

### 38. フェイクニュースの拡散(1)：構造理解

Some people argue that it is only automated robots, sometimes called “bots,” that are responsible for the spread of fake news stories. But a new study shows that data science contradicts that idea. In fact, it seems we like fake news, seek it out, and spread it much more quickly than the truth.

To investigate how fake news spreads, MIT data scientist Soroush Vosoughi and his colleagues collected 12 years of data from Twitter. Using bot technology software and fact-checking websites, they identified a set of 126,000 “fake news” stories shared on Twitter 4.5 million times by about 3 million people. They looked at how quickly those stories spread compared to tweets that were proved to be true. What they found was that fake stories reached more people and spread faster than real stories. A false news story was 70 percent more likely to earn a retweet than a true one. While fake news was found in every category, from business to sports and science, false political stories, not surprisingly, were the most likely to be retweeted. Vosoughi says, “It seems to be pretty clear from our study that false information beats true information. And that is not just because of bots. It might have something to do with human nature.”

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