

The Effects of Different Social Media Platforms on the Perceived Credibility of Fake News Published About Covid-19



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ABSTRACT

While the Covid-19 pandemic getting severe, detrimental effects of the infodemic also have increased in parallel. At this point, social media platforms have a significant effect on spreading fake news. Encountering fake news in a specific social media platform constantly may change users' opinions about that social media platform and it might lead to prejudice to the platform because of its unreliability. Different social media platforms may lead to different effects on people's attitudes about believing fake news depending on the user's perceptions about them. The aim of this research to examine whether there are different effects of different social media platforms on the perceived credibility of fake news published about covid-19 through the experimental method. The research will also examine the factors that affect the probability of believing in the news about Covid-19 through survey method.

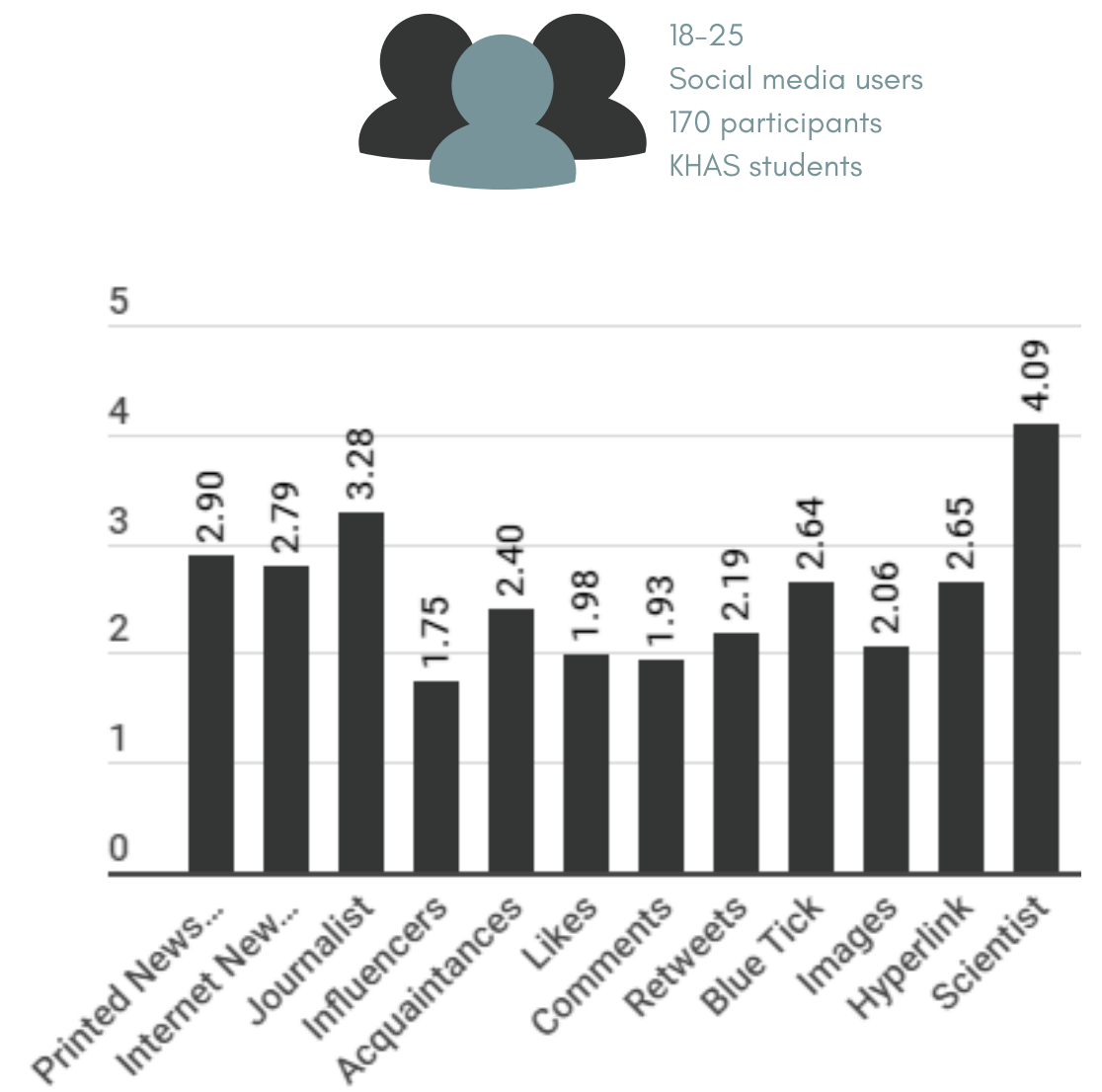
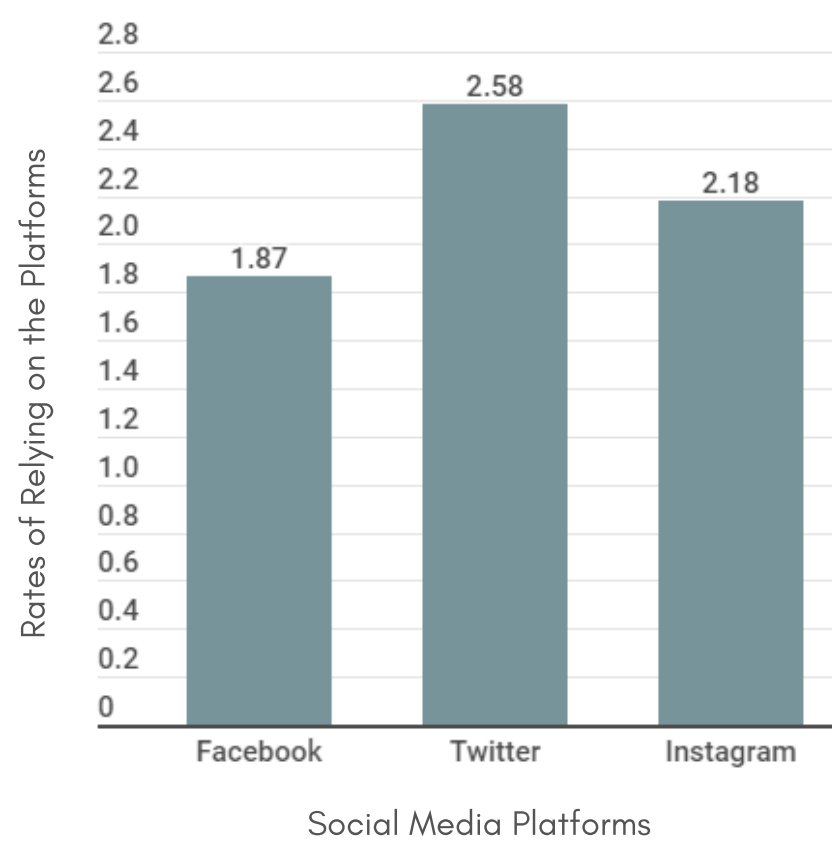
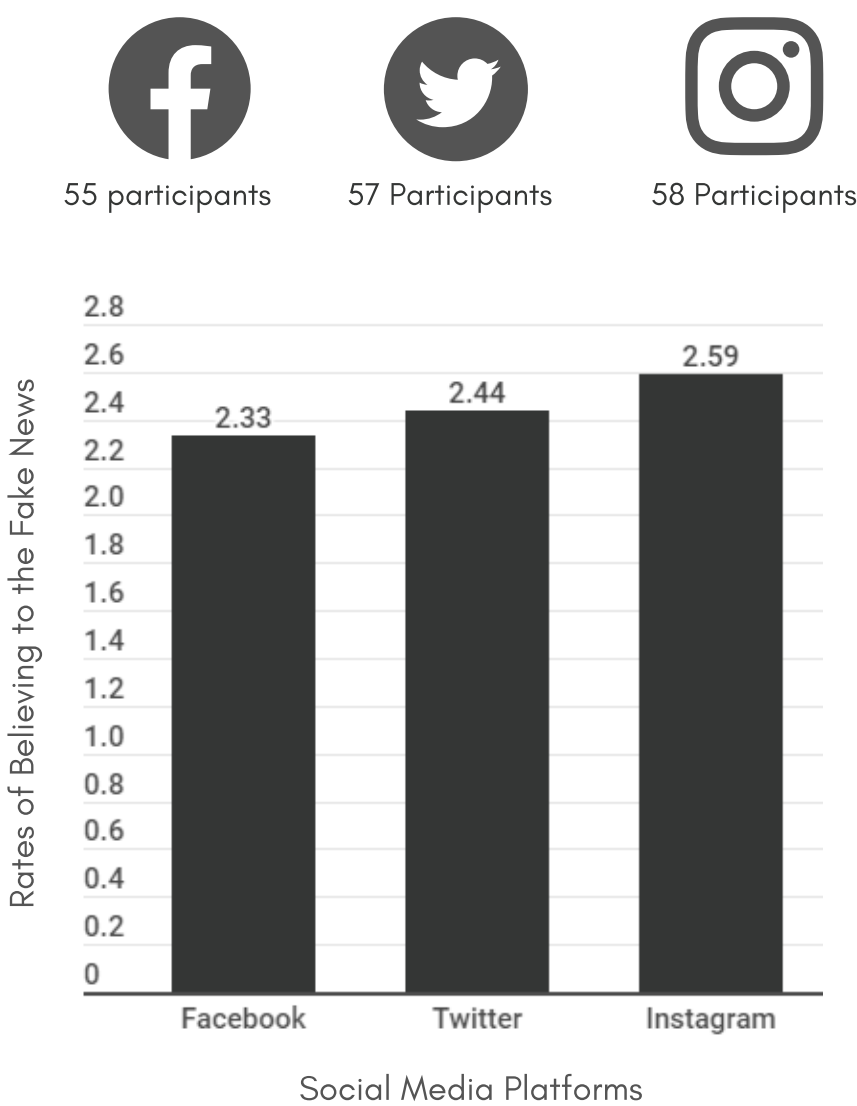
INTRODUCTION

- **Research Question:** Do different social media platforms affect the perceived credibility of fake news published about Covid-19?
- The medium is the message because "it is the medium that shapes and controls the scale and form of human association and action" (McLuhan, 1967, p.108).
- The medium is one of the three dimensions suggested by the Elaboration Likelihood Model of Persuasion to investigate the credibility of information (Li, & Suh 2015).
- **Hypothesis:** Different social media platforms have different effects on the perceived credibility of fake news published about the Covid-19 pandemic.

METHOD



RESULTS



DISCUSSION

- The external validity of the study is low because the participants do not see the fake news while they are browsing on social media. In future studies, the news can be examined in its context.
- There is no control group in the experiment because the news which has no source might give the participants different ideas about the experiment.
- The effectiveness of fake news was not measured with a manipulation check because showing the fake news before the experiment and ask about its credibility could be given hints to participants about the hypothesis of the research (Hauser, Ellsworth, & Gonzalez, 2018). In future studies, pilot studies can be done rather than manipulation checks.
- Evidence shows that many adults lack basic media literacy abilities (Rasi, Vuojärvi, & Ruokamo, 2019), and many of them use social media to take information (Allcott, & Gentzkow, 2017). In future studies, adults' attitudes toward fake news about the Covid-19 pandemic can be researched or can be made a comparison between young and adults.

CONCLUSION

- The increase in fake news during the pandemic caused people to doubt social media platforms.
- This study hypothesized that people's attitudes about believing fake news about Covid-19 would be different toward different social media platforms.
- The hypothesis was not confirmed.
- The results also did not verify Marshall McLuhan's "medium is the message" (McLuhan, 1967) statement in this context.
- At the same time, participants stated that they trust Facebook and Instagram less than Twitter, this is a situation that platforms should take into account.

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