

Title:

Does Social Media Falls In Black Hole Of Fake News?

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Abstract:

Time and again in the last couple of years it has been observed that people from different walks of life are influenced by fake news. Within recent time and space new media technology has played a vital role involving youth of the country. The amount of news items circulated on social media platforms like Facebook and Twitter are very high. Fake news attract people very easily which results to various discussions on social media platforms. Sometimes it leads to dissemination of fake news items, sometimes it provokes people to respond and promotes religious stories to highlight behind the scenes agendas of some political parties. Political parties always set an agenda to manipulate and highlight untrue facts and figures to grab the people's attention. Promoting fake advertising material, setting an unnecessary debate/argument environment and projecting their brand leaders as the only peace makers.

The researcher tries to analyze the impact of fake news on people and its consequence which disturbs the peace of the country. Also researcher tries to highlight the opinion leaders and other stakeholders who own this fake news cycle. The researcher has chosen few cases to focus the problems generated because of it and also suggest the societal role taken by social media platforms to control such news items disturbing peace and prosperity.

Keywords: Fake News, Propaganda, Social Media, Content Analysis, Agenda Setting.

Research Methodology:

The researcher has chosen the methodology of sampling via qualitative approach. The references have been chosen based on international standards playing an important role in opinion generation. The case study is being selected based on digital election campaign 2016 in USA. Given the background, the researcher aims to find out the origin of fake news and the how does it polarize the masses. Also researcher tries to analyze the impact of fake news on the political reshuffle and democracy in large. The another objective of researcher was to find out the new media literacy to counter the fake news propagation via social media apps.

Introduction:

Media plays an effective role in serving the interest of powerful personalities in the society. The news which we watch on screen on daily basis, we trust it. We trust it because it comes from the fourth pillar of the society acting as a watch dog of the nation. But few years ago the lies online started to look really realistic. Knowingly or unknowingly your friends and other connections started sharing videos and WhatsApp forwards. This is how the fake news era started to bloom. And once we do aware of such news items, the term continuous to spread and the meaning got blurred by the time. The different social media platform is trying to spot and block fake news website but the problem is a lot of the times the lies are woven in with truth and opinion and it's just too hazy. Sometimes there are headlines which are truthful but may be the story doesn't. Misinformation is not just big lies which are been polarized but there are lot of other newest details to pour on. Fake news is used for many references and reasons to create doubts in the mainstream media. But in country like India it's always been about money and personal agendas only. There are thousands of public agents who are making money like this but it's all secret. Anyone who knows how to use computer and smart phones can be a fake news merchant. Fake new merchants copy paste their stuff to different media outlets. Since the Facebook clap down the propagation of fake items started slowdown. Fake news merchants add eye catchy content and also change IP addresses of fake profiles to boost the content to different regions. They often share the pages to the pages they already have.

This is an ongoing battle with no end. Facebook is trying its best to curb this out. Facebook needs to grab new tools and techniques to encode. They need new program encoder with innovative

techniques to crack on. When Facebooks brings in one new law they counter crack it with new tools and techniques.

US ELECTIONS 2014, 2016: Donald Trump vs Hillary Clinton

Investigative journalist Sharyl Attkisson found out the emergence of fake news and how real are fake news. The internet revolutionizes fake news where they are talking about rumors or a disinformation or a bias sloppy news story while broadcasting. Some people can develop a global fan following overnight. Example; in 2014, Rolling stone magazine reported a sensational case of a gang rape that turn up to be so much substantiated. The rolling stone retracted the article and reported for a guilty of malice in a defamation law suit.

In 2014, the police shooting of Michal brown, the court evidently ruled out that the entire hands up scenario was fabricated. And police officer acted allegedly of self-defense. In 2016, the actual phrase "Fake News" was introduced to people of USA. Example; as Donald Trump and Hillary Clinton was battling during elections, a website called daily conservative post published a huge amount of propaganda and the name behind those approaches was of the former beauty queen Laura Hante.

In actual she didn't write any of those articles but some anonymous post turns her to a spokesperson for core right wing political website that peddles fake news. She sued them. Meantime trump and other competitors symbolizes with their own notion of fake news as communicated by mainstream media and the left wing supporters.

In other case, when the President Trump took the charge as US President, Time magazine in its article wrongly published that the Trump has removed the Statue of Martin Luther King from the oval office. The white House responded in a tweet with a photoshoot of the place to proof that the statue is still there. This is how any unidentified person can generate fake news in the real world within a fraction of seconds. Fake news with other names is always been around. It suddenly become a stuff of daily headline for all of us, and seems to be normal. In 2016 campaign, First Trap website was first to officially use the word fake news in its modern context. In September 2016, First Trap announces its partnership to tackle malicious hoaxes and fake news reports in media.

The goal was supposedly to figure out conspirators and unauthorized chats on new media platforms. The idea was to cross counter the unproven conspiracy talks in internet searches. One month later president Obama come out during in speech that he too thought that somebody should need to step in and curate the information in this worldwide media environment. Suddenly the topic of FAKE NEWS dominates the news headlines on daily basis. That time fake news considered to be the eminent threat to the democracy. Few things arise in our environment organically, it's like a movie changes dramas and episodes over and over again. Nearly even scene and image crossing our daily life was put therefore for a reason. Most Often by someone who has been a paid a lot of money for that particular task.

Introduction of Fake News on New Media

What if the whole entire fake news campaign was a part of somebody effort to keep his seeing or believing certain website and stories by controvercializingand libeling them fake news. With connecting the dots and following money making idea and all fake news efforts, the researcher find out the answers to these questions of fake news generation. It was Google, a parrot companyNamed- Alphabet is runs by a man- Eric Schmidt. He is known to be the boss or CEO of Google till 2011. He devoted himself to the election campaign of Hillary Clinton. His company was the first to donate First Trap to counter fake news. Surprisingly Hillary was about to jump the entire fake news train and his secretary privately told other donors that he has convinced Facebook to join the campaign too. It was all about the propaganda campaign rolling in and out. The point to consider at this moment is that the people who act innocently and shout out in public about the fake news are actually the creators or boosters of the same fake news items. It had been observed at the time during US Election 2016, when the digital campaign goes wrong and back fired. Anytime somebody acclaim Donald Trump is propagating fake news, Donald Trump backfires them with another fake news. Afterwards, the conditions severely changed and the people who made fake news started walking off from that fake news including The Washington Post. Evidently The Washington Post wrote an article relating the topic- "It's time to retire from fake news". Each side now to find fake news and terms, surprising called the other guy in the question.

Conclusion:

There are two ways to express that the powerful interest of politicians for personal agendas. Probably they might try to fabricate your opinion.

- 1- Most often social media with news items tries to penetrate your mind to fabricate, reshape and generate opinion. Nobody reports to block the propagation of that content.
- 2- When so many in news website are available on internet are putting the same stories, propagating the same narratives, relaying on the same stories, even using the same titles, quotes and facts in a given day to billions of netizens. When everybody is on the same page, it might be the result of an organized campaign.
- 3- Online media literacy is on us. It's us who will decide who to trust or not. Media literacy requires to state laws pass to acquire their version of literacy taught in public schools. There are developing websites, resources for journalists in public libraries, they are partnering with public universities. Media Literacy is a new name recommended by the same people, who want you to know what to believe. What you need to remember is, when political interests are working this hard to shape your opinion. There true go might just be to add another layer between and the truth.

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