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To identify and analyze the cognitive biases prevalent among social media users that contribute to the acceptance and propagation of Misinformation

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Abstract

The issue of misinformation and its consequences has received much focus in the last several years. Misinformation has been around for a while, However, modern advancements in technology have greatly facilitated its dissemination. this research, there are substantial emotional and psychological consequences associated with being too reliant on social media activity, regardless of the reasons behind it. In addition, this study's findings reveal that just a small percentage of teenagers really utilise social media as a means of communication for school-related issues; in particular, they to connect with classmates and talk about things we've covered in class.

Keywords: Misinformation, social media, emotional, technology, browsing

Introduction

Although misinformation has persisted for a long time, the rise of social media has made it much simpler to produce and spread incorrect information rapidly, thereby leveling the playing field and anonymously. Public health, politics, climate change, and economic challenges are just a few areas where disinformation may have a devastating effect. As an example, the public has experienced a range of psychological disorders and has taken unnecessary precautions owing to the extensive transmission of misinformation during the COVID-19 pandemic. The spread of misinformation in politics has the potential to impact not just how voters vote, but also the level of political division and public faith in government.

To start, there isn't a comprehensive analysis of all the elements can aid in the dissemination of misleading data. In their summary of the factors driving the viral spread of misinformation, Baptista and Gradim (2020) ^[1] highlight both the consumer incentives and the content presentation of online disinformation. Cognitive, social, and emotional variables are the subject of certain studies' attention as psychological drivers. But we didn't look at the social media

setting or the structure of social networks, which are also major involved in the spread of misleading data.

According to a recent survey that looked at how kids use social media, over nine in ten people under the age of eighteen have logged into a social media site at some point, and over three quarters of all teenagers maintain an active presence. According to this data, 68% of all kids surveyed said that Facebook was their favorite website, making it the most popular among teens. Fifty percent of teenagers say they use a social networking site at least once a day. Common Sense Media (2012) found that a quarter of all youths are "heavy users," or those who use several social media platforms regularly. The high rates of Internet use among teenagers point to the fact that they are undergoing significant social and emotional development online, and this phenomenon may persist into their early adult years.

The rise in social media use is undeniable, yet opinions vary greatly about the consequences of heavy use. When looking at things that participation is favorably impacted, according to Horst and Bittani (2008) ^[2] in social media helps teens develop impotent knowledge and social skills and encourages them to active citizens who create and share

content."

Since depression is a persistent public health issue impacting young people and teenagers, the growing body of data indicating a connection between using social media and depression is noteworthy. A nationally renowned college health survey, in 2011, the American College Health Association-National College Health Assessment (ACHA-NCHA) found that about 30% of first-year college students had felt "so depressed that it was difficult to function" at least once. The assessment covers a lot of ground when it comes to students' physical and mental health. Since research has shown that depression impacts academic achievement, this may provide a significant challenge for college students. Students who suffer from depression are more prone to smoking, alcoholism, and sexually hazardous behaviours.

Literature Review

Firdaus (2024) ^[3] The influence of online propaganda, social media and other online communication platforms on the general trust and perception is explored in this research. Understanding how these elements impact public opinion and confidence in information sources is the main goal of the qualitative literature review. The study uses a qualitative literature review approach to provide a thorough synopsis of what is currently known about the subject by combining results from research papers, case studies, academic articles, and empirical investigations. A literature review is a methodical process that includes gathering and evaluating academic sources on topics such as well as the effects of variables affecting the dissemination of false information on social media and the effectiveness of digital communication tactics.

Chen (2022) ^[4] Many research has investigated what makes disinformation tick, in response to its growing influence on social media. Nevertheless, there is a need for a more comprehensive examination of the reasons for and possible remedies for the issue of the quick spread of false information online. The two objectives of this research are: (a) examine the research on methods for preventing the spread of disinformation on social media and (b) weigh the benefits and drawbacks of these approaches, bearing in mind the importance of these issues to the study of disinformation as a whole. The research will do this by dissecting the information transmission process into its constituent parts: sender, message, context, and receiver.

Ecker (2022) ^[5] From the COVID-19 pandemic response to elections and referenda, misinformation has been shown to have a significant role in many controversial current events. Misinformation not only causes individuals to make bad decisions and judgements, but it also has a lasting impact on their thinking even after it has been rectified. This phenomenon is called the ongoing influence effect. This Review outlines mental blocks to updating information upon debunking falsehoods, including hypotheses about the effects that persist, as well as the cognitive, social, and emotional components that cause individuals to develop or support inaccurate opinions.

Chalke (2023) ^[6] The content available on social media platforms is vast, and a lot of it is false information. This causes people to make strange decisions, makes them feel bad about themselves, and poses severe risks to society and

public safety. It is widely believed by academics that social media algorithms are to blame for the propagation of misleading data on these sites. The research sheds light on the characteristics of raw misinformation propagation on social media, which, when compared with the original data, allows for a more thorough comprehension of the problem. In this research, we report on a deep learning method to analyses networks using the dissimilarities between original and misinformation data regarding the characteristics of diffusion networks, in addition to to conduct information emotion analysis and content analysis on datasets containing both types of data.

Hilary (2021) ^[7] Much discussion and analysis of the causes and effects of false news has taken place in recent years. False news has been around for a while, but the conditions for its rapid dissemination have been perfected by technology progress. Social media platforms such as YouTube, Twitter, and Facebook provide a fertile ground for the propagation of misinformation and propaganda. Researching how social media platform's function, how fake news is produced and spread, and how users are involved is, therefore, crucial. Study after study in this field has focused on how social media contributes to the dissemination of misinformation. The research on social media misinformation relies on secondary sources, including books, articles, and participants' own accounts, to reach its results.

Research Methodology

At this time, the term "Global Village" mostly serves as a metaphor for the internet and World Wide Web. The detractors have inevitably redirected their attention to digital technologies. Much discussion has focused on the relationship between general internet use, specifically increased levels of stress and participation in social media. The link between stress and internet, mobile phone, and social media use is the focus of this research. Simultaneously, the findings indicate that some conditions enhance the social utilization of digital technology, hence augmenting knowledge of distressing occurrences in the lives of others. Research technique is a systematic approach to addressing the research topic. It may be defined as the scientific study of the methodology of research.

Research design

Investigating The Psychological the Role social media in the Dissemination of False Information and How It Affects Public Opinion and Action.

Survey Sampling technique

The units of population are not chosen at random, but rather via specific processes that guarantee every part of the population has a certain probability of getting picked for the sample. A total of four revenue divisions and two districts in Uttar Pradesh State were combed through to compile of social media. Approximately 31 female students were selected from every university and institution. To guarantee that data gathering is free of gender bias, an appropriate mix of male and female participants is used.

Sample Selection

Nobody in their twenties or thirties uses social media.

Hence, in a non-probability sampling method, the sample is selected using purposive sampling.

The sample size of the study is 836. Respondents should fall between the 18–30 age bracket.

Sources of Data collection

The study's goals were evaluated using data gathered from both primary and secondary sources. Questionnaires served as the main means of data collection. When it came to secondary data, nevertheless, sources such as books, magazines, newspapers, websites, journals, essays, government documents, and the like were consulted.

Data Analysis and Interpretation

The data was organized in tabular form and analysed using percentages, frequencies, and averages. Displayed as a bar graph, The mindset of social media users, including the kind of websites they visit and the frequency of their use them, and the devices they use to access these sites.

Data Analysis

Table 1: Possession of a laptop.

Sex/Gender		Yes		No		Total
Male	11	(15.3%)	61	(84.7%)	72	(100%)
Female	1	(2.4%)	41	(97.6%)	42	(100%)
Total	12	(10.5%)	102	(89.5%)	114	(100%)

Of the 114 responders in the Mysore district, 72 were men and 42 were women. Regarding laptop ownership, the results were disappointing. Just 15.3% of the 72 male respondents said they possessed a laptop, while the vast majority of the remaining 84.7% said they did not.

Table 2: Ownership of smart phone.

Sex/Gender	Yes	No	Total
Male	35 (48.6%)	37 (51.4%)	72 (100%)
Female	20 (47.6%)	22 (52.4%)	42 (100%)
Total	55 (48.2%)	59 (51.8%)	114 (100%)

The data gathered on smartphone ownership was eye-opening. Of the 72 men who responded, 48.6% said they had a smartphone, while the majority of the remaining 51.4% said they did not.

Table 3: Place of browsing

Sex/Gender	Home	College	Cyber Café	Other	Total
Male	61 (84.7%)	2 (2.8%)	23 (31.9%)	2 (2.8%)	88 (122.2%)
Female	28 (66.7%)	10 (23.8%)	13 (31.0%)	0 (0%)	51 (121%)
Total	89 (78.1%)	12 (10.5%)	36 (31.6%)	2 (1.8%)	139 (121.9%)

** Because of many answers, the overall percentage is higher than 100%.

The majority of respondents-84.7% of men and 66.7% of women-prefer to use social media at home. The total percentage is 78.1%. The internet café comes in second place with figures of 31.9% for males and 31.0% for women, respectively. 31.6% is the total percentage.

Table 4: Regularity of social media browsing

Sex/Gender	Daily	Once in 3 days	Once a week	Rarely	Total
Male	23(38.9%)	18(25.0%)	7(9.7%)	19(26.4%)	72(100%)
Female	19(45.2%)	5(11.9%)	10(23.8%)	8(19.0%)	42(100%)
Total	47(41.2%)	23(20.2%)	17(14.9%)	27(23.7%)	114(100%)

Out of the 72 male respondents, 38.9% of them use social networking websites every day, 25.0% once every three days, 9.7% once a week, and 26.4% seldom. The same is true for women, who use social media 45.2% of the time every day, 11.9% once every three days, 23.8% once a week, and 19.0% seldom.

Table 5: Daily amount of time spent on social media surfing.

Sex/Gender	<15 Minutes	15-30 Minutes	30-45 Minutes	>45 Minutes	Total
Male	29(40.3%)	18(25.0%)	14(19.4%)	11(15.3%)	72(100%)
Female	20(47.7%)	10(23.8%)	8(19.0%)	4(9.5%)	42(100%)
Total	49(43.0%)	28(24.6%)	22(19.3%)	15(13.1%)	114(100%)

When asked how much time they spend on social media each day, 40.3% of the 72 males who responded said they browse for less than 15 minutes, 25.0% said they browse for 15 to 30 minutes, 19.4% said they browse for 30 to 45 minutes, and 15.3% said they explore for more than 45 minutes. Similarly, 47.7% of females explore for less than 15 minutes, 23.8% browse for 15 to 30 minutes, 19.0% browse for 30 to 45 minutes, and 9.5% browse for more than 45 minutes.

Table 6: The many social media platforms that the participants used.

Sex/Gender	Facebook	WhatsApp	Twitter	Other	Total
Male	42 (58.3%)	56 (77.8%)	11 (15.3%)	60 (83.3%)	169 (234.7%)
Female	23 (54.8%)	30 (71.4%)	1 (2.4%)	26 (61.9%)	80 (190.4%)
Total	65 (57.0%)	86 (75.4%)	12 (10.5%)	86 (75.4%)	249 (218.42%)

The overall percentage is higher than 100 because of the many answers. The majority of respondents-55.6% of men and 61.8% of women-prefer to use their smartphones to access social media. The total percentage is 57.7%. With a percentage of 46.0% for males and 26.5% for women, the PC is the second most popular option.

Table 7: Have you noticed that using social media more often makes you depressed.

Sex/Gender	Yes	No	Total
Male	32 (44.4%)	40 (55.6%)	72 (100%)
Female	23 (54.8%)	19 (45.2%)	42 (100%)
Total	55 (48.2%)	59 (51.8%)	114 (100%)

Among male respondents, 55.6.0% gave a negative response, while 44.4% gave a favorable one, indicating that using social media will increase depression. Compared to 45.2% of female respondents who did not share this opinion, 54.8% of them did.

Table 8: Reaction: Using social media more causes anxiety.

Sex/Gender	Yes	No	Total
Male	44 (61.1%)	28 (38.9%)	72 (100%)
Female	22 (52.4%)	20 (47.6%)	42 (100%)
Total	66 (58.0%)	48 (42.0%)	114 (100%)

More usage of social media will make people more anxious, according to 61.1% of male respondents, compared to 38.9% who disagreed.

Of the female respondents, 52.4% gave a favorable response, compared to 47.6% who did not share this opinion.

It is evident from the replies that 58.0% of respondents, including both genders, agreed that it would make them feel more anxious.

Table 9: Have you noticed that using social media more often makes you feel more stressed.

Sex/Gender	Yes	No	Total
Male	44 (61.1%)	28 (38.9%)	72 (100%)
Female	29 (69.0%)	13 (31.0%)	42 (100%)
Total	73 (64.0%)	41 (36.0%)	114 (100%)

Of the male respondents, 61.1% responded positively that using social media more would make them more stressed, compared to 38.9% who responded negatively.

Table 11: Regularity of social media browsing

Age	Laptop	Smart phone	Tab	Pc	Total
18 years 20 years	20 (29.0%)	8 (11.6%)	16 (23.2%)	25 (36.2%)	69 (100%)
20 years 23 years	25 (61.0%)	14 (34.1%)	- (0%)	2 (4.9%)	41 (100%)
23 years 27 years	2 (50.0%)	1 (25.0%)	1 (25.0%)	- (0%)	4 (%)
27 years & above	- (0%)	- (0%)	- (0%)	- (0%)	- (0%)
Total	47 (41.2%)	23 (20.2%)	17 (14.9%)	27 (23.7%)	114 (100%)

Out of 114 respondents, 41.2% of them read social networking websites every day, 20.0% do so once every three days, 14.9% do so once a week, and 23.7% do so seldom.

The results clearly demonstrate that the majority of survey respondents utilize social media on a daily basis.

Conclusion

In a nutshell, the study's results showed that young people who spent more time on social media and used more platforms were more likely to consider themselves hooked. Students' qualitative replies provided some preliminary answers to certain gaps in the research; they said that students do not engage in false-self presentation practices to exaggerate their participation or favorable qualities. misinformation has permeated many forms of media ecosystem for quite some time. While social media provides the means to quickly produce and disseminate false news, satire, and intentionally false news have entered our daily news routine.

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Of the female respondents, 69.0% gave a positive response, compared to 31.0% who did not share this opinion.

It is evident from the replies that 64.0% of respondents, including both genders, agreed that it would lead to more stress.

Table 10: The gadget that is used to access social media

Age	Laptop	Smart phone	Tab	Pc	Total
18 years 20 years	10 (14.5%)	9 (13.0%)	8 (11.6%)	37 (53.6%)	64 (92.8%)
20 years 23 years	4 (9.8%)	39 (95.1%)	7 (17.1%)	13 (31.7%)	63 (153.7%)
23 years 27 years	- (0%)	4 (100.0%)	1 (25.0%)	- (0%)	5 (125.0%)
27 years & above	- (0%)	- (0%)	- (0%)	- (0%)	- (0%)
Total	14 (12.3%)	52 (45.6%)	16 (14.0%)	50 (43.9%)	132 (115.8%)

**The overall percentage is higher than 100 because of many replies. The majority of respondents (45.6%) said they prefer to use their smartphones to surf social media, followed by computers (43.9%). One intriguing finding is that 12.3% and 14.0% of respondents, respectively, prefer to use laptops and tablets to surf social media, which amply demonstrates social media addiction.

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