data on its consumption prior to the election. Drawing on web browsing data, archives of fact-checking websites, and results from a new online survey, we find: 1) social media was an important but not dominant source of election news, with 14 percent of Americans calling social media their "most important" source; 2) of the known false news stories that appeared in the three months before the election, those

favouring Trump were shared a total of 30 million times on Facebook, while those favouring Clinton were shared 8 million times; 3) the average American adult saw on the order of one or perhaps several fake news stories in the months around the election, with just over half of those who recalled seeing them believing them; and 4) people are much more likely to believe stories that favour their preferred candidate, especially if they have ideologically segregated social media networks.

o **Research Variables - Dependent**

o **Research Model -   NA**

o **Research Hypothesis – NA**

o **Research Methodology – Quantitative and Qualitative based research**

o **Findings and Conclusion-** In the aftermath of the 2016 US presidential election, it was alleged that fake news might have been pivotal in the election of President Trump. We do not provide an assessment of this claim one way or another. That said, the new evidence we present clarifies the level of overall exposure to fake news, and it can give some sense of how persuasive fake news would need to have been to have been pivotal. We estimate that the average US adult read and remembered on the order of one or perhaps several fake news articles during the election period, with higher exposure to pro-Trump articles than pro-Clinton articles. How much this affected the election results depends on the effectiveness of fake news exposure in changing the way people vote. As one benchmark, Spenkuch and Tánaistí (2016) show that exposing voters to one additional television campaign ad changes vote shares by approximately 0.02 percentage points. This suggests that if one fake news article were about as persuasive as one TV campaign ad, the fake news in our database would have changed vote shares by an amount on the order of hundredths of a percentage point. This is much smaller than Trump's margin of victory in the pivotal states on which the outcome depended. Of course there are many reasons why a single fake news story could have been more effective than a television commercial. If it were true that the Pope endorsed Donald Trump, this fact would be significantly more surprising—and probably move a rational voter's beliefs by more as a result—than the information contained in a typical campaign ad. Moreover, as we emphasize above, there are many ways in which our estimates could understate true exposure. We only measure the number of stories read and remembered, and the excluded stories seen on news feeds but not read, or read but not remembered, could have had a large impact. Our fake news database is incomplete, and the effect of the stories it omits could also be significant. We also note that there are several ways in

which this back-of-the-envelope calculation is conservative, in the sense that it could overstate the importance of fake news. We consider the number of stories voters read regardless of whether they believed them. We do not account for diminishing returns, which could reduce fake news' effect to the extent that a small number of voters see a large number of stories. Also, this rough calculation does not explicitly take into account the fact that a large share of pro-Trump fake news is seen by voters who are already predisposed to vote for Trump—the larger this selective exposure, the smaller the impact we would expect of fake news on vote shares. To the extent that fake news imposes social costs, what can and should be done? In theory, a social planner should want to address the market failures that lead to distortions, which would take the form of increasing information about the state of the world and increasing incentives for news consumers to infer the true state of the world. In practice, social media platforms and advertising networks have faced some pressure from consumers and civil society to reduce the prevalence of fake news on their systems. For example, both Facebook and Google are removing fake news sites.

o **Reference:** Abramowitz, Alan I., and Kyle L. Saunders. 2008. "Is Polarization a Myth?" Journal of Politics 70(2): 542–55.

American Enterprise Institute. 2013. "Public Opinion on Conspiracy Theories." AEI Public Opinion Study. Compiled by Karlyn Bowman and Andrew Rugg. November, https://www.aei.org/ wp-content/uploads/2013/11/-public-opinionon-conspiracy-theories_181649218739.pdf. American National Election Studies. 2010.

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S No   - 20

Title of Paper –Online users' attitudes toward fake news: Implications for brand management

o **Authors Name –** Teresa Borges

o **Name of Journal-** RESEARCH ARTICLE

o **Period of Publication –**12 March 2020

o **Summary of Paper -** This study examines brands' vulnerability to fake news. The rapid spread of online misinformation poses challenges to brand managers, whose brands are cocreated online, sometimes to the detriment of the brand. There is a need to identify the information sources that are likely to be trustworthy and to promote positive consumer attitudes toward brands. The data for this study were taken from a Flash Euro barometer of 26,576 respondents across 28 European countries. Cluster analysis and partial least squares structural equation modelling were used to analyse the data and unveil users' attitudes toward fake news. The findings show that users' attitudes toward fake news differ among European countries. Younger and tech- savvy users are more likely to recognize fake news and are consequently able to evaluate digital information sources without relying on policy interventions to limit the impact of fake news. Brand managers can use the findings of this study to better understand different kinds of users' susceptibility to fake news and reshape their social media branding strategies accordingly. It is hoped that this paper will encourage further research on brand management in relation to fake news and promote the widespread adoption of best practices in social media communication.

o **Research Objectives –** Brand managers can use the findings of this study to better understand different kinds of users' susceptibility to fake news and reshape their social media branding strategies accordingly.

o **Research Variables - NA**

o **Research Model -   NA**

o **Research Hypothesis – NA**

o **Research Methodology –** The first level of analysis was descriptive and inferential. The aim was to enable the analysis of the large data set (26,576 respondents) and to help make sense of the data (Sekaran, 2006). In the second phase, the existence of different types of users was investigated using multiple correspondence analysis (MCA). MCA was employed to graphically display the main differences found using the k-means method, a non-hierarchical clustering technique. The $\chi 2$ test and the Kruskal– Wallis test were also used to assess the significant

differences between the main variables and clusters. The third phase consisted of partial least squares structural equation modelling (PLS-SEM). This second- generation multivariate analysis technique has been adopted in prior research on online user behaviour (Borges-Tiago et al., 2019; Kamis, Kowaris, & Stern, 2008; Tiago et al., 2019). It enabled the testing of the theoretical component-based model presented in this study.

o **Findings and Conclusion-** Although social media allow individuals to access and share information and news through a process of snowballing, they also highlight the need for veracity checks (Visiting et al., 2019). Most participants in this study, regardless of their digital profile, considered it important to stop the dissemination of fake news and misleading information. However, they did not assign the responsibility for this task to a single organization. Another salient finding of this study is the existence of different perceptions among European users in terms of the frequency with which fake news is encountered and the ability to unveil fake news or misleading information. These differences may arise because of the varying cultural and socioeconomic backgrounds of the EU member states. Although the results of this study are of interest, its findings do not show how to overcome the problems or issues arising from the spread of fake news or misleading information online. Only minor TABLE 4 Results from Hensley's multigroup analysis Path coefficients original Path coefficients-diff Tech-savvy Smart-tech 11 differences were found between different social media user-profiles in the analysed dimensions. Although the Flash Euro barometer is a large survey of European users, it restricts further analysis in certain areas, namely, profiling users by technology acceptance and adoption, motivations for using digital media as information sources, the use of information validation methods, and other elements of online trust. This constraint represents a limitation of this study.

o **Reference -** Brandtzæg, P. B., Heim, J., &Karahasanović, A. (2011). Understanding the new digital divide—a typology of Internet users in Europe. International Journal of Human-Computer Studies, 69(3), 123–138. https://doi.org/10.1016/j.ijhcs.2010.11.004

Burkhardt, J. M. (2017). History of fake news. Library Technology Reports, 53(8), 5–9.

Camp an, A., Cuzzocrea, A., &Tura, T. M. (2017). Fighting fake news spread in online social networks: Actual trends and future research directions. In: Proceedings 2017 IEEE International Conference on Big Data (BIGDATA), Boston (pp. 4453–4457). https://doi.org/10.1109/bigdata.2017.8258484

- o S No - 21

- o Title of Paper –Fake News Identification on Twitter with Hybrid CNN and RNN Models

- o Authors Name – OluwaseunAjao, DeepayanBhowmik, ShahrzadZargari

- o Name of Journal -   Society '18: Proceedings of the 9th International Conference on Social Media and Society

- o Period of Publication -   July 2018

- o Summary of Paper   - The problem associated with the propagation of fake news continues to grow at an alarming scale .This trend has generated much interest from politics to academia and industry alike. We propose a framework that detects and classifies fake news messages from Twitter posts using hybrid of convolutional neural networks and long - short term recurrent neural network models . The proposed work using this deep learning approach achieves 82% accuracy .Our approach intuitively identifies relevant features associated with fake news stories without previous knowledge of the domain.

- o Research Objectives – To identify and detect fake news messages through Twitter

- o Research Variables - Independent

- o Research Model -   Evaluation

- o Research Hypothesis - This study is designed to assess the hypothesis that fake news which is spreading quickly can be detected through framework as such

- o Research Methodology – Quantitative and Qualitative based research

- o Findings and Conclusion- The present study provides an important basis to classify and detect fake news messages from Twitter post using hybrid of convolutional neutral networks . This step was 82% accurate and identifies relevant features related with fake news stories spreading quickly in social media platforms. Indeed this research and initiative was worthy and beneficial in terms of identifying fake news spreading.

Reference

[12:02 PM, 2/6/2021] .: REFFERENCE TO LR1

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Jure Leskovec and Julian J McCauley. 2012. Learning to discover social circles in ego networks. In Advances in neural information processing systems. 539--547. Google Scholar Digital Library

Steve Schaffer's, Nick Newman, Neil Thurman, David Corny, Ayşe Gofer, and Carlos Martin. 2014. Identifying and verifying news through social media: Developing a user-centred tool for professional journalists. Digital Journalism 2, 3 (2014), 406--418.

- o S No - 22
- o Title of Paper – Automatic Detection of Cyber Security Related Accounts on Online Social Networks: Twitter as an example
- o Authors Name – CagriB,Aslan , Rahime Belen Salam, Shun Jun li
- o Name of Journal -:Society 18: Proceedings of the 9th international conference on social media and society.
- o Period of Publication - July 2018
- o Summary of Paper - Recent studies have revealed that cyber criminals tend to exchange knowledge about cyber attacks in online social networks (OSNs). Cyber security experts are another set of information providers on OSNs who frequently share information about cyber security incidents and their personal opinions and analyses. Therefore, in order to improve our knowledge about evolving cyber attacks and the underlying human behaviour for different purposes (e.g., crime investigation, understanding career development of cyber criminals and cyber security professionals, detection of impeding cyber attacks), it will be very useful to detect cyber security related accounts on OSNs automatically, and monitor their activities. This paper reports our preliminary work on automatic detection of cyber security related accounts on OSNs using Twitter as an example. Three machine learning based classification algorithms were applied and compared: decision trees, random forests, and SVM (support vector machines). Experimental results showed that both decision trees and random forests had performed well with an overall accuracy over 95%, and when random forests were used with behavioural features the accuracy had reached as high as 97.877%.
- o Research Objectives – To improve our knowledge about evolving cyber attacks and the underlying human behaviour for different purposes .
- o Research Variables - Dependent
- o Research Model - Experimental ,Comparative
- o Research Hypothesis - This study is designed to assess the hypothesis that this paper reports preliminary work on automatic detection of cyber security related accounts on OSNs using

Twitter as an example. Three machine learning based classification algorithms were applied and compared: decision trees, random forests, and SVM

- o Research Methodology – Quantitative based research

- o Findings and Conclusion- The present study provides an important basis to classify that cyber criminals tend to exchange knowledge about cyber attacks in online social networks (OSNs). Three machine learning based classification algorithms were applied and compared: decision trees, random forests, and SVM (support vector machines). Experimental results showed that both decision trees and random forests had performed well with an overall accuracy over 95%, and when random forests were used with behavioural features the accuracy had reached as high as 97.877%. Indeed this experiment was able to unleash the cyber criminals with maximum accuracy.

- o Reference

- o Zahra Ashktorab, Christopher Brown, Manojit Nandi, and Aaron Culottes. Tweedy: Mining Twitter to inform disaster response. In Proceedings of the 11th International Conference on Information Systems for Crisis Response and Management Conference (ISCRAM 2014), 2014.Google Scholar

- o Kathy Lee, Ankit Agrawal, and Alok Choudhary. Real-time disease surveillance using Twitter data: Demonstration on flu and cancer. In Proceedings of the 19th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD 2013), pages 1474--1477. ACM, 2013

- o S No - 23

- o Title of Paper –Media-Rich Fake News Detection: A Survey

- o Authors Name – Shiva B Parikh , Praveen K Trey

- o Name of Journal - IEEE

- o Period of Publication - 28 June 2018

- o Summary of Paper - Fake News has been around for decades and with the advent of social media and modern day journalism at its peak, detection of media-rich fake news has been a popular topic in the research community. Given the challenges associated with detecting fake news research problem, researchers around the globe are trying to understand the basic characteristics of the problem statement. This paper aims to present an insight on characterization of news story in the modern diaspora combined with the differential content

types of news story and its impact on readers. Subsequently, we dive into existing fake news detection approaches that are heavily based on text-based analysis, and also describe popular fake news data-sets. We conclude the paper by identifying 4 key open research challenges that can guide future research.

- o Research Objectives – To improve our knowledge about fake news detection in media rich purposes , characterization of news story in the modern diaspora combined with the differential content types of news story and its impact on readers. Subsequently, we dive into existing fake news detection approaches that are heavily based on text-based analysis, and also describe popular fake news data-sets.

- o Research Variables - Independent

- o Research Model - Experimental ,Comparative, Evolutional

- o Research Hypothesis - This study is designed to assess the hypothesis that this paper reports the advent of social media and modern day journalism at its peak, detection of media-rich fake news.

- o Research Methodology – Quantitative and Qualitative based research

- o Findings and Conclusion- The present study provides an important basis to classify the advent of social media and modern day journalism and detection of fake media rich news ,indeed the paper identifies 4 key open research challenges that can guide future research of fake news .

- o Reference

- o https://ieeexplore.ieee.org/abstract/document/8397049

- o S No - 24

- o Title of Paper – Detecting fake news for reducing misinformation risks using analytics approaches

- o Authors Name – Ashish Gupta , Amity V Deokar,Chaowei Zhang

- o Name of Journal -University of Massachusetts Lowell, Lowell, MA 01854 USA

- o Period of Publication – 14 June, 2019

o Summary of Paper- Fake news is playing an increasingly dominant role in spreading misinformation by influencing people's perceptions or knowledge to distort their awareness and decision-making. The growth of social media and online forums has spurred the spread of fake news causing it to easily blend with truthful information. This study provides a novel text analytics–driven approach to fake news detection for reducing the risks posed by fake news consumption. We first describe the framework for the proposed approach and the underlying analytical model including the implementation details and validation based on a corpus of news data. We collect legitimate and fake news, which is transformed from a document based corpus into a topic and event–based representation. Fake news detection is performed using a two-layered approach, which is comprised of detecting fake topics and fake events. The efficacy of the proposed approach is demonstrated through the implementation and validation of a novel FakE News Detection (FEND) system. The proposed approach achieves 92.49% classification accuracy and 94.16% recall based on the specified threshold value of 0.6.

o Research Objectives – To improve our knowledge about to detect fake news using legitimate news database, present an event extraction mechanism to extract events from news articles, Applies topic based classifying mechanism to group news into clusters.

o Research Variables - Dependent

o Research Model -   Experimental ,Comparative, Evolutional

o Research Hypothesis – NA

o Research Methodology – Quantitative and Qualitative based research

Findings and Conclusion- The present study provides an important basis to classify the high fake news detection and framework for the proposed approach and the underlying analytical model including the implementation details and validation based on a corpus of news data.

References

;https://www.sciencedirect.com/science/article/abs/pii/S0377221719304977

o S No - 25

o Title of Paper - Social Media Literacy in Crisis Context: Fake News Consumption during COVID-19 Lockdown

o Authors Name –NoufouOuedraogo

o Name of Journal - SSRN

o Period of Publication – 15 May, 2020

o Summary of Paper - Social Media Literacy (SML) can be defined as a particular set of practical, intellectual and emotional abilities required for social media users in order to create contents or to detect fake news posts . Thus, this research goes beyond the understanding of SML in a context of pandemic crisis to explore the use of social media by confined people during the COVID-19 outbreak. Actually, the exponential and gradual evolution of fake news and its extensive swindle to democracy, informational reliability and the public's media trustworthiness has increased the necessity for undertaking academic researches about fake news . In this perspective, this study focuses on a corpus of 186 people (essentially youth) acceded via online survey process, helping to collect data from very active social media contents consumers. Besides of the online questionnaire, remote interviews have been realised with digital professionals in order to get their experiences, knowledge and opinions about the research topic. Consequently, while attempting to comprehend the degree of proliferation of fake news in a context of epidemic crisis, this research investigates meanwhile people's social media dependence during their confinements. In point of fact, in a context of global crisis socioemotional and psychological factors play a significant starring role in the propagation of fake news; facilitating de facto its considerable spread via social media platforms. For instance, the study proves that stressful quarantined people adopt irrational spontaneous reactions in sharing false information without paying much attention about their accuracy. Therefore, through a theoretical framework, a conceptual and analytical approach, combined with a scientific methodological enquiry and a rigorous investigation, this study attains to demonstrate people's degree of fake news consumption via social media platforms, their level of social media appropriation, their principal motivations for social media use during Coronavirus lockdown.

o Research Objectives – To improve our knowledge about the practical, intellectual and emotional abilities required for social media users in order to create contents or to detect fake news post

o Research Variables - Dependent

o Research Model -   NA

o Research Hypothesis – NA

o Research Methodology – Quantitative and Qualitative based research

o Findings and Conclusion- The present study provides an important basis to classify research beyond the understanding of SML in a context of pandemic crisis to explore the use of social media by confined people during the COVID-19 outbreak.

- o References
- o https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3601466

RESEARCH OBJECTIVES-

1) To determine the impact of fake news on persons.
2) To determine whether fake news affects the decision making ability of a person.
3) To find out different variables involved in fake news propagation
4) To identify the impact it is creating in a person or the society in terms of their decision making ability
5) To identify various means through which fake news can propagate
6) To identify the reasons for spreading fake news and how it can be identified

Research Questions

- What benefit an industry can gain from spreading fake news?
- How news truthfulness determines a brand's intentions?
- Does knowledge about a brand helps in identifying the fake news about it?
- How can you spot fake news?
- What is fake news and why do people create it?
- What is Media literacy and how can it help in reducing proliferation of fake news?
- What is social media doing about fake news
- Impact of fake news in education an teenagers.
- What are the consequences of fake news?
- What are the various sources of fake news?
- What can be the solution for increasing wide spread of fake news?
- What are the impact of fake news in a community and are memes helping in spread of fake news?

RESEARCH VARIABLES

- **V1-:** Factually Incorrect News
- **V2-**: Incomplete News
- **V3-:** Doctored Images and Videos

- **V4-:** Biased News
- **V5-;** Social Sentiments

RESEARCH MODEL
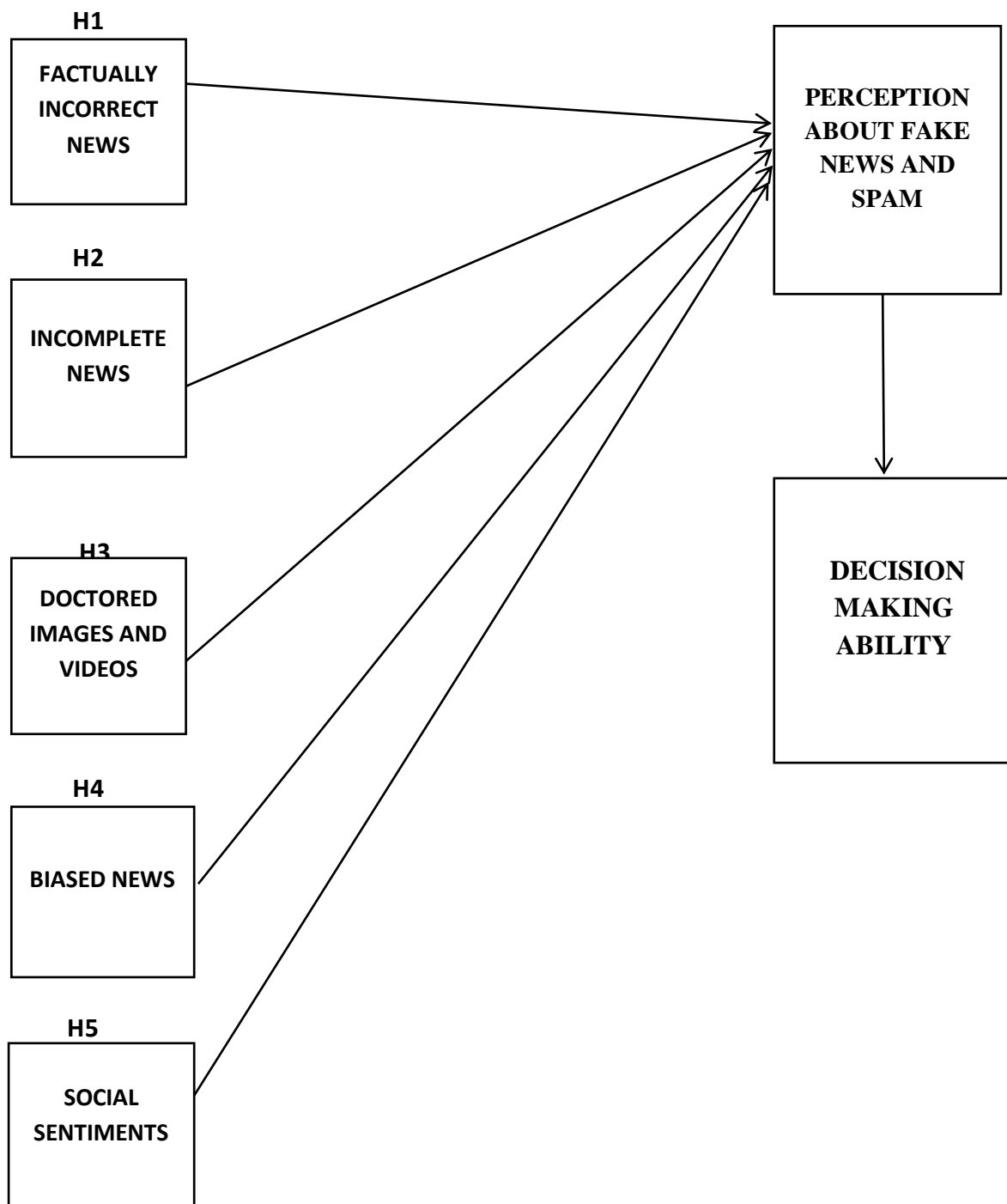
RESEARCH HYPOTHESIS

H1-: Factually incorrect news on social media are one of the major reasons that affect the decision making ability**.**

H2-: Incomplete news is another major cause of diminishing decision making ability among people.

H3-: Doctored images and videos flooding over social media highly affect the ability to make right decisions**.**

H4-: Biased news that is inclined toward a particular sector or society affects the decision making ability**.**

H5-: Social Sentiments among the people can encourage them to take hasty decisions which can in turn be a another strike on their decision making ability.

RESEARCH METHODOLOGY-

- Nature of Study- Exploratory and Descriptive
- Type of Study- Quantitative and Qualitative
- Confidence Level- 90 %
- Level of Significance- 5%
- Confidence Interval- 11%
- Area of Study- Punjab, Up, Bihar and Maharashtra
- Total Population – NA
- Sample Size- Cluster Sampling
- Sampling Technique- Convenience Sampling
- Survey Instrument- E- Questionnaire
- Statistical Tools- Factor Analysis, Correlation and Regression and Chi square or ANOVA.

Data Analysis and Findings

1. Reliability Analysis:

The reliability coefficient of our data is 0.885. The minimum value of Cronbach Alpha is 0.70. Since our reliability coefficient is much more than 0.70, we can say that our data is reliable, we can go for further data analysis.

Reliability Statistics

Cronbach's Alpha	N of Items
.885	35

2. Demographic Analysis: Demographic analysis is the study of a population based on factors such as age, race, and sex. Demographic data refers to socioeconomic information expressed statistically including employment, education, income, marriage rates, birth and death rates, and more.

Gender
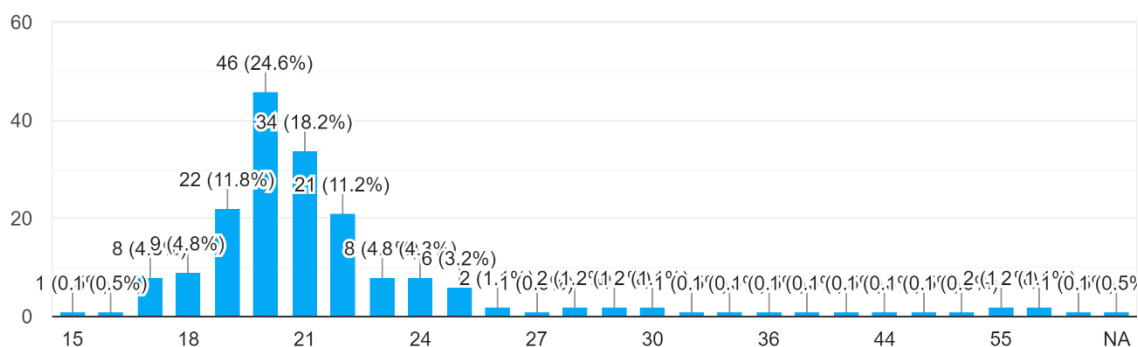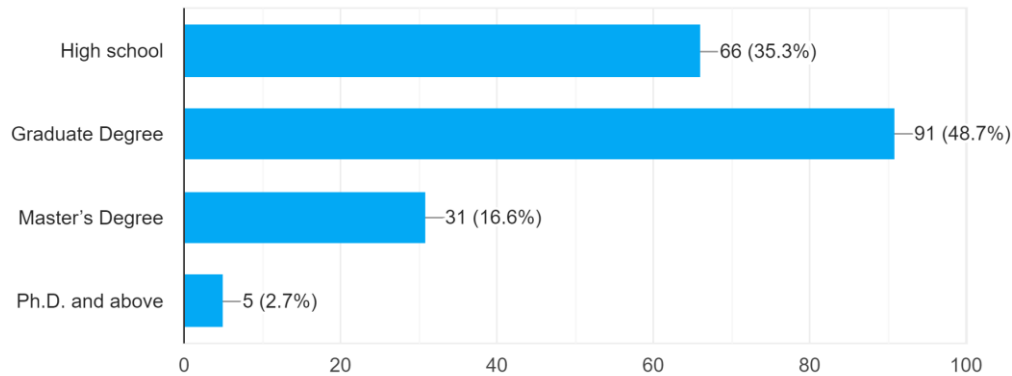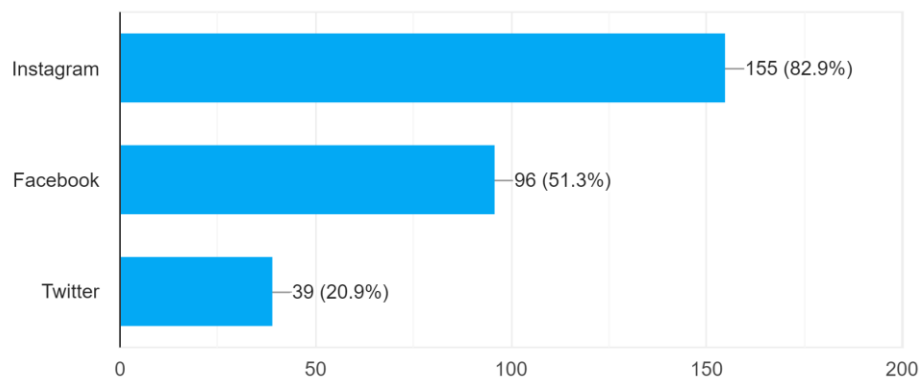
187 responses
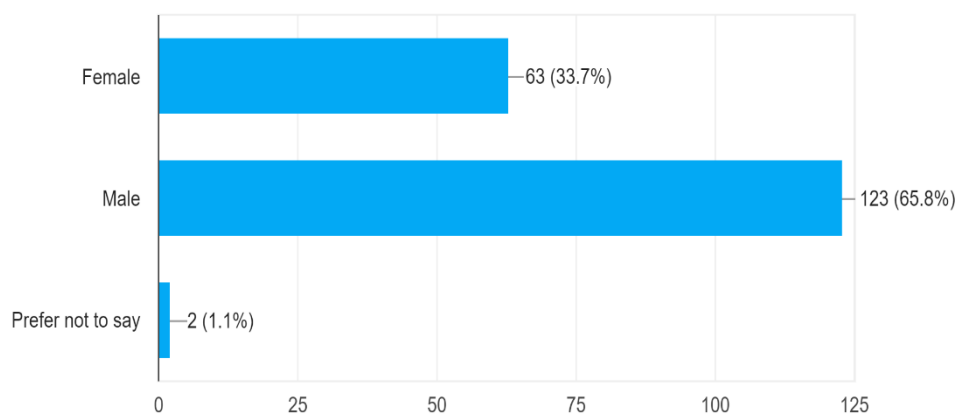
Age

187 responses

Highest level of education?
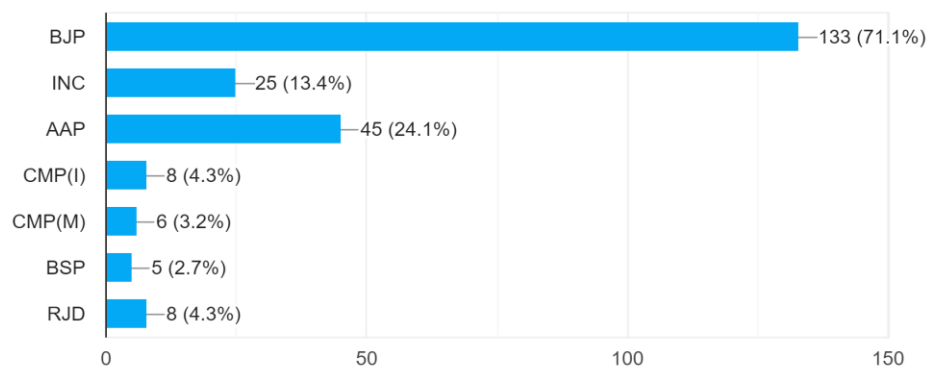
187 responses

Which social media platforms do you most commonly use?

187 responses

According to you which political parties' ideology defines you?

187 responses

3. Factor Analysis:

H1-: Factually incorrect news on social media is one of the major reasons that affect the decision-making ability.

H2-: Incomplete news is another major cause of diminishing decision-making ability among people.

H3-: Doctored images and videos flooding over social media highly affect the ability to make right decisions.

H4-: Biased news that is inclined toward a particular sector or society affects the decision-making ability.

H5-: Social Sentiments among the people can encourage them to take hasty decisions which can in turn be another strike on their decision-making ability.

H6-: People perception is directly associated with the spread of fake news and spam messages.

H7-: Spread of fake news and messages on social media closely is associated with people's decision-making ability.
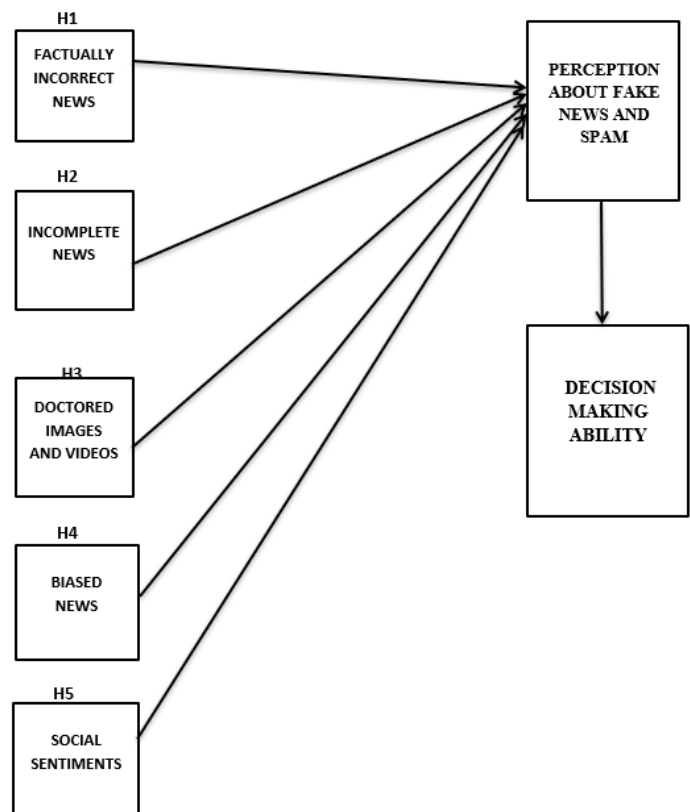
KMO Test:

The KMO test describes the sufficient number of respondent size to run analysis. It must be of 0.70 value. In case the KMO value appears to be as which is well significant and we can factor analysis.

factor our 0.810 run

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.810
Bartlett's Test of Sphericity	Approx. Chi-Square	1810.747
	df	595
	Sig.	.000

Hypothesis testing

1.

- You often share news without knowing that the correct facts and figures of the case. (Interval Data)

- Gender – Male and Female (Nominal Data) - ANOVA

Ho: Both male and female often share news without knowing that the correct facts and figures of the case.

H1: There is a difference in sharing news without knowing that the correct facts and figures of the case among both the genders.

ANOVA

You often share news without knowing that the correct facts and figures of the case

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.575	1	3.575	2.207	.139
Within Groups	299.612	185	1.620		
Total	303.187	186			

Analysis: Since p value in this case is 0.139. Which is insignificant because it is more than Los - .05. Therefore, we are unable to reject the Ho. We can conclude that Both male and female often share news without knowing that the correct facts and figures of the case.

2.

- You often regularly come across biased news on social media. (Interval data).

- Which social media platforms do you most commonly use? –
  Instagram, Twitter and Instagram (Nominal Data) -ANOVA.

ANOVA

You often regularly come across biased news on social media

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.074	5	2.815	.994	.423
Within Groups	507.061	179	2.833		
Total	521.135	184			

Ho: Biased news comes across social media platforms like -Instagram, Twitter and Instagram.

H1: Biased news comes in social media based on users view history.

Analysis: Since p value in this case is 0.423. Which is insignificant because it is more than Los - .05. Therefore, we are unable to reject the Ho. We can conclude that Biased news comes across social media platforms like -Instagram, Twitter and Instagram.

3.

- Some of the things on social media things make you feel more realistic even if it's fake. (Interval data).
- Gender – Male and Female (Nominal Data) - ANOVA

Ho: Both male and females think that social media thinks make you feel more realistic even its fake.

H1: There is difference in realistic things on social media that makes its realistic amongst both the genders**.**

ANOVA

Some of the things on social media things make you feel more realistic even if it's fake

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.343	1	1.343	.666	.416
Within Groups	373.064	185	2.017		
Total	374.406	186			

Analysis: Since p value in this case is 0.416. Which is insignificant because it is more than Los - .05. Therefore, we are unable to reject the Ho. We can conclude both male and females think that social media thinks make you feel more realistic even its fake.

4.

- Highest level of education? (Nominal data)
- According to you which political parties' ideology defines you? (Nominal data)- **chi square testing**

Ho: There is no relation between level of education and political parties

H1: There is a relation between level of education and political party.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.779ᵃ	12	.158
Likelihood Ratio	15.898	12	.196
Linear-by-Linear Association	1.160	1	.281
N of Valid Cases	187		

Analysis: Since p value in this case is .158. Which is insignificant because it is more than Los - .05. Therefore, we are unable to reject the Ho. We can conclude There is no relation between level of education and political parties.

5.

- You often regularly forward messages received on social media platforms to your friends. (Interval data)
- Age (Interval data)- **chi square testing**.

Ho: All age group members share news on social media with friends.

H1: Certain age group members share news on social media.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.700ᵃ	16	.234
Likelihood Ratio	22.966	16	.115
Linear-by-Linear Association	1.342	1	.247
N of Valid Cases	183		

Analysis: Since p value in this case is 0. 234.Which is insignificant because it is more than Los - .05. Therefore, we are unable to reject the Ho. We can conclude all age group members share news on social media with friends.

Recommendations

1: Evaluate, Evaluate, Evaluate

- Use criteria to evaluate a source. In Libraries, we often use the CRAAP Test* to evaluate websites and these criteria are useful for evaluating news as well. These criteria are:
  - Currency: is the information current? Many times on Facebook, you will click on a story and notice that the date was from a few months or years ago, but your "friends" are acting outraged as if it is happening in the moment.
  - Relevance: is the information important to your research needs? This criterion perhaps applies most if you are out seeking information, rather than just stumbling across it. Does the information relate to your question and at the appropriate-level (elementary/advanced)? Have you looked at a variety of sources before selecting this one?
  - Authority: who is the author/publisher/sponsor of the news? Do they have authority on the subject? Do they have an agenda?
  - Accuracy: Is the information supported by evidence? Does the author cite credible sources? Is the information verifiable in other places?
  - Purpose: What is the purpose of this news? To outrage? To call to action? To inform? To sell? This can give you clues about bias.

2: Google It

If you found out something via social media, you should take 5 seconds and just Google it! More often than not, a Google search will show:

- If other reputable news sites are reporting on the same thing
- If a fact-check website has already debunked the claim
- If only biased news organizations are reporting the claim -- in this case, it may require more digging.

I would say that most of the time, 5 seconds is all you need before you hit the angry, the like, the love, or - WORSE! - The share button!

3: Get News from News Sources

One of the easiest ways to avoid the trap of fake news to begin with may seem obvious:

Go directly to credible news websites for your news.

Relying on Facebook to see what is "trending" or what is being shared across your newsfeed means you have to verify every single meme or news article you come across. Why not rely on news apps on your phone that go to news websites for that?

- **Agence France-Presse**

  Agence France-Presse is an international news agency headquartered in Paris, France.

- **Associated Press**

  An independent, non-for-profit news cooperative headquartered in New York City.

- **Reuters**

  The world's largest international multimedia news agency.

Keep in mind that even some reputable news sites have biases and may tell the facts in different ways.

All Sides says that its mission is to: "expose bias and provide multiple angles on the same story so you can quickly get the full picture, not just one slant."

All Sides displays the same news stories from multiple news outlets (along with their rating of their conservative or liberal bias). This is a great way to learn how the same story is reported differently in different outlets.

4: Distinguish Opinion from Fact

Even news websites and programs have spaces or shows dedicated to people's opinions of news stories. In newspapers, these sections may be called:

- Editorials
- Letters to the Editor
- Op-Eds
- Opinion

5: Watch out for red flags!

- Does the link end with .co instead of .com?
- Are there small disclaimers, something that says "satire"?
- When you click on a story in social media, is it a story that is outdated? Why is it being circulated now?
- Is it posted by so-and-so? ...We all have that one friend on social media.

Conclusion

The authenticity of Information has become a longstanding issue affecting businesses and society, both for printed and digital media. On social networks, the reach and effects of information spread occur at such a fast pace and so amplified that distorted, inaccurate or false information acquires a tremendous potential to cause real world impacts, within minutes, for millions of users. Recently, several public concerns about this problem and some approaches to mitigate the problem were expressed. In this paper, we discuss the problem by presenting the proposals into categories: content based, source based and diffusion based. We describe two opposite approaches and propose an algorithmic solution that synthesizes the main concerns. We conclude the paper by raising awareness about concerns and opportunities for businesses that are currently on the quest to help automatically detecting fake news by providing web services, but who will most certainly, on the long term, profit from their massive usage.

hile a lot has been written about fake news during the last few years, the role of mainstream news media in the dissemination of fake news has received significantly less attention. To help remedy this, the purpose of this article has been to review and synthesize the literature pertaining to three key questions: (1) What role do mainstream news media play in the dissemination of fake news? (2) Why do mainstream news media cover fake news? (3) What are the potential influences of mainstream news coverage of fake news on their audiences?

The results of our analysis suggest that mainstream news media in fact play a significant and important role in the dissemination of fake news. While no empirical estimates of the exposure to fake news stories through mainstream news media exist, based on research documenting the very concentrated and relatively limited exposure to fake news on social media Why then do mainstream news media cover fake news? As suggested by our analysis, there are several answers to that question. One key reason is that mainstream news media feel compelled to cover fake news stories because some of these stories carry enormous news values, and given their role perceptions as the guardians of the truth. Another reason why mainstream news media feel compelled to cover fake news stories is that other news media cover them, and for partisan media, it also matters that some of the fake news stories fit their ideological tendencies. Indeed, research demonstrated that partisan media are more influenced by mainstream media by fake news At any case, an underlying reason is that many fake news stories are designed to fit important criteria of newsworthiness, regardless of whether these are shaped by journalistic considerations only or partisan considerations also.

Turning to the influences of mainstream news coverage of fake news on their audiences, based on theory and research in social psychology and the psychology of truth assessment, it can be inferred that it is more than likely that the result of news coverage of fake news in mainstream media is that significant parts of the audience (who did not see the original publication, just their coverage in mainstream news) internalize the wrong information or at least become less certain regarding the truth. The most likely victims are those with a high 'latitude of acceptance' of the disinformation that is, those who already hold preexisting negative attitudes towards the object of negative information, or those for whom the fake information echoes preexisting schemata. Some audiences are probably also more likely to retain the wrong information although it was covered as 'fake news,' if they for example suffer from strategic memory impairments or of information overload. It is hard to speculate about those who are heavy consumers of mainstream news media. On the one hand, the repeated exposure increases the familiarity of the wrong information contained in fake news, which has been found to be related to retention of wrong

information in psychological research. On the other hand, heavy consumers of mainstream news media are also more likely to be exposed to the corrections and, even more importantly, to elaborate explanations of why and how the wrong information has been circulating. Because of this, they may be less vulnerable to the disinformation.

While we believe this review and synthesis of the literature on the role of mainstream news media in the dissemination of fake news has covered important ground, it is also clear that research in this area suffers from several deficits. To begin with, one clear conclusion stemming from this review is that systematic research on news media coverage of fake news, and how audiences encounter such coverage, is abysmally missing. What kind of fake news stories receive widespread attention and coverage in mainstream news media? How do mainstream news organizations cover these fake news stories? Given previous research on fact-checking, it is particularly important to learn if the refutations are complex or simple (as simple refutations were found to be more effective; Walter et al., 2019), whether visual representations are included (as these were found to be counter-productive; ibid.) and whether they correct only parts of the claims of fake news (which also attenuates the effects of fact-checks; ibid). Finally, too little is known about audience response and processing of mainstream news media reports on fake news. This article has inferred and theorized based on aggregate reports about public belief in heavily covered fake news items, and based on empirical research about audience processing in the related area of fact-checking. One thing that is missing is however experimental research focusing specifically on audience response to the correction of online disinformation by mainstream news media. The dependent variables in such studies should include not only indicators of what facts the public believes, but also indicators of media trust and attitude certainty. Studies that link content analysis (on coverage of fake news in various outlets) to survey data (tapping exposure to various outlets, on the one hand, and beliefs about the accuracy of the fake news claims, as well as the certainty of these beliefs) will likewise help us assess the effects of media coverage of fake news on public knowledge, attitudes and behaviors. Such studies should not ignore audiences of partisan media, given the potential role of such media in spreading fake news.

While we argue that mainstream news organizations somewhat paradoxically are important disseminators of fake news, we should emphasize that we do not argue that ignoring fake news is necessarily more normatively desirable than reporting about such stories. Nor do we see media coverage of fake news as a symptom of a dysfunctional media system, being too focused on negativity. The important question of mainstream news media's coverage of fake news is partly a matter of *if*, but also of *t*. Journalists will

have to work with academic scholars and rely on empirical research in developing formats that will enable reporting on, and correcting fake news.

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QUESTIONNAIRE USED FOR THE DATA COLLECTION

Factually Incorrect news on social media

1) You often come across Factually incorrect news on social media

   a) Strongly Disagree

   b) Disagree

   c) No Opinion

   d) Agree

   e) Strongly Agree

2) You often share news without knowing that the correct facts and figures of the case.

   a) Strongly Disagree

b) Disagree

c) No Opinion

d) Agree

e) Strongly Agree

3) You regularly come across random factually incorrect news on social media.

a) Strongly Disagree

b) Disagree

c) No Opinion

d) Agree

e) Strongly Agree

4) You have shared a news that you were not sure about on social media

a) Strongly Disagree

b) Disagree

c) No Opinion

d) Agree

e) Strongly Agree

5) You often try to verify the news that you come across on social media.

a) Strongly Disagree

b) Disagree

c) No Opinion

d) Agree

e) Strongly Agree

Propagation of incomplete news over social media

1) You believe that incomplete news is being spread on social media

   a) Strongly Disagree

   b) Disagree

   c) No Opinion

   d) Agree

   e) Strongly Agree

2) You often come across such news on various social media platforms.

   a) Strongly Disagree

   b) Disagree

   c) No Opinion

   d) Agree

   e) Strongly Agree

3) You firmly believe that one sided part of a news can cause a burning social issue

   a) Strongly Disagree

   b) Disagree

   c) No Opinion

   d) Agree

   e) Strongly Agree

4) You believe that incomplete news is a cause for rising intolerance among the people

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

5) You believe that spread of incomplete news can be stopped

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

Impact of Fake images and videos on decision making ability

1) When a fake image comes to you, You often relate it with something

a) Always

b) Sometimes

c) Rarely

d) Depends on situation

e) Never

2) You believe a fake image can also contain pornographic content

a) Always

b) Sometimes

c) Rarely

d) Depends on situation

e) Never

3) You are able to differentiate between whether the image is fake or not

a) Always

b) Sometimes

c) Rarely

d) Depends on situation

e) Never

4) There are a lot of differences between fake video and fake news

   a) Strongly Agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

5) Some of the things on social media things make you feel more realistic even if it's fake

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

Biased news on Social media and people decision making ability

1) You believe that biased news and opinions exist on social media

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

2) You often regularly come across biased news on social media

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

3) Biased news frequently impact your decision making ability

   a) Strongly Agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

4) You believe that biased news is dangerous for the society's wellbeing

   a) Strongly Agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

5) You often tend to promote biased news on social media

   a) Strongly Agree
   b) Agree
   c) Neutral
   d) Disagree
   e) Strongly Disagree

Impact of social sentiments on decision making ability

1. You are generally an extrovert person on social media

   a) Strongly Agree

   b) Agree

   c) Neutral

   d) Disagree

   e) Strongly Disagree

2. You believe social sentiments affect the decision making

   a) Strongly Agree

   b) Agree

   c) Neutral

   d) Disagree

   e) Strongly Disagree

3. You are often easily influenced by the common sentiments in the society

   a) Strongly Agree

   b) Agree

   c) Neutral

   d) Disagree

   e) Strongly Disagree

4. Your decision are often influenced by societal sentiments

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

5. You believe that it is high time to act sensibly towards issues like fake social media allegations?

a) Strongly Agree

b) Agree

c) Neutral

d) Disagree

e) Strongly Disagree

People's Perception about fake news.

1) How often you tend to believe in a fake news

a) Always

b) Sometimes

c) Rarely

d) Depends on situation

e) Never

2) How often you consider checking the facts before forwarding it

a) Always

b) Sometimes

c) Rarely

d) Depends on situation

e) Never

3) You strongly condemn the act of spread of fake news

a) Always

b) Sometimes

c) Rarely

d) Depends on situation

e) Never

4) Your perception is often influenced by some fake news

    a) Strongly Disagree

    b) Disagree

    c) No Opinion

    d) Agree

    e) Strongly Agree

6) You are not someone who is ignorant towards the fake news.

    a) Strongly Disagree

    b) Disagree

    c) No Opinion

    d) Agree

    e) Strongly Agree

Fake news and People Decision Making Ability

1) You often regularly forward messages received on social media platforms to your friends.

a) Strongly Disagree

b) Disagree

c) No Opinion

d) Agree

e) Strongly Agree

2) You often add something useful to a message that comes to you.

a) Strongly Disagree

b) Disagree

c) No Opinion

d) Agree

e) Strongly Agree

3) You believe that forwarding fake news can hampers someone's thinking

a) Strongly Disagree

b) Disagree

c) No Opinion

d) Agree

e) Strongly Agree

4) When a news comes to you, you examine and analyze the case.

a) Always

b) Sometimes

c) Rarely

d) Depends on situation

e) Never

5) You always identify the facts of the news before reacting to the case.

a) Strongly Disagree

b) Disagree

c) No Opinion

d) Agree

e) Strongly Agree

DEMOGRAPHIC PROFILE

PLEASE PROVIDE THE FOLLOWING INFORMATION BY PUTTTING A TICK MARK (   ) THAT MOST SUITABLY DESCRIBES YOU.

1. Gender   2. Age

    Male   ☐   Under 18   ☐
    Female   ☐   18-25   ☐
                                        26-35   ☐
                                        36-45   ☐
3. Name of State ☐   46-55   ☐
                                        More than 55 ☐

4. Highest level of education?   5. What is your household income per month?

High school ☐   Below ₹ 25,000 ☐

Graduate Degree ☐   ₹ 25,000 – ₹ 49,999 ☐

Master's Degree ☐   ₹ 50,000 – ₹ 74,999 ☐

Ph.D. and above ☐   ₹ 75,000 – ₹ 99,999 ☐

                                Above ₹ 1,00,000 ☐

6. What is your employment status?

7. Family Size

Government Employee ☐ ≤ 4 ☐

Housewife ☐ $5 - 7$ ☐

Private Job ☐ $8 - 10$ ☐

Retired ☐ > 10 ☐

Self-employed ☐

Student ☐

8   Which social media platforms do you most commonly use?

Instagram	Facebook	Twitter

9   According to you which political parties' ideology defines you?

BJP	INC	AAP	CPM (I)	CPM (M)	BSP	RJD

10. Do you You regularly follow political news and updates on social media?

YES	NO