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Media Literacy of Fake News among the Media Persons

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Abstract- Fake news is type of information that which has no origin. Fake news refers to false information or propaganda published under the guise of being authentic news. Nowadays, many types of fake news go viral and trending on the social media platforms. So it's a tough task for the media persons how to deal and verify the fake news. The main objective of this study are to find out that media persons how much aware of the fake news. The Second objective of the study is that media person how to verify the news content.

In this study media persons is related who is working as a journalist and working other media houses which are related to media. For this study Descriptive research design method is used. Media persons are the sample of this study. For this study, we will use the interview method to collect the data. Media person and media houses will be select through the use of simple random sampling. The Sample size of this study is 20.

Keywords: *media literacy, fake news.*

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Media Literacy of Fake News among the Media Persons

Guarav Kumar [α] & Padmini Muvel [σ]

Abstract- Fake news is type of information that which has no origin. Fake news refers to false information or propaganda published under the guise of being authentic news. Nowadays, many types of fake news go viral and trending on the social media platforms. So it's a tough task for the media persons how to deal and verify the fake news. The main objective of this study are to find out that media persons how much aware of the fake news. The Second objective of the study is that media person how to verify the news content.

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I. Introduction

We hear a lot about "fake news," but that term, which was coined fairly, recently is a symptom of much larger problems, including the lack of media literacy. The new digital environment is dramatically changing media's position in society and role in shaping public opinion, and Media and Information Literacy (MIL) At the time when manipulation and dis-information is an increasing threat, helping citizens learn how to identify and access independent information sources, have a critical understanding of the media in all its forms, and how to interact with it, is a priority.

Media literacy is a very common term for the media persons because if any worker of the media house may have media literacy because without media literacy, they cannot do anything. They have a common sense of how caught different news from another reporter. They first have a news senses as well as media literacy if the media person have both sense they easily create or write a news. Media literacy is the ability to think critically about the information you consume and create. It includes the ability to distinguish fact from opinion, and to understand how media can sometimes be used to persuade people. Media literacy is important because it is the basis for being an informed and critical thinker in a world where technology and media are ubiquitous, helping to immunize people against undue persuasion and false information.

Fake news is any information that is deliberately meant to be wholly or largely false or misleading.

There are two kinds of fake news:

1. False stories that are *deliberately published* or sent around, in order to make people believe something untrue or to get lots of people to visit a website. These are deliberate lies that are put online, even though the person writing them knows that they are made up.
2. Stories that may have some truth to them, but they're *not completely accurate.* This is because the people writing them - for example, journalists or bloggers - don't check all of the facts before publishing the story, or they might exaggerate some of it.

II. Literature Review

Srijankumar, Neilshah, 2018, False information on Web and Social Media: A survey, discusses the three types of false information fake review, hoaxes and, fake news in which he finds that the next generation of false information will be fueled by the advancement in machine learning,

Gowhar Farooq, Jamia Millia, 2018, Politics of fake news: How WhatsApp become a potent propaganda in India in this they outline while the major players on the internet, Google, Facebook and Twitter, have taken steps and pledged to tackle fake news, WhatsApp is still out of radar.

Kai Shu, Amy Sliva, Suhang Wang, Jiliang Tang, Huan Liu, 2016, Fake news detection on social media: A data mining perspective concluded that with the increasing popularity of social media more and more people use social media instead of traditional media however, social media has been used to spread fake news which has strong negative impacts on individual and broader society.

Hunt Allcott, Matthew Gentzkow, 2017, Social media and fake news in the 2016 election: Their data suggest that social media were not the most important source of election news, and even the most widely circulated fake news stories were seen by a small fraction of Americans.

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III. Objectives

The main objectives of this study are:

1. To study how much media persons is aware of the fake news.
2. To understand those how-to media person verify the fake news.
3. To find out how fake news affects the real news.
4. To find out Fake news is a symptom of much larger problems, including the lack of media literacy.
5. To find out on which platform mostly fake news goes viral.

IV. Methodology and Tools

a) Theoretical framework

The Theoretical framework is an important in any research work, under the theoretical framework. We fulfill the various stages of research based on the process on the basis of effective principles. The work has been done by emphasizing the principles in the research work.

In this research paper researcher studied on Media literacy of Fake news among the media persons, the reason behind this topic is that in present scenario lots of fake news and videos go viral overnight, so it is a tough task to the media houses how to check or verify that this news is real or fake. So through this study researcher study the behavior and reaction of the media persons for fake news. It is an emphasis on various factors of media literacy and fake news. For this study suitable research design used for study, the Descriptive research design method has been used to complete this study.

b) Sampling

The Selection of the sample is done made by purposive sampling, which comes under the non-probability sampling technique. A purposive sample is a non-probability sample that is selected based on characteristics of a population and the objective of the study. The sample size of this study is 20 respondents who are interview conduct by the researcher individually. The universe of this study was media persons of Bhopal.

c) Tools

An appropriate tool is very necessary for any study to collect the data without biases. For this study researcher used an interview method to collect the data and the researcher conducted the interview individually of the media persons through the telephonic interviews and asked some questions to everyone.

d) Data Collection and Interpretation

The researcher collected the data through the telephonic and face to face interviews of the media persons of different media houses of Bhopal, after the collection researcher analyses the data.

In this study, the researcher took the interview of 20 media persons, which was related to different media houses of Bhopal. The researcher conducts the telephonic or face to face interview of the media persons.

The data collected over the telephonic interview and asked similar questions to everyone. Its Narrative analysis follows:

S= Statement

I= Interpretation

Table 1: Showing the responses of respondents on the first statement.

S1: Do you know about fake news.
I1: Responses of this question of all interviewee was positive every 20 media persons knew about the fake news.

Table 2: Showing the responses of respondents on the second statement.

S2: According to you what is fake news.
I2: All interviewee gave the different definitions of the fake news, there are some definitions of fake news, according to interviewee: The news which misguides us and has no fact. Any news that is false and don't have a credible source. One that is made for sake of one's own self profit and have not link with truth and reality. Any news with improper facts or manipulated facts, news created by using propaganda etc. News without any proofs and authenticated, where there is no accuracy and no facts and figures. A biased type of information, who creates sensation in mass. Fake news provided false information.

Table 3: Showing the responses of respondents on the third statement.

S3: Do you think media literacy is the biggest cause of fake news?
I3: Most of the interviewee gave the positive response on these questions, 14 interviewees said on this statement and only 6 respondents gave negative response on this question said NO.

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Table 4: Showing the responses of respondents on the Fourth statement.

S4: On which platform mostly fake news goes viral?
I4: On this statement, 18 interviewees said that social media is platform where the mostly fake news goes viral and only 2 interviewees said that newspaper and news channels also a source of platforms where the fake news goes viral.

Table 5: Showing the responses of respondents on the Fifth statement.

S5: How do you verify fake news?
I5: On this statement, 8 interviewees said that they verify the fake news from the real sources and 5 interviewees verify the fake news by cross check on the news websites and 5 interviewees verify the fake news by the Google search engine, only 2 interviewees verify fake through the newspapers.

Table 6: Showing the responses of respondents on the Sixth statement.

S6: Do you think fake news affect the real news?
I6: On this statement most of the interviewee agree for this statement, 17 interviewees said YES that fake news affect the real news and only 3 interviewees say NO that fake news is not affect the real news.

Table 7: Showing the responses of respondents on the Seventh statement.

S7: Do you think lack of media literacy is the biggest symptom of fake news?
I7: Researcher asked the questions on likert scale, On this statement 10 respondents very less agree on this statement while 4 respondents very much agree on this statement. 1 respondent was less agreed on this statement and 2 respondents much agree on this statement while 3 respondents were neutral on this statement.

Table 8: Showing the responses of respondents on the Eighth statement.

S8: Do you agree with the statement new media is the rise of fake news?
I8: Researcher asked the questions on likert scale, On this statement 4 respondents strongly agree on this statement while 1 respondent strongly disagree on this statement. 1 respondent was disagreed on this statement and 12 respondents agree on this statement while 2 respondents were neutral on this statement.

Table 9: Showing the responses of respondents on the Ninth statement.

S9: Do you think emotional manipulation of news is one of the causes of fake news?
I9: Researcher asked the questions on likert scale, On this statement 4 respondents strongly agree on this statement while no respondent strongly disagree on this statement. 1 respondent was disagreed on this statement and 13 respondents agree on this statement while 2 respondents were neutral on this statement.

Table 10: Showing the responses of respondents on the Tenth statement.

S10:Spreading fake news cause.....effect on media persons
I10: On this statement, most of the interviewees gave positive response on this statement. 17 interviewees said that fake news cause Positive effect on media persons while 3 respondents said that fake news cause Negative effect on media persons.

Table 11: Showing the responses of respondents on the Eleventh statement.

S11: Do you think detecting fake news is challenging for media persons?
I11: On this statement, Half of the interviewees gave positive statement on this statement. 12 interviewees said YES that detecting is fake news is challenging for the media persons and 5 respondents said NO on this statement while 3 respondents said CAN'T say on this statement.

Table 12: Showing the responses of respondents on the twelfth statements.

S11: Do you think due to lack of media literacy and fake news peoples commit crime?
I12: On this statement, 12 interviewees said YES that lack of media literacy and fake news peoples commit crime while 8 interviewees said NO on this statement.

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V. Findings and Results

- Media literacy of fake news among the media persons is very high. They have proper knowledge of fake news and most of the interviewees gave the different-different definitions of the fake news. So it shows the media literacy of media persons of Bhopal is very high.
- According to the media persons of Bhopal, Lack of media literacy is the biggest cause of fake news because if you don't have media literacy so how can you identify that it's fake or real news. Social media is the biggest platform where the mostly fake news goes viral in India.
- For verifying the fake news, media persons of Bhopal mostly use the real sources of fake news and, some of the media persons used cross-check on websites and Google etc. It's also concluded that fake news affects the real news.
- Media literacy is the biggest symptom of fake news due to lack of media literacy. You don't verify which news real or fake, as well as new media is also a platform where the mostly fake news arises.
- Spreading fake news cause a positive effect on the media persons. Nowadays detecting of fake news is also the biggest challenge for media persons. There are very least sources of media persons for verifying fake news.
- Due to media literacy and fake news, peoples commit the crime. So the media literacy of fake news among the media persons is normal. They can easily handle the fake news.

VI. Conclusion

Media literacy plays a vital role for a media person or a society. If you have knowledge of media literacy, you can easily detect the fake news of fake content. Through this study I reached the conclusion that media person should have the knowledge of how to detect fake news. For this every, media houses should have organized the training session for media persons.

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