

## **IDEA 1:**

### **Project title 1 (Descriptive title that captures your idea1)**

*Understanding the Demographics of Those Who Spread Misinformation Online*

#### **What you want to do?**

*For this project, I would like to explore the demographics of those who spread misinformation online. These demographics would include but are not limited to, age, gender, education level, professional/work category, and location. Additionally, there is potential to include information regarding religious views and political views. Ultimately, this project would look to identify if there are commonalities in the demographics of those who spread misinformation online.*

*Collecting data from social media platforms regarding demographic information may be challenging; however, after doing some initial research, it looks like this may be possible using some of the different APIs provided by Facebook.*

#### **Why should we care?**

*Understanding the demographics of those who spread misinformation online is incredibly important and could not be more relevant than where we are at today. An administration just left office that essentially coined the term, “Fake News”. We are living through a deadly pandemic, and every time you open social media you are bombarded with misinformation regarding the pandemic, how it spreads, the deadliness of it, and the vaccine. I believe the pandemic is the ultimate example as to why understanding the demographics of those who spread misinformation online is so important. If health officials and government agencies can better understand these demographics then they can take the necessary measures to target those particular populations with correct information and help stop the spread of misinformation—misinformation that can result in serious consequences.*

**Keywords** – To mark topic and domain of the idea.

*Misinformation, demographics, population, spread, spreading, fake news, pandemic, age, gender, education level, profession category, location, religious views, political views*

## **IDEA 2:**

### **Project title 2 (Descriptive title that captures your idea2)**

*What makes fake news so attractive?*

#### **What you want to do?**

*With this project, I would like to understand what the attractive characteristics of fake news are that make it spread faster than real news. Typically, fake news is shorter in length and requires a lower level of education to comprehend. Is this what attracts certain readers and allows it to spread faster? Another possibility: readers are seeking out fake news in order to find news that fits their agenda and reaffirms their biased beliefs. Additionally, if fake news requires a lower level of education, this means that fake news is likely being predominantly read by a younger demographic. Understanding this, I would assume that fake news is spread much faster on social media platforms that are composed of a younger demographic.*

#### **Why should we care?**

*Understanding the characteristics that perpetuate the spreading of fake news is extremely important because fake news is deliberately designed to mislead people. Fake news can create a lot of danger and friction within society, as individuals begin to lose the ability to believe anything. Furthermore, it seems that we have reached a point with fake news where individuals are simply denying facts and science. If we can better understand what draws individuals to fake news, then social media platforms can implement the necessary measures to help stop the spread of fake news. Additionally, if it is things such as length, complexity, technicality, and titles are what make fake news more attractive then real news platforms can begin to model these techniques in how they report real news—hopefully attracting the audience to the real news over the fake news.*

**Keywords** – To mark topic and domain of the idea.

*Fake news, engagement, attract, characteristics, length, complexity, reading, education level*