



ISRG PUBLISHERS

Abbreviated Key Title: ISRG J Arts Humanit Soc Sci

ISSN: 2583-7672 (Online)

Journal homepage: <https://isrgpublishers.com/isrgjahss>

Volume – II Issue-II (March – April) 2024

Frequency: Bimonthly



ANALYSIS OF NEGATIVE IMPACT OF FAKE NEWS TO EFFECTIVE INFORMATION AND COMMUNICATION: SOCIAL & MAINSTREAM MEDIA PERSPECTIVE

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| Received: 05.01.2024 | Accepted: 08.01.2024 | Published: 07.03.2024

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Abstract

The deliberate spread of misleading information through social and mainstream media often known as fake news is on the rise. This generates serious concerns about the information that the public is being exposed to. This research project is titled "Analysis of Negative Impact of Fake News to Effective Information and Communication: Social and Mainstream Media Perspectives" in accordance with its particular objectives. This research aimed to define fake news, examine popular social media sites where it is shared, identify the motivations behind the spread of false information, and offer remedies for the detrimental impacts of fake news. The study used enhanced interviews and a structured questionnaire in three (3) local government areas in the state of Adamawa, Nigeria. The statistical package for social sciences (SPSS) software was used to analyze the data using both descriptive and inferential statistics. Additionally, the study used simple linear regression (SLR) in the test of hypotheses at the 0.05 level of significance in addition to mean and standard deviation to address the research questions. The study's findings reduced the proliferation of fake news among all societal groups and examined the detrimental effects of fake news on accurate information and communication in society. It also argued for the government and other organizations to support awareness campaigns aimed at reducing the spread of fake news via social media and/or mainstream media due to its potential dangers.

Keywords: Fake news • Misinformation • Social Media • Mainstream Media

1. Introduction

The spread of misinformation about current social or political issues on social media is fast moving with tremendous speed (Mehrdad and Anna, 2017). These fake stories or hoaxes are meant to misinform or deceive audiences. They are stories created to either influence people's views, push a political agenda or cause confusion and can often be a profitable business for online publishers (Brennen, 2017). Fake news stories can deceive people since their sources are mainly using names and web addresses similar to reputable traditional mainstream news organizations. Fake news might be produced mistakenly; as such it might also confuse and mislead audiences (Corner, 2017).

As Allcott and Gentzkow, 2017 put many people consume news and are informed about current political and social affairs from social media platforms and networks and it can often be difficult to tell whether stories are credible or not. Information overload and a general lack of understanding of how the internet works, have also contributed to increase in fake news or hoax stories. Both social media and users can play a big part in increasing the spread of these types of stories (Spohr, 2017).

However, there are individual users and groups of users who are taking action to counter the spread of fake news on social media and beyond. False or misinformation leads to fake news that is

consisted of fabricated stories, without any verifiable facts, sources, or quotes. Those stories are forged to influence reader's own opinions or to deceive them. The question of fake news refers to the point of how to think about the nature of real news. In the last few years, numbers of fake news stories have increased via social media platforms like WhatsApp, Facebook, YouTube, etc., because they are shared online faster than we can ever imagine. There have been varied uses of the term Fake news in different reporting of news in the traditional mainstream media. During the second half of 2016, the term was searched tremendously by people shown in a Google Trends Map (Schmitz 2012).

There are mainly two reasons for sharing fake news on social media. Some people spread it for political, ideological, or business interests; some also spread it for fun. But they do it with an intention. However, again fake news is shared without knowing its fake by some people, but with a motive. The motive can be varied from person to person. Few of them think sharing the information before others gives them a sense of pride. While others think they must let people know about the importance of news and some commit it for fun.

According to Pogue 2017, technology companies have either collaborated with independent fact-checkers or have relied on crowdsourcing algorithms to detect fake news. Utilizing fact-checking flags can be a minor infringement of the freedom of speech in comparison to aggressive internet censorship, such as blocking the chain of distribution and deleting misinformation posts which raises citizens' concerns and stimulates their willingness to share online misinformation. Manually flagging fake news on social media can be labor-intensive and difficult. While an increasing number of studies, especially in the fields of computer and information science, have focused on the accuracy and efficiency of fake news detection (Tschischek et al., 2018), only a few studies have been done from the perspective of media consumers. Hence, how media consumers perceive fact-checking flags is still unclear.

The authenticity of information has become a longstanding issue affecting the society, both social and traditional mainstream media. The reach and spread of information across social media platforms occur at a fast pace and so amplified that distorted inaccurate or false information acquires tremendous potential to cause real world impacts, within minutes, for millions of users. In an attempt to state clearly the problems of fake news proliferation, so many factors come into consideration. But for the sake of emphasis, this research includes: Quest for relevance; for media outlets on social media platforms, the ability to attract viewers to their websites is by publishing a story with false content which benefits advertisers and improves ratings. Hostile government and civil actors; this has also been implicated in generating and propagating fake news, particularly during elections and so on. Money making; In the last few years, making money out of fake news stories has become a sort of post-modern art whereby young people have learnt to make quick money using advertising headlines. This absurd way of making money has followed trends so fast that creators of fake news have found means of making a lot of money. Poor regulation of the internet; as fake news was introduced to the internet, this made it difficult for some people to find truthful information. The problem of fake news has become a worldwide phenomenon. Fake news is often spread through the use of fake news websites, which and social media platforms which also give access to the traditional mainstream media, in order to gain credibility; specialize in

creating attention-grabbing news, which often impersonate well-known news sources.

This study helps in understanding that fake news is a bigger problem than previously thought, with potentially far-reaching consequences. Salient dangers associated with fake news is that it devalues and delegitimizes voices of expertise, authoritative institutions, and the concept of objective data, all of which undermine society's ability to engage in rational discourse based upon shared facts. The promotion of safe news at the expense of difficult or challenging news stories, and the need for credible sources to allocate ever diminishing resources, to debunking inaccurate information which poses both financial and reputational costs. Furthermore, the study is of significance specifically to its societal impacts. It provides government at all level, experts and researchers with insights into how they effectively combat the spread of fake news and how to implement the useful ideas from the research to strengthen the inputs in tackling fake news on social media and traditional mainstream media. The main objective of the study is to analyze the negative impact of fake news to effective information and communication in the society in Yola-North, Yola-South and Girei local government areas of Adamawa state, Nigeria.

The main objective of the study is to investigate the impact of fake news on effective information and communication. Whereas, the specific objectives include to:

- i. Examine the effect of fake news on effective information and communication.
- ii. Determine the relationship between fake news and effective information and communication.
- iii. Identify whether media control is the major solution to fake news spreading.

On the basis of the research objectives, the following questions were made:

- i. What is the effect of fake news on effective information and communication.
- ii. Is there any relationship between fake news and effective information and communication.
- iii. Is media control a major solution to fake news spreading.

The research work has the following as hypotheses:

- i. Fake news does not have significant effect on effective information and communication.
- ii. There is no any relationship between fake news and effective information and communication.
- iii. media control is not a major solution to fake news spreading.

2. Related Works

The concept fake news is not a neologism particularly in information and communication discourse. According to a recent study by Allcott and Gentzkow (2017), articles that are intentionally and verifiably false, and could mislead readers, are defined as fake news. As Albright (2016) points out, fake news has become a buzzword or buzz phrase, especially after the 2016 presidential elections in the United States, a democratic exercise marked by loads of misinformation and false news. Mainstream news outlets have reported extensively about fake news, and even political institutions around the world have discussed ways to curb the menace (Scott and Eddy, 2017).

The origins of fake news date back to Stone Age known as before the printing press. Rumor and false stories have probably been around as long as humans have lived in groups where power matters. Until the printing press was invented, news was usually transferred from person to person via word of mouth. The ability to have an impact on what people know is an asset that has been prized for many centuries (Leonhardt and Thompson, 2017).

Pre – Printing Period

As Nielsen and Graves, (2017) put, printing was the first mass medium in human history. The printing revolution made communication more accurate, quicker and cheaper. Religious and political revolutions that followed were some of the effects of the printing revolution. Essentially, printing contributed to dialogue as well as to confrontation. During the dark ages, literacy faded among the lower classes in Europe. Inherently, it was confined to social elites, until the printing revolution in the 1450s. Since, the capacity of the human brain to store information is limited, writing enabled humanity to conserve its intellectual resources, and thus manage information more efficiently. Oral culture was, and still is in some societies the only means of transferring information. In contrast to other species, humans communicate in a more complex way.

Some of the information that has survived, carved in stone or baked on tablets or drawn in pictograms, extolled the wonder and power of the leaders. Often these messages were reminders to the common people that the leader controlled their lives. Others were created to ensure that an individual leader would be remembered for his great prowess, his success in battle, or his great leadership skills. Without means to verify the claims, it's hard to know whether the information was true or fake news.

In the sixth century AD, Procopius of Caesarea (500–ca. 554 AD), the principal historian of Byzantium, used fake news to smear the emperor Justinian. While Procopius supported Justinian during his lifetime, after the emperor's death Procopius released a treatise called 'Secret History' that discredited the emperor and his wife. As the emperor was dead, there could be no retaliation, questioning, or investigations. Since the new emperor did not favor Justinian, it is possible the author had a motivation to distance himself from Justinian's court, using the stories (often wild and unverifiable) to do so.

Post – Printing Press Period

The invention of the printing press and the concurrent spread of literacy made it possible to spread information more widely. Those who were literate could easily use that ability to manipulate information to those who were not literate. As more people became literate, it became more difficult to mislead by misrepresenting what was written.

As literacy rates increased, it eventually became economically feasible to print and sell information. This made the ability to write convincingly and authoritatively on a topic a powerful skill. Leaders have always sought to have talented writers in their employ and to control what information was produced. Printed information became available in different formats and from different sources. Books, newspapers, broadsides, and cartoons were often created by writers who had a monetary incentive. Some were paid by a publisher to provide real news. Others, it seems, were paid to write information for the benefit of their employer (Nielsen and Graves, 2017).

In 1522, Italian author and satirist Pietro Aretino wrote wicked sonnets, pamphlets, and plays. He self – published his correspondence with the nobility of Italy, using their letters to blackmail former friends and patrons. If those individuals failed to provide the money he required, their indiscretions became public. He took the Roman style of —anonymous lampooning—to a new level of satire and parody. While his writings were satirical, they planted the seeds of doubt in the minds of their readers about the people in power in Italy and helped to shape the complex political reality of the time.

Jonathan Swift complained about political fake news in 1710 in his essay 'The Art of Political Lying'. He spoke about the damage that lies can do, whether ascribed to a particular author or anonymous: 'Falsehood flies, and truth comes limping after it, so that when men come to be undeceived, it is too late; the jest is over, and the tale hath had its effect'. Swift's descriptions of fake news in politics in 1710 are remarkably similar to those of writers of the twenty-first century.

Mass Media Period

Father Ronald Arbuthnott Knox did a fake news broadcast in January 1926 called 'Broadcasting the Barricades' on BBC radio. During this broadcast Knox implied that London was being attacked by Communists, Parliament was under siege, and the Savoy Hotel and Big Ben had been blown up. Those who tuned in late did not hear the disclaimer that the broadcast was a spoof and not actual news broadcast. This dramatic presentation, coming only a few months after the General Strike in England, caused a minor panic until the story could be explained.

This fake news report was famously followed by Orson Welles's *War of the Worlds* broadcast in 1938. *The War of the Worlds* was published as a book in 1898, but those who did not read science fiction were unfamiliar with the story. The presentation of the story as a radio broadcast again caused a minor panic, this time in the United States, as there were few clues to indicate that reports of a Martian invasion were fictional. While this broadcast was not meant to be fake news, those who missed the introduction didn't know that (Nielsen and Graves, 2017).

Internet Period

In the late twentieth century, the internet provided new means for disseminating fake news on a vastly increased scale. When the internet was made publicly available, it was possible for anyone who had a computer to access it. At the same time, innovations in computers made them affordable to the average person. Making information available on the internet became a new way to promote products as well as make information available to everyone almost instantly.

According to Tandoc et al. 2018, some fake websites were created in the early years of generalized web use. Some of these hoax websites were satire. Others were meant to mislead or deliberately spread biased or fake news. Early library instruction classes used these types of websites as cautionary examples of what an internet user needed to look for. Using a checklist of criteria to identify fake news websites was relatively easy. A few hoax website favorites are:

- a) *DHMO.org*. This website claims that the compound DHMO (Dihydrogen Monoxide), a component of just about everything, has been linked to terrible problems such as cancer, acid rain, and global warming. While

everything suggested on the website is true, it is not until one's high school chemistry kicks in that the joke is revealed—DHMO and H²O is the same thing.

- b) *Feline Reactions to Bearded Men*. Another popular piece of fake news is a research study regarding the reactions of cats to bearded men. This study is reported as if it had been published in a scientific journal. It includes a literature review, a description of the experiment, the raw data resulting from the experiment, and the conclusions reached by the researchers as a result. It is not until the reader gets to the bibliography of the article that the experiment is revealed to be a hoax.
- c) *City-mankato.us*. One of the first websites to make use of website technology to mislead and misdirect was a fake site for the city of Mankato, Minnesota. This website describes the climate as temperate to tropical, claiming that a geological anomaly allows the Mankato Valley to enjoy a year-round temperature of no less than 70 degrees Fahrenheit, while providing snow year-round at nearby Mount Krotto. It reported that one could watch the summer migration of whales up the Minnesota River. An insert shows a picture of a beach, with a second insert showing the current temperature—both tropical. The website proudly announces that it is a Yahoo “Pick of the Week” site and has been featured by the *New York Times* and the *Minneapolis Star Tribune*. Needless to say, no geological anomaly of this type exists in Minnesota.

Social Media Period

Social media provides an environment in which individuals can exchange personal, group, or popular interests to build relationships with people that have similar and/or diverging beliefs and values. For example, most people of a particular age group share similar interests' courtesy of growing up in the same era (Gomez-Miranda et al., 2015). People's characteristics are often inherited from educational institutions, communities, and family lifestyles (Matook et al., 2015).

Further, certain age groups continue to hold onto specific values and beliefs, as reflected in the public response to the 2016 and 2020 U.S. presidential election and the 2019 UK general election (Prosser et al., 2020; Wang et al., 2016). Accordingly, Venkatraman et al. (2018) argued that values and beliefs are passed down through family generations, making it possible for a group in society to continue to hold onto specific philosophies. Social media plays an important role in helping people reconnect with friends and families as well as find jobs and purchase products and services (Kim & Dennis, 2019; Leong et al., 2015; Lyon & Montgomery, 2015; Miller & Tucker, 2013; Nerur et al., 2008; Pierri et al., 2020). Social media platforms are also channels for recruiting interested parties for the continuity and propagation of a long-held ideology. Social media platforms are thus online services that mirror real-world activities (e.g., dating services from Facebook, live Instagram feeds from parties).

The societal acceptance strategy can reduce the spread of fake news (Haigh et al., 2018; Lundmark et al., 2017; Lyon & Montgomery, 2015; Miller & Tucker, 2013; Nerur et al., 2008; Sommariva et al., 2018). However, the expansion of multiple access points for information and news sharing on social media platforms contributes more to the spread of falsity than reducing its impact. Some empirical studies have analyzed the spread and fake

news (Garg et al., 2011; Gray et al., 2011), but little research examines how human judgment can differentiate truth from falsity.

Empirical Review

Studies of this sort are conducted by many researchers and have impetus to this research. Review of such studies were well presented. As Albright (2016) points out, fake news has become a buzzword or buzz phrase, especially after the 2016 presidential elections in the United States, a democratic exercise marked by loads of misinformation and false news. Mainstream news outlets have reported extensively about fake news, and even political institutions around the world have discussed ways to curb the menace. The data were primarily sourced through interviews and distribution of questionnaires to the affected individuals in the selected area of study. Structural Equation Model (SEM) was the model used in analyzing the data.

The study therefore recommended that, it is essential for government and other non – governmental agencies to create ways of curbing the menace of fake news through suitable censorship of the use of the internet and social media in particular. Government should be in constant dialogue with religious leaders and other stakeholders for the eradication of this great menace. Primary source of data collection was used. The study analyzed the data through Qualitative technique to assess the negative impact of fake news.

Uses and Gratifications Theory

The Uses and Gratifications Theory (UGT) was employed as its theoretical framework. The theory is a widely known approach to understanding effective communication. This theory places more focus on the consumer, or audience, instead of the actual message itself by asking what people do with media communication rather than what media does to them (Leung and Wei, 2000). The Uses and Gratifications Theory (UGT) was first proposed by Katz in 1959 and consecutive relevant studies were conducted by Katz, Blumler, and Gurevitch in 1974 (Hui-Fei and Chi-Hua, 2017). Based on the definition provided in Hui-Fei and Chi-Hua's recent study, the Uses and Gratifications Theory (UGT) states that the audience selects media based on personal needs and knows which media can satisfy their needs. In other words, whether an audience uses a medium is determined by the latter's usefulness in providing information and is influenced by the audience's motives. Consequently, media behavior reflects previous interests and hobbies without being easily affected. The main explanation in this theory assumes that members of the audience are not passive but instead they implement an active role in interpreting and integrating media into their own lives. In order to study the way people, perceive information especially fake news distributed on social media, this theory could provide a sufficient theoretical framework to understand these users and how they operate. For instance, the fact that the people implement a set of actions of authentication in order to spot fake news is in line with the Uses and Gratifications Theory (UGT), which conceives the audience as active users. However, the Uses and Gratifications Theory (UGT) can also be used to conceptualize the use of the media by the audience and in this case to study the potential ways the members of the society use social media and the Internet to spot fake news and counter its spread.

Gap

As stated earlier, studies of this sort are conducted by many researchers and have impetus to this work. Researches about

spreading of fake news and the advances in the use of internet and social media did not narrow it down to primary members of the society as the use of smart phones are found in almost every home. This research work would try as much as it can to fill that gap left behind by other researchers of this sort.

Methodology

This work has its base in the central zone of Adamawa state, which is mostly populated area in the state. More so, the zone has more users of social network platforms as well as the traditional mainstream media. The work directs its search light to Yola – North, Yola – South and Girei local governments of Adamawa state, Nigeria.

Descriptive survey research design was used for this study. Studies with survey designs are those that seek to gather data and describe it in an organized way using the traits, attributes, and information about a certain group. A survey study design is defined as a technique of data collection that uses a questionnaire or an interview to gather information from a group or sample that has been chosen to represent a population to which the results of the data analysis can be generalized (Gall and Borg, 2007 as amended by Baharuddin, 2017). This design is therefore considered suitable since the study solicits information on the Analysis of the Negative Impact of Fake News to Effective Information and Communication in the Society.

The data was collected by means of questionnaires from the respondents and organized in-person interviews with every group of people. Men and women in their middle and younger years, as well as elderly individuals, were interviewed. An asterisk (strongly disagree) to five stars (strongly agree) Likert scale was used in the questionnaire's design. The surveys were given to the respondents directly by the researchers. A Chi-square analysis, mean, standard deviation, percentages, and other descriptive and inferential statistics were used to analyze the data.

Two hundred (200) respondents from each local government, fifty (50) senior individuals, fifty (50) average-aged citizens, and one hundred (100) young people who use social media often made up the study's target audience. In every local government area, a sample of eleven (11) wards was taken.

A simple random sample technique was used to select study participants, while a purposive sample strategy was used to select local government councils. The sample size of thirty-three (33) wards represented the three local government areas using a simple random selection technique. Structured interviews and a questionnaire were the instruments utilized in this investigation.

The researchers determined that the modified instrument was valid and reliable. The data analysis method employed was descriptive statistical analysis.

Statistical Method of Data Analysis

In order to accomplish objectives (i), (ii), and (iii), the study used linear regression, the Pearson correlation test, and the Spearman rank correlation test. The study also made use of structured questionnaires, and with the aid of the Statistical Package for Social Sciences (SPSS), the data were analyzed using both descriptive and inferential statistics.

Model of Specification

The functional form specification expressed as:

$$EFIC = f(DCPT, MSLD, BISD, MNPT) \text{-----} \text{---(1)}$$

The regression model therefore expressed as:

$$EFIC = \beta_0 + \beta_1 DCPT + \beta_2 MSLD + \beta_3 BISD + \beta_4 MNPT + \varepsilon \text{-----} \text{(2)}$$

Where:

EFIC= Effective Information and communication

DCPT= Deceptive/false information

MSLD= Misleading information

BISD= Bias information

MNPT= Manipulated information

MDCN= Media control

Expected Results

The researchers anticipated that this study produced a favorable assessment of the detrimental effects of fake news on efficient information and communication in society. Therefore, appropriate internet and social media filtering is crucial for governments and other non-governmental organizations to develop strategies to combat the threat of fake news. It is expected of those who disseminate or convey false information to understand the risks associated with it, as any profit they make will eventually come back to haunt them. It is important for consumers to exercise caution when consuming information from the internet and to consistently rely on reliable sources. Many people who consume fake news have been seen to not bother checking the sources of the material they are exposed to.

Analysis

Statistical descriptions of the variables (Effective Information & Communication, Deceptive/False, Misleading, Bias, Manipulation, and Media Control) were shown in Table 1. The 'mean' of the variables are within the required point. Hence, the variables are well skewed. This indicated that the variables are normal.

Table 1

Statistics		EFIC	DCPT	MSLD	BISD	MNPT
N	Valid	384	384	384	384	384
	Missing	0	0	0	0	0
Mean		12.3516	11.1667	11.3880	10.9557	10.9479
Median		13.0000	11.0000	12.0000	11.0000	11.0000
Mode		13.00	11.00	12.00	12.00	11.00
Std. Deviation		3.07247	1.57604	1.85449	2.04662	1.68774

Skewness	.283	.740	.668	.656	.511
Std. Error of Skewness	.125	.125	.125	.125	.125
Kurtosis	-.274	.532	.164	.068	.202
Std. Error of Kurtosis	.248	.248	.248	.248	.248

Source: Author compilation

Table 2 below shows the outcome of the regression between the dependent variable (Effective Information and communication) and the independent factors (Deceptive, Misleading, Bias, and Manipulation). Regarding the relationship between deceptive (false information) and effective information and communication, the findings showed that deceptive/false information considerably and negatively affected effective information and communication (.133). On the findings on misleading and effective information and communication, it was found that misleading had a significant negative impact on both (-.043) effective information and communication. Conversely, bias had a 0.186 detrimental impact on accurate information and communication. On the other hand, manipulation reduced effective communication and information by 0.101.

Table 2:

<i>Coefficients^(a)</i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.186	1.334		8.383	.000
	DCPT	-.133	.135	-.068	-.981	.0327
	MSLD	-.043	.148	-.026	-.293	.0469
	BISD	-.186	.113	-.124	1.641	.0102
	MNPT	-.101	.107	-.056	.944	.0346

^(a) Dependent Variable: EFIC

Source: Author Compilation

The association between the variables under investigation was shown in table 3. There is a negative correlation between deceptive (false) information and effective communication. This suggests that since misleading information is disseminated more widely, it will be impossible to gauge how successful communication and information are. There is a negative correlation between deceptive communication and effective information sharing. The data below illustrates how a rise in false information causes 64% of communication and information to be unproductive. Conversely, a rise in the degree of biased information results in inefficient communication and information. On the other hand, the dissemination of false information led to a decline in the caliber of communication and information.

Table 3:

<i>Correlations</i>						
		EFIC	DCPT	MSLD	BISD	MNPT
EFIC	Pearson Correlation	1	-.761	-.646	-.890	-.573
	Sig. (2-tailed)		.047	.037	.039	.016
	N	384	384	384	384	384

**Correlation is significant at the 0.01 level (2-tailed).

Source: Author compilation

The spearman rank correlation test, which assessed the association between Media control (MDCN) and false or deceptive, misleading, biased, and manipulative statements, is displayed in Table 4 below. Media control is thought to lower the amount of misleading or incorrect information because of the negative nexus link between media control and deceptive/false information. Regarding the relationship between media control and deception, the results indicated a negative association between the two, indicating that false information is effectively under the control of the media. Furthermore, there is a negative correlation between media control and both prejudice and altered information.

Table 4:

<i>Correlations</i>						
		MDCN	DCPT	MSLD	BISD	MNPT

Spearman's rho	MDCN	Correlation Coefficient	1.000	-.662	-.713	-.828*	-.919*
		Sig. (2-tailed)	.	.024	.037	.012	.020
		N	384	384	384	384	384

Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Source: Author compilation

The study examined how effective information and communication are affected by fake news. The study's overall conclusions demonstrated that the propagation of fake news has a negative and substantial impact on the efficacy of communication and information. By proxying fake news with deceptive/false, misleading, biased, and manipulative content, the study examined the impact of fake news on efficient information and communication. The findings on these proxies showed that the effectiveness of communication and information will decline noticeably when misleading (false information) spreads. The study's findings also demonstrated the proof that false information has a detrimental impact on communication and information that is effective. Since information is constantly misinterpreted, communication will never be successful. But biased and misrepresented information also plays a part in poor communication and information. According to the study's findings, there is a negative correlation between communication and deceptive or false, misleading, biased, or manipulated information. This is especially true when it comes to the correlation between effective communication and information. This suggested that information will not be effectively communicated as fake news spreads more widely. The association between media control and information that is biased, deceptive, misleading, and manipulated, on the other hand, shows that a rise in media control considerably lowers the amount of erroneous information.

Conclusion

The main point of this work is that fake news is a growing concern, with serious implications for the information and communication that the public is exposed to. The research work aimed to define fake news, examined its spread on social media, identify motivations behind its dissemination, and propose remedies for its detrimental effects. The study's findings highlighted the need for awareness campaigns and support from government and organizations to combat the spread of fake news.

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