



SOCIAL MEDIA SPREADING FAKE NEWS TO ENGAGE THE AUDIENCE

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ABSTRACT

Today, social media is a popular way for people to get news and information. Many people in India and around the world use platforms like Facebook, Instagram, YouTube, and Twitter every day. These platforms are used to share photos, videos, and news quickly. But now, there is a big problem. Fake news is being shared more and more. Some people and groups post false news only to get more views, likes, shares, and followers. This kind of fake news spreads fast because many people don't check if the information is true. They quickly believe what they see and share it with others. Fake news often has eye-catching titles or shocking stories that make people curious. This helps the post go viral. But this can cause big problems like fear, confusion, and even violence. This research paper looks at how social media is used to spread fake news just to attract viewers. It explains why people believe this news, how social media apps help spread it through their algorithms, and what damage it can do to people and society.

KEYWORDS : Fake News, Social Media, False Information, Views, Shares, Online Safety, Fact Checking, India**INTRODUCTION**

In the modern colourful world, social media is seeing significant growth. New changes are happening daily on social media. From children to adults, people in the country are using social media. In India, among a population of 1.41 billion, 32.8% use social media. Social media has spread worldwide today, and every citizen has reached a point where they can't live without it. People have incorporated social media as a part of their lives. Social media allows citizens to exchange information, and for many, it has become a livelihood. However, today, there is a growing concern that the same social media is misleading people. Every day, citizens see thousands of posts, like, comment, and share them with others without verifying their truth. Many examples exist where people believed fake news and put their lives at risk. This study will highlight the troubles caused by spreading such false information.

Social media platforms are applications that allow people to connect. Today, new media has entered all fields through social media platforms. Not only that, but social media has also simplified our tasks significantly, providing necessary facilities for a modern, fast-paced, and smart life. On the other hand, the same social media has created situations that bring obstacles and anxiety. Personal matters shared on social media have become public property today. Everything considered private has now become public due to changing lifestyles. Although there are discussions about our behaviour on social media, they are rare. Even when such discussions occur, they primarily focus on financial fraud, violation of privacy rights, defamation, and the caution we need to maintain. Overall, the discussions revolve around the consequences we face due to others' actions or the impact we must endure rather than the etiquettes we need to follow daily on social media. Discussing fake news on social media and raising awareness about the truth is also very rare. The Supreme Court has expressed concerns about messages, responses, and articles published on social media.

All news on social media is not always true. Citizens must pay attention to such information and verify its truth before moving forward. Otherwise, people will be deceived by believing falsehoods.

Literature Review

Shalini Talwar, Amanjeet Dheer, Dilraj Singh, Gurnam Singh Virk, and Jari Salojarvi (2020) published a research paper titled "Spreading Fake News on Social Media." The primary

objective of this study is to identify the purpose of spreading fake news on social media. Researchers used a mixed-method approach, selecting content analysis and case studies. It was found that posting fake news on social media does not affect the spread of real news; fake news reaches people quickly.

Uchechi Jaya Vikram, Emmanuel Ogimwonyi Arakpogun, Jan Suklan, and Shafeng Liu (2022) published a research paper titled "Fake News on Social Media: Impact on Society." The main objective of this study is to understand how fake news changes society. A questionnaire method was chosen for this study. It was found that fake news plays a significant role in dividing society and hides real news.

Tolulope Kayode-Adeyemo (2022) published a research paper titled "The Spread of Fake News on Social Media: Demographic Analysis of Audience Engagement." The primary objective of this study is to reveal the primary demographic characteristics of Nigerians spreading false information. A cluster method was chosen for this study. It was found that people aged 21-35 spread false information on social media platforms and do not verify the information they share.

Study Objectives, Methodology, Scope, and Significance

People use social media every day without limits. Especially the youth today are seen to be heavily dependent on social media. According to a 2016 study, almost all internet users in America use social media. As internet usage increases, the number of social media users also increases, leading to more people exchanging information. Hence, sometimes fake news is posted on social media sites. This study is helpful in understanding whether users post fake news to quickly attract people's attention and make them happy.

Despite several social harms already caused by fake news, governments are not controlling it, leading to recurring cases. The Supreme Court has expressed concern about messages, responses, and articles published on social media regarding matters under judicial scrutiny. It has also expressed concern over posts made on Facebook related to the pending case of Assam legislator Karim Uddin Barbhuiya, leading to contempt proceedings against him.

This study is essential to understand how fake news on social media affects people and what kind of news they share.

Scope of the Study

Today, many citizens use social media for various reasons. However, it is crucial to verify the truthfulness of the news they see and like, comment on, and share. sometimes in Social Media spreading fake news and misleading people. This study helps to understand this phenomenon by reviewing existing articles and analyzing networking sites spreading fake news. The primary objective of this research is to identify the different kind of news that are mostly shared.

Sample Methodology

This study used the Simple Chain Sampling method. Questionnaires were sent from one person to another to gather responses. This study, focused on social media users, collected free and candid opinions from respondents without any restrictions.

Primary Objective:

To understand whether youths are spreading fake news to attract others on social media.

Specific Objectives:

- To identify the types of fake news that are widely spread on social media.
- To understand what actions the government should take against spreading fake news on social media.
- To find out if fake news changes citizens' opinion.
- To know the adverse effects of fake news on social media.

Research Methodology

A survey method was used for this study, collecting responses from 50 social media users the Participants from various areas of Davangere district were involved, and information was collected for the study titled "Study on Spreading Fake News to Attract Citizens on Social Media." The primary data was collected through Google Forms.

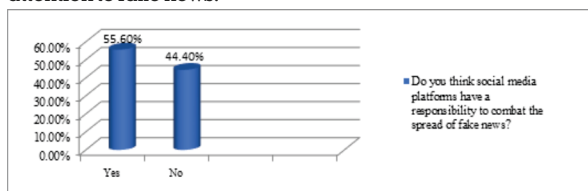
Data Analysis

Social media has a strong grip on people in the modern world. People use social media for at least two to three hours daily without realizing it. Moreover, social media provides various news and information. However, recent news often misleads people instead of informing them. Without verifying the truthfulness of the news, people are misled. To attract people, some users post twisted news, garnering likes and comments.

In the 21st century, technology is growing daily, making human tasks easier. However, as technology grows, humans are also going developed. Social media is changing daily life, pushing society into anxiety. Understanding and sharing accurate information can change people's perspectives.

Do You See Fake News on Social Media?

It can be confirmed that citizens of Davangere district see a lot of fake news on social media. 55.6% of people have seen a lot of fake news on social media, while 44.4% have not paid much attention to fake news.



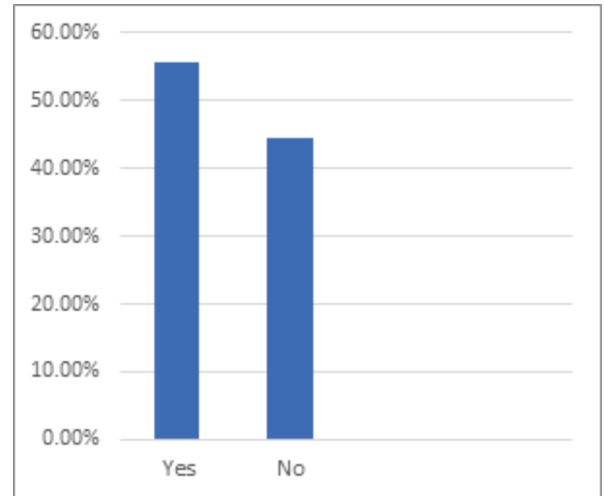
Types of Fake News Seen on Social Media:

Different types of fake news are shared on social media. Most citizens have seen fake political news, with 55.5% witnessing it. 33.3% have seen fake news about celebrities, 22.2% have seen fake health news, and others have noticed fake financial fraud news. People have mostly seen fake news related to politics and celebrities on social media.

Impact of Fake News On youths Opinion:

Social media users share thousands of posts daily, some of

which are fake news. 55.6% believe fake news changes public opinion, while 44.4% think it has no impact. Overall, fake news on social media significantly influences public opinion.

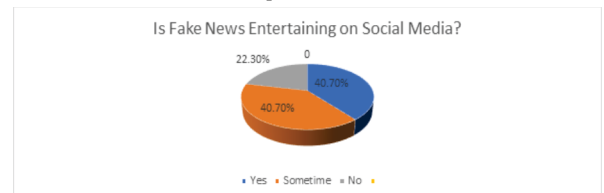


Consequences of Fake News on Society:

Fake news on social media has several impacts on society. Some believe that social media is not trustworthy due to fake news. 37% think fake news reduces trust in the media, 25.9% think it misleads the public, 11.1% believe it creates harmful environments, and 11.1% think it brings different kinds of trouble to people. Hence, fake news spreads distrust in the media.

Is Fake News Entertaining on Social Media

Fake news on social media sometimes amuses readers. 40.7% believe fake news is entertaining, 40.7% think it is occasionally entertaining, and 22.3% believe it is not entertaining. Therefore, fake news is shared on social media to entertain and attract the public.



RESULTS:

- Youths of Davangere use social media extensively and notice a lot of fake news.
- Various types of fake news are seen on social media, with political news being the most common.
- Fake news on social media significantly impacts public opinion.
- Social media is not considered trustworthy, with a lot of fake news being spread.
- Fake news has substantial consequences on society.
- Fake news on social media is found to be entertaining to the public.
- People spread fake news to attract others on social media.
- Fake news related to people's interests is mostly shared on social media.

CONCLUSION

Young people in Davangere use social media a lot and often see fake news, especially about politics. This fake news affects public opinion and sometimes changes how people think and act. Even though many people know social media is not always trustworthy, they still use it to get news and information. Fake news has serious effects on society, causing confusion, spreading wrong information, and sometimes creating problems. However, some people find fake news entertaining and share it for fun or to get attention. Many users spread fake news because it matches their interests or beliefs.

Since fake news spreads so quickly, it is important to check facts and be careful before believing or sharing information online.

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