

39. フェイクニュースの拡散(2)：構造理解

Why are people seemingly drawn to false information? The researchers suggest that the unfamiliarity of fake news makes it more appealing to share. Studies have shown that people are more likely to believe headlines or stories that they've read or heard many times before, but are less likely to share them. People are more likely to share fresh stories on social media that are emotionally and morally appealing, even those not proved to be true.

It's that desire that fake news is designed to appeal to. "Fake news tends to spread widely. It's going to be shocking, it's going to be surprising, and it's going to be playing on people's emotions, and that's a recipe for how to spread misinformation," explains Miriam Metzger, a communications researcher.

So what can be done to prevent the spread of fake news? The research team points out that platforms such as Twitter themselves are currently involved in spreading fake news stories by allowing them to appear on trending lists. The researchers suggest that social media companies should take steps to assess information published on their sites.

Twitter's cooperation with the study is a good start. Other researchers are now calling for more cooperation among social media companies and academics to deal with this problem.
