

FAKE NEWS EVALUATION AWARENESS LEVEL ON SOCIAL MEDIA IN GUWAHATI: A SURVEY

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ABSTRACT

In the recent years, "Fake news" has come to the front on the web, and all the more explicitly, via virtual entertainment networks it could be referenced that the spreading of phony news on interpersonal organizations, particularly in the midst of calamity, or on issues including public safety welcomes undesirable consequences for the existences of people and social orders. With the accessibility of modest advanced mobile phones and reasonable Web plans, WhatsApp has turned into the most famous online entertainment stage in India with north of 200 million month to month dynamic clients, which has likewise made it the most well-known apparatus to scatter disdain discourse and phony news. There have been a few instances of horde assaults set off by gossipy tidbits about kid lifting via online entertainment stages

While WhatsApp has proactively gone to a few innovative lengths to control the issue of falsehood, (for example, the 'sent tag and limit sending to five talks without a moment's delay), it is likewise anxious to handle the issue socially by making networks strong against deception. This incorporates brief moves made during the result of a miserable episode of horde savagery in Karbi Anglong, during the arrival of NRC, where they countered counterfeit news and bits of hearsay continuously to guarantee a serene NRC discharge or during the fallout of lamentable homicides by thought ULFA-I individuals in Tinsukia.

INTRODUCTION

Fake news comprises snippets of data, narratives, or fabrications crafted with the deliberate intent to mislead or deceive readers. Typically, these accounts are created to influence perceptions, promote a particular political agenda, or sow confusion, often serving as a profitable enterprise for online publishers. Deceptive reports can ensnare individuals by masquerading as reputable sites or employing similar names and web addresses to respected news organizations.

Traditionally, people rely on trusted sources, journalists, and news outlets that adhere to stringent codes of conduct. However, The dissemination, sharing, and consumption of news and information has ushered in a new era

with little editorial oversight or regulation. Many individuals now obtain news from online entertainment sites and platforms, where discerning the reliability of stories can be challenging. Data over-burden and a general absence of understanding about how the web works have likewise added to the multiplication of phony news or deceitful stories. The reach of such stories is significantly increased by virtual entertainment destinations.

TYPES OF FAKE NEWS

There is a wide range of opinion regarding the different types of fake news. However, there are a variety of fake or deceptive news that we should be aware of when evaluating content found online. These are some:

1. Clickbait

Content deliberately fabricated to attract website visitors and boost advertising revenue. Misleading headlines aim to grab attention and drive clicks to the publisher's site, often at the expense of accuracy or truth.

2. Propaganda

Information generated intentionally to mislead the audiences, and promote a specific political agenda.

3. Satire / Parody

Many sites and online entertainment accounts publish fake stories for entertainment and satire purposes. Examples include The Onion, Waterford Whispers, and The Babylon Bee.

4. Sloppy Journalism

Now and again correspondents or writers might scatter story with inconsistent data or without checking each of the realities which can misdirect crowds. For instance, during the US. Races, design retailer Metropolitan Suppliers distributed a Final voting day Guide, the aide contained erroneous data let electors know that they required a 'citizen enrollment card this isn't needed by any state in that frame of mind for casting a ballot.

5. Misleading or Fake Headings

Misleading or sensationalist headlines can distort even partially true stories. On social media platforms where users only see titles and excerpts from the full article in their newsfeeds, these kinds of news can spread quickly.

6. Biased or Slanted News

Many individuals are drawn to news or stories that affirm their own convictions or predispositions, and phony news can take advantage of these propensities. Frequently, content provided by online news sources is tailored to users' preferences based on their browsing history.

HISTORY OF FAKE NEWS

The practice of creating misleading information is not a novel concept. As noted by Gatekeeper feature writer Natalie Nougayrède, propaganda

has been a part of human communication since ancient times, but the advancement of technology has greatly enhanced its dissemination capabilities. When looking at and dealing with contemporary manifestations of what is now referred to as the 21st-century information disorder, it is essential to comprehend the historical context.

Deception, disinformation, and propaganda have been prevalent elements in human communication since antiquity. For instance, during the Roman era, Octavian launched a propaganda campaign against Antony, utilizing slogans akin to modern-day tweets to tarnish Antony's reputation. The invention of the Gutenberg printing press in 1493 significantly amplified the spread of misinformation and identity deception, leading to notable instances such as the Great Moon Hoax of 1835.

Throughout history, conflicts, power shifts, and disasters have served as catalysts for the dissemination of disinformation. With the advent of mass communication in the 20th century, particularly radio and television, satirical news emerged, occasionally being mistaken for legitimate reporting by consumers. However, the risks of misinformation, disinformation, propaganda, and scams increased exponentially with the rise of the internet in the late 20th century and social media in the 21st.

In this digital environment, where trust is often aligned with one's pre-existing beliefs, many news consumers feel entitled to choose or create their own "facts." This presents an unprecedented level of risk, overwhelming journalism and blurring the lines between truth and falsehood. While misinformation and deception have historically affected news media, their prevalence is particularly pronounced in online entertainment systems, posing serious threats to credible journalism and societal integrity.

The current crisis includes the weaponization of information by state-run entities and the exploitation by advertising agencies often

contracted to political entities. This has led to an arms race of disinformation efforts, potentially resulting in widespread corruption of information environments and significant backlash when such campaigns are exposed, leading to damage for both the executing agencies and their political clients. For journalists, journalism educators, and trainers, this learning module provides historical context for comprehending the current fake news crisis. It aims to better inform users about the origins and consequences of information disorder, from "troll armies" harassing journalists to election manipulation and democratic crises, through relevant case studies and a timeline. Although the news media have been impacted by misinformation in the past, its prevalence in the modern era is particularly evident in online entertainment systems, posing significant threats to reputable journalism and society as a whole

. The historical aspects of communication ecology have long been characterized by the presence of propaganda, hoaxes, and satire A curated timeline of 'Information Disorder' across various epochs

Around 44 BC – Smear Campaign against Mark Antony

During Octavian's deceptive publicity campaign against Antony, catchy slogans were etched onto coins to tarnish Antony's reputation, a strategy akin to modern-day Twitter-worthy soundbites.

Around 1450– The Invention of Gutenberg's printing press

The invention of the Gutenberg printing press revolutionized the dissemination of information, leading to the widespread circulation of news throughout Europe and the proliferation of fabricated "truths."

1899–1902– (The Boer War)

From 1899 to 1902, during the Boer War, propaganda perpetuated the "Boer" stereotype, fueled by the English Army to sway public opinion in support of the conflict in South Africa.

1914–1918–World War I

Publicity had a critical impact in the enlistment exertion, interesting to patriotism and nationalism: "Your country needs YOU"; "Daddy, what did YOU do in the Great War?"

1938–War of the Worlds radio drama

The Conflict of the Universes radio show in the United States of America tricked numerous accidental audience members into accepting that Earth was being gone after, foretelling 21st century reactions to news parody. "Nobody engaged with Battle of the Universes expected to hoodwink any audience members, since they generally found the story excessively senseless and implausible to at any point be treated in a serious way."

1939–1945– World War II

Edward Herzstein, in his book *The War that Hitler Won* (1978), described the Nazi propaganda campaign as "the most infamous propaganda campaign in history" The Nazis demonized and persecuted Jews so effectively that atrocity were committed with popular support and Holocaust denialism continues in the 21st century.

1955–75– (The Vietnam War)

US briefings on the conflict, held at a Saigon hotel at the end of each day, were referred to as "Five O'clock Indiscretions." The US propaganda campaign, also known as the "Confidence Lobby," utilized the 'DOMINO THEORY' as a fear strategy to lower the opposition to the war. According to this theory, if one country fell under socialist control, its neighboring countries would soon follow suit.

1965– (The 30th September Movement In Indonesia)

Indonesian military were responsible for the killings of 6 high-rank Indonesian Army officers. General Suharto, the General of the military's primary Military Reserve Command, attributed the attempted coup to the Socialist Coalition and assumed control as the military's official leader. In the subsequent months, Suharto's

forces executed around one million individuals for their alleged ties to socialism. Suharto's military dictatorship relied heavily on blatantly inaccurate anti-socialist Propaganda as a cornerstone of its legitimacy and ruled Indonesia with the support of the US until 1988.

1947-1991- (The Cold War Era)

Throughout this era, global telecommunications were harnessed to influence populations to favor particular factions or viewpoints.

1996- (The Daily Show Begins)

The genre of news satire and self-proclaimed "fake news" television programs originated in the USA, paving the way for the rise of satirical news as a form that evolved into "a sort of remedy for, and alternative to, traditional journalism."

1998-The Onion commenced its online publication.

The United States of America-based news satire website began distributing online, with many of its articles later erroneously taken as truth, contributing to the phenomenon of "fake news dominating Facebook channels." In 2012, it ran a story titled "Kim Jong-Un Named The Onion's Hottest Man On Earth For 2012," which was also reported by The Chinese Socialist Coalition's Kin's Daily and The Korean Times. The hashtag #NotTheOnion became commonly used to indicate real stories that were so absurd they seemed like satire.

2013- Media outlets of Australia published fake press release

In a practical example of the "dangers of speed before accuracy," several news outlets in Australia published a hoax press release stating that the ANZ bank was withdrawing \$1.2 billion in financing from Whitehaven Coal's flagship mine project. The press release, appearing to be from ANZ bank, was written by anti-coal campaigner Jonathan Moylan and directed media to a legitimate executive. Moylan replaced the executive's phone number with his own. Share

prices in Whitehaven Coal plummeted by 6%, wiping \$300 million off the company's value.

Britain and Exit: A huge scope examination of web-based entertainment leading the pack up to Britain and exit showed that "not exclusively were there two times as numerous Brexit allies on

Instagram, yet they were likewise multiple times more dynamic than remain activists." Comparative examples arose on Twitter. Unfamiliar records were accounted for to have sent "a huge number of favorable to leave tweets on surveying day" Philippines: Rappler.com conveyed insightful news coverage to recognize and counter State-supported disinformation crusades following the 2016 Philippines political decision. Their strategy included 'large information examination, reality checking and exposing misleading online entertainment content, 62 uncovering 'sock-manikin organizations. President and Manager in Boss Maria Ressa and a significant number of her staff keep on being exposed to persistent web-based badgering connected to the state.

2016-Facebook declared its intention to identify and label 'fake news'.

Following accusations of Facebook's role in amplifying disinformation, President Mark Zuckerberg initially dismissed claims that 'fake news' circulating on the platform influenced the US election. However, the company later announced its collaboration with fact-checkers to combat "fake news" and implemented measures to facilitate the reporting of falsehoods and flag disputed stories. In January 2018, Facebook reversed its decision to include news in its 'newsfeed' after tests indicated that such changes posed a risk of amplifying fake news.

2017- Parliamentary investigations initiated into 'fake news' in the UK.

In the UK, the Culture, Media, and Sport Committee launched an inquiry into 'fake news', posing questions such as "What constitutes fake

information? Where does biased yet genuine critique transform into propaganda and falsehoods?" Following this, Australia announced the establishment of a Select Committee on the Future of Public Interest Journalism to examine 'fake news', propaganda, and public disinformation. Growing concerns about 'fake news' and propaganda, along with issues like unauthorized leaking of personal users' data and failure to curb online harassment and offensive content, prompted Australia's national journalists' association - the Media, Entertainment, and Arts Alliance (MEAA) - to call for "digital giants" such as Google, Facebook, Twitter, and YouTube to be "regulated in a manner similar to broadcasters and required to contribute a portion of their revenue towards public interest journalism." In the Philippines, the Senate Committee on Public Information and Mass Media held a hearing on the proliferation of fake, misleading news, and misinformation online.

2017- National elections in France and Germany: France's Approach

The English newspaper, The Free, reported an Oxford University study indicating that "as much as a quarter of the political news circulated on Twitter in France relied on misinformation™." In preparation for the election, 37 news organizations and technology partners collaborated in an initiative called Crosscheck to authenticate and debunk 'fake reports'.

Germany:

In stark contrast to the 2016 US election, the German election remained largely unaffected by 'fake news'. Nonetheless, the German parliament passed a regulation at the end of June 2017 that "imposed fines of over \$50 million on Facebook and other social media companies that fail to promptly remove illegal content".

2017- Satirical news site banned in Pakistan

The Khabaristan Times, a satirical section and website affiliated with the news outlet Pakistan

Today, was blocked in Pakistan, leading to its cessation of publication.

2018- 'Fake News Awards' announced by The US- President Donald Trump

President Trump has issued what he calls "awards" to several major news organizations, which he frequently accuses of spreading "fake news," in an attempt to counter their investigative reporting on him.

2018- Indictments by the US Justice Department in the investigation of election meddling.

On February sixteenth, thirteen Russian nationals and a Russian web office were prosecuted by the US State Division regarding a trick to disturb the US political decision As indicated by the arraignment "Respondents and their co-schemers opened accounts at PayPal a computerized installment specialist co-op, made bogus method for recognizable proof, including counterfeit driver's licenses, and posted on Association controlled virtual entertainment accounts utilizing the characters of these U.S. casualties Respondents and their co-schemers additionally acquired, and endeavored to get, bogus ID archives to use as proof of personality regarding keeping up with records and buying notices via web-based entertainment destinations." The point, the prosecution demonstrated, was to decry Majority rule applicant Hilary Clinton, and lift the political decision chances of Donald Trump. This scheme was sanctioned by individuals who embraced misleading internet based personas to push troublesome messages, made a trip to the US to gather knowledge, and organized political conventions while acting like Americans. "98 Russian President Vladimir Putin demanded that the denounced parties had not followed up for the Russian government but rather he guaranteed that they could never be removed to confront preliminary 99 In this way, a large number of pages, accounts, discussion strings and websites were found to be associated with the trick and eliminated by

virtual entertainment organizations including Twitter, Facebook (Meta), Reddit and Tumblr.

2018- In a controversial move, Australia's Immigration Minister ignited a racism row with South Africa linked to alt-right propaganda, dismissing criticism as 'fake news'.

Australia's Minister for Home Affairs, Peter Dutton, sparked controversy when he responded to biased reporting fueled by far-right propaganda regarding land redistribution plans in South Africa. He proposed considering the creation of a special visa category to expedite asylum claims from white South African farmers. Dutton's assertion that these individuals needed 'rescuing' by a 'civilized nation' was based on a foundation of misinformation. Despite criticism of his remarks, he dismissed it as 'fake news', stating, "If people think I will back down because of their garbage, fabricated, 'fake news' criticism, then they have another thing coming."

LOCALE OF THE STUDY:

The locale of "Fake news evaluation awareness level on social media: A survey" is Guwahati.

Guwahati: Guwahati is the largest city in the northeastern Indian state of Assam. The state capital, Dispur, is in the circuit city area. Today, Guwahati is one of the quickest developing urban areas of India and is the second-biggest city in eastern India after Kolkata.

The quickly developing city has a populace of in excess of 1,8 million and envelops an area of more than 360 km², making it the biggest city in the state and the district. It draws people from Eastern Bhutan as well as the north east as it serves as the primary commercial, retail, and shopping hub. The downtown is dominated by the sluggish, winding Brahmaputra River, and the suburbs are framed by the green hills of the Shillong Plateau. The pleasant environment is somewhat tempered, however, by the region's lack of investment, as evidenced by the poor quality of the roads. Nonetheless, the city has attracted private investors in recent years despite its average infrastructure, and the

construction of high-quality condominiums and shopping malls has helped raise the city's economic profile. The finish of long term rebellion in Assam has additionally helped in the financial expansion of Guwahati.

MEDIA HOUSES & PUBLICATIONS IN GUWAHATI

- **DY365** is an India-based 24-hour Assamese satellite news channel. Numerous shows and national and international news are shown on the channel. It went live on October 30, 2008. DY365 is a unit of Brahmaputra Tele Creations Pvt. Ltd. Manoj Kumar Goswami is the manager in-head of the channel.
- **News Live** is Pride East Entertainments Pvt.'s 24-hour Assamese satellite news channel that airs news, current affairs, and entertainment programming. Ltd.
- **Pratidin Time** is a 24-hour Assamese news channel. The channel broadcasts a variety of informational, sports, entertainment, lifestyle, showbusiness, fashion, and educational programs.
- **Assam Tribune** is a daily English publication based in Guwahati and Dibrugarh, Assam. It is the English daily with the highest circulation in North-East India, with over 7,000,000 copies currently in circulation and over 3,000,000 readers. The Paper was established way back in 1939 in Guwahati.
- **Asomiya Khobor** An Assamese daily newspaper known as Oxomiya Khobor is published simultaneously from Guwahati and Jorhat. Every Sunday, it is accompanied by the publication of a weekly supplement titled Deoboriya Khobor.
- **Dainik Purvoday** Newspaper is Guwahati and Jorhat's most popular Hindi newspaper. All of the local, national, and international news is covered by the newspaper/Epaper. The newspaper focuses on politics, business, movies, and other topics.

RADIO STATIONS IN GUWAHATI:

BIG 92.7 FM

- Radio Mirchi 91.1 FM
- Red 93.5 FM Red 93.5 FM
- Radio GupShup 94.3 FM
- All India Radio Radio Vividh Bharati 100.8 FM
- Radio City 91.1 FM
- Radio Luit 90.8 FM
- Radio Gyan Vani 107.8 FM
- All India Radio

RESEARCH QUESTION:

To further scrutinize and analyze the evaluation of fake news in Guwahati City in correspondence to the usage of social media gives rise to the following research questions to which the researcher may find relevant answers towards the end of the research.

- How do people determine whether the news items is genuine or fake?

What are the crucial characteristics of a news that determine a news items perceived credibility?

- Why fake news flows faster than authentic news in social media?

How can false news deprive the stability of a society?

RESEARCH OBJECTIVES:

- To critically evaluate information sources especially news sources that are encountered via social media.
- To determine the ability of news consumers in distinguishing between fake and authentic news.
- To understand how the flow of fake news is faster than real news.
- To identify how impactful fake news can be.

REVIEW OF LITERATURE:

A review of the existing Twitter-related research is included in this section of the study.

Misinformation, fake news, and political communication The studies have been presented in chronological order, with the most recent studies appearing after the oldest ones. The theoretical and practical framework are included in a literature review. "Counterfeit news" is a term that can mean various things, contingent upon the unique situation. Parodies like the "Saturday Night Live" mock newscast Weekend Update are often referred to as fake news. A significant part of the phony news that overflowed the web during the 2016 political race season comprised of composed pieces and recorded portions advancing bogus data or propagating paranoid fears. On Election Day 2016, reports highlighting examples of hoaxes, fake news, and misinformation were published by some news organizations. Although the media has written a lot about fake news and other types of misinformation, scholars are still trying to figure out how it spreads and why some people believe it and even look for it. The following, Columnist's Asset has arranged scholarly investigations to assist newsrooms with better grasping the issue and its effects. Two different assets that might be useful are the Poynter Establishment's tips on exposing counterfeit reports and the Main Draft Accomplice Organization, a worldwide coordinated effort of newsrooms, virtual entertainment stages and truth checking associations that was sent off in September 2016 to fight counterfeit news. Denise-Marie Ordway, managing editor of JR, wrote an article for Harvard Business Review in the middle of 2018 about what researchers have learned so far about how much misinformation people consume, why they believe it, and the best ways to combat it.

Synopsis: "The rise of fake news highlights the erosion of long-standing institutional bulwarks against misinformation in the internet age. Concern over the problem is global. However, much remains unknown regarding the vulnerabilities of individuals, institutions, and society to manipulations by malicious actors. A new system of safeguards is needed. Below, we

discuss extant social and computer science research regarding belief in fake news and the mechanisms by which it spreads. Fake news has a long history, but we focus on unanswered scientific questions raised by the proliferation of its most recent, politically oriented incarnation. Beyond selected references in the text, suggested further reading can be found in the supplementary materials." **"Who Falls for Fake News? The Roles of Bullshit Receptivity, Overclaiming, Familiarity, and Analytical Thinking"**

Abstract: "Inaccurate beliefs pose a threat to democracy and fake news represents a particularly egregious and direct avenue by which inaccurate beliefs have been propagated via social media. Here we present three studies (MTurk, N = 1,606) investigating the cognitive psychological profile of individuals who fall prey to fake news. We find consistent evidence that the tendency to ascribe profundity to randomly generated sentences pseudo-profound bullshit receptivity correlates positively with perceptions of fake news accuracy, and negatively with the ability to differentiate between fake and real news (media truth discernment). Relatedly, individuals who overclaim regarding their level of knowledge (i.e. who produce bullshit) also perceive fake news as more accurate. Conversely, the tendency to ascribe profundity to prototypically profound (non-bullshit) quotations is not associated with media truth discernment; and both profundity measures are positively correlated with willingness to share both fake and real news on social media. We also replicate prior results regarding analytic thinking which correlates negatively with perceived accuracy of fake news and positively with media truth discernment and shed further light on this relationship by showing that it is not moderated by the presence versus absence of information about the new headline's source (which has no effect on perceived accuracy), or by prior familiarity with the news headlines (which correlates positively with perceived accuracy of fake and real news). Our results suggest that belief in fake news has similar

cognitive properties to other forms of bullshit receptivity, and reinforce the important role that analytic thinking plays in the recognition of misinformation."

"Social Media and Fake News in the 2016 Election"

Abstract: "We present new evidence on the role of false stories circulated on social media prior to the 2016 U.S. presidential election. Drawing on audience data, archives of fact-checking websites, and results from a new online survey, we find:

(i) social media was an important but not dominant source of news in the run-up to the election, with 14 percent of Americans calling social media their "most important" source of election news;

(ii) of the known false news stories that appeared in the three months before the election, those favoring Trump were shared a total of 30 million times on Facebook, while those favoring Clinton were shared eight million times;

(iii) the average American saw and remembered 0.92 pro-Trump fake news stories and 0.23 pro-Clinton fake news stories, with just over half of those who recalled seeing fake news stories believing them;

(iv) for fake news to have changed the outcome of the election, a single fake article would need to have had the same persuasive effect as 36 television campaign ads."

"Debunking: A Meta-Analysis of the Psychological Efficacy of Messages Countering Misinformation"

Abstract: "This meta-analysis investigated the factors underlying effective messages to counter attitudes and beliefs based on misinformation. Because misinformation can lead to poor decisions about consequential matters and is persistent and difficult to correct, debunking it is an important scientific and public-policy goal. This meta-analysis (k = 52, N = 6,878) revealed large effects for presenting misinformation (ds = 2.41-3.08), debunking

($ds_{1.14-1.33}$), and the persistence of misinformation in the face of debunking ($ds = 0.75- 1.06$). Persistence was stronger and the debunking effect was weaker when audiences generated reasons in support of the initial misinformation. A detailed debunking message correlated positively with the debunking effect. Surprisingly, however, a detailed debunking message also correlated positively with the misinformation-persistence effect."

"Displacing Misinformation about Events: An Experimental Test of Causal Corrections"

Abstract: "Misinformation can be very difficult to correct and may have lasting effects even after it is discredited. One reason for this persistence is the manner in which people make causal inferences based on available information about a given event or outcome. As a result, false information may continue to influence beliefs and attitudes even after being debunked if it is not replaced by an alternate causal explanation. We test this hypothesis using an experimental paradigm adapted from the psychology literature on the continued influence effect and find that a causal explanation for an unexplained event is significantly more effective than a denial even when the denial is backed by unusually strong evidence. This result has significant implications for how to most effectively counter misinformation about controversial political events and outcomes."

"Rumors and Health Care Reform: Experiments in Political Misinformation"

Abstract: "This article explores belief in political rumors surrounding the health care reforms enacted by Congress in 2010. Refuting rumors with statements from unlikely sources can, under certain circumstances, increase the willingness of citizens to reject rumors regardless of their own political predilections. Such source credibility effects, while well known in the political persuasion literature, have not been applied to the study of rumor. Though source credibility appears to be an effective tool for debunking political rumors, risks remain.

Drawing upon research from psychology on 'fluency' the case of information recall this article argues that rumors acquire power through familiarity. Attempting to quash rumors through direct refutation may facilitate their diffusion by increasing fluency. The empirical results find that merely repeating a rumor increases its power."

"Rumors and factitious Informational blends: The role of web in Speculative Politics"

Abstract: "The World Wide Web has changed the dynamics of information transmission and agenda-setting. Facts mingle with half-truths and untruths to create factitious informational blends (FIBs) that drive speculative politics. We specify an information environment that mirrors and contributes to a polarized political system and develop a methodology that measures the interaction of the two. We do so by examining the evolution of two comparable claims during the 2004 presidential campaign in three streams of data: (1) web pages, (2) Google searches, and (3) media coverage. We find that the web is not sufficient alone for spreading misinformation, but it leads the agenda for traditional media. We find no evidence for equality of influence in network actors."

"Analyzing How People Orient to and Spread Rumors in Social Media by Looking at Conversational Threads"

Abstract: "As breaking news unfolds people increasingly rely on social media to stay abreast of the latest updates. The use of social media in such situations comes with the caveat that new information being released piecemeal may encourage rumors, many of which remain unverified long after their point of release. Little is known, however, about the dynamics of the life cycle of a social media rumor. In this paper we present a methodology that has enabled us to collect, identify and annotate a dataset of 330 rumor threads (4,842 tweets) associated with 9 newsworthy events. We analyze this dataset to understand how users spread, support, or deny rumors that are later proven true or false, by distinguishing two levels of

status in a rumor life cycle i.e., before and after its veracity status is resolved. The identification of rumors associated with each event, as well as the tweet that resolved each rumor as true or false, was performed by journalist members of the research team who tracked the events in real time. Our study shows that rumors that are ultimately proven true tend to be resolved faster than those that turn out to be false. Whilst one can readily see users denying rumors once they have been debunked, users appear to be less capable of distinguishing true from false rumors when their veracity remains in question. In fact, we show that the prevalent tendency for users is to support every unverified rumor. We also analyze the role of different types of users, finding that highly reputable users such as news organizations endeavor to post well-grounded statements, which appear to be certain and accompanied by evidence. Nevertheless, these often prove to be unverified pieces of information that give rise to false rumors. Our study reinforces the need for developing robust machine learning techniques that can provide assistance in real time for assessing the veracity of rumors. The findings of our study provide useful insights for achieving this aim."

"Miley, CNN and The Onion"

Abstract: "Following a twerk-heavy performance by Miley Cyrus on the Video Music Awards program, CNN featured the story on the top of its website. The Onion - a fake-news organization then ran a satirical column purporting to be by CNN's Web editor explaining this decision. Through textual analysis, this paper demonstrates how a Fifth Estate comprised of bloggers, columnists and fake news organizations worked to relocate mainstream journalism back to within its professional boundaries."

"Emotions, Partisanship, and Misperceptions: How Anger and Anxiety Moderate the Effect of Partisan Bias on Susceptibility to Political Misinformation"

Abstract: "Citizens are frequently misinformed about political issues and candidates but the circumstances under which inaccurate beliefs emerge are not fully understood. This experimental study demonstrates that the independent experience of two emotions, anger and anxiety, in part determines whether citizens consider misinformation in a partisan or open-minded fashion. Anger encourages partisan, motivated evaluation of uncorrected misinformation that results in beliefs consistent with the supported political party, while anxiety at times promotes initial beliefs based less on partisanship and more on the information environment. However, exposure to corrections improves belief accuracy, regardless of emotion or partisanship. The results indicate that the unique experience of anger and anxiety can affect the accuracy of political beliefs by strengthening or attenuating the influence of partisanship."

"Deception Detection for News: Three Types of Fakes"

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

"When Fake News Becomes Real: Combined Exposure to Multiple News Sources and Political Attitudes of Inefficacy, Alienation, and Cynicism"

Abstract: "This research assesses possible associations between viewing fake news (i.e., political satire) and attitudes of inefficacy, alienation, and cynicism toward political candidates. Using survey data collected during the 2006 Israeli election campaign, the study provides evidence for an indirect positive effect of fake news viewing in fostering the feelings of inefficacy, alienation, and cynicism, through the mediator variable of perceived realism of fake news. Within this process, hard news viewing serves as a moderator of the association between viewing fake news and their perceived realism. It was also demonstrated that perceived realism of fake news is stronger among individuals with high exposure to fake news and low exposure to hard news than among those with high exposure to both fake and hard news. Overall, this study contributes to the scientific knowledge regarding the influence of the interaction between various types of media use on political effects."

"Faking Sandy: Characterizing and Identifying Fake Images on Twitter during Hurricane Sandy"

Abstract: "In today's world, online social media plays a vital role during real world events, especially crisis events. There are both positive and negative effects of social media coverage of events. It can be used by authorities for effective disaster management or by malicious entities to spread rumors and fake news. The aim of this paper is to highlight the role of Twitter during Hurricane Sandy (2012) to spread fake images about the disaster. We identified 10,350 unique tweets containing fake images that were circulated on Twitter during Hurricane Sandy. We performed a characterization analysis, to understand the temporal, social reputation and influence patterns for the spread of fake images. Eighty-six percent of tweets spreading the fake images were

retweets, hence very few were original tweets. Our results showed that the top 30 users out of 10,215 users (0.3 percent) resulted in 90 percent of the retweets of fake images; also network links such as follower relationships of Twitter, contributed very little (only 11 percent) to the spread of these fake photos URLs. Next, we used classification models, to distinguish fake images from real images of Hurricane Sandy. Best results were obtained from Decision Tree classifier, we got 97 percent accuracy in predicting fake images from real. Also, tweet-based features were very effective in distinguishing fake images tweets from real, while the performance of user-based features was very poor. Our results showed that automated techniques can be used in identifying real images from fake images posted on Twitter."

"The Impact of Real News about "Fake News": Intertextual Processes and Political Satire"

Abstract: "This study builds on research about political humor, press meta-coverage, and intertextuality to examine the effects of news coverage about political satire on audience members. The analysis uses experimental data to test whether news coverage of Stephen Colbert's Super PAC influenced knowledge and opinion regarding Citizens United, as well as political trust and internal political efficacy. It also tests whether such effects depended on previous exposure to The Colbert Report (Colbert's satirical television show) and traditional news. Results indicate that exposure to news coverage of satire can influence knowledge, opinion, and political trust. Additionally, regular satire viewers may experience stronger effects on opinion, as well as increased internal efficacy, when consuming news coverage about issues previously highlighted in satire programming."

"With Facebook, Blogs, and Fake News, Teens Reject Journalistic "Objectivity"

Abstract: This article dives into the news utilization propensities and perspectives of youngsters, a segment frequently neglected in

examinations on youth and news media. It examines how youths stay informed about current events and why they prefer certain news formats over others, based on interviews with 61 racially diverse high school students. The findings reveal a preference among young people for opinionated rather than objective news, new perspectives on staying informed, and evolving methods of accessing news information. This doesn't propose that young are forsaking the center standards of expert

METHODOLOGY:

The research Methodology incorporates exhaustive survey, interviews and observations based on study the awareness level of fake news in the age of information in Guwahati. The questionnaire embraced close ended questions to draw relevant information from citizens across the country. The exploration is a review type so the scientist utilized the survey as an information gathering instrument. The data were analyzed quantitatively and the data related to respondents were analyzed using small percentages.

SAMPLE SURVEY:

The survey or study can take the form of a written questionnaire completed by the respondent, an online survey, face-to-face interviews, or telephone interviews. Through surveys, data can be collected from both large and small populations. The survey method consisted of 15 questions relevant to the daily choices of each respondent. It was distributed among individuals of various demographic age groups across Guwahati City.

TOOLS OF DATA COLLECTION:

The questionnaires comprised of close ended questions and multi choice questions with 15 questions and were distributed to different demographic age structure around the Guwahati City.

PRIMARY TOOLS:

The essential information was accumulated from respondents inside the Guwahati City

which additionally incorporated Individuals from varying backgrounds beginning from youth to more seasoned ages and was utilized with the end goal of examination and translations.

SECONDARY TOOLS:

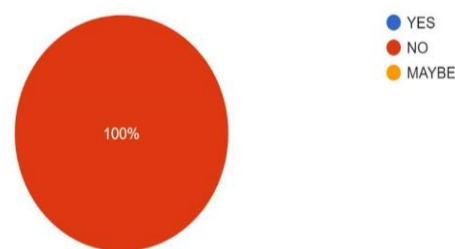
The optional information were accumulated from Books, Magazines, Sites and Diaries.

DATA PROCESSING:

Gathered information were broke down and organized with the assistance of MS word and afterward were introduced in the tables and pie graphs in this reports.

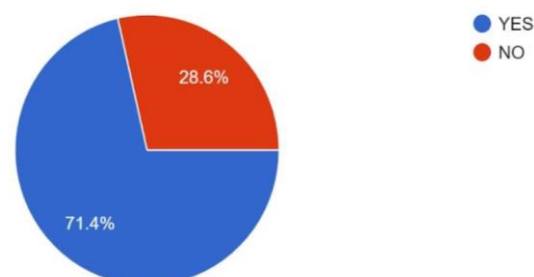
FINDING AND ANALYSIS:

Do you think every News source is Authentic?
7 responses



As per the chart 100% of the participants disagreed to the authenticity of the news source. The Internet gives quick access to news and some of us often rely on it and fake news is not a new phenomenon with flocking of news website in social media platforms such as face book, twitter and instant messaging services such as WhatsApp has made it much easier to spread rumors and fabricated information and it is phenomenal that the presentation of news has also lost its essence and People's faith has decline.

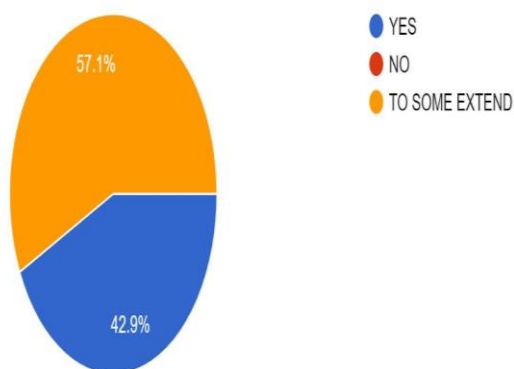
Have you ever fallen for Fake News?
7 responses



As per the chart above the researcher has found that 71.4% of the participants has fallen trapped of the misinformation and hoaxes that is spread on social media where internet users can access content created and hosted from all over the world, and it is not always possible to figure out where it has come from or where it is hosted while 28.6% has been watchful with the flow of unregulated information in Social media platforms. Mental examination shows that deception is shrewdly intended to sidestep cautious scientific thinking. Implying that it can without much of a stretch sneak by the radar of even the shrewdest and taught individuals.

Are you highly dependent on Technology for News?

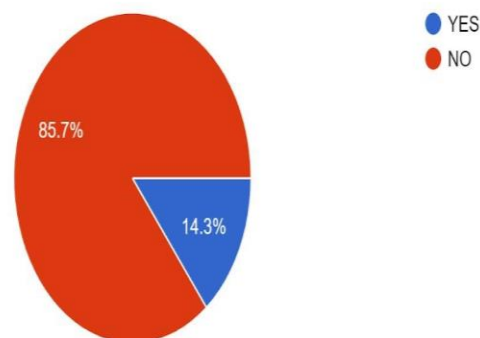
7 responses



Modern gadgets have rendered us entirely dependent on machines. There is hardly any task that can be accomplished without the assistance of machines, and there is not a single aspect of human activity where machines are not required. It is undeniable that gadgets have not only simplified our lives but also made them more comfortable and luxurious. However, contrary to the norm, human dependence on them has increased to such an extent that we cannot do without them at all. Researchers have found that 42.9% of participants rely on technology completely, while a significant majority (57.1%) of participants equally rely on both.

Do you thoroughly cross-check the News Source?

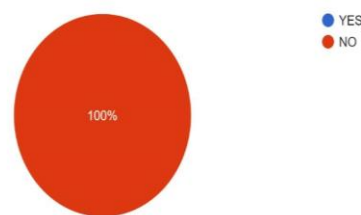
7 responses



Following the question above the chart reveals that 14.3% of the participants take the initiative of crosschecking the news source to avoid misleading or manipulated information by clicking on the source or reading the comments below and also since social media has created an online community one can always post it for more clarification and figure out what and who to confide in their virtual entertainment channels, web searches and general web-based news utilization and 85.7% of the participants simply consumes the news.

Do you immediately share news story without considering the News Source in Social Media?

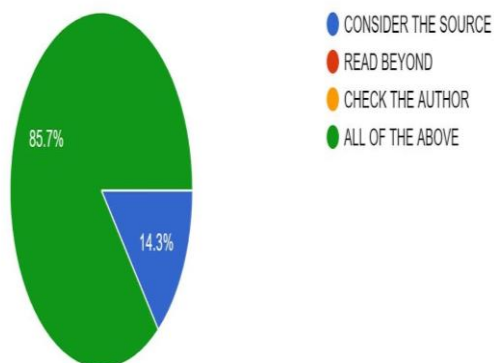
7 responses



Considering the chart above the researcher witnessed that 100% are aware and clarify the news story before sharing it, with the google and Facebook initiative to debunk misinformation it is observed that many social media users can identify the trustworthy news and the online platform has created transparency where besides the headline we can also get accessed to videos, images, comments and involvement of experts in disseminating the information.

How do you verify news?

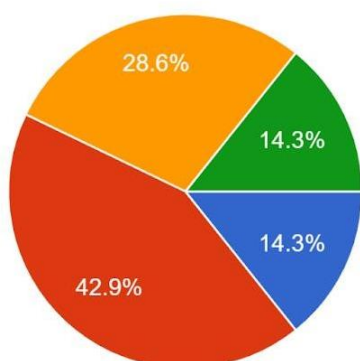
7 responses



Verification of news has been playing a constructive role and in the chart the researcher observe that majority of the participants (85.7%) verify news by Clicking away from the story to examine the site, its main goal and its contact data, the devices for building counterfeit stories are getting more complex. Perusing past as most destinations have a ton of data about the media source, the organization that runs it, individuals from initiative, and the mission and morals proclamation behind an association. 14.3% simply consider the source and consume the news and the survey reveals that considering the source can be further research.

Do you examine manipulated news content?

7 responses

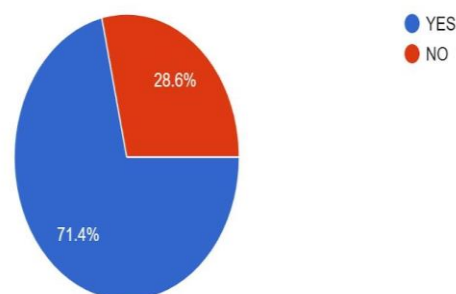


The researcher has found that 14.3% of individuals assess the authenticity of news by actively engaging their critical thinking skills. One of the primary reasons counterfeit news poses such a significant problem is its often convincing nature, making it easy to be deceived. Many fake reports are crafted to

create shock value, underscoring the importance of verifying the news source and the journalist behind the story. 42.9% opt for the prudent approach of examining the source first, while 14.3% rely on their critical thinking abilities, and 28.6% focus on the credibility of the reporter.

Do you think there is a Cultural Influence in spreading of "FAKE NEWS"?

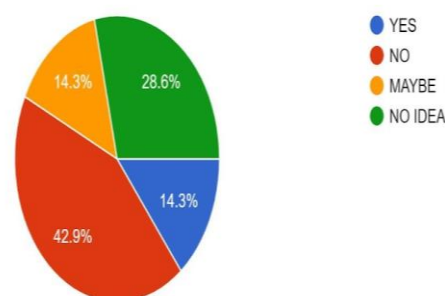
7 responses



As per the chart presented above the researcher has found that 71.4% of the respondent are culturally influence regarding any news item or information they consume, their rational motive is mainly driven by culture and its very obvious as one is always biased to one's culture and therefore any information they receive will be considered right and true even if it may not be so. And India is a country where culture is taken as foremost priority and the tendency in consuming any unverified news is more and the rest of 28.6% of the respondent keep their critical thinking shape to debunk misinformation.

Are every social media user aware of "FAKE NEWS" detector APP/WEBSITES?

7 responses



In the chart the Researcher observe that 42.9% of the internet users are barely aware of the existing websites or other application design for detecting fake news and 28.6% are aware of the

application but only few implements it, 14.3% of the participant have no clue of any such website or application and only a few percent (14.3%) debunk misinformation using the application. To counter this threat, different truth checking associations have come up, every one of them attempting to get to the source through sifting devices, robotization and joint effort. Web goliaths like Facebook and Google have restricted with truth actually taking a look at associations to check the news they show on their channels.

FINDINGS:

With the above analysis the researcher has come across the following findings and shall try to answer the research questions and research objectives of the study accordingly.

RESEARCH QUESTIONS:

How do people determine whether the news items is genuine or fake?

With the above data analysis the researcher found that the digital platform has to a large extent cater to the rapid flow of news both fake and genuine and it is up to the news consumer how he/she identifies the news and the researcher has made an observation that many determines news by factor such involving critical thinking mindset, considering the news source and in the manner the news is presented. Sources can be a solid evidence of examining as it supported with links, images, author's identity and other relevant information.

What are the prominent observations of a news that determine a news item's perceived credibility?

With the support of the data analysis the researcher identified that a source can influence the adjustment of crowds' mentalities toward content in various ways. Validity is most frequently estimated as a complex develop. Authenticity, decency, exactness, and breadth are four estimates which each news purchaser take to thought.

Why fake news flows faster than authentic news in social media?

The researcher has also observed how distorted news spreads much faster, as false news tends to be more sensational and novel compared to genuine news, leading to quicker and broader sharing. Reactions to fake news often include surprise, fear, and disgust, while genuine news typically elicits emotions such as sadness, happiness, hope, and trust. Human involvement is more prevalent than automated processes in the dissemination of fake news.

This presents a qualitatively and quantitatively new issue, reminiscent of the sensationalism of traditional yellow journalism. Beyond its impact on elections and policies, fake news in online platforms can exacerbate hate speech, leading to real-world violence. Additionally, some government responses to fake news raise concerns about freedom of speech. fake news spreads out fundamentally farther, quicker, more profound, and more comprehensively than truth across all classes of data.

How can fake news deprive the stability of a society?

The researcher throughout the review saw that fake news is one of the primary drivers for disturbance of harmony and concordance in the general public yet it turns out to be more risky in an unpredictable spot. Brutality and flimsiness are springing up at each corner in the country because of the made up data being piped into the ears of these quietness and harmony cherishing residents. Because of some unacceptable utilization of such data advances, the vote based system, which is creating through time, could endure mishaps. Obviously, certain individuals may not partake in the profit of improvement as they ought to. In any case, they can appropriately use the freedoms the constitution entitles them- - completing improvement to carry on with a prosperous existence. Residents should not be flattered into inconsiderateness and prompting; and people need to determine their disparities separating the need and interests of the social orders from

theirs. The adolescent is generally the casualty of underhanded data and untrustworthy online entertainment rehearses. Assuming there could be no more excellent information about how to properly utilize the web-based entertainment, the result could be terrible. There are additionally individuals who think of phony profile with useless, untrustworthy and damaging expectations of radicalization, and planting the seed of disdain among social orders.

CONCLUSION:

The focus of this dissertation was to notice the mindfulness level of phony fresh insight about counterfeit news trusted to Guwahati city. This is explicitly because of the ascent of phony news via web-based entertainment. The examination has introduced the discoveries and consequences of the essential exploration led for this review. As the exploration was directed through the method for a poll, Microsoft Succeed was utilized to investigate the quantitative reaction. Charts were then delivers to help the examination.

LIMITATION:

Because of an absence of important writing encompassing the subject inside Guwahati city, a huge piece of the examined writing and concentrates in this part are taken from places beyond the city. It is trusted that this study will, here and there, start to address the critical hole in writing of this sort in Guwahati specifically and India all in all. There are various potential restrictions connecting with this examination. The most recognizable restriction is the size of the respondent example in contrast with the objective populace size. One more limit while dealing with the examination has been the questionable reactions.

RECOMMENDATION:

- After the study the Researcher recommends to judiciously utilized the information received in social media as the flocking of news websites are disseminating

information differently to different section of people.

- Proper research is imperative when dealing with any burning issue hence always check the source when any irrelevant news pops out online.
- Checking Credentials is necessary to convince if the author is specialized in the field.
- Cultivate the habit of checking dates of any given articles as this can always be an evidence for near future.

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ANNEXURE:

1. Do you think every news sources is authentic?
2. Have you ever fallen for 'fake news'?
3. Are you highly dependent on technology for news?
4. Do you thoroughly cross check the news source?
5. Do you immediately share news stories without crossing checking the source in social media?
6. How do you verify news?
7. How do you examine manipulated news content?
8. Do you think 'Fake news' is a threat to democracy?
9. Do you think there is a cultural influence in spreading of fake news?
10. Are every social media user aware of fake news detector app or websites?