

# PROPAGATION OF FAKE NEWS IN SOCIAL MEDIA: A STUDY AMONG BANGLOREANS

Ms. Nidhi PrashanthUchil\*,Dr. Robi Augustine\*\*

\*BAJ,Department of Journalism and Mass Communication,Jain University, Bangalore,India

\*\* Associate Prof., Department of Journalism &Mass Communication, Jain University, Bangalore,India

## ABSTRACT

*This dissertation explores the dissemination of fake news in social media sites and evaluates the role of fake news during the 2016 U.S presidential elections. This study tries to find out which social media site disseminates high number of fake news, to find out whether people can identify fake news and do propaganda play a major role in dissemination of fake news. The research problem is that at present fake news has become a menace to most of the people involving in human atrocities. Qualitative analysis is consumed as the methodology and also secondary source of information, techniques and sample sizes used and justification under each and every decision. The sample size used for this study is 100 respondents. The study concluded from further detailed analysis that most number of people think that WhatsApp disseminates high fake news rather than any other social media site, the main reason for the dissemination is for the purpose of propaganda, most of the people are not still aware of any laws pertaining to fake news and also there are some people in small numbers who still spread fake news in spite knowing the truth.*

**Keywords:** Cambridge Analytica, Echo chamber effect, Facebook, Fake news, Social Media Bots, Social Media, WhatsApp

## 1.INTRODUCTION

The interactive open nature of social media platform allows for un-moderated user generated content propagated as news and particularly came into light after the 2016 U.S presidential election. This paper analyzes the identification, dissemination and its role in the U.S elections by understanding its spread, its role in International and India, legal actions. 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 is a term that is often referred to as a form of new media that implicate interactional participation (Jimmie Manning, 2014). The top 15 popular social media sites according to Dreamgrow as per 2018 are Facebook, Instagram, Qzone, Twitter, Reddit, Google+, Linkendinetc (Kallas,2018). Over the past few years the increased level of mobile and digital automation interaction on social media have become a lot easier. According to research by Reuters Institute for the study of journalism research it is known that 51% of the people use social media as a form of source for news (Digital news,2018).The research conducted in 2018 by Pew Research center in

association with John S. and James L. Knight Foundation, observed that around 62% of adults in the U.S believe in obtaining news over social media and 18% of them even practice it(Smith and Anderson,2018).

Social media is divided mainly into two different ages namely broadcast and the interactive age. Broadcast age is where there would be just one dominating entity like T.V studio, radio, newspaper or movie Production Company and they would be responsible in shaping the opinions of the citizen and often for manipulation of ideas and thoughts.

### **1.2.Fake News**

According to 'Politifact' a non-profit fact checking website fake news is, 'all about made-up stuff that is crafted well just to manipulate people by misleading them in the form of content and spread fake news via social media and eventually also word-of-mouth'(Stroud,n.d).

Another definition is, "Fake news or hoax news refers to false information or propaganda published under the guise of being authentic news. Fake news websites and channels push their fake news content in an attempt to mislead consumers of the content and spread misinformation via social networks and word-of-mouth" (Stroud, n.d).The spread of fake news is not done for the purpose for financial gain or profit but merely for attraction purpose via clickbait(form of link that forces the readers to read the content with attractive and apt headlines) and then getting the consumers to spread the fake news or hoax news. This is done by creating fake news websites that uses techniques to mislead readers that closely twins and operates like an authentic news website.

The story of fake news dates back to 1475, in Italy where 2 ½ year old named Simonino had gone missing and where a preacher gave a series of false information that the Jewish community had killed the child, drained the blood and drank it in order to celebrate a festival. This particular rumor spread like wildfire and marked the beginning of era of fake news. In the 16<sup>th</sup> century people believed that the only reliable source of news was leaked government documents like Venetian government correspondence, known as 'relazioni', but very soon even 'relazioni' became fake 'relazioni'(Soll, 2016).As the print expanded so did fake news where fictional stories on mermaids, sea monsters, ghosts were buzzing around and also were claimed to be the reason for all the natural disasters.

#### **1.2.1.Fake news in Social Media**

In today's world the concept of fake news was not popular among people four years ago but at the present era fake news is seen as a form of threat to democracy and also used as political propaganda. The term fake news was most popularized after its misuse during the 2016 U.S presidential elections.

#### **1.2.2. Growth in Fake News**

Fake news was utmost prominent during the most spoken 2016 U.S presidential elections that took place between Donald Trump and Hilary Clinton where fake news was being spread on each other. Shao et.al (2018) found that, apart from social media site like Facebook even Twitter played an important role in the elections as 'bots' were responsible for disseminating fake news even before Trump had started his elections by targeting the most influential users through tagging, replies and mention.

After the chaos that took place during the U.S presidential elections in 2016 the social network has been two steps forward and trying to keep the dissemination of fake news as low as possible. Facebook with regard to the fake news has kept a third party checker on highly shared stories, added post listing stories along with questionable stories, created something called as page information to provide who is a part of each post and has also published new tips and tools to help users identify on which is a fake news and which is not. The present focus on fake news is shifted to another famous social media site called as WhatsApp, as most of the people use it.

### **1.2.3.Fake News in India**

According to an extensive qualitative research conducted by BBC it was proven that nationalism is the main reason for the spread of fake news in India. In a country like India emotional quotient plays an important role than facts do. Over the period it was understood that there was an overlap of fake news on Twitter and support networks of Prime Minister Narendra Modi (Chakrabarti, 2018). Fake news and false rumors in India has also become the root cause for the violence that takes place (Thomas, 2018).

### **1.2.4.Top Fake News website**

There are huge numbers of fake news website that was born ahead of the U.S presidential elections. According to CBS news these are some of the fake news sites: The dcgazette.com, 70news, wordpress.com, Abcnews.com.co, Infowars.com, Yournewswire.com, Worldnewsreport.com (CBS news, 2017).

### **1.3.Social media bots**

A bot is a special type of autonomous generated program that acts like any other human users and send messages that influence the human ideas and opinions. Bots usually generate messages, advocate ideas, and act as follower of users and gain followers. On the platform of social media bots of fake accounts are used for malicious purposes that influence public opinion, fabricate a message, hate speech etc... As there are no strict rules and regulations, social bots continue to rule in influencing.

### **1.4. Whistleblower**

Whistleblower is a person who involves him/herself in gaining the knowledge of any wrongdoing. They could be any person like an employee, government agent who leaks certain official information to the public or some higher authority which could be considered as fraud, corruption etc...

#### **1.4.1. Wikileaks**

WikiLeaks was launched in 2006 which is whistle blowing site that is nonprofit non-government media organization that deals with the disclosure of restricted official documents from anonymous sources and leakers. They believe in not accepting rumor, opinions, other kinds of firsthand accounts or material that is available publically everywhere. This particular media organization was setup by Julian Assange and has more than one hundred staff working for them across the Africa, America etc.

#### **1.4.2. Edward Snowden and Bradley Manning**

The most popular whistle blower in the history is Edward Joseph Snowden who was an external whistle blower and former CIA employee. is Edward Joseph Snowden who was an external whistle blower and former CIA

employee. The most popular whistle blower in the history is Bradley Manning is one of the most well known U.S Army soldier who was accused for the biggest leak of intelligence documents in the history of military. He was known for erroneous news of intelligence that was published, theft of public property or records(Rizzo,2012).

#### 1.4.3. Cambridge Analytica

Cambridge Analytica (CA) is a London based political, data analytics, advertising, and consulting firm which is accused to stealing or downloading illegal data from Facebook and spreading it to the people to influence them politically. The two main use age of CA was during the 2016 U.S presidential elections and for Ted Cruze campaign. This company was founded in 2013.Around 5.6 lakhs Facebook account were traced in India by CA.

#### 1.5.Significance of the study

1.5.1.Since disinformation is rapidly increasing truth and lie are often being confused for.

1.5.2.Fake news shapes public opinion hence media literacy.

1.5.3.Social issues like lynchocracy and mobocracy is spread.

#### 1.6. Objectives

##### 1.6.1. General Objectives

1.6.1.1. To identify the reason of dissemination of fake news

1.6.1.2. To find out if news is from a credible source

##### 1.6.2. Specific Objectives

1.6.2.1.To find out whether people can identify fake news

1.6.2.2.To find out whether people with higher level of education can identify fake news

1.6.2.3. To evaluate whether social networking sites play a key role in disseminating fake news.

## 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.Spread of fake news

2.1.1. Maria Temming (2018) in her article *How Twitter bots get people to spread fake news* states that in the context of spreading fake news Bots play a major role. Bots refer to fake social media accounts that are controlled by the use of an algorithm. It has been viewed that, the 2016 U.S presidential elections have seen a rise in a number of automated Twitter accounts (bots) which present the content so accepted which make the consumers consider the news worth sharing. The purpose of this study is to provide proof on the role of bots in social media. The researchers found that in the first few seconds after a viral story appeared on Twitter, at least half the accounts sharing that article were likely bots and this led to manipulating the minds of the consumers during the 2016 presidential elections.

2.1.2.Kai Shuy, Amy Silvaz, SuhangWangy, et.al (2017), conducted a research on the detection of fake news both in traditional media as well as social media, how are fake news classified and the algorithm for fake news

detection and the methodology that is used by the researchers. This paper uses content analysis methodology as they have referred to over 100 research papers. This paper attempts to examine different definitions of fake news based on existing literature as there is no concrete definition for this term, a narrow definition of fake news is news articles that are intentionally and verifiably false and could mislead readers. False information is created and spread with the intention to defraud someone and fake news includes verifiable fraudulent information. Psychology plays a very important role in the perception of fake news. One of the main reasons for the spread of fake news at present are trolls, who are legitimate users of the social media whose only aim is to create chaos among the online users

**2.1.3.** *The Impact of Fake News: Society*, Elena Matsa (2017), tries to find out the biggest reason for the benefit of fake news at present in the social media is due to the online media engagements. The methodology that is used by the researcher is case study. The results proved that the dissemination of fake news was highly used and seen during the 2016 U.S presidential elections where more than a million of users were either in the support of Clinton or Trump, during which Facebook played a major role in the dissemination.

**2.1.4.** Hunt Allcott, Matthew Gentzkow, Chuan Yu (2018) in their study *Trends in the Diffusion of Misinformation on Social Media* analyzed the purpose of their study, as they measured the trends of distribution of fake news content among 10,240 fake news stories on Facebook and Twitter and 570 fake news websites between January 2015 and July 2018. The methodology in their study compiles of both qualitative and quantitative method. They noticed that user interactions had seen a rise on both Facebook and Twitter at the end of 2016. However after a while, they saw a change that the dissemination of fake news on social media sites had seen a tragic fall on Facebook, but a sharp rise on twitter. The trend was seen, wherein most of the fake news stories are usually under the political beat. The researchers have come up with alternatives to curb the spread of fake news. They say that these policymakers and society firms should strive to upgrade their media literacy so that if at all they come across any fake news they can ignore and spread the truth.

**2.1.5.** A study on the *effects of fake news on consumer trust in social media marketing* was carried out by Tomi Pesonen (2018). The main purpose of his study was to find out, how fake news has an effect on the consumer trust in social media marketing, The procedure that the researcher used to arrive at the conclusion was quantitative methodology. The results proved that there has been seen a moderate rise in consumer distrust in social media marketing platforms compared to other places. Users feel that companies like Facebook should take certain responsibility and work with those sites that are responsible for the spread and in fighting fake news.

### **2.3. Fake News and Political Campaign**

**2.3.1.** Dominik Stecula (2017) in *The Real Consequences of Fake News* tries to prove how fake news had already existed but gained prominence in the last two years. The methodology used by the researcher in this particular article is a questionnaire to prove if teenagers in America could spot the difference between fake news or not. The author conducted a mock survey among 700 undergraduate students wherein the students were asked to spot which is a fake news and which wasn't. This article also talks about how misinterpretation of news tends to

create a gap between fiction and reality and the results showed that these students were well aware of the information that they received related to the specific news. This study would help identify the difference in fake news.

**2.3.2.** A study on *the spread of fake news* was carried out by Chengcheng Shao, Giovanni Luca Ciampaglia et.al (2017). They examined the causes by which the fake news is spread on a high scale in social media and developed solutions for it. Through content analysis, they analyzed 14 million messages that were spread across 400 thousand claims on a very famous social media site on twitter during the campaign of 2016 U.S presidential election. It was observed that one key factor that spread fake news was bots or automated accounts. The findings are; spread of fake news in the political beat can be seen as a threat to influence elections and democracies, enormous increase in the diffusion of fake news has been identified as a global risk, fake news in social media can range from major health issues to control in the stock market.

#### **2.4. Fake News International**

**2.4.1.** *Ordinary Indians are fueling the Country's Fake News Crisis* (Maria Thomas 2018) attempts to examine the results of a research conducted by BBC in 3 countries - India, Kenya and Nigeria, consumption habits and their social media use age for the dissemination of information. The methodologies used by BBC to derive the results were qualitative research methodology that included in-depth interviews, close observations and case studies. The results after interviewing 80 respondents in 3 countries for 7 days were that India has recently witnessed several shocking incidents of lynching caused by the spread of rumors over WhatsApp (Chakrabarti, 2018).

**2.4.2.** A survey article titled *Why Turkey ranks first in the world in exposure to fake news* written by Menekse Tokyay (2018) attempted to examine the spread of fake news in Turkey. The method that is used by the researcher here is questionnaire as he uses several surveys to derive to the conclusion. The result that they established was two main non-profit websites that were used by most of the literate people in Turkey, fake news is made for political or commercial news, and people are divided in two groups those trust and do not trust new media.

#### **2.5. Fake News in India**

**2.5.1** *Fear Mounts over Whatsapp's Role In Spreading Fake News* (Jim Waterson 2018), The researcher has used the method of a case study. The main purpose of the study is to see how people react depending upon the fake news that is perceived by them, how the forwards on WhatsApp creates confusion among people in the countries like Kenya, India. The result of this study is that since this social media site is encrypted so even the makers of the WhatsApp would not know if any news is being circulated and the medium in which this news is being spread to others.

**2.5.2.** Ananya Bhattacharya (2019) in her article written for *Quartz India* states that, even though social media sites like Facebook and Whatsapp disseminates fake news in high quantity, it is the newspaper that sways the Indians. The methodology used in this paper is survey method. The aim of the study was to prove that in India, more than social media sites, newspaper holds a lot more responsibility in the spread of fake news. The result of the survey was as seen in a research study conducted by non - profit Internet and Mobile Association on India (IAMAI) and data journalism portal 'Factly' that only 2.7% of Indians believe in the information that is disseminated on social

media sites like Facebook, WhatsApp, Twitter, Instagram etc (Dubudu, 2019) and also that Indians blindly trust in propaganda that is opinionated on social media platforms.

## 2.6. Legal actions

**2.6.1** According to Aditi Singh (2018) in her article titled *Limited legal options on fake news lead to internet shutdowns* attempts to examine different laws present in the legal Government of India, pertaining to the dissemination of fake news. The methodology used by the researcher here is content analysis. Therefore, it is seen that there are no laws in India for fake news but there are statutory body that would help curb the fake news.

**2.6.2.** An article on *How to tackle fake news legally without a law in India* written by Prabhaskar K Dutta (2018) explains how the constitution on India does not have a strict law for the spread of fake news but have a statutory body. The researcher has used the method of case study Results also inform on what are the main statutory bodies prevalent in our country and IPC codes and who can people go complain, also found out people can always lodge a complaint with News Broadcasters Association (NBA) who run private current affairs and news broadcasting.

## 3. METHODOLOGY

The primary data collected through structured questionnaire from a sample of 100 respondents from Bangalore. 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 in social media.

### 3.1. Theoretical Background

This paper will attempt to use the Echo Chamber Effect Theory that is highly used in social media during the spread. It is a common situation in social media where algorithms understand the human behavior and give only that information that they tend to believe in. With the "echo - effect" only those content are shown to the readers that reinforces their social, political views without challenging them to think beyond that.

### 3.2. Research Questions

The study will be working to prove the following research questions through the research conducted relating to the issue. They are:

**3.5.1.** To understand which social media sites disseminates high number of fake news?

**3.5.2.** Is there kind of relationship between propaganda and fake news?

**3.5.3.** Awareness of people pertaining to laws on fake in India.

### 3.3. Method

The research was conducted in two stages. Stage one being collection of information from secondary sources (review of literature) to understand the topic a bit more from different point of views. In the second stage quantitative method of data was used for this study and a questionnaire was formed.

For this purpose, a questionnaire was created revolving around research questions. There were a set of 23 questions wherein the first part was general questions about most favorite social media and their use age, the second

part of the questionnaire consisted of the understanding the concept of fake news and their spread, the third part on their accuracy and the final part on the laws pertaining to it.

### 3.4. Pilot study

For this study, the pilot study was conducted to a group to five individuals that also happened to be random people between age group of 15-25,26-35 and 36 and above.The objective of this pilot study was to determine whether the framing of the questions were comprehensible and answerable. As the pilot study sample responded in the affirmative, the researcher shortly moved forward to conduct the primary data collection to the intended audience.

### 3.5. Data Collection

The quantitative data sample selected was to be of consisting at least a hundred individual respondents. The sample size was based on the individuals of Bangalore. An online questionnaire was made on Google Form, and the link which was provided on social media sites like WhatsApp and Instagram. The method used here is simple random sample where in the questionnaire were sent to random people between the age group of 15-25, 26 - 35 and 35 and above.

## 4. DATA ANALYSIS

This section will analyze data through questionnaire. For each question table and a chart is shown. Detailed analysis is also done for the data.

### 4.1.Discussions and Findings

#### 4.1.1. Age group of the respondents

Table4.1.1

Category	Frequency	Percentage
15 - 25	46	46%
26-35	21	21%
36 and above	33	33%

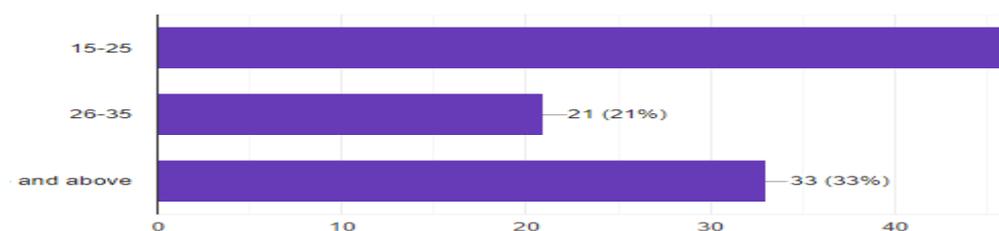


Chart 4.1.1

46% of the population fell between the ages of 15 to 25, 21% were between ages of 26 to35. Whereas, 33% were of 35 and above.

#### 4.1.2.Educational Qualification of the respondents

Table 4.1.2

Category	Frequency	Percentage
S.S.L.C	0	0%
P.U.C	11	11%
Degree	62	62%
Post Degree	20	20%
Above P.G	07	07%

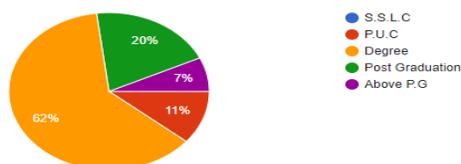


Chart 4.1.2

0% of the respondents study S.S.L.C, 11% studying in P.U.C, 62% studying Degree, 20% post-graduation and 07% above P.G.s

#### 4.1.3.Gender of the respondents

Table 4.1.3

Category	Frequency	Percentage
Male	49	49%
Female	51	51%
Others	0	0%

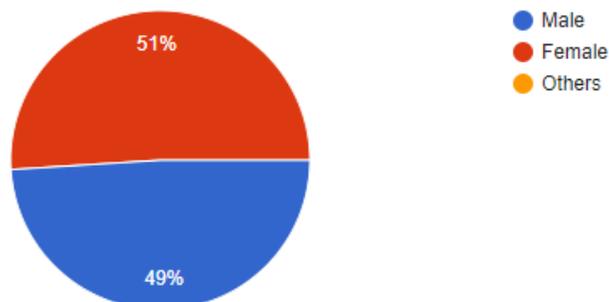


Chart 4.1.3

51% were female,49% were males and 0% others.

**4.1.4.Are you using social media?**

Table 4.1.4

Category	Frequency	Percentage
Yes	100	100%
No	0	0%

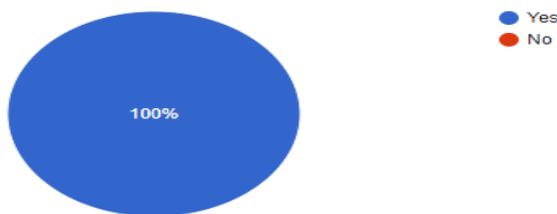


Chart 4.1.4

100% said that they did while here was no one who did not have a social media account.

**4.1.5.If yes, which form of social media?**

Table 4.1.5

Category	Frequency	Percentage
Facebook	76	76%
Twitter	24	24%
Instagram	57	57%
WhatsApp	97	97%
Hike	02	02%
YouTube	01	01%
Snapchat	01	01%
Snapchat	01	01%
Quora	01	01%
Snapchat	01	01%
YouTube	01	01%
Reddit	01	01%
Snapchat	01	01%

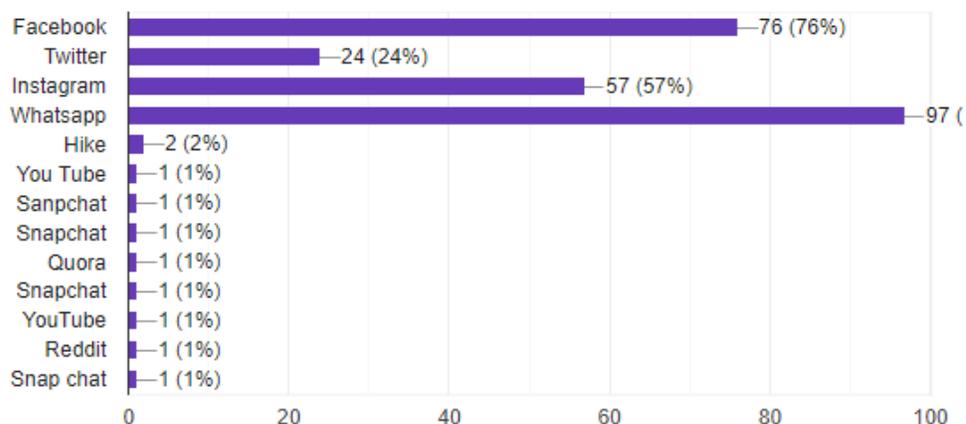


Chart 4.1.5

97% of them use Whatsapp, 57% use Instagram, 24% Twitter and 76% Facebook. Some respondents use multiple other form of social media.

**4.1.6. Rate the frequency of use of social media like Facebook , Twitter , Instagram , Whatsapp and others.**

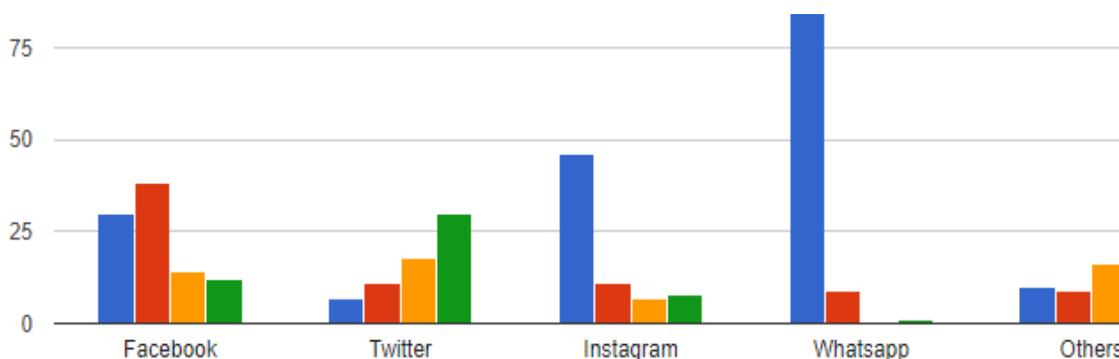


Chart 4.1.6

Most of the users use WhatsApp and Instagram very frequently, Facebook sometimes and Twitter never.

**4.1.7. Which source of news do you rely on?**

Table 4.1.7

Category	Frequency	Percentage
Traditional News	44	44%
Digital News	32	32%
Social Media	22	22%
Offline (Word - of Mouth)	02	02%

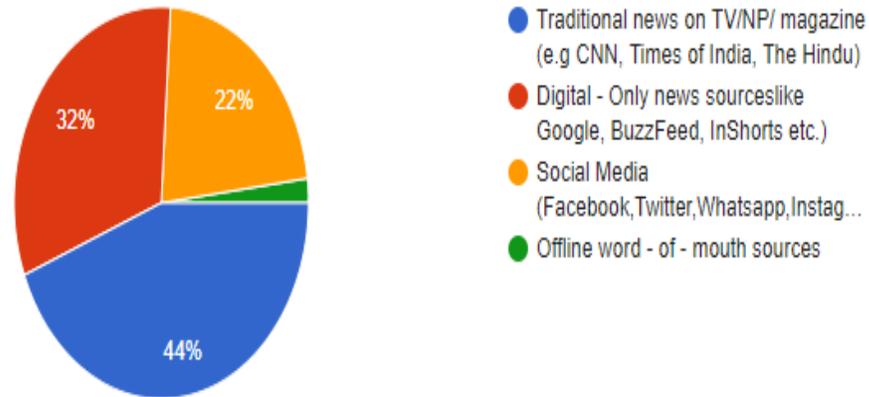


Table 4.1.7

44% of the people still believe in traditional news like paper and magazine, 32% in digital sources, 22% on social media and 02% through others.

**4.1.8. Are you aware of the concept of fake news?**

Table 4.1.8

Category	Frequency	Percentage
Yes	93	93%
No	07	07%

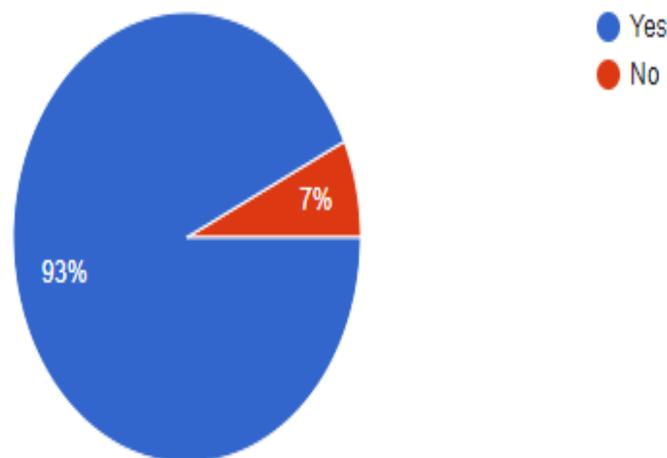


Chart 4.1.8

93% of people are aware of fake news while 07% are not aware.

**4.1.9. Why do you think fake news is spread?**

Table 4.1.9

Category	Frequency	Percentage
Propaganda(religious/communal)	71	71%
Economic Benefit	29	29%
Fun and Entertainment	32	32%
Intentionally done for the purpose of communal riots	32	32%
Political Benefits	01	01%
Other	01	01%

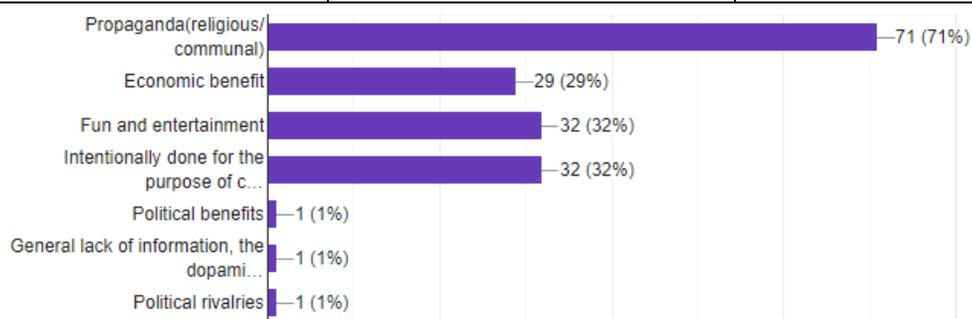


Chart 4.1.9

71% of the people think fake news is spread to create religious and communal propaganda, 29% for economic benefit and 32% for fun and entertainment and for intentional communal riots.

**4.1.10. Is Fake news tied to the motive of propaganda?**

Table 4.1.10

Category	Frequency	Percentage
Yes	59	59%
No	01	01%
Maybe	40	40%

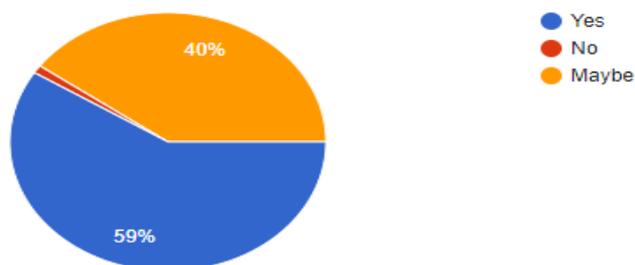


Chart 4.1.10

59% of them say yes, while 40% are not sure but only 01% (1 respondent) said no.

**4.2.11. Have you ever forwarded news after realizing that it was fake?**

Table 4.2.11

Category	Frequency	Percentage
Yes	08	08%
No	92	92%

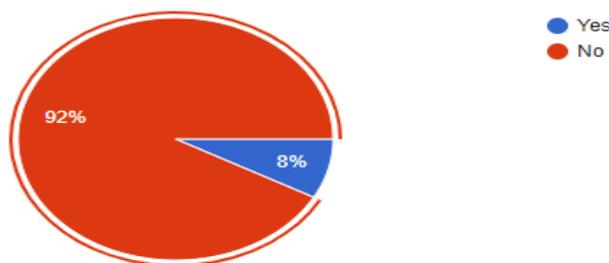


Chart 4.1.11

92% of them have said that, they do not forward any news after realizing that it was fake while 8% of them said yes that they have forwarded.

**4.1.12. If you ever realize that you had forwarded fake news on any social media sites what was the next step that you would take?**

Table 4.1.12

Category	Frequency	Percentage
Would check any news next time	25	25%
Stopped paying attention to such articles	38	38%
Verified the credibility of the news.	60	60%
Others	07	07%

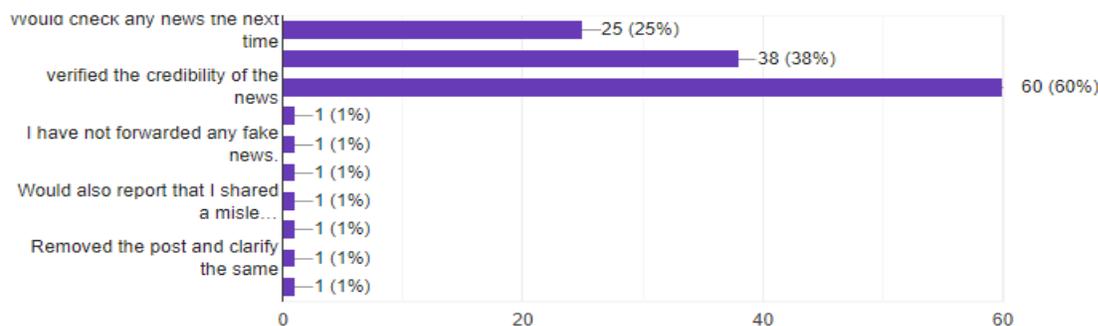


Chart 4.1.12

25% of them said that they would check any news next time , 38% said that they have stopped paying attention to such article while the 60% say that they would verify the credibility.

**4.1.13. Are you aware of the concept of social bots?**

Table 4.1.13

Category	Frequency	Percentage
Yes	58	58%
No	42	42%

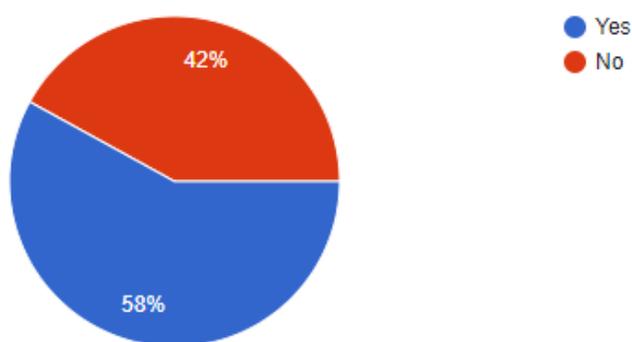


Chart 4.1.13

58% of people knew and 42% did not know.

**4.1.14. Have you ever seen a "fake news" story on social media like Facebook, Twitter, Instagram...?**

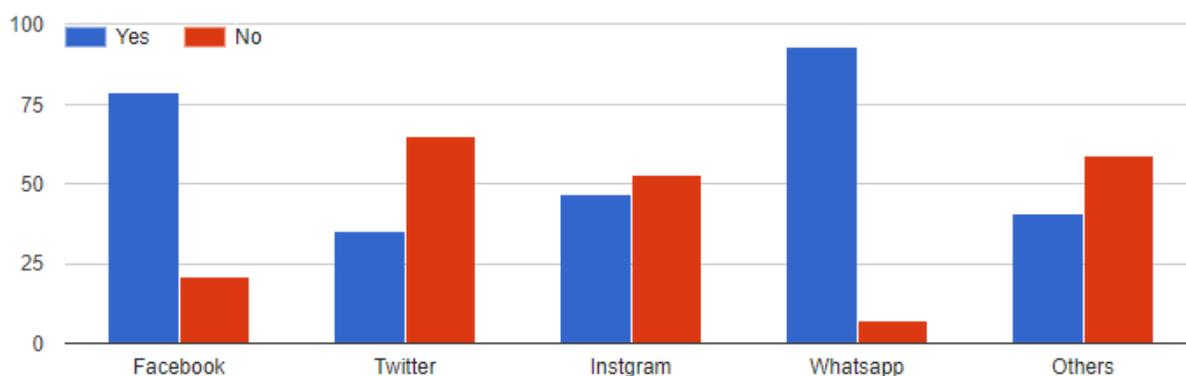


Chart 4.2.14

Fake news story is high on WhatsApp and Facebook followed by Twitter ,Instagram and others.

**4.1.15. How often do you share news headlines/stories with your family/friends via social media?**

Table 4.1.15

Category	Frequency	Percentage
Daily	19	19%
Few times a week	23	23%
Once a week	4	04%
Less often	39	39%
Never	15	15%

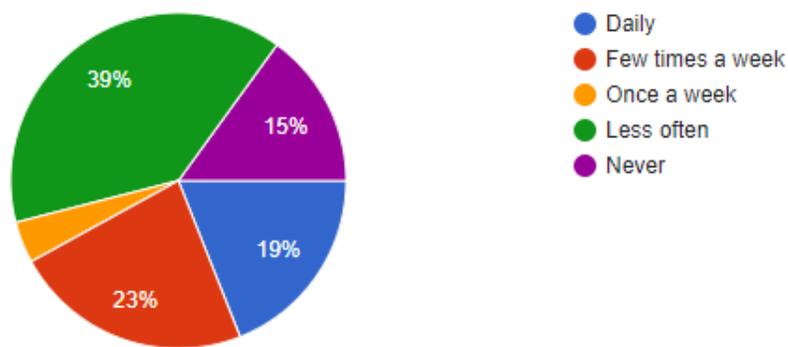


Chart 4.2.15

19% of the respondents share information on daily basis, 23% few times a week, 4% once a week, 39% less often and 15% never share information.

**4.1.16. Are you aware of any laws pertaining to fake news in India?**

Table 4.1.16

Category	Frequency	Percentage
Yes	28	28%
No	47	47%
Maybe	25	25%

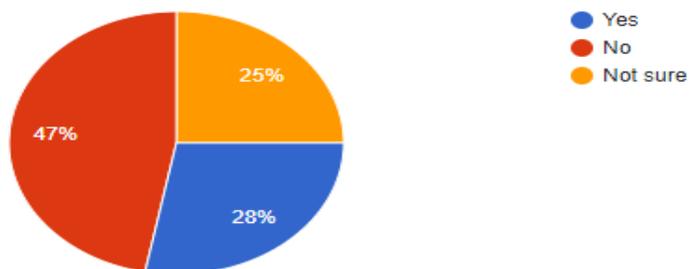


Chart 4.1.16

28% say that they are aware of laws, while 47% are not aware and 25% of them are not sure.

**4.1.17. Are you aware of the concept of "whistle blowers"?**

Table 4.1.17

Category	Frequency	Percentage
Yes	53	53%
No	19	19%
I have heard about them, but don't really know their function	28	28%

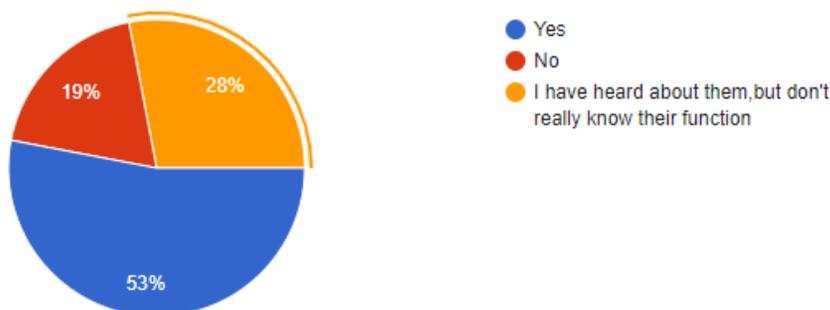


Chart 4.1.17

53% do know about whistleblowers while 19% are not aware and the rest 28% have heard about them but do not know their function.

**4.1.18. Do you evaluate a text/image before forwarding?**

Table 4.1.18

Category	Frequency	Percentage
Yes	65	65%
No	09	09%
Sometimes	26	26%

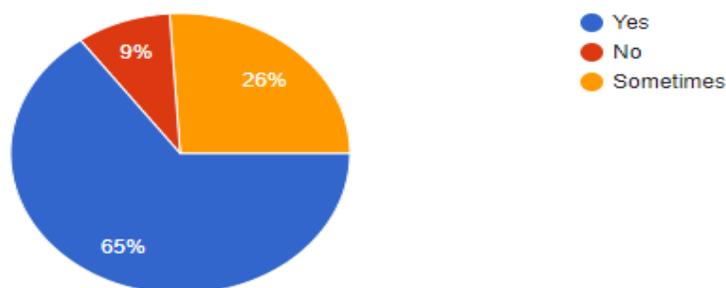


Chart 4.2.18

65% of the population do evaluate or judge a message/image before forwarding ,9% said no and 26% of them do sometimes.

**4.1.19. Are you aware of new WhatsApp ads on fake news?**

Table 4.1.19

Category	Frequency	Percentage
Yes	60	60%
No	40	40%

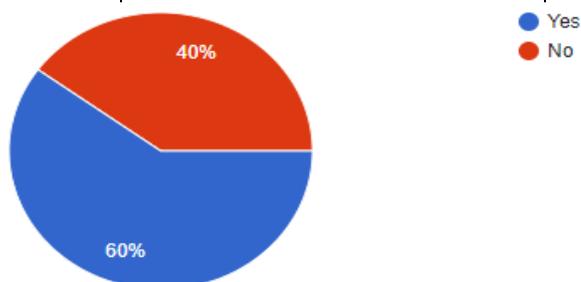


Chart 4.1.19

60% of respondents say yes they are aware of the ads while 40 % say no they are not aware.

**4.1.20. Have you come across the new rule introduced on WhatsApp regarding the forwarding of message which states that "WhatsApp to cap message forwarding to 5 chats globally" ?**

Table 4.1.20

Category	Frequency	Percentage
Yes	16	16%
No	21	21%
Never heard about it	13	13%
Never read about it	06	06%

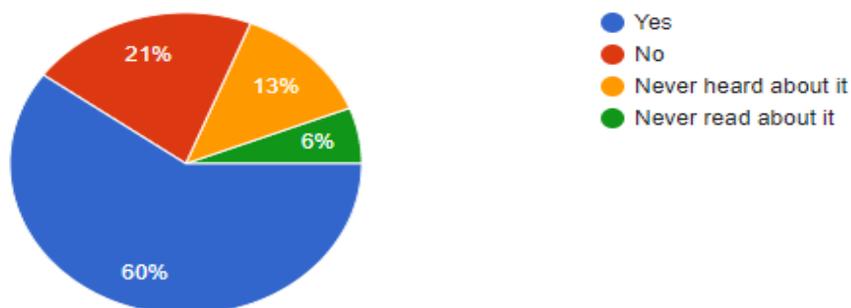


Chart 4.1.20

60% of them know about the news rule on whataspp,21% do not know,13% never heard about it and 06% never read about it.

**4.1.21.How do you know what if you are reading is accurate and reliable?**

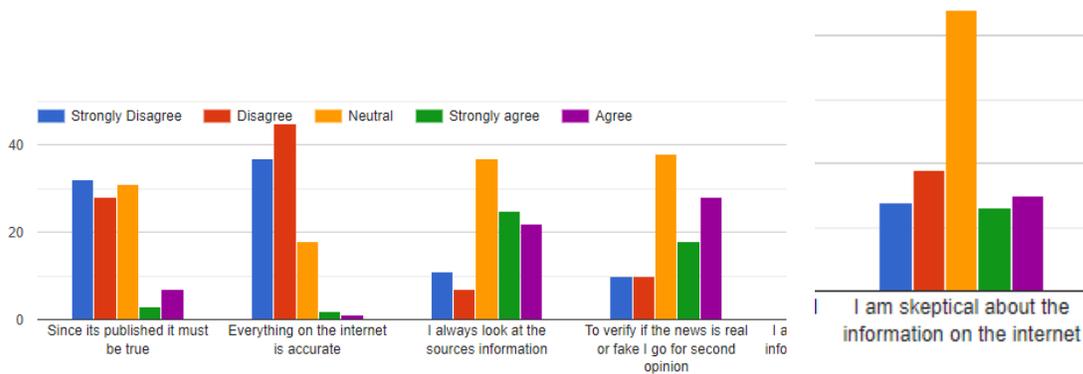


Chart 4.1.21

Most of the people strongly disagree the content just because its published and also to the fact that everything on the news is accurate, they neutrally look for sources and opinion about some of the information on the internet.

**4.1.22. As India is falling short of ethical values, do you think that news channels hold any credibility after publishing huge amounts of fake news and manipulating viewers?**

Table 4.1.22

Category	Frequency	Percentage
Yes	62	62%
No	38	38%

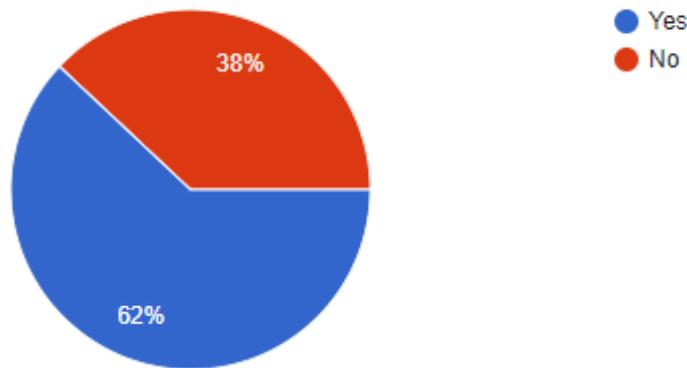


Chart 4.1.22

62% of respondents say yes while 38% say no.

**4.1.23. Looking at social media, do you think people have biased views or putting out fair criticism?**

Table 4.1.23

Category	Frequency	Percentage
Yes	91	91%
No	09	09%

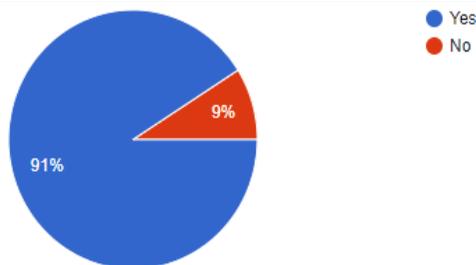


Chart 4.1.23

91% out of 100 respondents believe that people have biased views and 09% say no.

**5. CONCLUSION**

**5.1. Following are the findings and concluding remarks of the paper**

**5.1.1.**Through research questions it can be proved that, WhatsApp disseminates high number of fake news (refer to chart 4.2.14).

**5.1.2.**It is proved that there is a strong relationship between propaganda and fake news. (refer table 4.2.9)

**5.1.3.**Through research it can be concluded that 47% of respondents are not aware of any laws on fake news in India ( refer table 4.2.15).

**5.2. Recommendations**

**5.2.1.**There should be policies and guidelines to control and monitor fake news in social media especially in developing countries.

**5.2.2.**There should be some rules existing as there a lot of loop holes to be rectified.

**5.2.3.**Social media literacy among the users are utmost important and should be inculcated from college level.

**5.3. Suggestions for further studies**

**5.3.1.**In today's day there are very less papers that has conducted research on social media site like Youtube, where fake news is spread in high number after Facebook and Whatsapp.

**5.3.2.**This study was conducted amongst region of Bangaloreonly, the future research scholars can have a wider demography in order to get diversified results.

**5.3.3.**It is seen that only political related fake news are being discussed publically in an open forum, and there are very less studies on religious/communal fake news, despite them being equally essential.

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