



Fake New Impact On Social Media

Ankit Pagar

U.G. Student, Department of Information Technology, B.K.Birla College of Arts, Science and Commerce, Kalyan

Abstract: One of the challenges in today's world is to deal with fake/false information on the internet or simply on social media. social media was created with intention of connecting people over the internet but after time passes it becomes the mainstream data and information transfer system because of its accessibility and availability. Social media is indeed the mainstream to broadcast news, information, Social Status on a lightning-fast basis but it takes a great cost to deliver information with less credibility. create chaos over the mainstream of information which is social media apps ex-Facebook, Instagram. in this paper analytics of social media platforms like Twitter, Facebook, Instagram, WhatsApp included. as it's free to create profiles on social media the problem of fake profiles and their impact on people was also analysed.

Keywords: Social Media Analysis, Fake Profile/News, Network, data integrity and security, challenges of social media, fakeness detection, and information integrity

I. INTRODUCTION

Social networking app such as Facebook, Twitter, Instagram, YouTube, Whatsapp hold millions of users on daily basis, It widely uses social media apps all over the world. they are a tech giant as well as a data giant in terms of Profiles and information. it is the place to address millions of billions of users, News, Information, and knowledge. in recent terms we know about the covid-19 pandemic impact on people lives and the effect of social media information on people mental as well as physical health directly or indirectly. social media struggled due to misleading information circulation all over the platform.

The paper is organized as follows. Section II describes the related work done on the Social Media information impact sector and related. in section III fundamentally important Points are discussed in detail. analysis of each point with relevant information done in section III. After detection of most important and analysis of all facts, figures, tables, statistics, justification of the analysis done in paper IV. Finally, Section V presents the conclusion.

II. RELATED WORK

According to pew Research center survey conducted on 31 August-7 September 2020. around a Large portion of the US, the population relied on Social media sites/apps for news or information. About half of the US population in adults (around 53%) said that they were used to get news and information of covid-19 and related on social media stream which spearheaded all over the platform. In the survey highlighted, eleven social media app asked about as a regular source of news, the Facebook site at the top with almost 36-37% of Americans was consuming news and information taking regularly. In rank, YouTube comes next 23% of an adult getting news regularly from the youtube videos. other social media platforms such as Instagram 11%, Reddit 6%, Snapchat 4%, TikTok 3%, Whatsapp (3%) and Tumblr with 1%. with this data, we can understand the way social media impact on the human population.

As there was no way to understand genuine information or studies related to virus and cure. Moreover, the broadcast was not transparently delivering the information. the misinformation and the fake cure were spreading all over social media that creating a serious impact on the human population

Not even that but nowadays web browsers also allow the clickbait news title in their news which is not always relevant either. this fake news has become one of the major problems in the information resourceful world. the majority of the adult population say that they have a primary source of information as Facebook and youtube. according to the pew research center even with the string of controversies about the aspect of social media almost 7 of 10 people will rely on. this approach will keep relatively stable over the 4-5 years.

III. METHODOLOGY

Fake New Impact Of Social Media:

A) Fake cure on novel corona:

The vast availability of information is always a good thing for human life but sometimes in crucial phases, it can become a curse as well. the world was facing one of the greater and critical times in the novel



coronavirus pandemic. the spread of misinformation about the coronavirus was the most serious concern at that time. That's how it affects the health of individuals and when there was no assurance of the cure that was spreading

1)In march 2020 research was done by Susumu Cato(reference given in reference section)in japan over the 1804 Japanese respondents. the reason why they selected japan as a research country is that japan hit the early phase of the virus

2)fake cures were used to spear all over social media with a lack of scientific approach and pieces of evidence. majority of those were rumors.

3)Instead of following social distancing, food with immunity-boosting properties rumors was spread as such eating fermented soybeans and other kinds of stuff.

4)The Next example of hazardous variables to not proper health communication problems can be found In Nigeria, where the health officials found several cases of overdose of chloroquine (a drug used to treat the malaria disease) after news on corona and related information.

B)Fake Information/rumors about corona virus On social media:

1)Recent statistics show that almost 1/4th of a million people have died and about four million people are affected with mild or soft symptoms of the novel coronavirus in the last two years. the pandemic directly hit the mental health of the patient as well as people. The human brain understands and reacts based on the data that get feed inside the brain. the common and convenient source for humans nowadays is social media.in the pandemic, social media use and consumption increased drastically.

2)The basic category of the rumors of misinformation is the false claim about coronavirus and related disease, some half or imaginary conspiracy theory that create fear, regarding the diagnosis, related cure, origin, and spread of the virus. Those categorical misleading information on social media put public health at a risk.

3)based on research following are some important points to be noted and have a look at which defines the exact picture of the scenarios

a)The Origin of the fake News- after analysis thousand of news stories research shows that social media alone spreading about 50% of the virus or disease information. websites, political leaders, newspapers, and television, etc standing with the remaining 50% of the misleading spreading credit.

b)The main spreading time's span of misinformation - the relationship of the volume and time increases frequently. the peak of the fake story peaked in the march and the number. data shows around 47% of the occurred in march as compare to another month such as 15% in February and just 31% in April.

c)The Main Misconception-in Us some false claim stated with social media as follows 1)corona virus can travel with mosquito and house flies

2)Corona virus can be cured with cow urine, hot water, Tunisian researchers found the cure of the corona virus

3)Israel has developed the vaccine to cure corona virus and related disease.

4)communities of certain religion or groups are spreading and blamed in india.

C)Affect on Mental Health-

The chemical imbalance created by the excessive usage of social media and because of unreliable information makes the mental state of the user at a low level. The human body functions with the brain and all neural connections with memories. human life is a network of memories and all those memories are created with the help of information that the mind consumes. overtime social media can't handle the inappropriate content, post, news, etc for each user. technically that's not possible either. the anxiety created by social media is well known from the researches, the major connection between social media and compulsive behavior is already reported by various studies and researches.it has been found that the almost 45% to 50% of the adult US population found restless when they can't get access to it. this problem (anxiety 2012). become serious with fake or misleading information in a pandemic or international affairs, rumor, etc. It increases the depression cases in the and mental health problem especially in a young generation where attention span on one thing is tough. (panic et al.,2012)

D)Fake Profiles On Social Media-

Identity Is attached to the human or person from the birth that can't be separated from the human being.even in the physical world there are lots of way to identify the idetity of the person with passport,adhar card,driving license,digital fingerprints,photograph etc.this kind of real identity verified by the things listed above.

But in the case of social media sites initially, those profiles somehow considers as an avatar, not like real personal identity.it needs only a Gmail account, username, and password



to create a profile on social media like Facebook, Instagram, Twitter, etc. these sites do not rigorously check the credentials of the details, that’s why anyone can create anyone profile on social media if he or she has target person photo. this scenario is called a fake profile and some profiles are anonymously called spam profiles.

Those profile use to do some following tasks

- a)to gather information from the target person with fishing attack-it is possible to connect someone with creating a similar profile on social media. hack get some details and identity profile photo of target person he or she can target the victim and do the fishing attacks.
- b)Get information-spammer can interact directly with victim to get the information about person they targeted.

E)Fake News -

In previous points, we have discussed the fake news related to coronavirus-related scenarios but before the coronavirus, the problem of fake news existed. the term fake news refers to the news created intentionally with may some objective agenda. generally to get more traffic or with some political agendas which may mislead the reader in terms of knowledge.it can be related to some celebrity with a clickbait title on the page. the main problem related to this fake news is you can’t easily be distinguished between them if you are not aware of them.

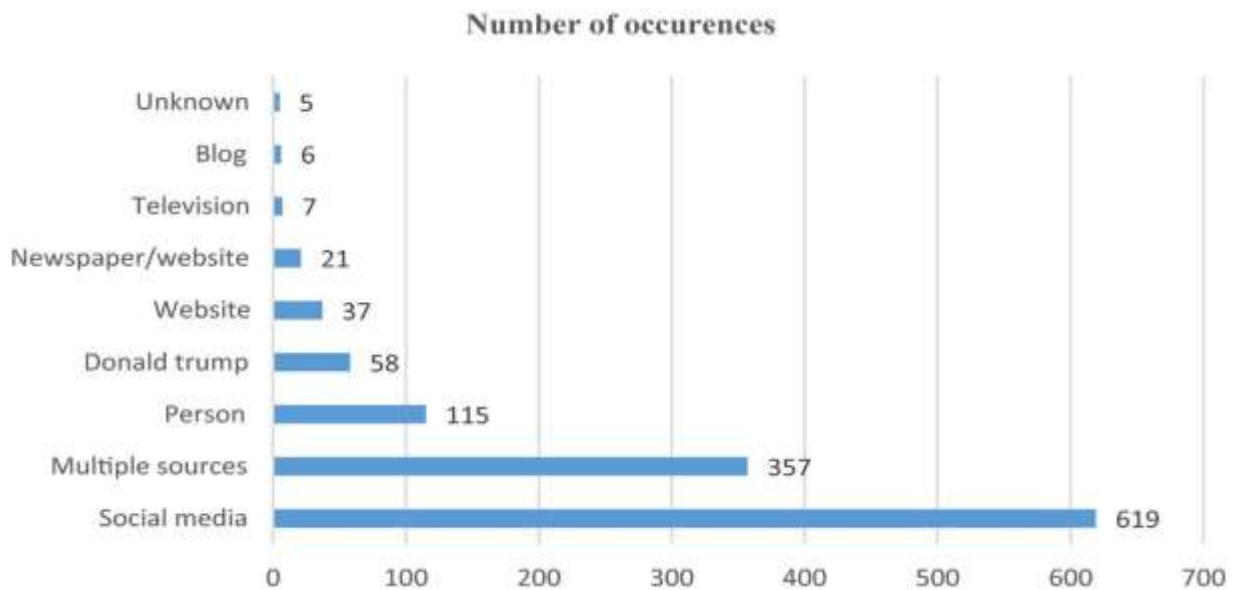
F)Political agenda -

in the election of US in the 2016, the concern about social media was important. The false stories related to the election were circulating on social media. researches show that the effect of fake news on social media created some major concern with false news. But after researching the websites, news, and articles on the blog it stated that

- 1)social media was an important but not dominant source of the election news with only 14% of the American people stated that social media was their primary source for the news related the politics
- 2)The data show that stories related to Donald Trump in the election circulated for three months over 30 million times.30 million stories were shared on Facebook related to terms with news or agenda. But favoring Clinton was 8 million only.
- 3)Almost every American citizen found political news stories in order. Most of those were fake ones. Half of the population who found it believed it.
- 4)the research conclusion says that people who believed in stories that support their ideology and leader together. so that’s how social media create the fake impact of the political agenda with strategical fake or misleading news, stories, posts, etc.

IV. EXPERIMENTAL RESULTS

Figures shows the exploration of how false news is impacting social media and making health at risk
Health Volume: 38, Issue: 2, Pages: 143-149, First published: 12 July 2020, DOI: (10.1111/hir.12320)



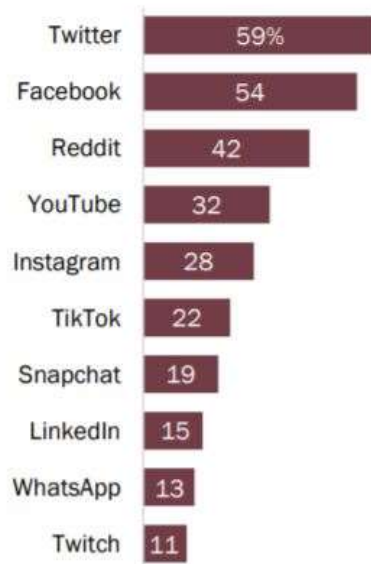
(a)the ratio of fake news sources



Following Figures (d) shows the news source of the people from us

Large portion of Twitter users regularly get news on the site

% of each social media site's users who regularly get news there



(d) News sources data of us popuration

V. CONCLUSION

We have seen how social media create an impact on various parts of life. In general and distinct fake news, political agenda, covid time fearsome environment, misleading information circulation create the serious problem which causes significant damage for humans. Human life is work in physical and mental/emotional form. Social media attack on those form directly without interruption of another stream. Mental stress and depression are some examples of the impact of social media on human life. A great example of the fake impact of social media is misleading coronavirus information circulation over the social media apps which cost human health and sometimes life. Fake profiles create an insecure environment for new social media users as well. So the social media side should develop fine algorithms and systems to overcome this increasing problem in the future. Plus people should understand the difference between fake news and real news and try to get some authorized sources over the internet.

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