

# To Study the Spread of Fake News on Youtube Channel - Analyzing Their Content

Dr V Jayalakshmi<sup>1</sup>, P Anandhababu<sup>2</sup>

<sup>1</sup>Assistant Professor, <sup>2</sup>Assistant Professor

<sup>1</sup>Department of Visual Communication,

Vels Institute of Science, Technology and Advanced Studies, Chennai, Tamil Nadu, India.

**Abstract** - At present, social media encompasses far more than merely blogging or sharing images. With its extensive and far-reaching influence, social media transcends merely impressing individuals, instead impacting or swaying them through these essential platforms. YouTube allowing users to share videos online and create channels to form virtual communities united by common interests. The main objective of the study is to study on the deformation of facts spread in YouTube. The focus of the study is spreading of false news through YouTube channel to the people. The study applies qualitative research and quantitative research design. The sample size for the research is 100 people of age group 18-25 years. The area of study focuses on Chennai. The study platform chosen in social media is YouTube. The theoretical study adopted for the study is Magic bullet theory. The research concludes that the fake news spread in the YouTube channel creates a serious issue within the public. There should be sufficient technology to spot the spread of fake news in social media.

**Index Terms** - Fake News, YouTube, Social Media, False Information.

## I. INTRODUCTION

Today social media play an increasingly more important role in the life of society because users spend a lot of time online and they view social media as an important source of information about issues which users are connected with. At present, social media encompasses far more than merely blogging or sharing images. With its extensive and far-reaching influence, social media transcends merely impressing individuals, instead impacting or swaying them through these essential platforms. Nevertheless, a significant number of individuals contend that social media has adversely affected interpersonal relationships. Face-to-face communication has also declined as a result. Yet, social media carries a beneficial aspect as well. It allows us to connect with loved ones around the world while also disseminating important safety alerts.

YouTube being one of the main stream social media, it is an audio, video sharing platform which allows individual to share the content to the audience. YouTube is also becoming a tool for promoting people and ideas. In this context, performativity is a feature of YouTube, since users who publish videos on YouTube value it. YouTube allowing users to share videos online and create channels to form virtual communities united by common interests. Otherwise, it would not attract many users and would be practically useless for YouTube users other than the creators of these videos.

Fake news has become a furious threat to many people fake news can branny news some untrue information is prevention authentic news. Usually it is to defame someone, damage their reputation Fake news is creating attention-grabbing news stories to gain credibility. Well-known news sources are often imitated. Some children may find it difficult to make sense of the truth, as there are so many sources of information on the internet.

## II. PURPOSE OF THE STUDY

The main purpose of this study is to analyze the spreading of false information. People make money by using sensationalized false information to increase clicks, views, and advertising revenue. Additionally, propaganda, conspiracy theories, and ideologies can be promoted through fake news. Some people also disseminate fake news for amusement, retaliation, or sabotage. Additionally, state-sponsored actors may use fake news to sabotage elections, cause confusion, or interfere with national security. All things considered, stopping the spread of fake news and advancing media literacy depend on knowing the reasons behind it.

## III. OBJECTIVES OF THE STUDY

- To analyze the deformation of facts spread on YouTube.
- To investigate people affirming the spread of real news on YouTube.
- To explore people's ideology concern on the spread of false news on YouTube.

**IV. REVIEW OF LITERATURE**

**Ng et.al (2022)** In their research “The Effect of Platform Intervention Policies on Fake News Dissemination and Survival: An Empirical Examination” Fake news on social media has ended up a genuine issue, and social media stages have begun to effectively actualize different intercessions to relieve its affect. This paper centers on the adequacy of two stage intercessions, to be specific a content-level intercession and an account-level mediation.

**Zanatta et.al (2021)** In their research “Fake news: the impact of the internet on population health” The internet has democratized get to wellbeing data, expanding the independence of patients in their relationship with healthcare experts. Fake news as a rule has a wide reach, particularly when engendered over the social media. The rate of individuals who had gotten fake wellbeing news, basically through Facebook and WhatsApp, was very tall. The study concluded that with the progressively stressing situation, it is vital to contribute in the dispersal and execution of administrations and measures to combat fake news.

**Zhang and Ghorbani (2020)** In their research “An overview of online fake news: characterization, detection and discussion” Over the later a long time, the development of online social media has significantly encouraged the way individuals communicate with each other almost the fake news. These days online fake news tend to be meddling and differing in terms of subjects, styles and stages. The research concludes Fake news can be utilized by malevolent substances to control people’s alternatives and choices on critical day by day exercises, like stock markets, health-care alternatives, online shopping, instruction, and indeed presidential race.

**Figueria and oliveira (2017)** In their research “The current state of fake news: challenges and opportunities” On social systems, the reach and impacts of data spread happen at such a quick pace and so intensified that misshaped, wrong data secures a huge potential to cause genuine world impacts, inside minutes, for millions of clients. The journey for a framework to avoid the creation of fake news collides with numerous law-based values like opportunity of discourse. It concludes the key to one issue is ordinarily the lead to another one, be that as it may, this gigantic accessibility from major key players might be the fundamental premise for battling the multiplication of fake news.

**Kanoh (2018)** In his research “Why do people believe in fake news over the Internet? An understanding from the perspective of existence of the habit of eating and drinking” Getting to be inescapable together with the Web is a gigantic sum of fake news and bits of gossip, and in this way an expanding number of casualties. The result is, to a certain degree, terrifying as it implies that lies, without a single piece of prove may moreover be portrayed, with methods, as actualities, and it might be steadily accepted as genuine by the open, and have a capable impact on our choice.

**V. RESEARCH METHODOLOGY**

The study is based on both qualitative and quantitative measures. The structured questionnaire was used to collect data from the people and passed out people. The sample size is 100 people of age group 18-25 years. The area of study includes Chennai. The study platform in social media chosen is YouTube.

**VI. THEORITICAL STUDY**

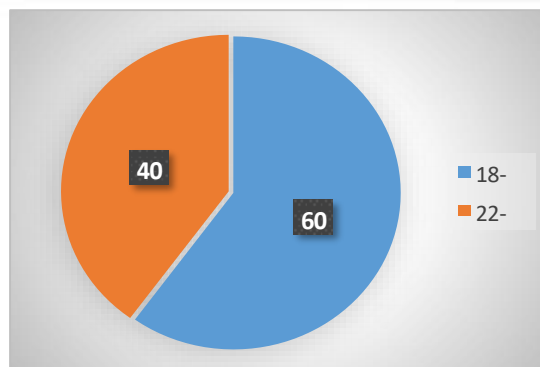
Magic Bullet Theory is the belief that an originator's media message may convince an audience by directly inserting an idea. This means that the originator makes the presumption that they will be able to affect their audience by directly injecting a message into the audience's brain. The Magic Bullet Theory, also known as the Hypodermic Needle Theory, is a communication model that suggests mass media has a direct, immediate, and powerful effect on its audience.

**VII. DATA ANALYSIS AND INTERPRETATION**

The process of methodology using logical and statistical methods to characterize and depict, summarize and assess data is known as data analysis. General audience in the age group of 18-25, are used to analyse the data gathered. The sample size is 100 in total.

**Table 7.1 Age**

Option	frequency	percentage
18-21	60	60
22-25	40	40



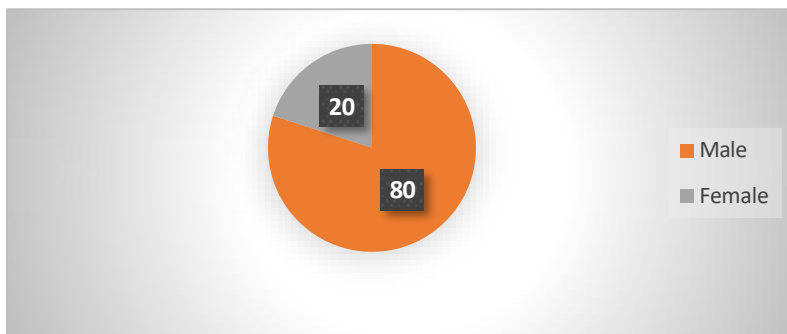
**Figure 7.1 Age**

In the **Figure 7.1** proves that the 60 percent of the audience fall under the age category 18-21 years.

**Table 7.2 Gender**

Option	frequency	percentage
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Male	80	80
Female	20	20

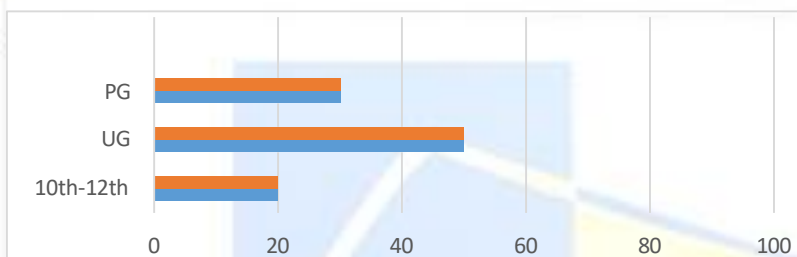


**Figure 7.2 Gender**

In the **Figure 7.2** proves 80 percent of the gender is male.

**Table 7.3 Qualification**

Option	Frequency	Percentage
10th-12th	20	20
UG	50	50
PG	30	30

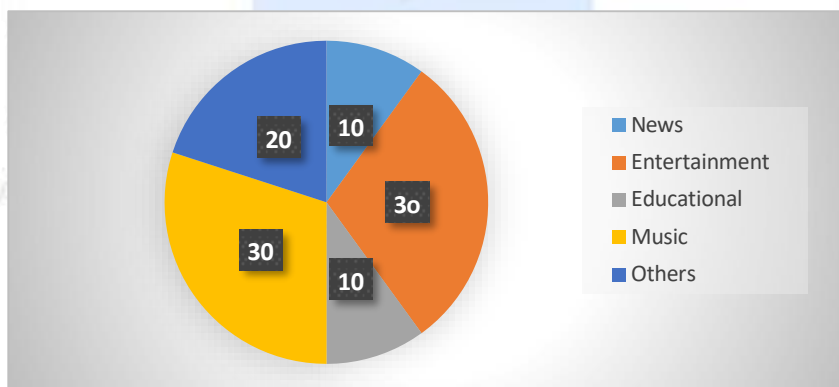


**Figure 7.3 Qualification**

In the **Figure 7.3** proves almost the participants are educated and holds degree.

**Table 7.4 kind of YouTube videos usually watch**

Option	Frequency	Percentage
News	10	10
Entertainment	30	30
Educational	10	10
Music	30	30
Others	20	20

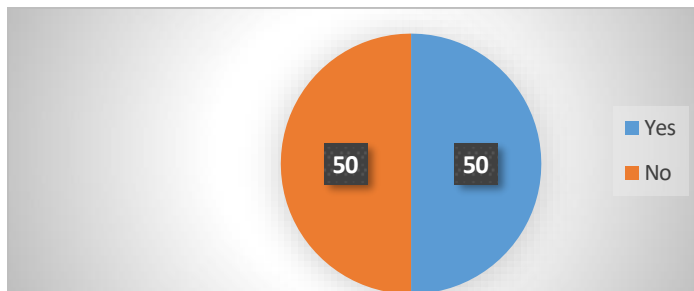


**Figure 7.4 kind of YouTube videos usually watch**

In **Figure 7.4** it is proved that almost 30 percent of the audience watch YouTube for entertainment and music.

**Table 7.5 watching fake news-related content on YouTube**

Option	Frequency	Percentage
Yes	50	50
No	50	50

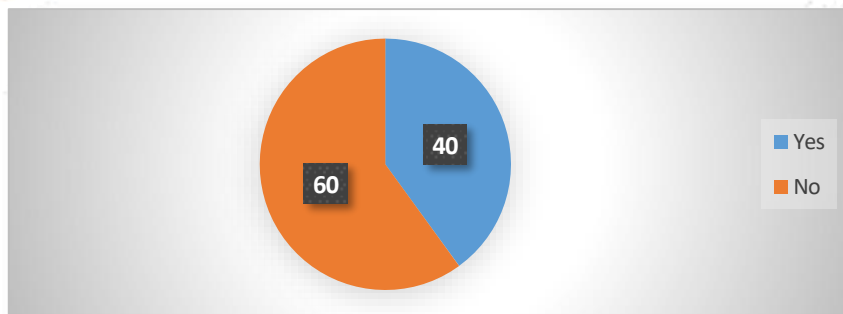


**Figure 7.5 watching fake news-related content on YouTube**

It is proved in the **Figure 7.5** that almost half of the audience watch fake news in the YouTube.

**Table 7.6 YouTube to learn about current affairs**

Option	Frequency	Percentage
Yes	40	40
No	60	60

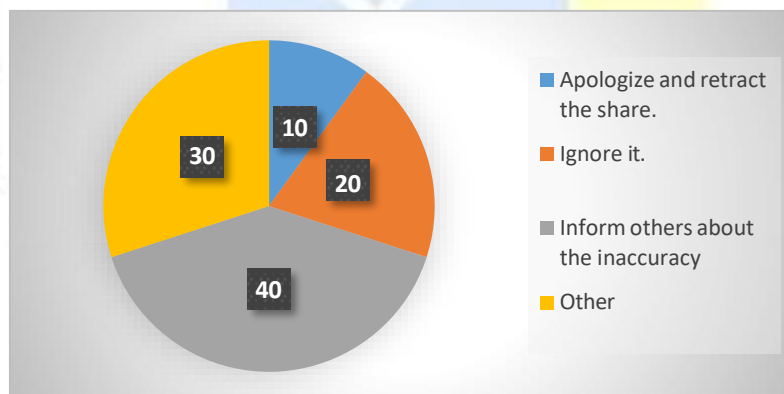


**Figure 7.6 YouTube to learn about current affairs**

It is evident that **Figure 7.6** details that the audience do not use YouTube for current affairs.

**Table 7.7 Reaction of the reels you shared was false**

Option	Frequency	Percentage
Apologize and retract the share.	10	10
Ignore it.	20	20
Inform others about the inaccuracy	40	40
Other	30	30

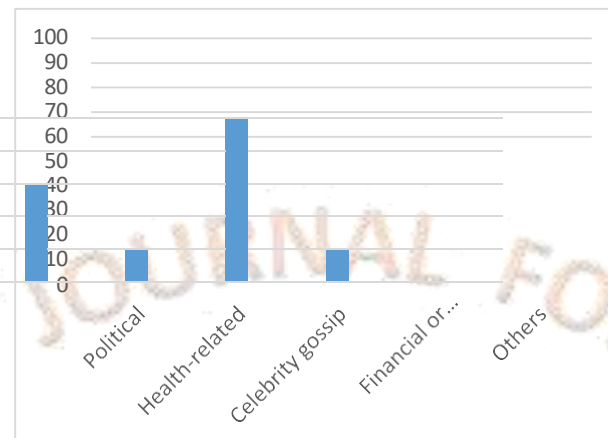


**Figure 7.7 Reaction of the reels you shared was false**

In the **Table 7.7** reacts that 40 percent of the news shared is false and they inform about their accuracy.

**Table 7.8 kind of fake news have you come across most often**

Option	Frequency	Percentage
Political	30	30
Health-related	10	10
Celebrity gossip	50	50
Financial or investment scams	10	10
Others	0	0

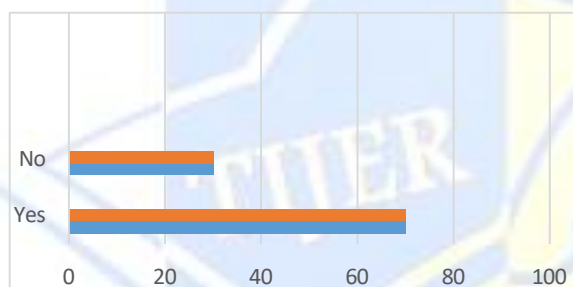


**Figure 7.8 kind of fake news have you come across most often**

In the **Figure 7.8** it is evident that half of the fake news is spread on celebrity gossip and on political news.

**Table 7.9 people should be taught to spot fake news**

Option	Frequency	Percentage
Yes	70	70
No	30	30

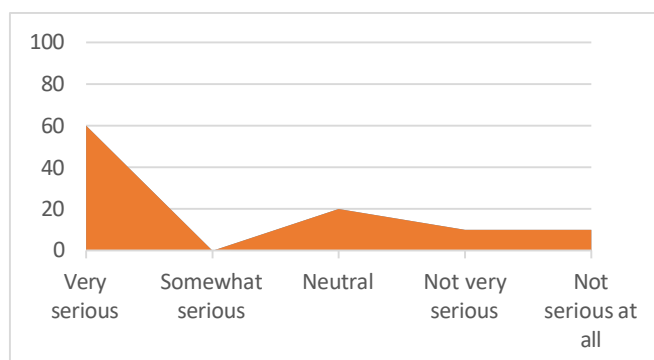


**Figure 7.9 people should be taught to spot fake news**

It is proved in the **Figure 7.9** that people should be taught about the spotting of the fake news spread in YouTube

**Table 7.10 YouTube fake news issue**

Option	Frequency	Percentage
Very serious	60	60
Somewhat serious	0	0
Neutral	20	20
Not very serious	10	10
Not serious at all	10	10



**Figure 7.10 YouTube fake news issue**

It is clearly stated that from the **Figure 7.10** that YouTube fake news issue spread in the social media has become a very serious among the people.

**VIII. FINDINGS**

The study findings are as follows

- The largest proportion of participants (60%) fall within the age group 18–21 years.
- 50% of the participants are undergraduates, making them the largest group in the study.
- Entertainment and Music are equal proportion of (30%) for the most preferred categories, indicating a strong interest in leisure and recreational content among participants.
- The responses are evenly split between (50%). This equal distribution suggests a balanced division in opinions, preferences, or behaviours among the participants.
- 60% of the participants selected "No", indicating a majority negative or unfavourable response to the question or topic under investigation.
- 40% of participants chose to inform others about the inaccuracy, making this the most common approach to dealing with inaccurate information.
- 50% of participants identified celebrity gossip as the most common type of misinformation they encounter.
- 70% of participants responded with strong positive consensus or agreement with the question or topic under consideration.
- 60% of participants consider the issue to be "Very serious," indicating a strong consensus on the importance or gravity of the matter.

## IX. CONCLUSION

The social media provides important information on the required context. The spread of news in social media is a major part with wide reaching consequences. YouTube has become a powerful tool for information dissemination — both true and false. Fake news on YouTube can influence public opinion, fuel misinformation, incite social division, and even affect democratic processes. The user-generated content often lacks fact-checking, making it easier for false information to proliferate. The study concludes YouTube is a valuable source of information and entertainment, it also carries the responsibility to curb the spread of fake news. A collaborative effort between technology providers, governments, content creators, and users is necessary to create a more informed and truthful digital environment.

## X. REFERENCE

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