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## **1.0 Introduction**

Fake news is that the report itself is fictitious or has no verifiable facts or sources (Desai, 2021). These are all called fake news. With the development of the times, people nowadays obtain information through social media, some of which are fake. Usually, people who create this fake news want to use this fake news to deliberately mislead or deceive readers and influence reader's views, to get benefits from it. But there are a few people who create fake news just for pranks (Anon., 2021).

Although fake news was once a hot topic in 2017, it is no surprise in this age of the Internet. Before the Internet, people used reporters and media to get reliable news. Because this news must be tested and tested for compliance with strict codes of conduct before they are released. With the advent of the Internet age, the Internet has enabled a new way of publishing and sharing news, and these methods have almost no regulations and editorial standards. Therefore, it is difficult for people to determine whether the news can be believed or not according to the news that people obtain from social media websites or the Internet. (Anon., 2021).

Social media websites can play an important role in increasing the influence of such reports. Therefore, people need to pay attention to all kinds of false or misleading news. For this, people need to understand the types of fake news. First, fake news is very tempting. This fake news will use very attractive headlines to attract people's attention, so that people who deliberately fabricate these stories can use fake news websites to attract more visitors, thereby increasing the website's advertising revenue (Anon., 2021). Second, fake news is misleading. This kind of fake news is used for propaganda, so some people will propagate this kind of news deliberately to mislead reader's views and use reader's prejudices or fabricate fake articles for specific political reasons (Anon., 2021).

## 1.1 More Explanation

Those who publish fake news will make fake news appear in many forms for different purposes, such as using fake news trying to sell something, fake news creating fear, fake news spreading racist ideas and other forms (Inc, 2021).

Some people use fake news to mislead people to increase sales of their products. For example, eating bananas for 12 consecutive days is the best way to lose weight or eating more fruits can help prevent headaches and help people sleep better. Although eating more fruits does help people get adequate nutrition, it does not help people sleep better. So, these news are obviously faked by these people to increase the sales of their products. Some people use fake news to create fear. According to an evil clown post on Facebook, it has been shared 63,000 times. Although most people will think this is just a joke, some people will believe it and feel terrified, to arouse the world's fear (Inc, 2021).

There are many kinds of fake news, including articles, posts, reports, and videos. Many people know that YouTube has many interesting videos, and these are also sources of news. Therefore, some videos are also very likely to affect the viewer's point of view. For example, on YouTube, an author named Lucid Sheep made an interesting video. In the video, Lucid Sheep informs viewers that the toothpaste has added fluoride and that fluoride is dangerous. This will cause viewers to wonder whether toothpaste is harmful and refuse to use toothpaste. But in fact, only large doses of fluoride can be harmful, and small doses of fluoride can indeed protect teeth. These videos will affect the views of viewers, but it is up to them to believe it (Inc, 2021).

Everyone has a different point of view, so people cannot treat a point of view as fake news just because they disagree. Whenever a politician is criticized, people will think it is fake news, but this is wrong. Everyone has their own voice and opinions. Due to certain criticisms, people will not be able to judge whether this is fake news, because opinions are not facts (Inc, 2021).

## **2.0 Problem Statement**

### **2.1 Case study**

The case study is about debunking a fake news which talks about how Covid-19 vaccines does not have microchips which are able to track people who go for it. As the content of the vaccine are made up of the virus's genetic makeup fragments which is called RNA (Ribonucleic Acid). "Inserting RNA (Ribonucleic Acid) are unable to alter the human's DNA" (Almond J., 2020). The injection of the genetic material of the virus can help our body's immune system to recognize the virus and create antibodies for it to prevent future infection of the virus.

Not only that, but the fake news also mentioned that the coronavirus pandemic is a diversion so that implant trackable microchips can be placed in the vaccines. This news soon became the headline "Bill Gates will use microchip implants to fight Covid-19." The above headline made a reference to study which is a still in research whereby a technology can keep a record of one's vaccine history by administering a special ink simultaneously with the vaccine through injection.

"However, the technology is not a microchip and is more like an invisible tattoo. It has not been rolled out yet, would not allow people to be tracked and personal information would not be entered into a database." (Jaclene, A., 2020). Nonetheless, The Bill and Melinda Gates Foundation told BBC the news is false as there is no evidence that support the news of having microchips in vaccines (Carmichael, F. and Goodman, J., 2020).

Despite the lack of evidence, in May, a YouGov poll of 1,640 people suggested 28% of Americans believed Mr. Gates wanted to use vaccines to implant microchips in people - with the figure rising to 44% among Republicans.

## **2.2 Consequences**

After reading the article above, it is concluded that the fake news above may lead to profound consequences as it can endanger public health safety. Due to the amount of people who does not believe in the vaccines also known as anti-vaxxers, herd immunity cannot be formed. Herd immunity is a large-scale immunity which involves the community that is immune towards a specific disease and this can control the spread of virus or bacteria. When herd immunity is weak, elevated risk population such as the elderly and children are more susceptible to diseases.

In addition to the mentioned fake news, the anti-vaxxers group might contribute to bringing back lethal diseases that were eradicated. For instance, Polio is a disease which infects the brain and spinal cord causing paralysis but if the parent of a newborn refuses the vaccine, then Polio might resurface. Thus, increasing morbidity and mortality rate in conjunction with the reoccurrence of infectious diseases.

## **3.0 Objectives**

- 3.1 To find the causes of the dissemination of fake news
- 3.2 To understand the negative effects of the dissemination of fake news
- 3.3 To study about the solutions that the government came up with to curb the dissemination of fake news

## **4.0 Research Analysis**

### **4.1 Causes of the Dissemination of Fake News**

The factors and reasons that lead to the circulation of fake news:

#### **4.1.1 Consequences and Impacts Behind the Fake News**

Some beneficiary parties from the fake news being dispersed are easily being influenced to spread or even create the fake news. For example, egg producers and sellers are most likely to spread fake news that exaggerates the benefits of taking eggs or the uses of eggs. Previously, there was fake news saying that the intake of eggs will supply immunities for humans towards the SARS-CoV-2 (Coronavirus) virus or cure the infected patients (Reuters Staff, 2020). Consequently, the people in the communities have a tough time rushing to the markets to buy eggs. Eventually, the demand towards eggs grows while the supply is constant. This leads to the rise in price of eggs which brings better profit margins to the egg sellers and increases the revenue of the producers. In this round, the egg producers, sellers, retailers and parties that are involved in the supply chain of eggs are the benefited parties.

The listed poultry-related companies in Bursa Malaysia, namely Teo Seng Capital Berhad and Lay Hong Berhad, which have a focus on producing eggs, have both achieved growth in its revenue and profit after tax at the second quarter of 2020 when the fake news dispersed. Teo Seng Capital Berhad have a 67% of growth on its Quarter on Quarter (QoQ) comparison while Lay Hong Berhad achieve a 264% of growth on its QoQ comparison while having a 34% of growth on Year (YoY) comparison. At the same time, Lay Hong Berhad achieved its Best Revenue at RM238,194,000 in the second quarter of 2020 (Teo Seng Capital Berhad, 2020) (Lay Hong Berhad, 2020).

Another example of fake news is that taking alcoholic beverages can prevent humans from being infected with COVID-19 disease. (Rappler, 2020) In this case, the

alcoholic beverages manufacturers are not the real 'winner'. It turns out that the people that are addicted to alcoholic beverages are the 'winners. They use the misinformation and incorrect facts in the fake news to avoid being criticized by the people in the community and even their own family members.

Meanwhile, there was also fake news that caused positive impacts and consequences. Previously, there was fake news saying that a tighten Standard Operating Procedures (SOPs) to curb the third wave of coronavirus in Malaysia will be enforced and taking effect on 4 February 2021 (Sulaiman, A.N., 2021). In this case, this does really cause chaos and anxiety in the community. However, on another hand, it raises awareness and make the people to be on alert to follow the SOPs to prevent infection of COVID-19 disease.

#### **4.1.2 The High Maturity of Technology (Social Media)**

In this modern and high-technology era, social media acts as a crucial role in delivering information. With the high efficiency of messages delivering features in social media such as WhatsApp, Facebook and WeChat, the people in the community can easily send their words and messages including fake news. (MKN, 2020) The fake news can be spread with only a few fingers taps and hassle-less!

Now, almost all of us have our mobile gadgets and devices. With that, people nowadays sure have at least one account of the social media such as WhatsApp, Facebook and WeChat for effective communication. Consequently, the spread of the fake news will run on a geometric progression and be delivered to all of us in a truly brief period.

Besides, there are no boundaries in the virtual world of the Internet. Therefore, it may lead to the dissemination of fake news when certain laws, regulations and

information that are being enforced and used in other countries are wrongly assumed as our own.

#### **4.1.3 Low-level of Education Background in the Community**

Information and messages can be delivered quickly and easily to all of us now. However, the low-level of education background may not enable the people to find the accuracy and validity of the information.

The people that have difficulty in finding the accuracy and validity of information are mostly from the older generation or the senior citizens and the children. In Malaysia, the senior citizens occupy the population around 10% and expected to be 15% in 2030 (Yusof, A.T., 2019). This is quite a generous part of senior citizens in Malaysia alone.

The main reasons that the validity and accuracy of the information are unable to be found is the people do not have the ability to find the source, whether the source is a trusted source or untrusted. For example, Berita Harian is a trusted source while some articles in Viralcham.com may be untrustful as the writers may be any of us.

Thus, it may lead to dissemination of fake news when the people assume all information received as verified and trusted information and send them to their family members, friends, colleagues and even on social media, or publicly.

#### **4.1.4 Consistency**

Consistency is the extent to which sharing would be consistent with past behaviors or beliefs of the individual. For example, in the USA people with a history of voting Republican might be more likely to approve and distribute about the right-wing



messaging. This work based on the idea of people that prefer to behave in ways consistent with their attitudes.

Another example is the research has showed that social media users consider headlines consistent with their pre-existing beliefs as more reliable. In this context, this could make it useful to target audiences concerned to the message content. When individuals share or interact with misinformation they see online, they have been persuaded to do so.

Role model of social information processing suggest there are different routes to persuasion. Under some circumstances, people may carefully consider the information available. At other times, people will make rapid decisions based on actual and peripheral cues. When sharing information on social media occurs, it is likely to be rapidly rather than being a considered action which people spend time deliberating over.

For example, there are indications of people using the interaction like Facebook in a relatively unthinking and automatic manner. In such situations, a peripheral route to opinion more important.

#### **4.1.5 Personality**

Personality refers to individual differences in characteristic patterns of thinking, feeling and behaving include how people use in social media. This makes it possible that personality variables will also influence interactions with misinformation. For the example, the earlier research found that people low on consideration reported themselves as more likely to spread a message. It is possibility to consider because it raises the prospect that individuals could be targeted based on their personality traits with either misinformation or counter-messaging. In a social media context, personality based on targeting of communications is possible because personality characteristics

can be detected from individuals' social media footprints. The experiments have shown that personality-targeted displaying on social media can influence user behavior.

The question of which personality traits might be important is an open one. In the current study, personality was approached on an exploratory basis with no specific hypotheses about effects or their directions. This is because there are a few different and potentially rival effects that might work. For example, higher levels of Conscientiousness may be associated with a greater likelihood of posting political material in social media leading to a higher level of political misinformation being shared. However, people higher in Conscientiousness are likely to be more alert and pay more attention to details. They also be more likely to check the truth of the material they share, leading to a lower level of political misinformation being shared.

#### **4.1.6 Authority**

Authority is the extent to which the communication appears to come from a credible, trustworthy source. For the example, the research participants have been found to report a greater likelihood of spreading a social media message if it came from a trustworthy source. There is evidence of real-world attempts to exploit this effect. In 2018, Twitter showed fake accounts that simulated those of US local newspapers, which may be trusted more than national media. These may have been sleeper accounts set up specifically for the purpose of building trust prior to later active use.

Another example is in Kuala Lumpur, Malaysia which using new powers under emergency rule to increase jail time for spreading what authorities call fake news about the coronavirus pandemic or the emergency itself, avoid the usual route through the Parliament.

The government says tougher punishment are needed to fight off the misinformation about the pandemic. Lawyers, reporters and rights groups fear the tougher punishment mean a penalty on government critics. Malaysia joins several other countries with similar regulations.

Since the outbreak of the pandemic more than a year ago, 17 countries have added punishment for “fake news” according to the International Press Institute, often amid claims from critics of abusing the term to stifle honest dissent. Of the eight countries in Asia, four are in Southeast Asia alone. Malaysia makes it five.

## **4.2 Negative effects of the dissemination of fake news**

The circulation of fake news via online media and other information transfer mediums can cause various negative implications:

### **4.2.1 Affects human behavior and cognition**

The dissemination of fake news directly affects human behavior and cognition. There is no denying that fake news that falsely reports on critical issues induces public anxiety and uncertainty. A piece of Malaysian television news on 4th October 2020 reported that people in the country are panicked, worried, and uncertain about the situation of the country with the misinformation circulating the Web. They agree that this phenomenon will induce panic buying and even crimes (*Penularan berita palsu beri kesan besar kepada masyarakat*, 2020). On 9th January 2021, some false speculations about the reimplementation of the Movement Control Order (MCO) as a measure to further lower the Covid-19 cases drove the crowd into a panic buying frenzy (FreeMalaysiaToday, 2021). Not only were the lies not doubted, but instead trusted by everyone, but they are quick to act as well before the government realizes the situation. In worst-case scenarios, people will be influenced to commit crimes that are otherwise illegal for the sake of their own survival if they have neither the ability nor the funds to continue it.

On the other side of the effects towards human cognitive ability, research conducted by Yariv Tsfati and his team concluded that while fake news stays prevalent, “significant parts of the audience, who did not see the original publication, just their coverage in mainstream news, will affect the incorrect information and are probably also more likely to retain the incorrect information although it was covered as ‘fake news’”. Psychologically speaking, with the help of repeated fake news exposure that increases the familiarity of the audience with the incorrect information, further contribution will be made for the retention of incorrect information. They will be vulnerable to misinformation given that they are not heavy consumers of mainstream

news media” (Tsfati et al., 2020, 168). In other words, if the primary news source that audiences get in contact with is fake, the false information that comes with it will be deeply rooted inside their mental models about their situation and the audience are more likely to believe what they heard initially rather than factual data if they are presented later than the former.

#### **4.2.2 Unreliable information sources**

The dissemination of fake news also caused information sources, whether online or on television, to become unreliable. According to a survey done by E. Niinimäki, websites and apps of newspapers, television news programs, social media, and radio news broadcasts all surpass printed newspapers as the most-used news source in Finland. Newspapers' websites and apps were used for following news by 65 percent of the respondents, closely followed by television news programs with 63 percent. Online news sources, in particular social media and radio news broadcasts increased their popularity between 2019 and 2020 (Niinimäki, 2020). Audiences almost always depend on online news sources to keep updated with current happenings. Therefore, no doubt that perpetrators would try to use these online sources to spread misinformation. Referring to surveys done by Amy Watson, 58 percent of American respondents believed that Facebook was the most likely place in which they would meet false news stories, and 49 percent said the same about Twitter as of January 2017, while another 52 percent of American respondents felt that online news websites regularly report fake news stories in the United States as of March 2018 (Watson, 2019).

Fake news, as described by Edmund L. Andrews, “travels and circulates around mainstream media like a real virus” (Andrews, 2019). By securing control of fake news' position in news sharing platforms, factual data are more susceptible to being overwritten by fake reports, and many audiences will become victims of fake news. Information to be reported on official television news may also be affected because of this. According to Tsfati's team's research, “mainstream media who come across fake

news may consider them as being newsworthy and being the guardians of truth that they consider themselves as, they are compelled to report it to the public. They may also have seen other mainstream news media covering the fake news, hence making no exception of reporting about it as well to maintain their trustworthiness" (Tsfati et al., 2020, 168). Another research conducted by Amy Watson reveals that 51 percent of respondents worldwide reportedly sawn television, and the majority of responding adults in Turkey said that they had seen fseenon television, with 76 percent having met false information via that medium (Watson, 2019).

Thus, the credibility of any sort of information provider is undermined and it becomes questionable when a large amount of fake news overwhelms the truth. News audiences will be confused on where to find reliable information sources if even the reports made by the officials hold no truth value.

#### **4.2.3 Lengthy information sharing procedure**

Information sharing between audiences becomes more restricted, annoying, and stressful. Some news audiences are aware of the dissemination of fake news and have no plans of being a victim of it. However, to ensure information reliability, they must perform fact checks that take a long time before the information is shared out with other people, which is not needed for them to do if fake news were to be eliminated from information sources. Corporates, celebrities, and other popular entities are compelled to perform fact checks as well before sharing information. They are more susceptible to being victims of fake news because of having a lot of influence, and it is uncertain whether the perpetrators or victims of fake news are among their fans or not. According to an article from BeritaHarian, Neelofa, a popular host, advised that as a celebrity, they mustow their roles and the impact that they will produce with what they shared with their fans (BeritaHarian, 2020). Fans have a lot of trust in these celebrities, and they rarely doubt anything that is shared and said by them; therefore they must become a role model of online information sharing to promote sharing legitimate information.

#### **4.2.4 Risk of normalization**

The dissemination of fake news may also cause the risk of getting normalized and creating an industry of its own. In Amy Watson's words of elaborating how the industry works, "individuals are paid to write startling stories and create clickbait content to increase site traffic. Misinformation, fiction concealed as fact, and deliberate lies can be made to look legitimate and can easily spread among thousands of users in a matter of minutes" (Watson, 2020). The normalization of fake news in mainstream media will get to the point where audiences do not even bother keeping updated with the latest news anymore since all the sources would be full of lies and controversies anyway. In fact, a survey done in September 2020 shows that 57 percent of respondents did nothing after coming across false or misleading information about the Covid-19 in the United Kingdom, and only 15 percent used a fact-checking site or tool (Watson, 2021). This reveals that people simply do not care anymore if they come across fake news, and they will simply believe what they, or their relatives and friends, think is true.

#### **4.2.5 Influence political changes**

The dissemination of fake news will also influence a change of political attitudes and opinions of the audience. It is no surprise that defamations and false accusations towards a political individual or party are strategies of the perpetrators to help their party gain a huge political advantage. Inferring from Neelofa's statement, people who have absorbed the newly obtained fake news are quick to judge a person's character based on the false accusations made towards them (BeritaHarian, 2020). The legitimacy of political misinformation is further reinforced by the so-called "power law" of social media, which is described by Edmund L. Andrews as "a well-documented pattern in social networks that holds that messages replicate most rapidly if they are targeted at relatively small numbers of influential people with large followings" (Andrews, 2019).

There had been some political misinformation in Malaysia. On 15th March 2020, individuals have falsely alleged that the son of former finance minister Lim Guan Eng brought RM2 million in undeclared cash into Singapore, of which they were identified as UMNO Youth, UMNO, BN, and PAS supporters by Lim Guan Eng and told that he will take legal action against them (FreeMalaysiaToday, 2020). This scandal would then lead to Lim Guan Eng's arrest by the Malaysian Anti-Corruption Commission (MACC) on 6th August 2020 (Zack and Anis, 2020). In latest news on 14th June 2020, Datuk Seri Ismail Sabri Yaakob, Senior Minister of Malaysia, allegedly does not welcome Singaporeans into the country according to fake news because of the government's action of closing their borders off by the global Covid-19 pandemic situation, of which he confirmed to be untrue. He further reveals his worry that such malicious allegations could undermine the close relationship between Malaysia and Singapore (Sivanandam, 2020). Both cases show that not only would political misinformation disrupt political stability, but it may also cause unnecessary misunderstandings between people and countries. In the case of Lim Guan Eng's son, an individual's life and future might also be at stake.

#### **4.2.6 Consequences to the perpetrator**

The perpetrators who distributed fake news will also face heavy consequences if they were caught by the officials. Based on a press clipping of the Malaysian Communication and Multimedia Commission, according to Section 233 (1) of the Communication and Multimedia Act 1998, one commits an offense if one uses the Internet, their phones, or any other communication devices to distribute misinformation, of which if found guilty, a fine of RM50,000 will be imposed, or a jail term not exceeding one year will be set up, or both (MCMC, 2013). This is exactly what happened to 18 suspects who allegedly distributed fake news about the Covid-19 pandemic situation and were brought in under the same law, while 6 suspects among the 18 were sued again under Section 505(b) of the Penal Code, of which if



found guilty, a jail term not exceeding 2 years will be set up, a fine will be imposed, or both (Bahaudin, 2020).

This shows that though the act of sharing misinformation with the public might seem like a small crime or prank, there is no saying that serious implications that may be irreversible will not appear. According to an article on TrendMicro, fake news about an explosion at the White House injuring President Barack Obama was tweeted by the Associated Press (AP) Twitter account on Twitter in late April 2013. The tweet garnered over 4,000 retweets and became one of the most expensive tweets in history after it caused stock prices to drop, causing stock value losses of over \$130 billion in the end (TrendMicro, 2018). That is why, SKMM stated that they will not tolerate any irresponsible behavior of individuals or groups that distribute fake news amidst the Covid-19 pandemic (Bahaudin, 2020), and hence the hefty judgement imposed onto the criminals.

### **4.3 Solutions that the government came up with to curb the dissemination of fake news**

Fake news is false information represented as news that will lead people to the wrong idea. Some people like to spread fake news and thus causing a lot of negative effects such as damaging the reputation of a person or cause panic to others.

Especially during the COVID-19 pandemic, a lot of people like to spread fake news about the number of people that got infected or the location that have people got infected. It will cause a lot of unnecessary trouble and make the others panic.

#### **4.3.1 Create the law to punish the fake news spreader.**

After some research, the government came up with quite a lot of solutions to curb the dissemination of fake news. The first solution that the government came up with to curb the dissemination of fake news is the government had created a few laws to punish and catch the person that tries to spread fake news. Nowadays, the government always warn the citizen do not try to create or spread fake news. If a person creates or spreads fake news, the government will punish the person that gets caught with fine them for money (light punishment) or send them into jail (heavy punishment) or both.

#### **4.3.2 Create an official website to bring awareness to the public about fake news and work with social media companies to curb the dissemination of the fake news.**

Apart from that, the government also discover a way which is created some government official websites to make the announcement. The citizen may check and read about the announcement on the website to look for the latest information. The government asks the citizen to believe the information that they announce on the official website or news only and do not easily trust the news that are announced on

some website or application such as Facebook, Twitter, and others because it may be fake news. When someone found some suspicious news posting on a website or application, the person can report it to the government so that the government can clarify whether the news is real or fake. If it is fake news, then the government will ban the users that posted the fake news or if serious they may ban the whole website or application.

#### **4.3.3 Calling out fake news spreader and taken as a warning to the public.**

After that, the government also came up with a solution such as will live stream on certain websites and applications to announce some news or declare the fake news out for the citizen to prevent some misleading and unnecessary panic. The government will come out and clarify the fake news at once if they detect any fake news on any website, newspaper, and application. They will announce it on the news, post it on the official website, and published it in the newspaper.

#### **4.3.4 News media work with government to curb the dissemination of fake news.**

In nutshell, Government supplies more fund to the news media to ensure that they are continuing supply the high-quality news to build trust and attracts more new audiences. With the cooperation between the government and the news media, public will be more believing on the main news sources even though the trust between the media and the public continues decreasing but whenever there is a chaos and disorder, the world needs a reliable media to inform the public.

#### **4.3.5 Government educates the public about fake news by spreading the awareness.**

Also, the government educates the public on the consequences of the fake news by spreading the Public Service Announcement and roadside billboard which attracts the public to look on the information about fake news. This solution has proven to be useful as reported by MCMC in 2017, the organization held 561 fake news awareness programs through 18 strategic partners and conducted the awareness in the television and radio which also making the government acted against 3721 fake accounts in some social media which 80% of the perpetrators account was cut due to violation of terms and services in the platform.

#### **4.3.6 Reuse of existing available legislation to curb the dissemination of fake news.**

At the same time, government reuse some of the originally available legislation to target on those offenders who spread the fake news on the internet for example, Communications and Multimedia Act 1998 which stated that a person who by means on any network service makes, creates and initiates the transmission of any comment, request, suggestion or any form of communication in obscene, indecent, false, menacing or offensive in character with intent to annoy, abuse, threaten or harass another person. The penalty for the following act is fined up to RM50000 or imprisonment up to 1 year or both, if the offense continuing the same criminal after the penalty, the person will need to pay a further fine of RM1000 every day.

In conclusion, there are a lot of solutions that the government came up with to curb the dissemination of fake news. The government cannot hundred percent curb the dissemination of fake news so that the citizen must also work together with the government, if found any suspicious news or suspect certain news on a website or application, the citizen must report them to the government at once to prevent unnecessary trouble.

## **5.0 Discussion on the findings**

Based on the research analysis findings as shown above, researchers disagree with the point in consequences and affects behind the fake news. Everyone naturally learns about moral and ethics from their parents, teachers and religious leaders. The most common teaching that people receive is to not lie. However, the point shows that corporate leaders would do anything to get their hands on money without caring the wellbeing of its consumer. Although it is helping the country economically, it does not change the fact that they lie to its consumers. For example, a makeup brand claims that they are cruelty-free and thus, attracting a group of consumers to support the brand because they believe in the cruelty-free cause. But several months later the truth came out that the makeup brand is not cruelty-free. So, to the consumers who have bought and used the product will feel disgusted and horrified at themselves and the makeup brand themselves because they are using products that harms the animal when they are trying to stop animal cruelty and at the makeup brand that deceived the consumers. Thus, fake news causes more harm than good in general.

The research analysis about low-level of education in the community is a serious case issue that researchers think the government should prioritize to tackle it. When people are not aware that there is fake news everywhere, they are more than likely to be gullible and believe everything they see. Their thoughts are easily manipulated and influenced by any content they meet online. Especially children and elderly. Researchers can confidently say this because based on the researcher's personal experience as child, they were easily influenced by the content they meet online. Thus, realizing a little later as a teen that most of the things that they believed as a child, turned out to be a big hoax. With technology getting more advanced and children under the age of 7 have easy access to the internet and social media, eventually they might meet scammers who prey on the weak.

On the topic of social media, the next research analysis related to the maturity of technology also talks about the issue as the researchers have just mentioned. In

their opinion, they think that technology matures faster than what humanity is prepared for. In just a span of under 15 years, apps like WhatsApp, Instagram, Facebook and Twitter have played such a huge role in our lives that some people could not live without it. As more users download and use the app, they will naturally input their information since the app requires them to do so, but what most people are not aware is that it also increases the risk of our information being leaked due to a weak server or malicious individuals called hackers hacking into the database of the said app to leak our confidential information. With just a few clicks, home addresses, phone numbers, identification numbers and other information can be seen by third parties. So, when companies are trying to advertise their product, they will collect the leak information and create some statistics which allow them to advertise their product based on information of a certain group of users on social media. Thus, linking back to the first point on why corporate leaders lie.

Onto the negative effects of the dissemination of fake news is that researchers wholeheartedly agree with the point on how it affects human behavior and cognition. The human brain is to actively function and store information. Our brain is also in charge of our emotions, behaviors and reaction to certain things. Therefore, sometimes fake news can create chaos within the community like if someone spread fake news on how if one were to go to the second floor of a restaurant during 9 pm, a certain ghost can be sighted. Although in words it sounds fake and unbelievable but with intriguing words, proper pictures and a few other 'customers' to agree with the news, it might actually start to be believable. Customers would start to avoid the second floor and when people start to believe the news, their brains might make up situations in their head and make them believe that there is a ghost thus worsening the situation. It could also affect the restaurant financially due to customers being afraid. Mischievous individuals would also take advantage of the situation and dress up to scare at the second floor just for fun. This is one example of how dissemination of fake news negatively affects the restaurant owners.

With causes and effects of dissemination of fake news, there are always ways to overcome any situation. Based on the research analysis above, it shows that the government created an app and have some punishment like fine or jailing when caught spreading fake news. Researchers disagree with the punishment given because by forcing someone to pay a hefty amount or going to prison for a couple of months, it still does not fix the root of the problems but rather only solves it momentarily. If an individual can create such a fake news and able to spread it virally, it shows that the individual has a certain kind of charisma that can appeal to an audience. Instead of shutting them down, people can work together to spread the correct information and reassure other people who have doubts about certain things before it manifested into a fake news. The government can also work to gain the trust of the people if they work together with the said 'criminal' because sometimes people just want their voices to be heard and to help the world become a better place, people can and always should lend an ear and have a mature discussion to help each other instead of attacking each other tirelessly. This is all based on the researcher's ethical view on what they believe is right, wrong, and how to make it better.

## **6.0 Conclusion**

Fake news has no verifiable facts, sources, or quotations. These are false information created to deliberately mislead or deceive readers. Usually, the people who create these stories are for pranks or to influence people's views to push the political agenda and cause confusion. Nowadays, news that most people get from social media and the Internet is often difficult to differentiate which news can or cannot be trusted. To find any kind of false or misleading news, people must first understand the types of false information.

Causes of the dissemination of fake news such as consequences and affects behind the fake news shows that fake news is being given easily and is easily influenced to spread or even create the fake news. For example, egg producers and sellers are most likely to spread fake news that exaggerates the benefits of taking eggs or the uses of eggs. Consequently, the people in the communities have a tough time rushing to the markets to buy eggs. Eventually, the demand towards eggs grows while the supply is constant and the egg producers, sellers, retailers and parties that are involved in the supply chain of eggs are the parties that helped.

Moreover, the causes of the maturity of technology (Social Media) acts as a crucial role in delivering information. With the high efficiency of messages delivering features in social media such as WhatsApp, Facebook and WeChat, the People in the community can easily send their words and messages including fake news. Therefore, it may lead to the dissemination of fake news when certain laws, regulations and information that are being enforced and used in other countries are wrongly assumed as our own.

The dissemination fake news also has negative effect such as affects human behavior and cognition. This is not denying the fact that fake news that falsely reports on critical issues induces public anxiety and uncertainty. Not only were the lies not doubted, but instead trusted by everyone, but they are quick to act as well before the



government realizes the situation. the primary news source that audiences get in contact with is fake, thus the false information that comes with it will be deeply rooted inside their mental models about their situation.

Other negative effects are unreliable information sources. Fake news can also cause information sources, whether online or on television, to become unreliable. According to a survey done by E.Niinimäki, websites and apps of newspapers, television news programs, social media, and radio. Another research also conducted by Amy Watson reveals that 51 percent of respondents worldwide reportedly saw fake news on television, and the majority of responding adults in Turkey said that they had seen fake news on television, with 76 percent having met false information via that medium (Watson, 2019).

Furthermore, the solutions for the government to curb the dissemination of fake news also included. Especially the news media can cooperate with government to curb the dissemination of fake news. News media plays a key role on giving the public the fast and correct news. For news media, the media should improve the quality of journalism to build the trust to attracts more audiences. This can help the growth of the news industry and able to foothold their financial stability which can keep the quality of journalism to continue getting better (West, 2017). Also, news media can get the crowdsourcing from the public to reduce the dissemination of fake news as more the public concern about the potential problems of the news coverage.

In this topic, researchers learned that problem statement related to debunking a fake news which talks about how Covid-19 vaccines does not have microchips which are able to track people who go for it. Then researchers also got to learn the causes of dissemination of fake news in personality and many causes. In this topic also researchers have the negative effects. The circulation of fake news via online media and other information transfer mediums can cause various negative implications in unreliable information sources, lengthy information sharing procedure.

Next, researchers also learned a few solutions that help curb the spread of fake news. Government have worked with social media companies to curb the dissemination of fake news. Although social media was widely used as a place to spread the fake news, the platform had used some ways to curb down the dissemination of the fake news.

Lastly from ethical and moral perspectives, dissemination of fake news is unethical and immoral because it instills fear and confusion which can lead the public to make irrational decisions. Briefly, dissemination of fake news is not encouraged because it is not an ethical thing to do.

## 7.0 References

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