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In today's digital age, fake news has become a major issue. With the new rise of deepfakes and AI being used to create misinformation online, fake news has been rapidly spreading like never before. Fake news can be defined as fabricated information that is presented as legitimate news, and is often intentionally misleading and purposely spread to deceive people (Lazer et al., 2018). The new rapid spread of fake news has proven to be potentially very dangerous, even influencing people during times of war. Take the start of the Russian invasion in Ukraine for instance; in March 2022, Ukrainian citizens were exposed to an AI-generated video of President Zelensky urging citizens to surrender, leaving them shocked (Northwestern Buffett Institute for Global Affairs, 2023). Institutions, once tools used to protect people against misinformation, are not able to do this effectively anymore due to the speed and amount fake news is being spread at, leaving society vulnerable to misinformation (Lazer et al., 2018).

Given these risks, it has become even more important to understand the factors that influence people's (in)ability to recognise fake news. Previous research has already suggested that identity, such as political identity, influences people's ability to discern fake news (Pareira et al., 2021). Additionally, research by Dabbous et al. (2021) has also explored how people's ability to discern fake news differs across cultures. This study was however rather broad and focused on multiple cultural dimensions, while it is important to research specific cultural frameworks, such as the high- and low-context cultures as described by Hall (1976). Previous research has suggested that culture plays a critical role in shaping how people interpret and process information. Cultural frameworks provide people with shared cultural knowledge that helps them understand, judge, and give meaning to things, guiding them through complex situations. Additionally, when people are confronted with persuasion tactics that align with their cultural framework, they are less likely to reason systematically, making them more vulnerable to fake news (Oyserman & Dawson, 2020). Despite these contributions, further research on the influence of cultural identity on people's ability to recognise fake news, is still lacking.

Taking the important role cultural identity plays in interpreting information, the gaps in existing research, and the global impact of fake news into consideration, it can be said that further research into the influence of cultural identity on people's susceptibility to fake news and misinformation is necessary. Researching this could provide valuable insights into how cultural identity influences people's susceptibility to fake news and help create more strategies to enhance fake news detection, ultimately mitigating the impact fake news and misinformation have on society. Additionally, such research can improve scientific understanding of the influence of cultural frameworks on people's information processing and decision making.

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