A STUDY ABOUT TYPES OF FAKE NEWS ON ONLINE PLATFORMS

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ABSTRACT

This paper is based on an examination of how fake news has evolved into a big issue. This research was carried out to determine the different sorts of fake news that circulate on social media. It was also attempted to determine which social media site is most responsible for the dissemination of fake news. The phrase "fake news" has been defined and regulated in previous studies. News satire, news parody, fabrication, manipulation, advertising, and propaganda were among the types of fake news discovered in this study. The spread of fake news on social media platforms is a worldwide issue. Theoretically and practically, these findings are significant. The problem of fake news is not a new problem, but it is a common phenomenon in the time of social media. The effect of Fake News ranges from being just annoying to affecting and misleading the society or nations. Due to the low cost and speed of communication of this medium, it has become quite popular. But along with this medium, Fake News is affecting the credibility of the news among the people.
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Introduction

Social media have presently ended up a most important source for information utilization (Nielsen & Schroder, 2014). Fake news is a concern on social media platforms. Anything can be shared on social media at anytime. This is the reason why fake news is available on social media platforms like floods. "However, one of the fundamental troubles of the usage of social media for information intake is the speedy proliferation and dissemination of faux information with only a unmarried click" (Allcott & Gentzkow, 2017).The biggest danger of fake news is that it is becoming increasingly difficult to find the right articles on the Internet. Creating a calm atmosphere has become easy through Fakenews. Despite being a cyber crime, due to this simple medium, it becomes difficult to nab the people guilty of spreading fake news. News or information on social media can be disseminated very fast to the people at low cost. "WhatsApp, the Facebook-owned social media network, has penetrated India to the point that it has 400 million active users, making it the world's largest market for the platform in 2019."(Banerjee, 2020). India is the second country in the world in terms of social media users. "It has been watched that clients play a major part within the expansion of fake news. Thus, separated from mechanical activities to control the circulation of fake news, media education activities are required" (Bulger & Davison, 2018).

The people of India get caught in the illusionary web of fake news very easily. The spread of fake news increases the negativity in the society, so there is a need to make the society aware about the digital dangers. In this paper, the sources of fake news, its types, examples etc. have been talked about. Also, meaningful measures have been given to curb the spread of fake news.

Literature Review

There are at least eight popular typologies of false news in the literature, each with its own set of characteristics. Tandoc et al. examined 34 false news research (2018) Unintentional misinformation, or misinformation that emerges mostly from knowledge gaps, is referred to as disinformation. Misinformation is information that is intentionally untrue or misleading in order to deceive people (Derczynski et al., 2015). It is possible for fake news to be fake news (Allcott & Gentzkow, 2017) Social networking platforms have now become a key source of information consumption.(Nielsen & Schrøder, 2014).

As a result, recognising and countering false news has gotten more difficult. However, a number of groups, independent fact-checking agencies, and media outlets are working to expose and educate people about fake news. people must be aware of the phenomena of fake news (Apuke & Omar, 2020). The biggest challenge is figuring out how to create a false news detection system that takes into account

all aspects of news, including content, sources, and social dimensions. Empirical research on the design and development of SNS fake news detection methods, on the other hand, is still sparse and incomplete (Ahmed et al., 2017; Niklewicz, 2017). Information can be obtained in a variety of ways. In addition to conventional information sources such as newspapers and periodicals, the Internet is becoming a significant source of information (Kim, YooLee, & Sin, 2011) New Media is a term used to describe the convergence of digital communication technology and the internet. Information can be sent (intermediaries) from information sources to information recipients using New Media. 2017 (Efendi, Astuti, & Rahayu). We looked into five different types of fake news: satire, bad journalism, propaganda, advertising, and fake news. These typologies have two major flaws: they can be quite similar, using a few commonplace place types (e.g., satire and fake information) to define fake information, and they can be more concerned with the claims rather than the concerns of fake information. Two further studies developed faux information typologies, drawing parallels between rumour, misinformation, and disinformation. (Haqq,2019) Fake news on social media is piqueing the interest of more and more scholars from many sectors, but there is still a need for a complete definition of fake news information. The sorts of false news content will be examined in order to better understand how real news differentiates from fake news. Despite the fact that various studies attempt to give content kinds, they all have one or more flaws. There aren't many studies that are more pertinent to this one than this one. (Sukhodolov and Bychkova,2017)

Digital media material is to blame for fake news, emphasising the significance of social media in its creation and dissemination. Fake words, photographs, videos, and audio files are all examples of fake news (Sukhodolov & Bychkova, 2017)

Research Objectives

The goal of this research is to look into the prevalence and forms of fake news on social media in India. Because it's important to get people's attention on social media. Fake news comes in many forms, with varied degrees of severity and type. Fake news is classified by scholars based on its pattern, impact, and format. The major goal of this study is to identify the key themes, content kinds, and sources of fake news while analysing, understanding, and finding available remedies in the context of the problem and the scenario ahead.
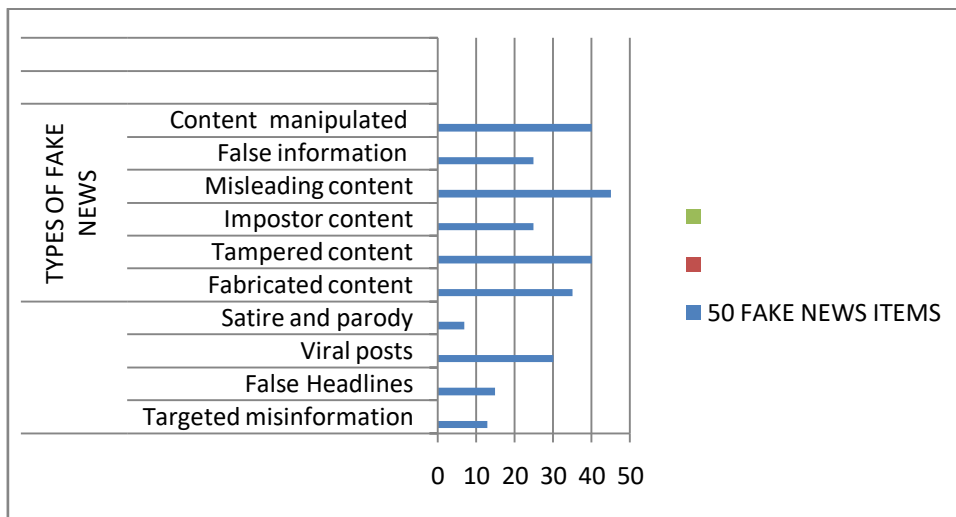
Research question

1. What types of fake news are shared on social media platform?
2. Which social media Facebook, WhatsApp, Twitter and YouTube are the most popular Common sources of fake news ?

Research Methodology

Quantitative content analysis has been used in this study. This research article explains the types of fake news on social media platform in India, based on two research questions, to identify with the types of fake news available on social media, collect news from fact-checking website Alt News from February 2021 to July 2021. A sample of 50 rejected fake news stories was selected and analyzed. For this systematic and chronological sampling method has been used and also research question no 2 is analyzed by survey of pre tested questionnaire to analyze the problem.

Analysis

For the study of research question one, 50 news stories were taken from Alt News, which types of fake news were found which are shown through the following chart.

This result is telling us that the number of fake news like fabricated content, Viral posts, Tampered content, Misleading content, Content manipulated is more on social media.

Research Question 2 is analyzed through a pre-tested questionnaire. In which, in answer to this question, it was found that fake news is being spread by almost all the media platforms. It is a very serious problem. Right now India is grappling with the problem of simple fake news. But when deep fake videos start coming from these platforms, then how much more serious this problem will become.
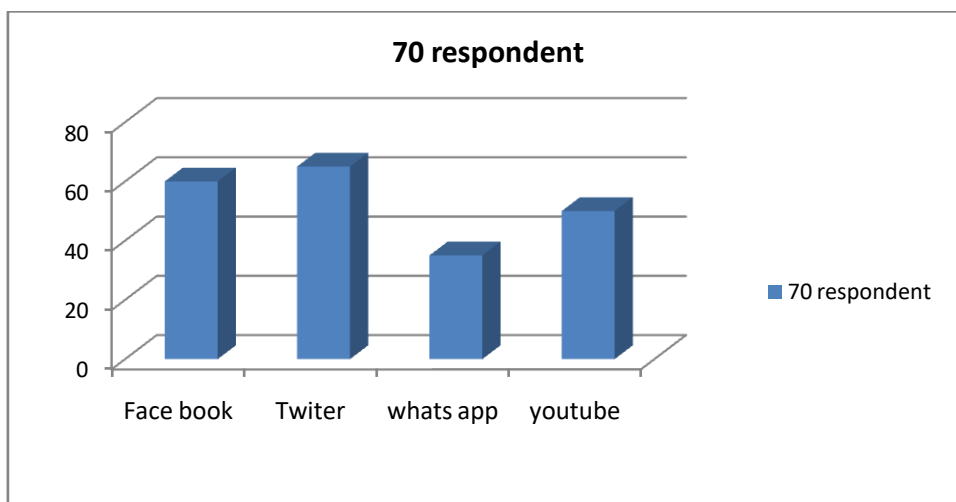
Which social media platforms are the most common sources of fake news?

Conclusion

The issue is false news and the human psyche. Because our brain's ability to receive and store information is limited, it chooses what it recalls. With this in mind, content that has become more familiar or influential to people as a result of past personal concerns is disseminated, particularly on social media. Indeed, the brain may recall the prior consequences of its content at this time and frequently makes decisions without rethinking. On social media platforms, there are many different sorts of fake news that use videos and deceptive information to deceive users. When viewing videos, together on social media, users and fact-checkers need to be more cautious. Fake news may be found on practically every social media platform. The two most popular social networking sites, Facebook and Twitter, were discovered to have the most bogus news among all of these social media platforms. The contents of these two social networking sites should be investigated further by users and investigators. Users of social media believe fraudulent claims without question. Continue to promote false news by sharing. This demonstrates the critical importance of media and information literacy.

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