

A STUDY OF ‘NEWS FROM UNAUTHENTIC SOURCES ON SOCIAL MEDIA’.

Mr. Sharique Ahmed, Research scholar.

INTRODUCTION:

This is a survey that is been done so, as to understand the impact of the news and the correlation between the news from the unauthentic sources available on internet. Authentic sources mean the sources of daily Newspapers. The news provided by them is reliable and authentic as it may be delivered by a full inspection and verification by various sources like *Reporters, Informers and Police Records*.

Whereas the information provided by unauthentic sources from internet and mainly from social media are from unreliable sources and sometimes without any sources. This news may be created for personal benefits and intention of creating insecurity among the society. Social media plays a vital role in flourishing of this news (unauthentic), and may cause misguidance, misinterpretation and riots.

Recent cases of violence were seen due to the NEWS emerging from the social media which proved to be baseless but yet it created a viral flow among the users and mostly the youngsters. The study aims to study the points which the internet and social media users should consider before making a belief in this NEWS from unauthentic sources. Media mostly daily NEWS papers will be considered for the study of these factors and their views on these factors will be considered.

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be defined as the science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also methodology. This means that it is necessary for the researcher to design his methodology for his problem as the same may differ from problem to problem. For an example an architect who designs a building, has to constantly evaluate the basis of his decisions., he has to evaluate why and on what basis he selects a particular size, number and location of doors, windows and ventilators, use particular materials and not others and the like. Similarly, in research the scientist has to expose the research decisions to evaluation before they are implemented. He has to specify very clearly and precisely what decisions he selects and why he selects them so that they can be evaluated by others also.

SIGNIFICANCE OF RESEARCH:

All progress is born of inquiry. doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention” is a famous Hudson maxim in context of which the significance of research can be well understood. Increased amounts of research make progress possible. Indicates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

The role of research in several fields of applied economics whether related to business or to the economy as a whole, has greatly increased in modern times. the increasingly complex nature of business and government has focused attention on the use of research in solving operational

problems. research, as an aid to economic policy, has gained importance both for government and business.

Research provides the basis for nearly all government policies in our economic system. the government budget rests in part on an analysis of the needs and desires of the people and on the availability to meet those needs. the cost of needs has been equated to revenue and this is a field where research is most needed. through research we can devise alternative policies and as well examine the consequences of each of these alternatives

NEED OF THE RESEARCH:

As we are moving towards a digital India, we also face a threat from the other side of the coin. A popular saying goes as ‘ONE MANS TOOLS, IS OTHER MANS WEAPON’. The statement shows us that the technology which enables us to get things easily done can also cause harms to us in various ways. Same is in the case of DIGITAL NEWS which spread on regular basis on social media. This NEWS can sometimes save someone’s life, can help someone and can even cause a Revolution. But on the other side, this medium has also proved to be threat full to society as many organizations have started to spread unauthentic NEWS which is created by themselves for their personal benefits and fro causing insecurity among the society. Recent facts show that now terrorist organizations have also started to spread fake news so as to attract the youngsters towards them.

OBJECTIVES OF THE STUDY:

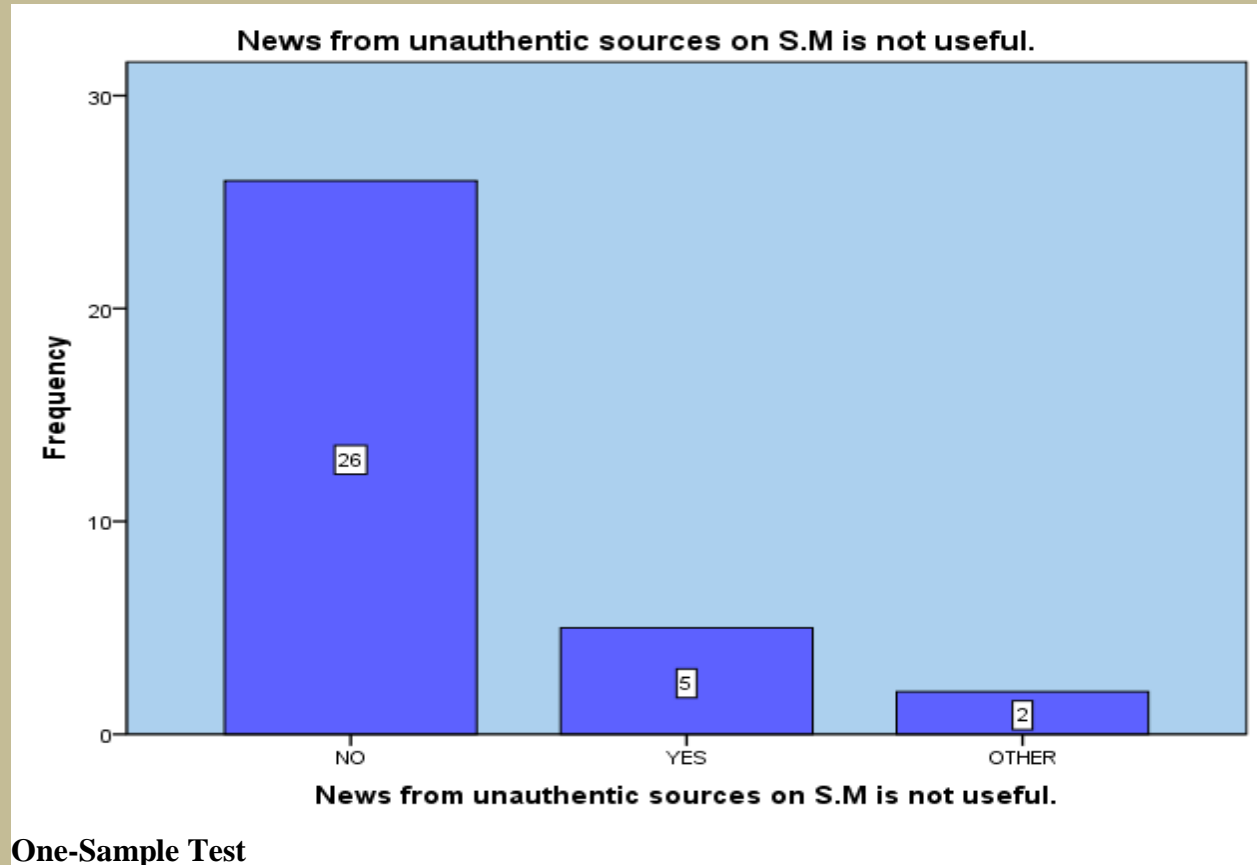
The study is to find out whether news from unauthentic sources on social media is useful or not secondly do daily newspaper make use of social media for news collection, thirdly to identify different sources of authentic news collection.

HYPOTHESIS OF STUDY:

- 1) To Study whether News from unauthentic source on social media is useful.
- 2) To study whether Daily Newspapers make use of social media for News collection.
- 3) To study and identify different source of authentic News collection.
- 4) To study whether Social media is an easy target for spreading false News for creating uneasiness among society.
- 5) To study whether unethical origination spread fake news on social media so as to justify their action.

Hypothesis Testing: -

H1: - News from unauthentic sources on S.M is not useful.



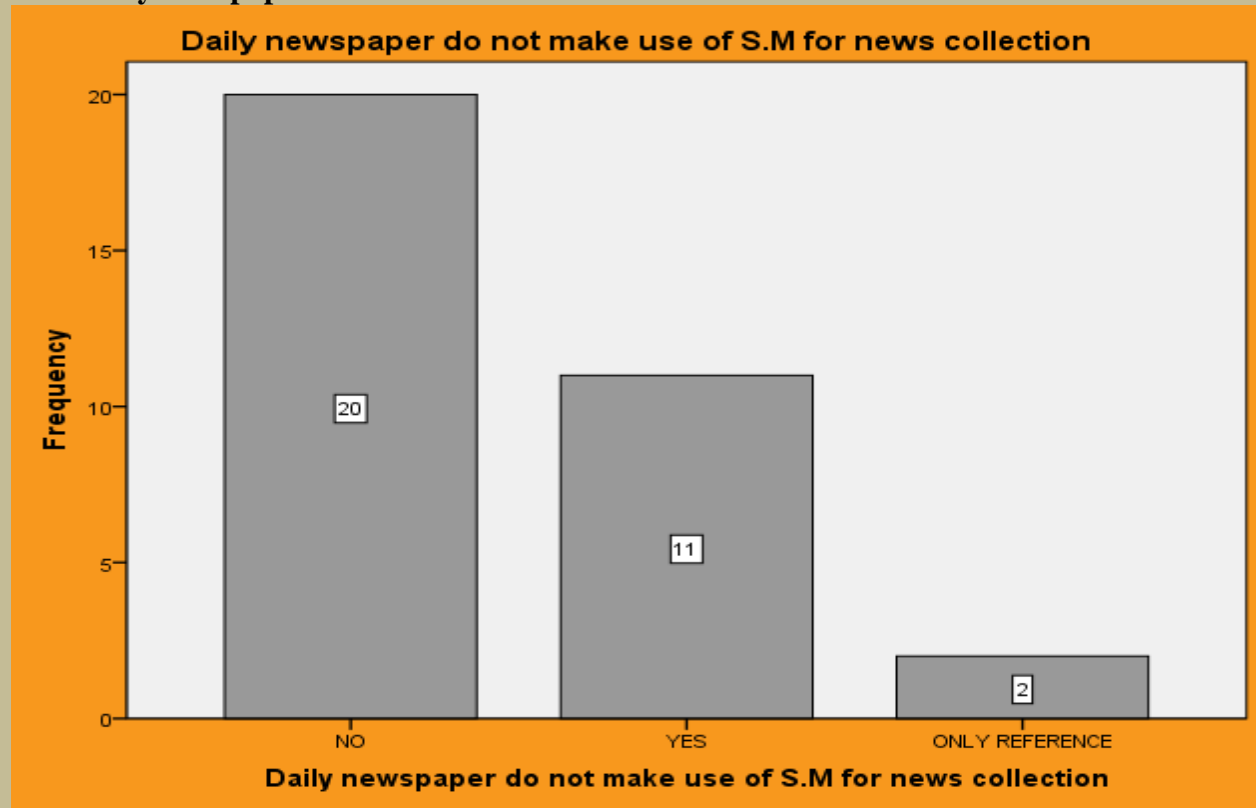
One-Sample Test

	Test Value = 0.19					
	Z	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
News from unauthentic sources on S.M is not useful.	5.53	32	0.999	.083	Inf.	0.213

Interpretation: -

From the above table it is clear that the p-value **0.999** is greater than the α – Value at **0.05** level of significance i.e. ($0.999 > 0.05$). Thus the **hypothesis No. 1 is accepted** and it interprets that “News from unauthentic sources of Social Media is not useful”.

H2: -Daily newspaper do not make use of S.M for news collection



One-Sample Test

	Test Value = .45					
	Z	df	Sig. (2-tailed)	(2-Mean Difference)	95% Confidence Interval of the Difference	
					Lower	Upper
Daily newspaper do not make use of S.M for news collection	1.21	32	0.2261	0.005	0.53	0.1095

Interpretation: -

From the above table it is clear that the p-value (0.2261) is greater than the α – Value (0.05) at 0.05 percent of significance i.e. (0.2261 > 0.05). Thus the hypothesis No. 2 is accepted and it interprets that “Daily newspaper do not make use of S.M for news collection”.

H3: - Unethical organization do not spread fake news on S.M.



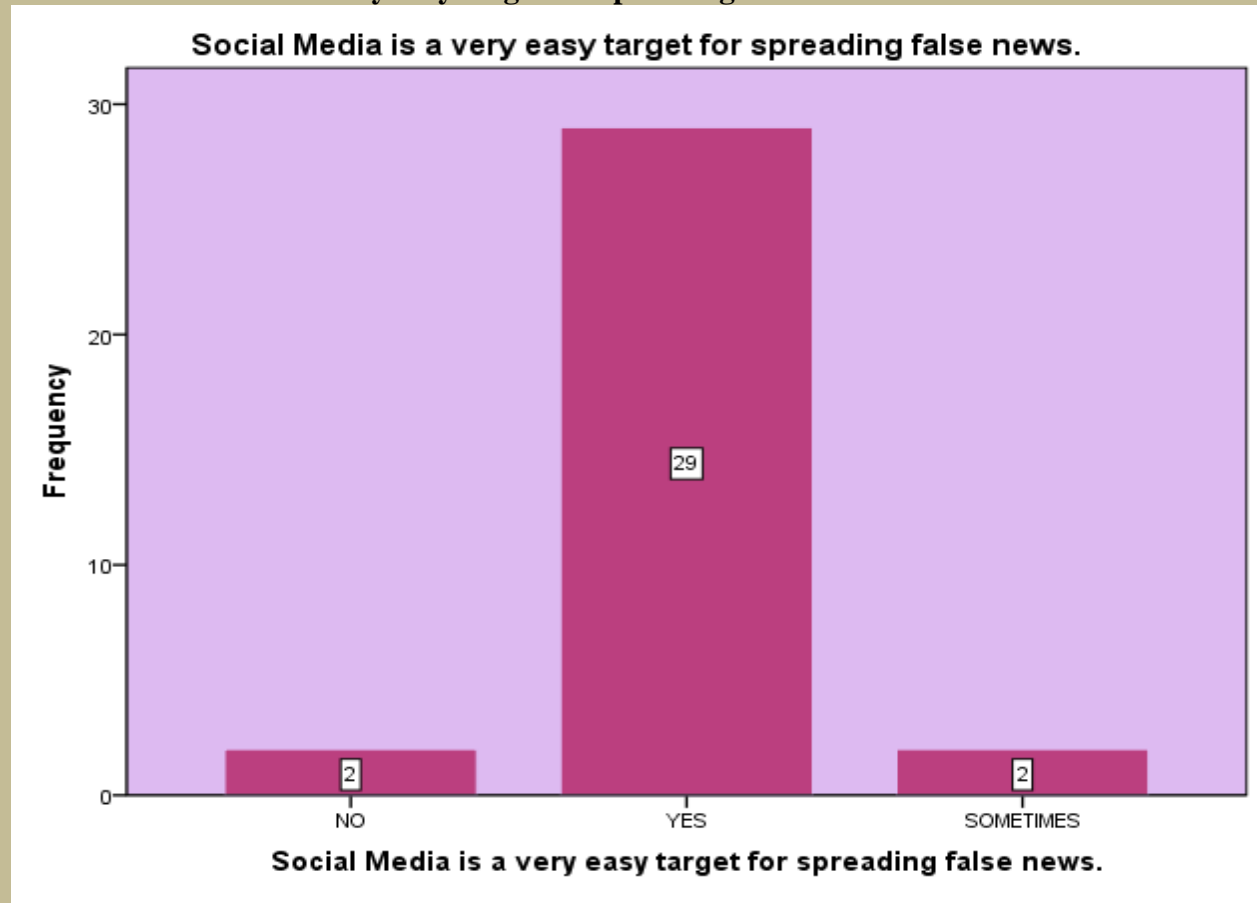
One-Sample Test

	Test Value = 0.87					
	Z	df	Sig. tailed)	(2-Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Unethical organization do not spread fake news on S.M	-4.16	32	0.0001	.009	0.9829	0.7571

Interpretation: -

From the above table it is clear that the *p*-value (0.0001) is smaller than the α – Value (0.05) at 0.05 percent of significance i.e. (0.0001 < 0.05). Thus the hypothesis No. 3 is rejected and it interprets that “Unethical organization do spread fake news on S.M”.

H4: - Social Media is a very easy target for spreading false news.



One-Sample Test

	Test Value = 1					
	Z	df	Sig. tailed)	(2-Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Social Media is a very easy target for spreading false news.	4.86	32	0.999	.000	Inf.	0.8014

Interpretation: -

From the above table it is clear that the p-value (0.999) is greater than the α – Value (0.05) at 0.05 percent of significance i.e. (0.999 > 0.05). Thus the hypothesis No. 4 is accepted and it interprets that “Social Media is a very easy target for spreading false news.”

CONCLUSION:

From the above hypothesis testing it is to be concluded that the news from unauthentic sources of social media is not useful and daily newspaper do not make use of Social Media for news collection. It was also found in the study that unethical organization do spread fake news on Social Media and social media is an easy target for spreading false news.

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