# Seeing is believing? How including a video in fake news influences users' reporting of the fake news to social media platforms

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## Abstract

Abstract  
Social media platforms, such as Facebook, Instagram, and Twitter, are combating the spread of fake news by developing systems that allow their users to report fake news. However, it remains unclear whether these reporting systems that harness the “wisdom of the crowd” are effective. Notably, concerns have been raised that the popularity of videos may hamper users’ reporting of fake news. The persuasive power of videos may render fake news more deceiving and less likely to be reported in practice. However, this is neither theoretically nor empirically straightforward, as videos not only affect users’ ability to detect fake news, but also impact their willingness to report and their engagement (viz., likes, shares, and comments) which would further spread the fake news. Using a unique dataset from a leading social media platform, we empirically examine how including a video in a fake news post affects the number of users reporting the post to the platform. Our results indicate that including a video significantly increases the number of users reporting the fake news post to the social media platform. Additionally, we find that sentiment intensity, especially when the sentiment is positive, of the fake news text content attenuates the effect of including a video. Randomized experiments and a set of mediation analyses are included to uncover the underlying mechanisms. We contribute to the information systems literature by examining how social media platforms can leverage their users to report fake news, and how different formats (e.g., videos and text) of fake news interact to influence users’ reporting behavior. Social media platforms that seek to leverage the “wisdom of the crowd” to combat the proliferation of fake news should consider both the popularity of videos and the role of text sentiment in fake news to adjust their strategies.

# Is best answer really the best answer? The politeness bias

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## Abstract

Abstract  
Popular knowledge management platforms such as community-based question answering sites (CQAs) and electronic networks of practice (ENPs) rely on accurate quality assessment of user contributed content to ensure effective knowledge creation and exchange. However, quality assessment is subjective by nature. Based on the politeness theory, we hypothesize that answers written more politely are more likely to be perceived as high quality answers by the question asker due to the low face threat. We first test our hypotheses through a random coefficient logit model with data obtained from Stack Exchange, a popular CQA platform. We then conduct a randomized experiment where we exogenously manipulate the politeness level of otherwise similar answers. Our analyses based on both the Stack Exchange dataset and the randomized experiment lend strong support to the existence of a politeness bias, which affects question askers’ subjective evaluation of answer quality. This study contributes to the literature in knowledge management, cognitive bias, and behavioral issues in information systems.

# Playing to the crowd? Digital visibility and the social dynamics of purchase disclosure

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## Abstract

Abstract  
As people share more of their lives on social media, their consumption and purchase behaviors become increasingly visible to their peers, spawning a new form of digitally-enabled conspicuous consumption. We examine how the ensuing dynamics of social commerce affect these visibility choices. We use data from a platform dedicated exclusively to facilitating the display of verified online and offline purchases with optional product commentaries. We use fixed effects and matching techniques to control for endogeneity in commentary and consumer disclosure, while embedding a new text-based model of product similarity into our econometric analysis and capturing product complementarity using network-based measures of similarity. Our findings demonstrate that disclosed purchase patterns are shaped by other users, even those with whom the discloser has no previously stated relationship. We find that the source of attention shapes disclosure behavior, and we uncover a relationship between comments and purchase similarity of disclosed purchases, suggesting that consumers play to the crowd. The negative relationship between product reviews and purchase disclosure suggest that consumers may disclose a purchase because of a relationship with that particular item and not a desire to habitually reveal purchases. Our results shed new light on the distinction between digital visibility and social buzz, with managerial implications for retailers and social media platforms that support social consumption.