



INTERNATIONAL JOURNAL OF ADVANCE RESEARCH, IDEAS AND INNOVATIONS IN TECHNOLOGY

ISSN: 2454-132X

Impact Factor: 6.078

(Volume 10, Issue 6 - V10I6-1219)

Available online at: <https://www.ijariit.com>

Assessing the Challenges Journalists Face in Spotting Fake News in Tanzania: A Case Study of TBC1 and Clouds Television

Pendo Hamisi

pendohamisi4949@gmail.com

St. Augustine University of Tanzania, Dar es
Salaam, Tanzania

Rajendran J. Britto, Phd

brittorajendran@gmail.com

St. Augustine University of Tanzania, Dar es
Salaam, Tanzania

ABSTRACT

This research report aims to assess the role of TBC Tanzania Safari Channel in promoting the local tourism industry in Tanzania. This study aims to evaluate the level of awareness and training among journalists at TBC1 and Clouds Television in identifying fake news. Additionally, the study aims to investigate the tools and resources available to TBC1 and Clouds Television journalists to verify the accuracy of news stories, as well as explore the impact of organizational policies and newsroom culture at TBC1 and Clouds Television on the ability of journalists to identify and report fake news. The methodology used in this study includes questionnaires and interviews. The questionnaires were distributed to a journalist in the newsroom, while interviews were conducted with the editors to get valid information. This combination of quantitative and qualitative data will provide a comprehensive understanding of the challenges Tanzanian journalists face in spotting fake news. The findings of this research report revealed that Tanzanian journalists face numerous challenges when it comes to spotting fake news. These include a lack of training and inadequate access to reliable fact-checking tools and resources. Also, the study identified newsroom culture from both media houses significantly impacts the effectiveness of fake news detection. Based on these findings, several recommendations are proposed. First, media organizations should develop and implement comprehensive training programs specifically identifying and combating fake news. Second, media houses should invest in providing journalists with reliable and advanced fact-checking tools. Third, media houses should revise their editorial policies to emphasize the importance of accuracy over speed.

Keywords: Fake News, Misinformation, Disinformation, Journalists, Media

1. INTRODUCTION

Over the last few years, there have been several instances in the news of people and media houses who have found themselves victims of fake news. Because of this, researchers have started to take notice of this new social issue and have performed numerous studies analyzing different aspects of fake news; only some studies have focused on how media, especially in Tanzania, spot and counteract fake news. According to CNBC, 70% of individuals around the globe are tense about fake news being used as a weapon. The platforms for this to transpire are numerous, from well-known social media locales like Facebook, X, and Instagram to more occasional sites that permit you to stay unidentified, such as Yik Yak and ask.com. Individuals utilize social media to spread fake news, making it hard for reporters to determine whether what is reported or broadcasted is correct (Jameison, 2017). Fake news has gained prominence since the 2016 U.S. presidential election and the Brexit referendum. Fake news has abused not only the press but also democratic rules.

Therefore, the need to restrict and eliminate it becomes inevitable. The popularity of fake news on social media has made people unwilling to share positive news for fear that the information is false (Botambu Collins, Dinh Tuyen Hoang, Ngoc Thanh Nguyen & Dosam Hwang, 2020). The introduction of social media has made news content readily available for consumption (Granik & Mesyura, 2017). Even though the development of social media is a blessing to humanity, conversely, it has also affected our lives negatively due to the untold suffering it has brought us. News, commonly called authentic news, constitutes genuine information, unfolding developments, or recent events that are not widely known. This information is disseminated to the public to keep them informed. According to Jack Fuller (1996), as cited in Tanikawa (2017), the news is a report on noteworthy or interesting matters recently acquired by a news organization specifically tailored to the interests of its community.

Fake news has emerged as a prevalent discussion topic worldwide, with news creators and consumers expressing skepticism toward the accuracy of information. Numerous allegations and rebuttals have been made regarding the dissemination of false information by the media, and the credibility of information sources has been called into question for perpetuating falsehoods. Bloggers and users of social media platforms have also faced accusations of spreading misinformation. Numerous news sources compete for our attention today. Some outlets cater to our existing beliefs, while others present divergent information. Additionally, more accurate information is needed, with some sources offering factual content and others disseminating false information.

These fabricated news reports, created for financial gain or political motives, are commonly called fake news (Wardle, 2017). Amidst the abundance of misinformation, what sets fake news apart is its semblance to legitimate news articles (Tandoc et al., 2017). This false information often mimics the style and format of genuine news, blending elements such as humor, advertising, or inaccuracies within a news-like structure. In Nigeria, a report circulated on the Al-Jazeera website suggesting that President Muhammad Buhari had been poisoned but had managed to survive gained traction online and was subsequently propagated by various fake news websites. Given the fact that the president was unwell, it provided fertile ground for the spread of various false narratives. This sparked controversy among supporters and political adversaries (Workman, 2017).

Tanzania has experienced the detrimental effects of fake news, particularly concerning politics, political figures, the judiciary, and educational institutions. One notable incident occurred in 2017 when Tanzania Broadcasting Corporation (TBC) took action against nine staff members for disseminating false information. They aired a fabricated story claiming that US President Donald Trump had praised the late President John Magufuli performance. The story falsely asserted that President Trump had commended President Magufuli for his focus on good governance and anti-corruption efforts, urging other African leaders to emulate his example. TBC Director General, Ayub Rioba, acknowledged that the station should have verified the information before broadcasting it.

Despite the growing global concern about the spread of fake news and its impact on journalism, limited empirical research focuses on the specific challenges journalists face in developing countries, particularly in Tanzania. While numerous studies have explored fake news in Western contexts, a significant need for localized research addresses how journalists in Tanzanian media outlets, such as TBC1 and Clouds Television, identify and combat fake news. This gap is critical as Tanzania media landscape, technological infrastructure, and socio-political environment present unique challenges and dynamics that differ from those in more studied regions. Additionally, the public in Tanzania needs to learn more about fake news, its prevalence, and its impact on society, which further complicates the efforts of journalists to combat misinformation. Understanding these context-specific challenges is essential for developing tailored strategies to enhance the credibility and effectiveness of journalism in Tanzania. Therefore, this study aims to bridge this gap by providing a comprehensive analysis of the obstacles faced by Tanzanian journalists in identifying fake news, the effectiveness of their current verification methods, and the level of public awareness regarding fake news.

2. LITERATURE REVIEW

2.1 Theoretical Framework

This study was guided by the Gatekeeping Theory advanced by Kurt Lewin and Fake News Early Detection, as addressed by X. Zhou et al. Kurt Lewin referred to it as blocking or discarding useless or unwanted information using a gate or filter (Shoemaker & Vos, 2009). Lewin introduced the term gatekeeper to describe the individual or group responsible for determining what information is permitted entry and what is rejected. Thus, gatekeeping revolves around these gatekeepers, who decide which information is disseminated to specific individuals or groups and which is withheld. Gatekeepers serve as decision-makers for the broader audience that relies on them for information. Their filtering decisions are influenced by various factors such as personal preferences, regulatory guidelines, cultural norms, and social influences.

This theory is preferred over agenda-setting theory because the weakness is that it suggests and shapes the public agenda by emphasizing specific issues over others, which is quite different from the study. Hence, the Gatekeeping theory goes hand in hand with the study because it focuses on making sure and seeing if the journalist follows the gatekeeping requirement in spotting fake news. This theory is particularly relevant in identifying challenges journalists face in spotting fake news in Tanzania. According to the Gatekeeping theory, within the realm of news media, editors are tasked with determining which news stories to publish and which to reject, guided by internal policies, ethical considerations, and professional standards (Shoemaker & Vos, 2009).

The Fake News Early Detection Theory, developed by Zhou et al. (2019), is a framework that addresses the timely identification and mitigation of false information before it can significantly impact public perception. This theory is essential in an era where digital media and social networks rapidly disseminate information, often needing more verification. Understanding and applying this theory is critical for journalists, especially in environments like Tanzania, where the spread of fake news poses significant challenges to the integrity of news reporting. X. Zhou et al. (2019) suggest developing ways or approaches to detect fake news by focusing on its content. Fake news is now seen as one of the greatest threats to democracy and journalism (X. Zhou et al., 2019). Meanwhile, humans have been proven to be inept at differentiating between truth and falsehood when overloaded with deceptive information (Victoria, 2010).

Zhou et al. (2019) propose several vital components to enhance the early detection and prevention of fake news. These components include content analysis, source verification, network analysis, and behavior signals. Studies have shown that early detection significantly reduces the spread and impact of fake news. For instance, Vosoughi, Roy, and Aral (2018) found that fake news spreads faster and reaches more people than actual news, emphasizing the need for early intervention. Their study highlighted that once phoney news gains traction, it becomes more challenging to debunk, making early detection crucial.

Furthermore, research by Pennycook and Rand (2018) demonstrated that attaching warnings to potential fake news can reduce its perceived accuracy among readers. This finding underscores the importance of timely identification and labelling of suspect content.

2.2 Empirical Literature Review

Comparative studies provide valuable insights into how different countries and cultures address the issue of fake news. Wardle and Derakhshan (2017) explored the strategies employed by various nations to tackle misinformation. Their study found that countries like Germany have implemented stringent laws against disseminating false information, while Scandinavian countries have developed collaborative networks for real-time fact-checking. These approaches highlight the importance of legal frameworks and collaborative efforts in combating fake news. Moreover, the study suggests that media organizations in other regions can benefit from adopting similar strategies tailored to their specific contexts.

Empirical case studies of media organizations successfully implementing strategies to combat fake news offers practical insights and best practices. Graves and Cherubini (2016) examined the fact-checking initiatives of The New York Times and The Guardian. They found that The New York Times' use of a dedicated fact-checking team and The Guardian's transparency project, which involves disclosing their news stories; sources and verification processes, effectively enhanced news accuracy and rebuilt audience trust. These case studies demonstrate the importance of investing in fact-checking resources and fostering transparency in news reporting.

In recent years, there has been a notable erosion of public confidence in mainstream news organisations, as highlighted by research conducted by Newman, Fletcher, Kalogeropoulos, Levy, and Nielsen (2018). This decline in trust has far-reaching implications, particularly during times of crisis and uncertainty when the public relies heavily on credible sources for accurate and timely information. The consequences of this lack of trust become significantly pronounced in such critical moments. Numerous empirical studies have highlighted the prevalence and impact of fake news across various global contexts. A seminal study by Allcott and Gentzkow (2017) examined the spread of fake news during the 2016 U.S. presidential election. They found that fake news stories were widely shared on social media platforms, often surpassing the engagement of mainstream news articles. This study underscored the significant role of social media in disseminating misinformation and its potential influence on political opinions and behaviours. Furthermore, the researchers estimated that the average American adult saw one to three fake news stories in the months leading up to the election, illustrating the extensive reach of such content.

In the Tanzanian context, the Media Service Act plays a pivotal role in shaping the media landscape and addressing the challenges of fake news. By setting professional standards and holding media entities accountable, the Act aims to curb the spread of misinformation. However, the effectiveness of these provisions depends mainly on the implementation and enforcement mechanisms. For instance, this study empirical findings revealed that despite the regulatory framework, many journalists in Tanzania still need help identifying and combating fake news due to inadequate training and resources.

Under the Act, suspensions have been handed to media outlets, including the 2017 ban on four newspapers – Mawio, Mwanahalisi, Tanzania Daima, and Mseto. The announcement to review the Act that has been used to stifle dissent is one of a series of reforms demanded by citizens of Tanzania for the last five years (Monitor, 2022). Tanzanian journalists face challenges in spotting fake news, and they find themselves trapped in this act because they cannot differentiate between real and fake. Journalists need to have more knowledge in spotting phoney news before broadcasting or publishing it so that they cannot fall into this trap of the law. Despite these positive developments, Tanzanian journalists remain susceptible to disseminating fake news. The rapid advancement of technology and the widespread use of social networks have compounded the challenges journalists face in identifying misinformation. Consequently, this study explores the obstacles that Tanzanian journalists encounter in discerning fake news. Additionally, it seeks to propose strategies to address this issue, making media houses more reliable news sources.

3. METHODOLOGY

3.1 Study design

The study used case study, involving Clouds Television and TBC 1 media houses located at Kinondoni municipal respectively both in Dar es Salaam city. Creswell (2003) define case study as “researcher explores in depth a program, an event, an activity, a process, or one or more individuals” The study used qualitative and quantitative approaches to present detailed information on data collection, analysis, and interpretation (Gubrium, 2001).

3.2 Data Collection

Data was collected through structured questionnaires for quantitative data and interviews guides for qualitative data collection. The ten interview questions were conducted in two languages (Swahili and English), depending on the wishes/interests of the respondents. The study used purposive sampling. According to Patton (2015), purposive sampling allows the researcher to intentionally select cases that are rich in information, ensuring that the data collected will provide insights into the research question.

3.3 Data Analysis

Data was analyzed using SPSS for quantitative analysis and Nvivo for thematic dataset. The gathered data was organized into sub-topics aligned with the study objectives for presentation and analysis.

4. FINDINGS

The findings are presented by the aforementioned specific objectives, namely, to evaluate the level of awareness and training among journalists at TBC1 and Clouds Television, to investigate the tools and resources available to journalists at TBC1 and Clouds Television for verifying the accuracy of news stories, to explore the impact of organizational policies and newsroom culture at TBC1 and Clouds Television on the ability of journalists to identify and report fake news.

4.1 Level of awareness and training

The data shows that 12 out of 20 journalists need to be trained to identify fake news. Among those who receive training, the majority (8 out of 20) find it only moderately effective. This indicates a significant gap in training and awareness programs that could aid journalists in combating fake news effectively.

4.2 Tools and resources available

The findings reveal that half of the journalists (10 out of 20) need help accessing reliable fact-checking tools and resources. Furthermore, the usage of these tools varies, with only 9 out of 20 journalists using them often or always. This highlights the need for better accessibility and utilization of fact-checking resources within organizations.

4.3 Impact of organizational policies and newsroom culture

Most journalists (11 out of 20) feel moderate to extreme pressure to publish news quickly, affecting their ability to verify information. Additionally, organizational support varies significantly, with many journalists feeling only slightly or moderately supported in their efforts to combat fake news. This indicates the need for more robust policies and a more supportive newsroom culture to enable journalists to effectively identify and report fake news.

5. DISCUSSION OF THE FINDINGS

5.1 Level of Awareness and Training among journalists

The findings from TBC1 and Clouds Television indicate that many journalists need more training in identifying fake news. With 60% of journalists reporting no training at all, it is clear that there is a substantial gap in the education and awareness needed to combat misinformation effectively. Those who receive training often find it only moderately effective, suggesting that the current training programs may need to be more comprehensive or practical to equip journalists with the necessary skills. At TBC1, only 4 out of 10 journalists reported receiving training on identifying fake news. Of these, the majority found the training only moderately effective. This indicates that while there is some effort towards educating journalists, more is needed. An illustrative example is a journalist who mentioned that their training consisted of a one-time workshop that required more depth and practical applications, leaving them uncertain about implementing the strategies discussed.

Similarly, 6 out of 10 journalists still need training at Clouds Television. Among those who do, one journalist shared that the training sessions could be more frequent and updated with the latest trends in misinformation tactics. This gap in training means that journalists often rely on their judgment and experience, which can vary greatly and is only sometimes reliable in the fast-evolving landscape of fake news.

Albright (2017) highlights the growing challenge of fake news in the media landscape, emphasizing the need for journalists to be better equipped to handle misinformation. The study points out that the era of fake news requires journalists to have a deeper understanding of digital literacy and critical thinking skills. Albright argues that media organizations must invest in continuous and practical training programs beyond introductory workshops and provide journalists with hands-on experience using modern fact-checking tools and techniques. This aligns with the findings from TBC1 and Clouds Television, where the existing training programs are insufficient in addressing the complexities of fake news in the digital age. To address these training gaps, media organizations should implement more robust and continuous training programs that emphasize practical skills and keep pace with evolving misinformation strategies. By fostering a culture that values ongoing education and equipping journalists with up-to-date and techniques, media houses can enhance their ability to combat fake news effectively.

5.2 Tools and Resources Available for Verifying News Accuracy

The research indicates that journalists have equal access to reliable fact-checking tools and resources, with half reporting adequate access and the other half not. Furthermore, the frequency of tool usage varies, with a significant portion of journalists using these tools only sometimes or rarely. The availability and usage of fact-checking tools are critical in ensuring the accuracy of news stories. Tools like reverse image searches, fact-checking databases, and AI-driven verification software can significantly enhance a journalist's ability to quickly and accurately verify information. At TBC1, a journalist who frequently covers political news reported having access to some fact-checking tools but mentioned that they often face technical difficulties and lack comprehensive databases. This limitation restricts their ability to verify information quickly, especially under tight deadlines. Another journalist noted that while they have access to some tools, there needs to be formal training on using them effectively.

Conversely, a Clouds Television journalist highlighted that while they have access to a robust set of fact-checking tools, these need to be more utilized due to a lack of training and awareness. The journalist mentioned instances where colleagues bypassed these tools in favor of faster publication times, leading to occasional errors in reporting. This indicates that more than having tools available is needed; proper training and culture emphasizing their importance are crucial. Zafarani et al. stated that manual fact-checking needs to scale better with the volume of newly created information, especially on social media. Today, social media is fueled by many kinds of personal and political content. Many instances are produced overtly or covertly by governments and industry of public relations companies under contract with political or commercial actors. As a result, countless bloggers, Instagram 'influencers', and YouTube stars promote products and politicians without disclosing that they are paid to do so. Now, journalists who do not have reliable fact-checking tools find themselves trapped in the trap of giving out fake news. Collaboration with other journalists is rare. When asked about collaboration with other journalists, most responded by selecting sometimes. This means that these journalists usually do not verify their news content and believe in their perspectives. The lack of exercise and the technical difficulties faced by TBC1 journalists align with Silverman's assertion that inadequate training and ineffective tool use can lead to a preference for speed over accuracy. The journalist from TBC1 gave an example of the news they published about the late President John Magufuli having COVID-19, which later became fake news. This news led to nine journalists to be suspended from work.

5.3 Impact of Organizational Policies and Newsroom Culture

The findings show that journalists face significant pressure to publish news quickly, which affects their ability to verify information thoroughly. This pressure, coupled with varying levels of organizational support, creates an environment where the identification and reporting of fake news becomes challenging. Organizational policies and newsroom culture shape journalists' practices and attitudes toward news verification. A supportive environment prioritizing accuracy over speed can empower journalists to take the necessary time to verify facts without fear of missing deadlines. Conversely, a high-pressure environment focused on rapid publication can lead to rushed verification processes and increased susceptibility to spreading fake news. Journalists at TBC1 reported feeling high pressure to publish news quickly, often at the expense of thorough fact-checking. One journalist recounted an instance where they had to rush a breaking news story without proper verification due to the urgency of the editorial team. This led to the unintentional dissemination of inaccurate information, which had to be retracted later. The journalist noted that this pressure is a recurring issue and affects their overall quality of work.

At Clouds Television, journalists also experience significant pressure to publish rapidly. However, one journalist highlighted that their organization is making strides to improve this by implementing new policies allowing more verification time. Despite these efforts, the journalist mentioned that the newsroom culture still prioritizes speed over accuracy, making it challenging to shift entirely to a verification-first approach. The journalist suggested that while policies are changing, cultural shifts take longer and require consistent effort and reinforcement. You must be the first to report news so that your media outlet can gain many followers who trust you. Therefore, this can lead to a lack of caution in verifying information. Every media outlet wants to be the first, so the competition is very high.

In Tanzania, media law and press freedom profoundly impact journalists' ability to identify and report fake news. The regulatory environment in Tanzania is characterized by stringent rules and regulations that can affect journalistic practices, especially concerning the handling of misinformation. In the broader context, these findings underscore the importance of a holistic approach to combating fake news. More is needed to have the right tools or policies in place; there needs to be a concerted effort across all levels of a media organization to prioritize and uphold the standards of accurate journalism. This includes top-down support from management, robust editorial guidelines, and a commitment to continuous improvement in journalistic practices. By creating a comprehensive strategy that addresses training, tools, and culture, media organizations can better prepare their journalists to navigate the complexities of today's information landscape.

6. CONCLUSION

The research on *Assessing the Challenges Journalists Face in Spotting Fake News in Tanzania: A Case Study of Clouds Television and TBC1* revealed several critical insights into the difficulties journalists encounter in verifying the accuracy of news stories. The findings are categorized into three main areas: Level of Awareness and Training, Tools and Resources Available, and Organizational Policies and Newsroom Culture.

Firstly, the research highlighted a significant need for formal training among Clouds Television and TBC1 journalists. With 60% of journalists reporting no training on identifying fake news, it is evident that many journalists need to be adequately prepared to tackle this critical issue. Even those who received some training found it only moderately effective, indicating that the current training programs must be more comprehensive and practical. This gap in training is problematic, as it leaves journalists ill-equipped to differentiate between credible and non-credible sources, potentially leading to the accidental spread of misinformation. Moreover, the study found that journalists have varying access to fact-checking tools. While 50% of the journalists reported having adequate access to reliable tools, the other half still needed to. Furthermore, the frequency of tool usage was low, with 65% of journalists using these tools only occasionally or rarely. This sporadic use can be attributed to technical difficulties, lack of comprehensive databases, and insufficient training to utilize these tools effectively. The underutilization of fact-checking tools compromises the accuracy of news stories and contributes to the spread of fake news.

In addition to the challenges related to training and tool accessibility, the study also uncovered significant issues with organizational policies and newsroom culture. The competitive nature of the media industry, which prioritizes speed over accuracy, often pressures journalists to publish quickly, sometimes at the expense of thorough verification. The lack of stringent editorial policies emphasizing the importance of fact-checking exacerbates this problem. With 70% of journalists indicating that the pressure to publish quickly leads to shortcuts in the verification process, it is clear that current newsroom practices need to support the accurate reporting of news adequately. Furthermore, the study found that collaboration among journalists for verification could be more frequent. Most journalists relied on their judgment or informal channels rather than established verification processes. This reliance on individual judgment can be unreliable and inconsistent, especially when misinformation tactics constantly evolve. The lack of a formal feedback mechanism to review and correct errors post-publication further compounds this issue, affecting the overall quality of news reporting. Despite these challenges, journalists recognize the need for improvement. The study found that 80% of journalists desired more comprehensive training programs. This indicates an awareness of the limitations in their current abilities to identify and combat fake news and a willingness to enhance their skills. Media organizations must respond to this demand by providing regular, updated training covering the latest trends and techniques in misinformation detection.

Lastly, the study underscores the necessity for media organizations to invest better resources and create a supportive environment for accurate journalism. This includes providing access to advanced fact-checking tools and ensuring that journalists are trained to use these tools effectively. In conclusion, the study on Clouds Television and TBC1 reveals critical areas where improvements are needed to address the challenges of fake news. By investing in comprehensive training, ensuring reliable access to fact-checking tools, and fostering a supportive organizational culture, media organizations can significantly enhance their journalists' ability to accurately report news, thus playing a vital role in combating the spread of misinformation. These steps are essential for maintaining the integrity of journalism and ensuring the public receives reliable and truthful information.

7. RECOMMENDATIONS

Based on the findings of the study, First, media houses should revise their editorial policies to emphasize the importance of accuracy over speed the researcher recommends that media organizations should develop and implement comprehensive training programs specifically identifying and combating fake news. Also, they should invest in providing journalists with reliable fact checking tools.

8. FURTHER RESEARCH

To build on the findings of this study, future research should focus on investigating the role of emerging technologies, impact of fake news on the audience trust in media organizations and study the cooperation between media organizations and technology companies to develop and implement advanced verification tools.

REFERENCES

- [1] Adam, J., & Kamuzora, F. (2008). *Research Methods for Business and Social Studies*. Mzumbe University, Tanzania.
- [2] Albright, J. (2017). Welcome to the era of fake news. *Media and Communication*, 5(2), 87-89. <https://doi.org/10.17645/mac.v5i2.977>
- [3] Botambu Collins, Dinh Tuyen Hoang, Ngoc Thanh Nguyen, & Dosam Hwang. (2020). 5 Types of Fake News and Why They Matter.
- [4] Christians, C. G., & Wilkins, L. (Eds.). (2009). *The Handbook of Mass Media Ethics*. Taylor & Francis.
- [5] Cull, N. J., Culbert, D., & Welch, D. (2003). *Propaganda and mass persuasion: A Historical Encyclopedia, 1500 to the present*. ABC-CLIO.
- [6] Farkas, J., & Schou, J. (2018). Fake news as a floating signifier: Hegemony, antagonism and the politics of falsehood. *Journal of Political Ideologies*, 23(2), 105-117. <https://doi.org/10.1080/13569317.2018.1454901>
- [7] Gichuhi, G. (2023, January 26). Africa Check. Retrieved from <https://africacheck.org/fact-checks/meta-programme-fact-checks/no-tanzanian-president-suluhu-not-dead-facebook-post>
- [8] Herman, E. S., & Chomsky, N. (1988). *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon Books.
- [9] Hunt Allcott & Matthew Gentzkow. (2017). Social Media and Fake News in 2016. *Journal of Economic Perspectives*, 31(2), 211-236.
- [10] Ireton, C., & Posetti, J. (Eds.). (2018). *Journalism, fake news & disinformation: Handbook for journalism education and training*. UNESCO. Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000265552>
- [11] Lazer, D. M. J., Baum, M. A., Grinberg, N., Friedland, L., Joseph, K., Hobbs, W. R., & Mattsson, C. (2018). The science of fake news. *Science*, 359(6380), 1094-1096. <https://doi.org/10.1126/science.aao2998>
- [12] Katherine Ognyanova, D. L. (2020). Misinformation in action: Fake news exposure is linked to lower media trust and higher government confidence when your side is in power.
- [13] Lasswell, H. D. (1927). The Theory of Political Propaganda. *The American Political Science Review*, 21(3), 627-631. <http://www.jstor.org/stable/1945515>
- [14] Marwick, A., & Lewis, R. (2017). *Media manipulation and disinformation online*. Data & Society Research Institute.
- [15] McCombs, M. E., & Shaw, D. L. (1972). The agenda-setting function of mass media. *Public Opinion Quarterly*, 36(2), 176-187.
- [16] McLuhan, M. (2001). *The Medium is the Message: An Inventory of Effects*. Ginko Press.
- [17] Pennycook, G., & Rand, D. G. (2018). The Implied Truth Effect: Attaching warnings to a subset of fake news stories increases the perceived accuracy of stories without warnings. *Management Science*, 66(11), 4944-4957.
- [18] Pennycook, G., McPhetres, J., Zhang, Y., Lu, J. G., & Rand, D. G. (2020). Fighting COVID-19 misinformation on social media: Experimental evidence for a scalable accuracy nudge intervention. *Psychological Science*, 31(7), 770-780.
- [19] Pew Research Center. (2020). Many Americans say made-up news is a critical problem that needs to be fixed. Pew Research Center.
- [20] Reza Zafarani, Xinyi Zhou, Kai Shu, & Huan Liu. (2019). Fake news research: Theories, detection strategies, and open problems. In *Proceedings of the 25th ACM SIGKDD International Conference on Knowledge Discovery & Data Mining* (pp. 3207-3208). ACM.
- [21] Silverman, C. (Ed.). (2016). *The verification handbook: A definitive guide to verifying digital content for emergency coverage*. European Journalism Centre. Retrieved from <https://verificationhandbook.com/>
- [22] UNESCO. (2018). *Journalism, Fake News; & disinformation. Handbook for Journalism Education and Training*, 9.
- [23] Xinyi Zhou, Jindi Wu, & Reza Zafarani. (2020). SAFE: Similarity-aware multi-modal fake news detection. In *Proceedings of the PacificAsia Conference on Knowledge Discovery and Data Mining*. Springer.
- [24] Williams, C. J. (2017). *How to win elections in Africa*. Kachifo Limited.