FACEBOOK OR FAKE-BOOK? : AN ANALYTICAL STUDY

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ABSTRACT

This paper explores the notion of the fact that there has been an increase of fake news over Facebook and its effects on the people who consume it on a daily basis. The research problems of the paper have been based on the current concerns occurring over social media, especially Facebook which has grown exponentially over the past years, though taking a step down but not yet there. The objective of the study is to understand how fast reaching is the news which floats on Facebook and how does it come out on the people who consume it. Other objectives will show if fake news over Facebook is really taking over the ethics of journalism, if it creates a sense of panic and hits the humour of the people. A quantitative methodology is used and a survey method is implemented to accomplish the findings and the results. The sample size used for the study is 100 respondents. The theoretical background of the study is based on the concept of 'Fear of Missing Out', the theory 'Echo Chambers' and the theory of Marshall McLuhan's 'Global Village. Major findings of the paper finds out that almost everyone present on Facebook use it for a daily basis to get their daily news information, in spite of the flow of fake news, and believe in the same.

Keywords:Bots, Digital Illiteracy,Facebook, Fake news, Increase of Fake News.

1. INTRODUCTION

The interactive open structure and transparency of Facebook has allowed the users to freely express themselves on the platform – be it true or false. This paper analyses the identification, dissemination of fake news and its effects on the publics. Further studies include that more research paper should be made on other social media platforms and the fake content put out there.

1.1 Social Media

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps.The ability to share photos, opinions, events, etc in real-time has transformed the way we live and, also, the way we do business. Retailers who use social media as an integral part of their marketing strategy usually see measurable results. But the key to successful social media is to not treat it as an extra appendage but to treat it with the same care, respect, and attention you do all of your marketing efforts(Matthew Hudson, 2018). With investigating the present and future of social media, it is also important to understand its development throughout the years. Although it started as a rudimentary communication device, it has morphed into a complex and crucial business and social tool representing a multi-billion dollar industry (Sandholm, 2011).

1.2. Facebook

Facebook has been one of the most important social trends of the past decade. Although it only opened to the public in 2006, Facebook reports already serving one billion monthly active users at the end of 2012(Facebook, 2012).Facebook opts for a highly standardized layout of user accounts. Regardless of whose account it is, many features appear on the same place on the screen, making it easy to recognize and find the data one is searching for. There are two important pages on this account: home and profile. The profile page, also often called 'the wall', is where users present themselves. A small profile picture adds to a large cover photo at the top of the page, below which the name of the user is presented along with some basic information and a few buttons referring to friends, photos, and "likes." Below that is the area where "status updates" appear. Users can post anything they want in their status, and friends can respond to this statement by text comments or by liking it (shown directly below the status) (Caers, Feyter, et.al, 2013). .

Facebook's success can be attributed to its ability to appeal to both people and businesses and its ability to interact with sites around the web by providing a single login that works across multiple sites.

1.3.Fake News

Many news outlets and journalists will exhibit some level of bias in their reporting. However, bias does not necessarily brand stories as false or untrustworthy. It is important to learn how to tell the difference between false reporting and news stories based on facts.

Fake news plays a major role in the election and post-election surveys and people usually tend to believe it (Alcott, Gentzkow, Yu, 2018). To limit the spread of such news which creates misinformation and panic among the readers, Facebook has initiated to limit its bots, but the result is still ineffective. Social media websites are easy to access and thus are an easy venue to distribute fake news. It can be easily posted or tweeted from the smartphones to a` large number of audience. A lot of them have political agendas too for spreading fake news. Most of the people cannot actually differentiate between a fake and a true news. According to a study, it was found out that only 4% of the population could systematically differentiate between the two (Roozenbeek, Linden, 2018).

1.4. Bots in Facebook

In addition to the billions of human beings using social media, there are also millions of robots, or bots, residing within. Bots help to propagate fake news and inflate the apparent popularity of fake news on social media. Bots are misleading and these are the existing fake users which act like any other user, but the main agenda being to propagate fake news to increase panic among the readers. Bot accounts are mainly used by the political parties, hackers and people who would gain from spreading a misleading content to the users.
"Social media platforms (Facebook, Twitter, Instagram, etc.) have become home to millions of social bots that spread fake news. According to an estimate in 2017, there were 23 million bots on Twitter (around 8.5% of all accounts), 140 million bots on Facebook (up to 5.5% of accounts) and around 27 million bots on Instagram (8.2% of the accounts)."(Nicholas, 2016)."So, bots are computer algorithms (set of logic steps to complete a specific task) that work in online social network sites to execute tasks autonomously and repetitively. They simulate the behaviour of human beings in a social network: interact with other users, and share information and messages", (Boshmaf, Muslukhov, Beznosov, and Ripeanu, 2013). Because of the algorithms behind bots'

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logic, bots can learn from response patterns or input values how to respond to certain situations and they respond accordingly. That is, they possess artificial intelligence (AI). Bots are also designed to spread fake news and fake content in huge numbers over the platform.

Bots' tactics work because average social media users tend to believe what they see or what's shared by others without questioning (or in this case, looking carefully at the user profile of the source of information) on Facebook, retweets on Twitter, trending hashtags, among others. So bots take advantage of this by broadcasting high volumes of fake news and making it look credible. (Ferrara, Varol et al, 2016)

1.5. Fake News on Facebook: Case Studies

1.5.1. US Presidential Election: A study was carried out on Evidence from the consumption of fake news during the 2016 U.S. presidential campaign. They examined the causes about some warnings on online "echo chambers" have been hyperbolic, tendencies toward selective exposure to politically congenial content are likely to extend to misinformation and to be exacerbated by social media platforms. They tested this prediction using data on the factually dubious articles known as "fake news. As stated the by author "little is known scientifically about the consumption of fake news, including who read it, the mechanisms by which it was disseminated, and the extent to which fact-checks reached fake news consumers. These questions are critical to understanding how selective exposure can distort the factual information that people consume" (Guess, 2018). They examined the consumption of fake news on social media, especially Facebook and particularly during the 2016 elections, as because they say that the consumption of fake news has been heightened since the US Presidential elections. As per the reports the author states "we specifically identify Facebook as the most important mechanism facilitating the spread of fake news and show that fact-checking largely failed to effectively reach consumers of fake news." (Guess, 2018)

1.5.2. Cambridge Analytica: Facebook exposed data on up to 87 million Facebook users to a researcher who worked at Cambridge Analytica, which worked for the Trump campaign.ambridge Analytica was created when Steve Bannon approached conservative megadonors Rebekah and Robert Mercer to fund a political consulting firm. Bannon became vice president of Cambridge Analytica, and during the 2016 election, he reached out to the Trump campaign to introduce the two sides.Bannon, of course, eventually became a senior adviser to Trump before he was fired in August 2017.(Chang, 2018).

1.6. Development

Facebook has been taking several measures to fight the flow of fake news as it is an alarm causing issue in the world today. Facebook has implemented transparency in the flow of communication. The team has been continuously monitoring the kind of news getting spread among the audience. Any article with a lot of likes and share rates has been closely looked at to check if the article is giving out true information or not. Just not the video or the picture, but captions can be misleading too. For example, there might be a picture which is real, but if it is a fake caption which can give the audience a misleading idea of the content. Facebook closely tries to monitor the articles with a lot of engagement, and if it finds out that the content is untrue, then it is removed from the platform at the earliest.

2. REVIEW OF LITERATURE

This section will explore the existing literature on the spread of fake news, fake news and political campaign, fake news international, fake news in India and legal action.

2.1. The diffusion of Fake news over social media

A study on 'Trends in the Diffusion of Misinformation on Social Media' (Hunt Allcott, Matthew Gentzkow, Chuan Yu, 2018) measured trends in the diffusion of content from 570 fake news websites and 10,240 fake news stories on Facebook and Twitter between January 2015 and July 2018. They examined that recently the widespread of fake news and misinformation on social media platforms, especially Facebook and Twitter have led to the damage of societies and democratic institutions and hence in response the social media platforms are trying to limit the flow of fake news using different strategies, but that still stands ineffective. By content analysis they measured trends in the diffusion of content from 570 fake news websites and 10,240 fake news stories on Facebook and Twitter between January 2015 and July 2018. It was seen that one key factor that spread fake news was bots or automated accounts that were seen highly active for the spread of viral claims to target persuasive users. The main reason for the heavy spread of fake news according to these researchers are successful sources of false and biased claims.

2.2. How fake news is spread on Facebook and by who

Andrew Guess, Jonathan Nagler and Joshua Tucker (2019)examinedthe individual-level characteristics associated with sharing false articles during the 2016 U.S. presidential campaign. The method used by the authors were a panel survey (fielded by online polling firm YouGov) during the 2016 U.S. presidential election to understand how social media use affects the ways that people learn about politics during a campaign. The survey had three waves. Wave 1 was fielded 9 April to 1 May 2016 (3500 respondents), wave 2 was fielded 9 September to 9 October 2016 (2635 respondents), and wave 3 was fielded 25 October to 7 November 2016 (2628 respondents). It was found out by them that one of the trigger factors of flow of fake news over Facebook was done by the individuals who were aged more than 65 (Lazer, Baum, Benkler et al., 2018). Their study also found out that Facebook is the most visited site by people. But the fake news are shared mostly by the old group of people due to lack of knowledge about social media, but the news was consumed by all age group of people. As per the authors, it is the lack of digital literacy which has triggered the flow of fake news over Facebook. Their study also found out that during the US President election, the Republicans shared more of such fake news contents than the Democrats. This again shows that the spread of contents also depends on the ideology of people and how it affects them. People believe what they like to believe, be it a true piece of information or a false one.

2.3. How and from which platform is news consumed by the people of different countries

According to Reuters Institute Digital News Report 2017, made by Nic Newman, AntonisKalogeropoulos et al, a study was conducted to understand how news was being consumed by the people of different countries. They examined how and what kind of news is consumed by the people of different countries. As the method to find out the same, the authors have used a survey of more than 70,000 people in 36 markets, along with additional qualitative research. The key focus remains in Europe where they had added Slovakia, Croatia, and Romania and also added four markets in Asia (Taiwan, Hong Kong, Malaysia, and

Singapore) along with three additional Latin American countries (Argentina, Chile, and Mexico). Research was conducted using an online questionnaire. It was seen "more than 2,000 respondents in the UK, could remember the path through which they found a news story (Facebook, Google, etc.), less than half could recall the name of the news brand itself when coming from search (37%) and social (47%)" (Newman, Kalogeropoulos, Levy and Nielsenp, 2018). A group of their sample also stated that they avoid the kind of content floating online knowing it is fake because it has an adverse effect on their mood, but the sample strength was still as low as 29%. The data were weighted to targets based on census/industry accepted data, such as age, gender, region, newspaper readership, and social grade, to represent the total population of each country. The sample is reflective of the population that has access to the internet. It was seen that according to a data users feel the combination of a lack of rules and viral algorithms are encouraging low quality and 'fake news' to spread quickly (Nic Newman, AntonisKalogeropoulos, David A. L. Levy and RasmusKleisNielsenp, p.10). Smartphones are now an important source for news and people usually depend on social media on smartphones for their news, and even when they're commuting to work. Going deep into their findings, it was also found that eight in ten (80%) touch a Facebook product weekly for any purpose, while over half of our sample (54%) uses one for news, which is more than the half.

2.4. How news (Fake News) is spread over social media and especially Facebook and their impact

A study was carried by Matthew Baum, David Lazer, and more than a dozen co-authors in 2018, where they "argue that a multidisciplinary effort is needed to understand better how the internet spreads content and how readers process the news and information they consume."(Reuell, 2018). He examined that Americans increasingly turn to social media as their primary source for news and information, and hence the dangers posed by the phenomenon of "fake news" are growing and they are getting equally affected by the news. The authors further say "Such broad-based efforts are necessary, to reduce the spread of fake news and to address the underlying pathologies it has revealed."(Baum, Lazer et al., 2018). The author re-states that "There needs to be some regular auditing of what the platforms are doing and how much this information is spreading, because there is a collective interest in the quality of the information ecosystem that we all live in."(Baum, Lazer et al., 2018). Their studies and research also finds out that nearly half of the Americans use social media or are dependent on social media for their news with Facebook being the dominant source. Social media for a long time now has been a source for amplifying fake news. Facebook uses as much as 60 million bots to identify and remove fake content or news but it was again ineffective because it's almost impossible to detect which is a fake news according to its sharing rates or like rates.

2.5. How is Fake news spread over the social media platforms and by whom?

A study finds out that People over 65 are the most likely to share fake news on Facebook, than the people of our age. The researchers found that the vast majority of users didn't share fake news during the 2016 election - only 8.5 percent of the users studied shared at least one link from a fake news site. But 18 percent of Republicans shared fake news, compared to under 4 percent of Democrats. Independents shared about as much fake news as Republicans, and users who identified themselves as "very conservative" shared the most fake news. The over-65 group shared almost seven times as many fake news articles on Facebook than users aged 30 to 44, and more than two times as much as users ages 45 to 65. According to the researchers, it was the media

literacy or the digital media literacy to be blamed for the generation to spread the fake news. The one who were the regular and long term users of Facebook were not prone to catch up such news. The report suggests that Facebook is far from having a complete solution to its fake news problem, and while it has made efforts to improve its vetting processes and shut down dozens of accounts, it still has quite a way to go. Their bots are not very effective as because it is not completely efficient in detecting which is a fake news and which is not.

2.6. Consumption of Fake news during 2016 US President Election and the category of people who consumed it the most

A study was carried out on Evidence from the consumption of fake news during the 2016 U.S. presidential campaign by Andrew Guess, Jason Reifler and Brendan Nyhan on 2018. They examined the causes about some warnings on online "echo chambers" have been hyperbolic, tendencies toward selective exposure to politically congenial content are likely to extend to misinformation and to be exacerbated by social media platforms. They tested this prediction using data on the factually dubious articles known as "fake news. As stated the by author "little is known scientifically about the consumption of fake news, including who read it, the mechanisms by which it was disseminated, and the extent to which fact-checks reached fake news consumers. These questions are critical to understanding how selective exposure can distort the factual information that people consume" (Andrew Guess et.al, p.3). They examined the consumption of fake news on social media, especially Facebook and particularly during the 2016 elections, as because they say that the consumption of fake news has been heightened since the US Presidential elections Increase of Fake News.

2.7. How the widespread of Fake News poses a risk to the societies and its people

A study was carried on the rapid spread of online misinformation which poses an increasing risk to societies worldwide by Jon Roozenbeek, Sander van der Linden in the year 2018. They examined the rapid spread of online misinformation poses an increasing risk to societies worldwide. To help counter this, they developed a "fake news game" in which participants are actively tasked with creating a news article about a strongly politicized issue (the European refugee crisis) using misleading tactics, from the perspective of different types of fake news producers. The authors explains "In an age where almost half of all news consumers receive and share their news from online sources" (Mitchell et al., 2016), "false information can reach large audiences by spreading rapidly from one individual to another" (van der Linden et al., 2017). The author further quotes "UK parliament recently launched an investigation into how "fake news" is threatening modern democracy (Harriss& Raymer, 2017)" and the World Economic Forum (2013) ranked the spread of misinformation as one of the top risks facing the world today.They carried out a survey method through YouGov and found out that that not less than a majority (64%) of Americans report that fake news has left them feeling confused about basic facts (Barthel, Mitchell, & Holcomb, 2016), and a study carried out by YouGov (2017) found that while many people believe they can tell the difference between true and fake news, only 4% of those surveyed could systematically differentiate the two. Similarly, a survey conducted by Ipsos MORI found that 75% of Americans who were familiar with a fake news headline thought the story was accurate (Silverman & Singer-Vine, 2016).

2.8. The risk related to Fake news

A study was carried out on 'Fake news, social media and the value of credible content' by Martin Vezer in 2017. We evaluate 74 conventional and social media firms based on their content governance (i.e. measures to ensure the integrity of information created or distributed by media companies). As shown in the figure below, we find a wide divergence in company practices. Only 16% of researched firms have either adequate or strong content governance measures in place, while 61% fail to disclose relevant policies or programmes. They carried out a questionnaire survey method when they recorded the customer behaviour and it was noticed than it was Facebook from which the greatest part of information was flown out and even today estimates suggest some fake news sites receive 50%-80% of their traffic via Facebook alone. People are quite dependent on Facebook for their news. Addressing advertisers' concerns about content quality is sure to be a priority for social media firms: in 2016, the proportion of revenues tied to advertising on Google, Twitter and Facebook was, respectively, 88%, 89%, and 97%, which again rates Facebook at the highest.

3. METHODOLOGY

The primary data collected through structured questionnaire from a sample of 100 respondents from mainly Bangalore and Kolkata. The secondary data is collected from various research articles, journals and news websites. The study is mainly conducted to understand the dissemination of fake news on Facebook.

3.1. Theoretical Background

This paper will attempt to use the theory of 'Global Village', which basically means that 'Our world is connected by an electronic nervous system' – which is basically the social media and Facebook being the most used platform can be referred to as the electronic media.This paper will also use the Echo Chamber Effect theory which says that people believe in only what they want to believe. The last concept which is also used is the concept of 'Fear Of Missing Out' (FOMO). This concept explains that a lot of people are into some trend because they don't want to get left alone when everyone is following a trend.

3.2. Research Questions

The study will be conducted to prove the following research questions through the research conducted relating to this issue. The questions are to be as followed:

3.5.1. Is Facebook the major source of fake news for people?

3.5.2. Do people easily believe the contents they see on Facebook?

3.5.3. Do people depend a lot on Facebook for their daily news or updates.

3.5.4. To see which age group and occupation of people have more dependencies on Facebook.

3.3. Method

The research was done based on two layers – first a basic study of the works which were done earlier by other authors on similar kind of topics from different news articles, journals and research articles. The next step involved in the source of primary data for which a survey method was conducted and a set of questionnaire was formed. The major objective of the questionnaire is to test out the research questions and come to a conclusion on the same. The questionnaire also has 2 parts, which starts from the generic questions in the first part and then narrowing down to the questions pertaining to the real issue or cause.

3.4. Data Collection

To understand and draw conclusion of the research questions, a quantitative study is required. The quantitative data sample selected consisted of at least a hundred individual respondents. The sample is based on the people present on Facebook of different age groups and occupations. The survey was done by sending it to random people of the age groups 15-25, 26-34, 35-50 and 50 and above.

4. DATA ANALYSIS

Given below is the list of questions with their responses from the samples. For each question table a chart is shown.

4.2 Discussions and Findings

4.2.1 Age group

Table : 4.2.1

Age Group	Percentage	Frequency
15-25	77.2%	77
26-34	17.8%	17
35-50	5.2%	5
Above 50	0	0
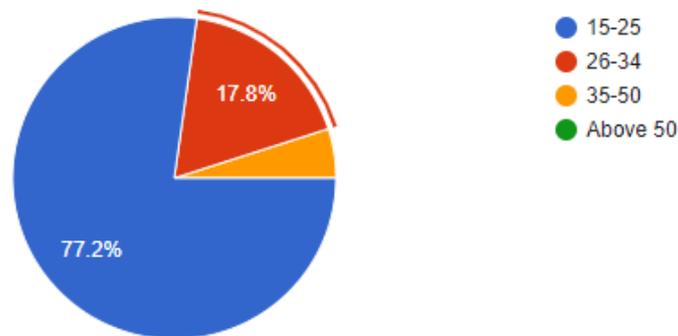
Graph 4.2.1

According to Table 4.2.1.one can easily see that most of the Facebook users like between 15-30 years, which shows more young generation involved in social media.

4.2.2. Occupation of the respondents
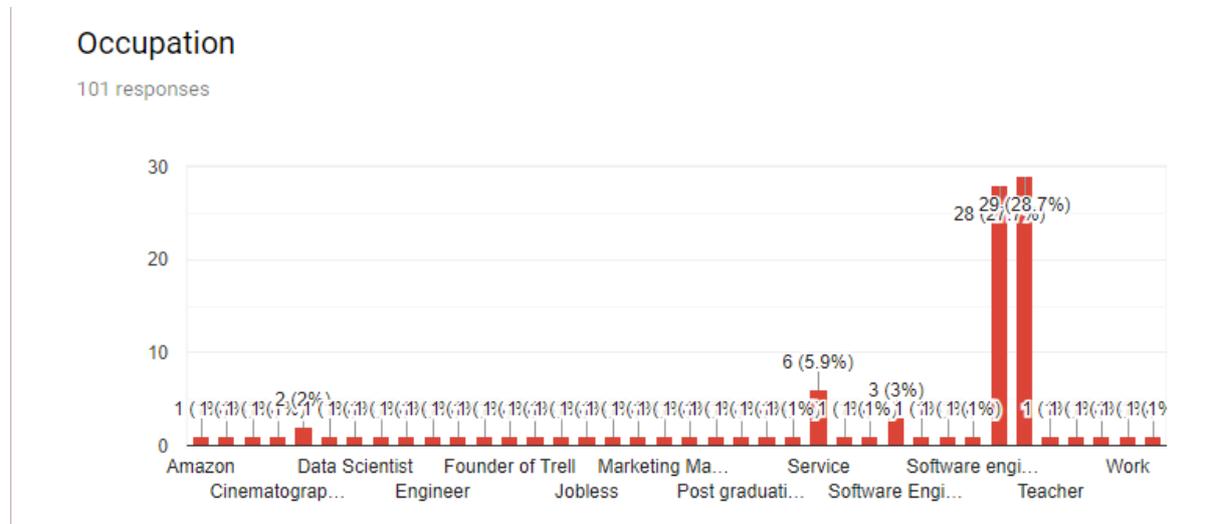
Graph 4.2.2

The data shows that most of the respondents belong to the IT sector as high as 29%.

4.2.3 Are you on Facebook?

Table 4.2.3

| Response	Percentage	Frequency
Yes	95%	95
No	5%	5
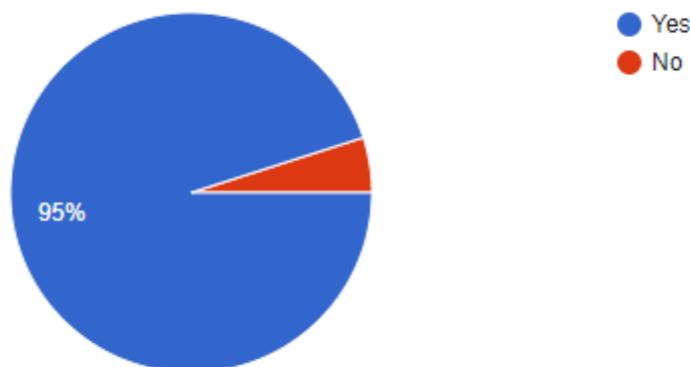
Graph 4.2.3

Most of the people are using social media, Facebook in general is very common as evident from the above graph and table. 95% of the respondents are present on Facebook.

4.2.4 Hours spent in Facebook

Table 4.2.4

Hours Spent	Percentage	Frequency
0-2	68.7%	69
3-6	28.3%	28
7-12	3%	3
Above 50	0	0

Table 4.2.4
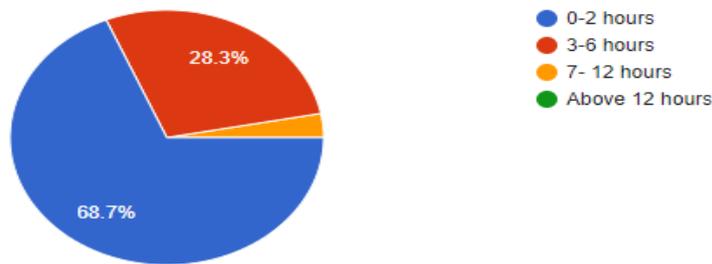
Graph 4.2.4

As shown in the above pie chart, a usual of 1-2 hours is common in Facebook per day.

4.2.5 Most used medium for news

Table: 4.2.5

Medium used	Percentage	Frequency
Social media	69.3%	69
Newspaper	21.8%	22
Radio	4%	4
Television	5%	5
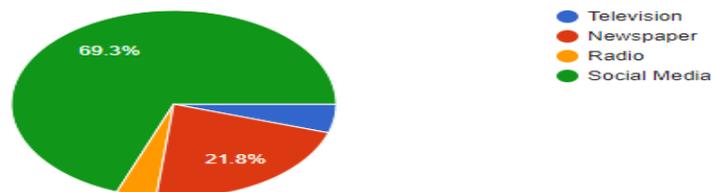
Graph 4.2.5

The graph clearly indicates, these days people prefer more social media for news, which in turn can be very easily manipulated.

4.2.6. People using Facebook for their daily news updates

Table 4.2.6

Response	Percentage	Frequency
Yes	58.6%	59
No	41.4%	41

Graph 4.2.6
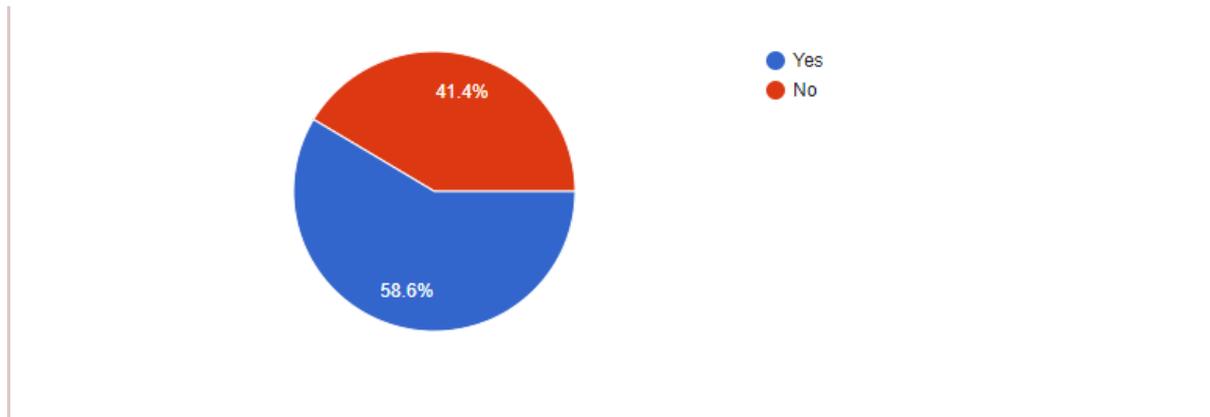
4.2.7. Do you think news spreads fast in Facebook?

Table 4.2.7

Response	Percentage	Frequency
Yes	93.9%	94
No	6.1%	6
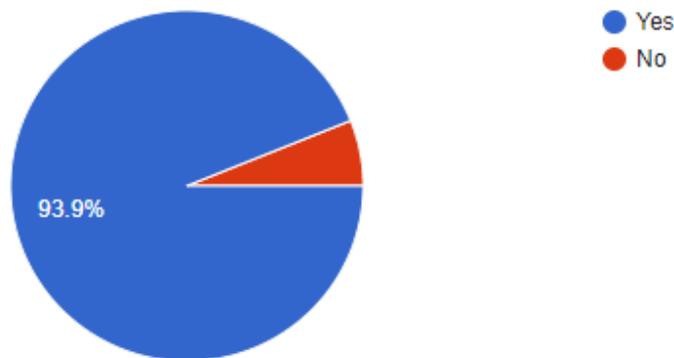
Graph 4.2.7

Facebook is good for spreading news, as per the crowd. But what news? Who monitors it? That's the biggest disadvantage as news in FB spreads like wild fire.

4.2.8 Do you have any idea about fake news?

Table: 4.2.8

Response	Percentage%	Frequency
Yes	71.3%	71
No	10.9	11
Maybe	17.8	18
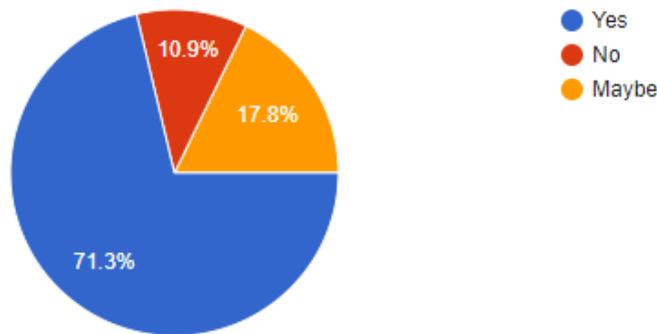
Graph 4.2.8

Even though the crowd is aware that fake news exists, they follow up instead of reporting.

4.2.9. Do you think you can differentiate between a fake news content and a real news content if you come across them over Facebook?

Table: 4.2.9

| Response	Percentage%	Frequency
Yes	47%	47
No	24%	24
Maybe	29%	29
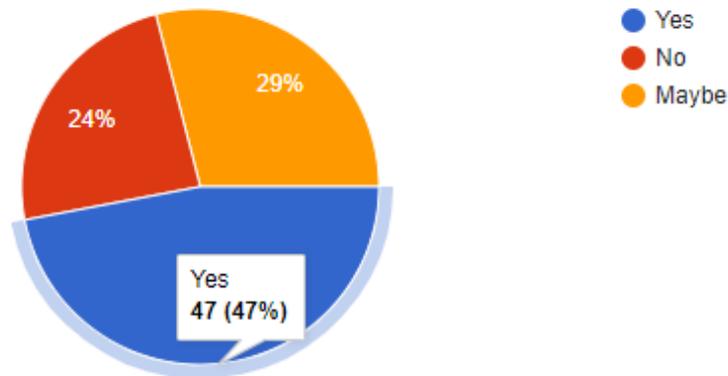
Graph 4.2.9

This graph in particular is alarming, as nearly half of the people are finding it difficult to understand which news is true and which is fake.

4.2.10 Have you ever believed in a fake news content unknowingly?

Table: 4.2.10

| Response	Percentage	Frequency
Yes	63.3%	63
No	36.6%	37
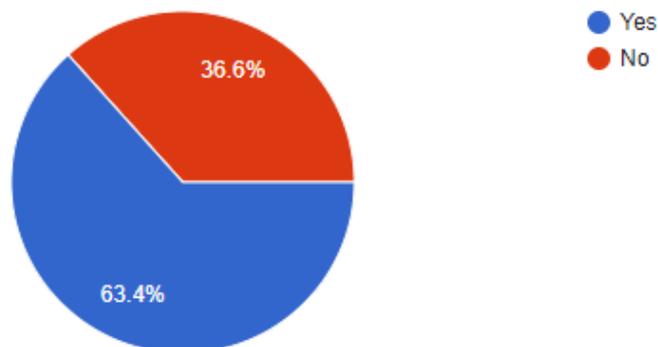
Graph 4.2.10

People believe what they see, even though it is fake. Same is with the news, reports in Facebook as evident from this pie-chart.

4.2.11 Have you ever forwarded a piece of news to your friends on Facebook and later found out that it was fake?

Table: 4.2.11

| Response	Percentage	Frequency
Yes	33%	33
No	48%	48
Maybe	19%	19
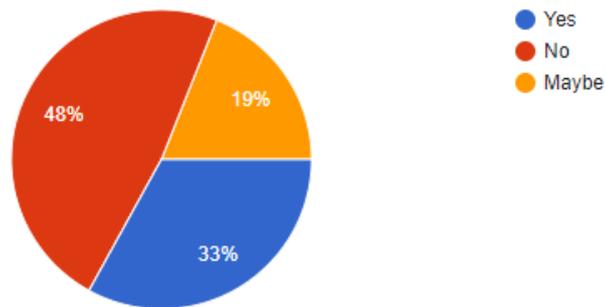
Graph: 4.2.11

The percentage of believeing in the news is still 33% which is not something very positive.

4.2.12. Have you ever forwarded a piece of news which you knew was fake, but you did it for fun?

Table: 4.2.12

| Response	Percentage	Frquency
Yes	18.8%	19
No	65.3%	65
Maybe	15.8%	16
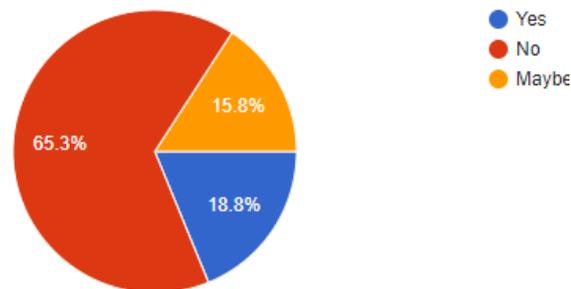
Graph 4.2.12

Both of these two graph indicate, that even though people know its fake, they forward, spread it, let it be unknowingly or for fun.

4.2.13. Do you think fake news is concern?

Table: 4.2.13

| Response	Percentage	Frequency
Yes	77.2%	77
No	12.9%	13
Maybe	9.9%	10
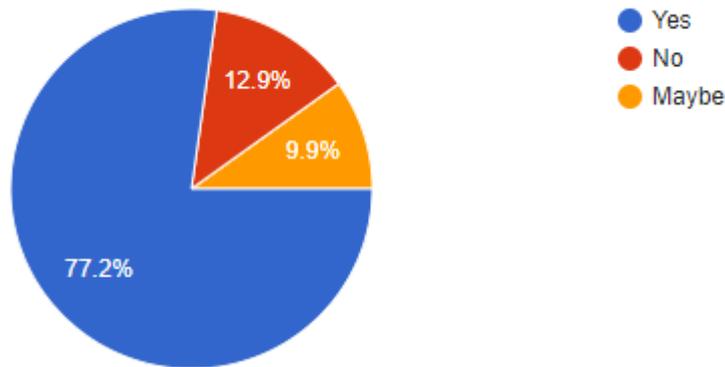
Graph 4.2.13

Yes, fake news is a major concern, as it's reported by more than 3/4th of the sample subjects.

4.2.15. Have you ever been impacted strongly by a fake news content?

Table 4.2.14

| Response	Percentage	Frequency
Yes	38.6%	39
No	61.4%	61
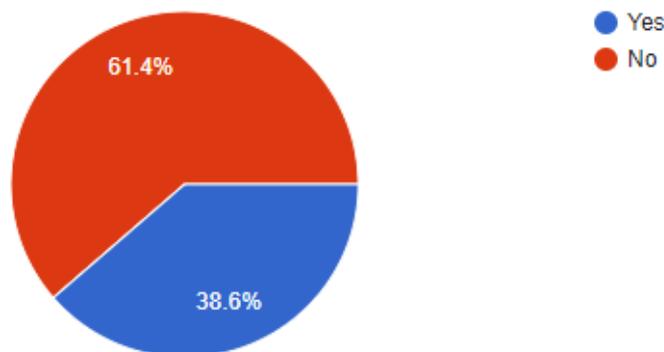
Graph 4.2.14

Even though the percentage is less, but i5's too alarming, and needs to be irradiated.

4.2.15. Do you have any idea about bots?

Table 4.2.15

| Response	Percentage	Frequency
Yes	55%	55
No	45%	45
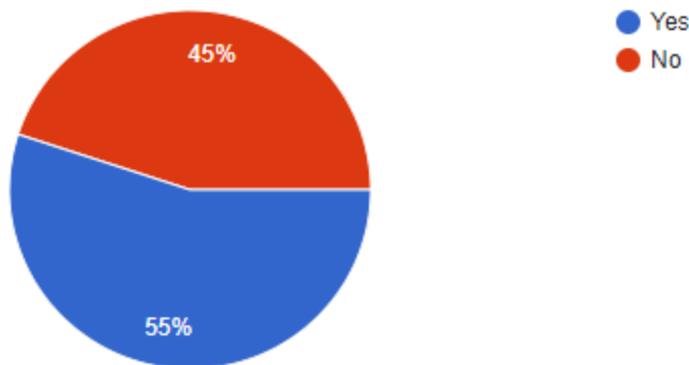
Graph 4.2.15

There are a lot of bots on Facebook, as high as the total number of actual people. This graph shows that only half of the community is aware about the bots on Facebook, who manipulate bend minds as they like.

4.2.16. Do you crosscheck information available on Facebook?

Table: 4.2.16

Response	Perecentage	Frequency
Yes	39%	39
No	32%	32
Maybe	29%	29
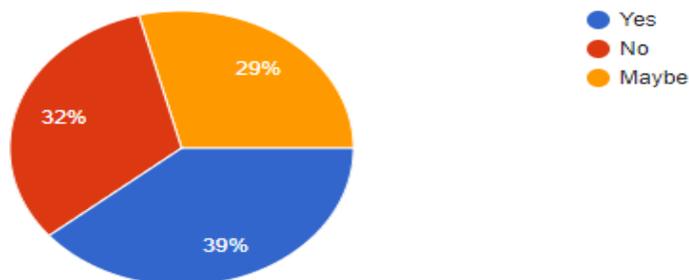
Graph 4.2.16

This shows people believe what they see. As high as 32% don't even care to crosscheck the information's that they get from Social Media. That's an alarming number.

**4.2.17. Do you believe what's on Facebook?**
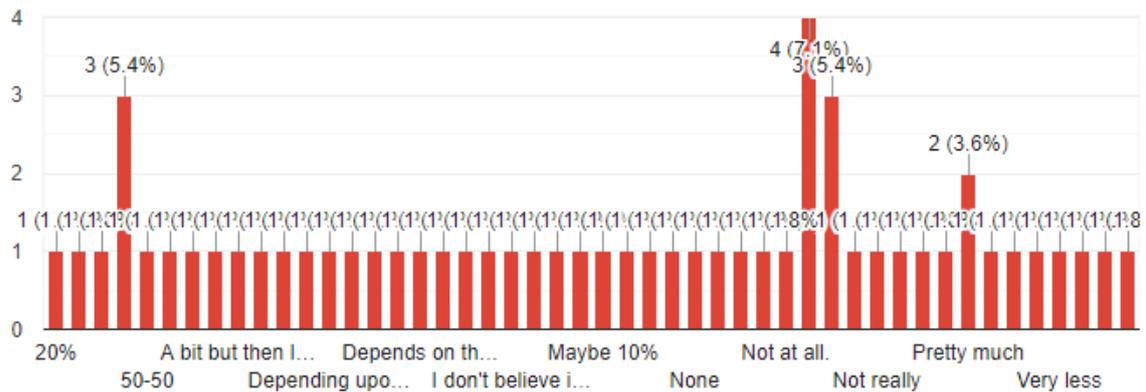
Graph 4.2.17

The graph is self-explanatory. Some people believe what they see, some don't as evident from the spikes in the bar graphs.

4.2.18 Do you think fake data is a concern?

Table 4.2.18

Response	Percentage	Frequency
Yes	86%	86
No	8%	8
Maybe	8%	8
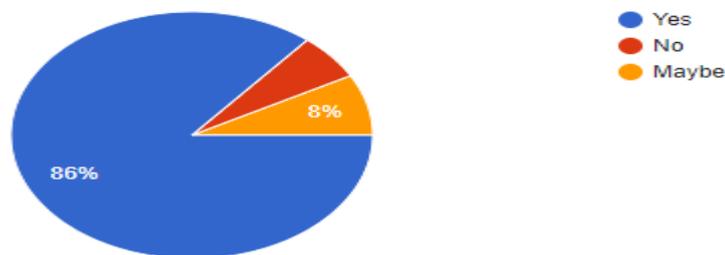
Graph 4.2.18

Yes, fake data is dangerous and a grave concern. In general, a mob, crowd can be enraged by fake political drives. People can be made bias to like a particular product, take a biased opinion based on these fake news.

5. CONCLUSION

5.1. Following are the conclusions and findings of the paper

5.2.1. According the statistics, 95% of the respondents are present on Facebook and 69.3% of them us Social media for their daily news updates every day. Refer to table 4.2.3 and 4.2.4

5.2.2. As per table and graph 4.2.6., it is pretty evident that people easily believe in the content they see on Facebook, because these respondents use Facebook for their daily news updates. On the other hand as according to table 4.2.7, 71% of the people have an idea about fake news and 93.9% of the people also feel that information spreads really fast on Facebook. This again explains that they are not sure if to believe in what they see in Facebook, but they are still somehow very dependent on it.

5.2.3. According to table and graph 4.2.14, people usually cross check information they come across Facebook. This itself explains that people cannot trust the platform when it comes to believing in news. Plus also in the graph 4.2.15, it is quite evident that people have low trust on the contents of Facebook.

5.2.4. I think it is very much evident from the survey that fake news is a great concern to people even if they did not have much effect on them in the past. This means that they feel fake news can be a concern for them in the future and can also lead to terrible consequences. Refer to table 4.2.16. for the data statistics.

5.2. Review of Literatures

Other than the research questions, it was found that according to 2.6, when surveyed by the author, most of the samples responded that they could differentiate between a fake news from a real one, but when surveyed only 4% of them could actually differentiate between the two. In table 4.2.8, it is again visible that most of the people, 47% of them think that they can differentiate a fake news from a real one. So, the situation is quite similar here too

5.3. Recommendations

5.3.1. So far there has been no strict law on the spreading of fake news. As in this is not conventionally a criminal offence in India, and being a concern of the public welfare, there should be a law pertaining on the same by the government itself.

5.3.2. The other authors have made their studies mainly on Twitter and Facebook, so now it's time for them to explore their studies further onto other platforms like YouTube, Instagram and also the new platforms coming up these days.

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