

IEB09

Investigating the Impact of Personality and Medium Characteristics on the Fake News Participation on Social Media

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Abstract

The Internet has revolutionized social interactions, offering a platform for widespread opinion sharing and news dissemination. However, this accessibility has also enabled the spread of fake news, which often disguises its origins, making verification challenging. Fake news travels faster and more broadly than other content, posing significant risks like cyber warfare, science skepticism, and national security threats, as seen in efforts by Russia and China to sway public opinion. This study examines how personality traits, particularly the dark triad, influence fake news participation, and explores how digital communication mediums affect fake news spread, complicating efforts to ensure source credibility.

Conference Track

Internet and e-Business