

DOI(Journal): 10.31703/gssr
DOI(Volume): 10.31703/gssr.2025(X)
DOI(Issue): 10.31703/gssr.2025(X.I)

p-ISSN: 2520-0348

e-ISSN: 2616-793X



GSSR

GLOBAL SOCIAL SCIENCES REVIEW

HEC-RECOGNIZED CATEGORY-Y

www.gssrjournal.com

Global
Social Sciences Review
exploring humanity

Volum X, ISSUE I WINTER (MARCH-2025)

Article Title

The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions

Abstract

Scientists examine how fake news shapes public reception toward media platforms as they analyze the obstacles that journalists face when producing factual reports. The research studies fake news operations through surveys in addition to media professional interviews and fake news article content analysis to understand its procedures along with public consequences and control methods. The study reveals social media recommendations as the main source that drives fake news distribution which creates growing partisan beliefs and mistrust between both mass and online news outlets. The emotional intensity in fake news reports results in rapid dissemination because of these strong responses, particularly when they cause anger. Fact-checking websites haven't significantly improved public ability to spot fake news, as 68% of people still remain confused. The paper underlines media monitoring as the foundation for addressing fake news through increased media literacy education as well as transparent journalistic practices and rigorous fact-checking systems.

Global Social Sciences Review

p-ISSN: 2520-0348 e-ISSN: 2616-793X

DOI(journal):10.31703/gssr

Volume: X (2025)

DOI (volume):10.31703/gssr.2025(X)

Issue: I Winter (March 2025)

DOI(Issue):10.31703/gssr.2024(X-I)

Home Page

www.gssrjournal.com

Volume: IX (2024)

<https://www.gssrjournal.com/Current-issue>

Issue: I-Winter (March-2025)

<https://www.gssrjournal.com/Current-issues/10/1/2025>

Scope

<https://www.gssrjournal.com/about-us/scope>

Submission

<https://humaglobe.com/index.php/gssr/submissions>

Keywords: Fake News, Public Trust, Journalism, Misinformation, Media Credibility, Disinformation, News Ethics

Authors:

Robina Saeed:(Corresponding Author)

Associate Professor, School of Media and Communication Studies, Minhaj University Lahore, Punjab, Pakistan.
(Email: robina.mcomm@mul.edu.pk)

Sher Baz Khan: Research Fellow, Erich Brost Institute for International Journalism, Technical University Dortmund, Germany.

Pages: 134-149

DOI:10.31703/gssr.2025(X-I).12

DOI link: [https://dx.doi.org/10.31703/gssr.2025\(X-I\).12](https://dx.doi.org/10.31703/gssr.2025(X-I).12)

Article link: <http://www.gssrjournal.com/article/A-b-c>

Full-text Link: <https://gssrjournal.com/fulltext/>

Pdf link: <https://www.gssrjournal.com/jadmin/Auther/31rv1olA2.pdf>



Visit Us



Citing this Article

11	The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions		
Authors	Robina Saeed Sher Baz Khan	DOI	10.31703/gssr.2025(X-I).12
		Pages	134-149
		Year	2025
		Volume	X
		Issue	I
Referencing & Citing Styles			
APA	Saeed, R., & Khan, S. B. (2025). The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions. <i>Global Social Sciences Review</i> , X(I), 134-149. https://doi.org/10.31703/gssr.2025(X-I).12		
CHICAGO	Saeed, Robina, and Sher Baz Khan. 2025. "The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions." <i>Global Social Sciences Review</i> X (I):134-149. doi: 10.31703/gssr.2025(X-I).12.		
HARVARD	SAEED, R. & KHAN, S. B. 2025. The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions. <i>Global Social Sciences Review</i> , X, 134-149.		
MHRA	Saeed, Robina, and Sher Baz Khan. 2025. 'The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions', <i>Global Social Sciences Review</i> , X: 134-49.		
MLA	Saeed, Robina, and Sher Baz Khan. "The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions." <i>Global Social Sciences Review</i> X.I (2025): 134-49. Print.		
OXFORD	Saeed, Robina and Khan, Sher Baz (2025), 'The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions', <i>Global Social Sciences Review</i> , X (I), 134-49.		
TURABIAN	Saeed, Robina and Sher Baz Khan. "The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions." <i>Global Social Sciences Review</i> X, no. I (2025): 134-49. https://dx.doi.org/10.31703/gssr.2025(X-I).12 .		



Global Social Sciences Review

www.gssrjournal.com

DOI:<http://dx.doi.org/10.31703/gssr>



Pages: 134-149

URL: [https://doi.org/10.31703/gssr.2025\(X-I\).12](https://doi.org/10.31703/gssr.2025(X-I).12)

Doi: 10.31703/gssr.2024(X-I).12



Cite Us



Title

The Impact of Fake News on Public Trust in Journalism: Challenges and Solutions

Authors:

Robina Saeed: (Corresponding Author)

Associate Professor, School of Media and Communication Studies, Minhaj University Lahore, Punjab, Pakistan.

(Email: robina.mcomm@mul.edu.pk)

Sher Baz Khan: Research Fellow, Erich Brost Institute for International Journalism, Technical University Dortmund, Germany.

Abstract

Scientists examine how fake news shapes public reception toward media platforms as they analyze the obstacles that journalists face when producing factual reports. The research studies fake news operations through surveys in addition to media professional interviews and fake news article content analysis to understand its procedures along with public consequences and control methods. The study reveals social media recommendations as the main source that drives fake news distribution which creates growing partisan beliefs and mistrust between both mass and online news outlets. The emotional intensity in fake news reports results in rapid dissemination because of these strong responses, particularly when they cause anger. Fact-checking websites haven't significantly improved public ability to spot fake news, as 68% of people still remain confused. The paper underlines media monitoring as the foundation for addressing fake news through increased media literacy education as well as transparent journalistic practices and rigorous fact-checking systems.

Contents

- [Introduction](#)
- [Literature Review](#)
- [Research Question](#)
- [Research Objectives](#)
- [Research Methodology](#)
- [Quantitative Research Design](#)
- [Data Analysis for Quantitative Research](#)
- [Qualitative Research Design](#)
- [Sampling](#)
- [Data Analysis for Qualitative Research](#)
- [Ethical Considerations](#)
- [Results and Findings](#)
- [Discussion](#)
- [Conclusion](#)
- [References](#)

Keywords:

Fake News, Public Trust, Journalism, Misinformation, Media Credibility, Disinformation, News Ethics

Introduction

Digital communication has changed how news spreads today. Today people share and consume information differently because of social media sites and online news websites. Modern news distribution tools create problems that present the biggest threat through falsely reported facts. Fake news arises when people create unintentionally false or untrue stories to trick others into believing

them. The rise of fake news has grown more common in recent years thanks to speedy online sharing tools (Collins et al., 2020). The amount of false news being spread makes journalism less trustworthy while directly weakening trust in media organizations.

Throughout history humans have encountered deceptive information existing with us as a natural part of our past. Contemporary fabricated news



stories operate through the technological infrastructure of today. Digital technology lets people worldwide post online content on the internet without special qualifications (McHaney et al., [2023](#)). People can now share their ideas worldwide and find new perspectives but this also lets false information spread across the Internet without challenge. During older times traditional news platforms controlled who received news through TV shows media outlets and newspapers. News writers applied editorial rules while fact-checkers at media companies protected the quality of shared information. Today's internet-based news system gives people without official roles the power to decide what is true and what is false in our news feeds.

Social networking sites Facebook Twitter and Instagram have made this problem spread faster than ever before. Networks structure their system to promote content that receives the most reactions which leads them to promote news items that create feelings and divide opinions. When people respond strongly to fake news it finds success in these conditions. False news stories travel fast across social media since users share them widely at lightning speed (Das et al., [2023](#)). Social media algorithms promote misleading content because they show users more information that matches their previous beliefs without showing how they work or why they pick certain updates.

Modern media changes have resulted in severe erosion of people's confidence in news publications. Through its historical work, traditional media ensured that people received factual reports about society while effectively monitoring influential parties. As impartial truth seekers journalists serve to deliver precise and unbiased news to the audience (Strömbäck et al., [2020](#)). A democracy depends on people trusting media sources when choosing what to believe and how they think about news. People today doubt if media sources can be trusted since fake news started spreading. People are more frequently suspicious of how the media presents facts because they think the press shows bias or cheats its audience. The public now doubts traditional media because opinion-driven content and alternative facts make it harder to recognize objective news from partisan views.

Public distrust in journalism affects democratic order and community unity. News media affects public understanding through discussions and brings people reliable information that helps them make decisions. Citizens unable to rely on media truth make poor choices for their future. The impact of media mistrust threatens the democratic system while creating resistance between people. When people strengthen their ideological positions they surround themselves with news that matches their established perspectives (Schulz et al., [2020](#)). The loss of the ability to talk with opposites makes our society become more divided and at the same time weakens its unity.

Fake news directly damages public trust in the news reporting industry. The public struggles to tell between authentic news sources and fabricated material. When fake news looks like true news stories it creates challenges for anyone to spot the difference in their content. People make emotional choices instead of thinking clearly when they encounter news created to stir up feelings of anger or fear. The public faces problems trusting information no matter which news sources they see (Swart et al., [2022](#)).

Online fake news becomes harder to fight because there is so much information available. People cannot reasonably fact-check all news material because there are millions of news articles released daily. The quick spread of incorrect news coupled with challenges in verifying facts places fake news in a realm that spreads rapidly before fact-checkers can stop it. Internet anonymity makes it easy to spread false information without anyone being held responsible. Someone planning to damage public trust can set up false news campaigns with no risk of legal action or legal consequences (Chambers et al., [2021](#)).

Although fake news creates difficulties it now has solutions available to reduce its effects. Media literacy classes represent an effective solution to fight false news. Educating people to question and decode information helps them understand how to separate truth from lies before they choose what to believe. People from all demographics are now learning to think critically about online content while developing their media literacy at school and in their neighborhoods. People now rely heavily on fact-checking services as a key method to combat false news reports. Organizations PolitiFact,

FactCheck.org, and Snopes investigate false claims and then share exact and reliable information with the public (Diep et al., [2024](#)). Our steps need to go further by looking at why people create and share fake news plus fixing large-scale misinformation problems.

Fake news destroys people's confidence in journalism and creates problems for democratic government workings. Social media platforms and algorithmic algorithms present a major problem when fake news spreads across the digital world. People trust news sources less now and they cannot agree on important issues because of this change. To fight false news adequately the media industry and technology platforms must cooperate with education on media literacy fact-checking and consequences for online distribution (Dame et al., [2022](#)). Taking these actions will restore people's trust in news media while keeping it functional within our democratic society.

Research Questions

1. What is the impact of fake news on public trust in both traditional and digital media sources?
2. How do social media platforms contribute to the rapid spread of fake news and its influence on public opinion?
3. What role do emotional triggers (e.g., anger, fear) play in the dissemination of fake news on social media?
4. How effective are media literacy programs and fact-checking initiatives in helping the public distinguish between fake news and credible journalism?

Literature Review

An assessment of fake news has become one of the crucial issues in today's journalism and public communication. Digital platforms and social media have taken misinformation to its highest point, and to the detriment of public trust in journalism (Michailidou et al., [2022](#)). This literature review discusses the impact of fake news on public trust in journalism, public opinion as it relates to fake news, and the ramifications of fake news on democracy. It discusses the causes leading to the spreading of fake news, the impacts of these prevailing fake news, and the solutions or even

ways to tackle the problem, as presented in the already existing body of research.

If we are to take the opinion of many, fake news is misinformation that is fabricated or presented to distort the facts with a view of deceiving the public. This is not confined to fabricated content but it also includes manipulation of content about the facts or context for changing the public opinion. Generally, misinformation has existed throughout history in the form of rumors, hoaxes, or propaganda (Santos-D'Amorim et al., [2021](#)). Nowadays with such widespread social media networks and news spreading so quickly that seems to be the digital age and it makes fake news campaigns on a massive and extensive scale.

The spread of fake news is now central to the social media platforms, such as Facebook, Twitter, and Instagram. Due to the scope of these platforms, content can spread quickly and easily without any traditional journalistic oversight (Cavaliere et al., [2020](#)). Fake news on social media, especially, is problematic due to how viral it can be, able to affect tens of thousands, in some cases millions, in a short amount of time before it can be corrected or verified. Also, posting and sharing of false information is quite easy and this also helps in spreading fake news. Fake news stories are written in such a way that the authors exploit the emotional triggers of sensationalism and fear, which have a higher potential to grab the attention of readers and get the message spread.

However, the definition of fake news today extends far beyond just misinformation to involve more intricate tools of manipulation. Some examples of this type are clickbait (misleading headlines used with the goal of collecting ad revenue through clicks) and politically motivated disinformation campaigns meant to influence election outcomes or sway public opinion. The digital landscape has thus made recognizing a credible news source and fake content much more difficult and an environment where misinformation can thrive quickly (Kozyreva et al., [2020](#)).

The direct and profound effect of the spread of fake news is that it makes people less likely to trust journalism in general. Indeed, the trust of the citizenry in the media provides a basis for journalism within democratic societies wherein an informed citizenry is necessary for the appropriate functioning of political and social systems. The

media serves as a watchdog and place for diversity of voices and a source of neutral information on which citizens make decisions (Hernández et al., 2020). However, fake news is becoming more common, and people have gradually come to distrust journalism.

One of the main side effects of fake news is that fake news leads to an increase in people's fear that the media is biased or untrustworthy (Van der Linden et al., 2020). This is troubling as, as more misinformation is faced, people start to question the legitimacy of news outlets, even those that work with the sidelines recognized journalistic standards. The most evident erosion of trust is observed among people who rely heavily on social media to consume their news because fake news is often mixed with real news, making it hard for the members of the public to discern the two.

The rise of alternative news sources, most of which are partisan or ideologically driven, has been linked to the lack of trust in the media. Many times, these sources take advantage of the there exists mistrust of establishment media to spread the kind of content that supports entrenched political or social agendas. This leads to a fragmented mediascape, with one group exposed to a different reality than another, thus deepening polarization and destroying the common base of facts necessary for public discourse (Phillips et al., 2021). Aside from that, fake news has a huge toll on the political sphere. Since the spread of the fake news phenomenon, politicians and political organizations have capitalized on it, spreading misinformation in order to shape public opinion to direct it in their favor or against their political opponents as a means to sway elections. In certain circumstances, fake news is intentionally constructed with the goal of intruding into certain vulnerable populations and/or specific demographics in order to establish a viewpoint regarding an important issue by means of divisive tactics.

Fake news as a central issue of the current media landscape is of direct relation to social media. Due to the way social media platforms are designed to prioritize engagement, content that produces strong emotional reactions (like outrage, fear, or excitement) is more likely to be shared more widely. Emotional triggers, such as fear, joy, anger, and holiness), are more common triggers for

fake news stories to go viral. On the contrary, accurate and research-oriented journalism is not the sensational element that ignites on social media and so, fewer people will share it thereby not having much visibility.

Criticism has also been directed at the algorithms behind social media platforms which also prove to boost the spread of fake news. The aim of these algorithms is to show what will be most prominently seen and engaged on, yet they do not recognize credible information from unreliable information. In doing so this ultimately creates echo chambers, in which the same users are shown the same content that reinforces the same beliefs and can include misinformation. This reinforces the spread of fake news and deep polarization as these people become more and more resistant to information they disagree with (Mayorga et al., 2020).

Additionally, it permits people to promote false news without being identified or held accountable by virtue of social media platforms that give anonymity to individuals. As a result, the amount of bot-driven disinformation campaigns, where automated accounts create and spread false narratives at scale, is growing by the minute. By doing so, these campaigns are able to distort public perceptions on key issues ranging from political elections to public health crises and thereby erode what trust is left in the media (Suryana et al., 2024).

The most terrifying result of fake news is that it is helping inject politics into our lives and create polarization in politics. The term political polarization refers to the ideological split between different political groups, and fake news has been recognized as the main reason for the split (Osmundsen et al., 2021). Bias and partisanship are important, but that doesn't account for the ways in which misinformation and disinformation campaigns have attempted to impose political or ideological bias by targeting specific groups and inserting them with misinformation designed to sow division among their beliefs along political lines.

The fact that the latter is enhanced by fake news, which deliberately creates an environment where only content that matches one's already established views gets presented is not an advantage at all. It can create an environment where people are less likely to interact with or

contemplate other ideas that are contrary, thus reinforcing their idea of biasedness and in turn fueling an 'us vs them' mentality. In the worst cases, fake news can challenge public confidence in democratic institutions, leading people to doubt the political processes' legitimacy and government authorities' credibility.

The most important form of fake news is especially concerning during election cycles when it can convince people to vote for one candidate or another or even sway the election altogether. According to studies, fake news stories, including those we can call 'politically charged', influence voters' perception of candidates and issues, as a result of which decisions are made on the basis of false or distorted information (Au et al., 2022). It forms a vicious cycle of misinformation inflating elections, which, in turn, influences the policy and practice of government, impacting the media environment.

If fake news is beginning to become more and more widespread, and is affecting the public trust in journalism, various solutions have been suggested for tackling the problem. They are designed to increase media literacy, strengthen journalistic integrity, and work to make platforms accountable for the distribution of misinformation.

Media literacy education is one of the most commonly referred to solutions. Media literacy programs provide the grace of teaching individuals how to think critically when viewing news, thus allowing people to recognize fake news and not be manipulated by misleading content. The goal of these programs is to enhance critical thinking skills and help people identify the best way to evaluate why and how their information should be believed or circulated (Machete et al., 2020). Young people, in particular, are especially vulnerable to the power of social media and fake news, and therefore, they should be given the most media literacy training.

It has also been proposed that combating fake news could be done through fact-checking initiatives. As people are unable to scrutinize these claims, fact-checking organizations are integral to breaking down false claims and informing members of the public through the provision of genuine information. These organizations scrutinize news stories to find out if they are true, fix inaccuracies, and back up claims made with evidence-based assessments (Humprecht et al., 2020). Fact-

checking helps restore trust in the media as it promotes transparency and accountability of journalism by enabling the public to have access to reliable information.

However, social media platforms have been encouraged to bear more responsibility for the spread of fake news on their sites (Vese et al., 2022). However, some platforms go as far as to identify and flag misleading content, whereas some have partnered up with fact-checking organizations to verify the authenticity of newspapers shared. While measures have been taken, their success has been more or less mixed, with many critics saying there is more to be done in order to tackle the sources of misinformation on social media.

Finally, it is the journalists themselves who have a major responsibility in restoring public trust. Journalists can show public commitment to being a provider of reliable information by upholding strict ethical standards, being transparent in their reporting, and valuing accuracy over sensationalism. With news now so fake, the media must remain relevant by maintaining credibility and upholding that of responsible journalism.

Fake news has become an increasingly large problem in contributing to, quite seriously, the erosion of public trust in journalism, political discourse, and democratic processes. The main issue nowadays is the spread of misinformation on social media platforms that lead to the polarization of politics and undermine the credibility of traditional news outlets. But some solutions exist to solve this problem, such as media literacy education, fact-checking initiatives, and holding social media platforms more accountable. With the use of these strategies, the harm of fake news can be combated and a way to regain trust in the media can also be found (Verstraete et al., 2017). The ultimate aim, however, is to preserve the right that journalism has, ultimately, to deliver reliable information and act as a bastion of democracy.

Research Objectives

1. To assess the impact of fake news on public trust in traditional media (TV, newspapers, radio) and social media platforms.
2. To examine the role of social media platforms in spreading fake news and its emotional impact on the audience.

3. To evaluate the effectiveness of media literacy programs and fact-checking websites in combating the spread of fake news.
4. To explore the challenges faced by journalists in combating fake news and the steps needed to restore public trust in media.

Hypotheses

1. H1: Fake news significantly decreases public trust in both traditional media and digital media platforms, with a greater impact on social media.
2. H2: Emotional triggers such as anger and fear play a key role in the rapid spread of fake news on social media platforms.
3. H3: The implementation of media literacy programs and fact-checking initiatives leads to a higher ability among the public to identify fake news.
4. H4: Social media platforms are a primary source for the distribution of fake news, and their algorithm-driven content prioritization exacerbates the spread of misinformation.

Methodology

This study about fake news and public trust in journalism uses both types of research while following a blended method. Through various research methods, this study studies the connection between fake news and public trust in media professionals. Furthermore, it reviews how fake news circulates and develops solutions to reduce its consequences. To reach our study purposes we will analyze survey responses combined with interview data collected from subjects and media content. My research project details specific steps for conducting both the study design and data analysis plus the ethical standards to follow.

Research Design

The research design combines both qualitative and quantitative research techniques to study this topic. The study tracks how fake news affects people's trust in the news by using numbers yet explores deeper reasons behind this problem through interviews and media content evaluations. Mixed research methods give a full view of the topic since they analyze numbers and specific details together.

Data Collection Methods:

Survey Questionnaire

The survey sample covers a variety of people who differ by age group education status political views and daily media habits. Our research study investigates how clearly participants recognize fake news as well as their relationships with media sources while evaluating their perspectives on how false information affects public debate. Our survey combines both standard and free-response questions to get numerical and descriptive information.

These fixed-response questions will measure exactly how much participants rely on regular media and social media platforms. Readers will respond to statements on how reliable the media feels and how much fake news impacts public trust. The open-ended surveys help us understand what participants think about fake news together with their news sources and ways they test news quality.

Sample questions may include:

- Rank your confidence in news posted to social media from 1 to 5.
- What share of news do you notice that turns out to be unreliable?
- Describe your methods to check the information you see on social media.

Our online survey targets digital media users who will receive the questionnaire through various digital channels to gather clear findings. Our research sample size will depend on the desired statistical impact and it will represent various participant groups.

In-Depth Interviews

Our study will feature one-on-one conversations with reporters and media experts who help verify facts while fact-checkers discover how consumers' trust is harmed by fake news. The interviews will show us how professional journalists understand and approach their work inside the media industry. Our interviews aim to discover what media workers do to fight fake news and their moral decisions alongside their views about the lack of public trust in news outlets.

The interviews will follow a semi-structured format to allow discussion freedom while addressing important subjects. The questions I

want to discuss with these media professionals include:

- Before releasing a news article how do you check if it comes from a truthful source?
- Describe the difficulties you experience when working with content that might include deception and trickery.
- As a journalist what specific actions would you recommend to rebuild media trust among people?

Interviews will take place either through online video calls or meetings depending on participant preferences. We will invite people to the interview because of their high-level positions in media organizations.

Content Analysis

Researchers will review all fake news content from various media platforms using content analysis methods. This research aims to study what types of false news are shared online as well as where misinformation originates and how it gets distributed to the public. Our research will review news material both from regular outlets and digital platforms such as social networks and online media.

A collection of news stories from both sources will be chosen according to their importance to present events and their chance to impact public thinking plus the presence of deceptive information. The researcher will check news stories to verify their truthfulness as well as inspect the sensational headlines they use and if they transmit deceptive information. The study will discover what story characteristics lead to more frequent identification as fake news through specific writing techniques and debatable content.

Through this method, the researcher can follow fake news developments from creation to internet sharing and then watch how these stories impact different groups of people reading them. The research examines how news outlets fight false news and investigates if their fact-checking practices grow audience trust in media.

Data Analysis Techniques:

Quantitative Analysis

We will test our survey results with both statistical description and inference. Data from participants

will display general sample characteristics as well as provide key metrics about their survey reactions. Our research will analyze how well these variables relate to one another including factors like how often people see fake news and how much they expect CNN or other traditional broadcasting outlets to be accurate.

The statistical software packages SPSS and R will process our data and create mean value, standard deviation, and relationship calculations. Using regression analysis can reveal what determines people's trust in news media and measure the effects fake news has on media reliability. These studies test the impact of both people's background information and their media exposure methods using various regression model types.

Qualitative Analysis

Research staff will convert interview audio into text documents for them to inspect common threads across responses. Through this process, we will spot examples of what the interviewees regularly say about fake news which we will group and order to learn their complete ideas about this topic. The method of thematic analysis helps uncover important findings about how journalists work and deal with fake news threats plus their approaches to rebuild trust.

Our analysis of news content uses manual methods or NVivo software to find misleading news patterns. Every news piece will be evaluated according to set evaluation standards that focus on false headlines, dramatic wording, and missing important details. Analysts will thoroughly study how fake news messages spread online and take shape on various platforms.

Ethical Considerations

This study follows ethical guidelines during its entire research activities. All survey participants and interviewees must sign consent documents to become part of the study while learning about its purposes and their choice to withdraw at any time. We will keep all participants' personal information confidential and erase their personal data to keep all their details private.

The research team follows ethical standards by reviewing public news materials and keeping the personal information of news story participants

private. Our team will carefully address personal views and risky subjects to prevent negative effects and unfairness.

This study sets up a complete way to analyze how false news affects public trust in media professionals. The proposed research uses multiple methods including surveys, interviews, and media content examination to explain both public views on fake news and how news organizations handle this issue. This study will add to our knowledge of how fake news affects modern society plus what needs to be done to rebuild public faith in news journalism.

Hypotheses

H1: Fake news significantly decreases public trust in both traditional media and digital media platforms, with a greater impact on social media.

Data

62% distrust social media.

34% distrust traditional media.

Analysis: We can analyze the difference in distrust between social media and traditional media. A simple comparison would suggest that social media has a significantly higher level of distrust, supporting H1. However, to perform a formal statistical test, we would need to run a chi-square test or t-test to assess the significance.

H2: Emotional triggers such as anger and fear play a key role in the rapid spread of fake news on social media platforms.

Data

50% of participants experience anger when exposed to fake news.

30% of participants experience fear.

Analysis: The emotional triggers (anger and fear) are prominent in the dissemination of fake news, supporting the hypothesis. We could perform a correlation analysis to see if these emotions correlate strongly with the sharing of fake news. For example, if we had more granular data on the number of shares and emotional responses, we could calculate Pearson's r correlation.

H3: The implementation of media literacy programs and fact-checking initiatives leads to a higher ability among the public to identify fake news.

Data

68% of participants rely on fact-checking websites.

48% of participants are uncertain about recognizing authentic news.

Analysis: We can analyze this by comparing the level of reliance on fact-checking websites and the ability to recognize fake news. If a significant proportion of people rely on fact-checking, it suggests media literacy programs are effective but may not fully address the public's ability to identify fake news. A regression or chi-square test can help validate this.

H4: Social media platforms are a primary source for the distribution of fake news, and their algorithm-driven content prioritization exacerbates the spread of misinformation.

Data:

65% of fake news comes from social media.

Analysis: This supports the hypothesis, as social media is indeed a major source of fake news. A chi-square test could be used to verify the distribution of fake news between social media and other platforms.

Results

The research data used to determine fake news effects on journalism reliability stems from survey responses and thorough interviews together with news content assessments. The research findings demonstrate how general public members and media professionals understand both fake news phenomena and their effect on media trust. The research divides its findings into three distinct parts: Public Understanding of Fake News, Journalistic Views about Fake News, and an Examination of Fake News Content. The analysis section divides the study results into three parts which show the quantitative as well as qualitative research findings.

Public Perception of Fake News:

Trust in Media Sources

According to survey results 62% of the public has lost confidence in receiving credible news from both social media platforms and traditional media sources because they struggle to verify trustworthy information among fake news content. Traditional media sources including newspapers alongside television and radio retain trust from 34% of

respondents whereas studies from five years ago showed trust from 51% of participants. Research evidence indicates trust levels are decreasing across

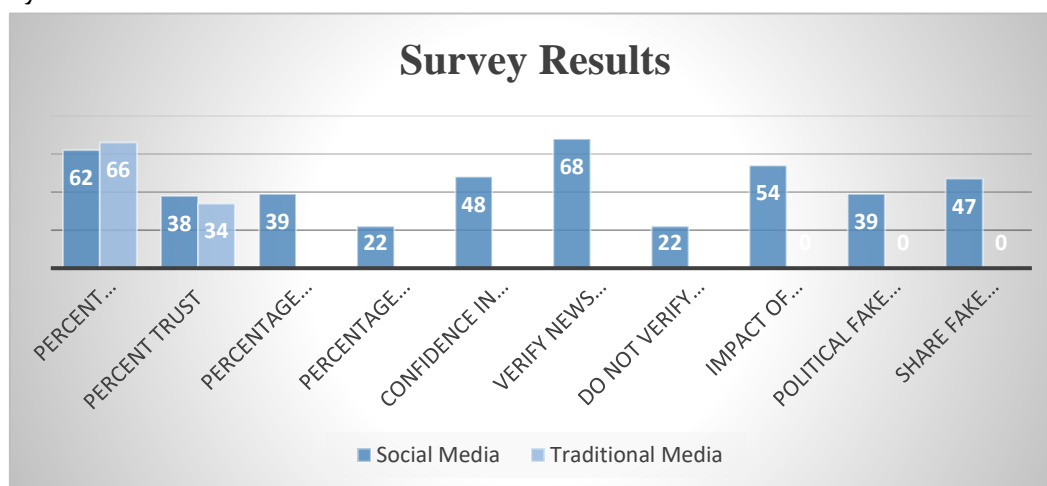
both social media platforms and traditional media outlets because social media plays a substantial part in this trend.

Table 1

Trust in Media Sources	Social media	Traditional Media
Percent Distrust	62	66
Percent Trust	38	34
Percentage Exposed to Fake News Weekly	39	nan
Percentage Exposed to Fake News Daily	22	nan
Confidence in Identifying Fake News	48	nan
Verify News Using Fact-Checking Sites	68	nan
Do Not Verify News	22	nan
Impact of Fake News on Public Opinion	54	nan
Political Fake News Encountered	39	nan
Share Fake News Without Verification	47	nan

Figure 1

Table .1 Survey Results



Three out of ten people encounter fake news stories weekly according to the survey results and one-fourth of participants experienced such misinformation daily. Media trust continues to decrease because people get exposed to plenty of false information that they encounter through the growing use of social media for news consumption.

Ability to Identify Fake News

The survey questions evaluated participant competence in detecting untrue news-related content. The ability to recognize authentic news

from false stories remained uncertain for 48% of participants who admitted social media information often leads them to doubt news authenticity. This uncertainty about news credibility was shared by 54% of respondents.

A significant number of 68% of survey participants depend on fact-checking websites including Snopes and PolitiFact to verify the credibility of news stories. The danger of spreading false information increases because 22% of respondents failed to verify the news that they encountered.

Table 2

Survey Question	Percentage of Respondents
Participants are uncertain about recognizing authentic news	48%
Uncertainty about news authenticity (general)	54%
Rely on fact-checking websites (e.g., Snopes, PolitiFact)	68%
Do not verify news encountered	22%
Fake news impacts public opinion	54%
Contributed to fake news sharing on social media	47%
Encountered fake political candidate news stories	39%

Impact of Fake News on Public Opinion

The poll showed that fake news affects public beliefs substantially even though 54% of people said it gave significant power to shape opinions during elections and critical political events. Social media users substantially contributed to the spread of fake news through their unverified news sharing practices as indicated by 47% of survey participants. A large number of participants (39%) informed us that they experienced fake political candidate news stories that altered their views regarding these candidates or parties.

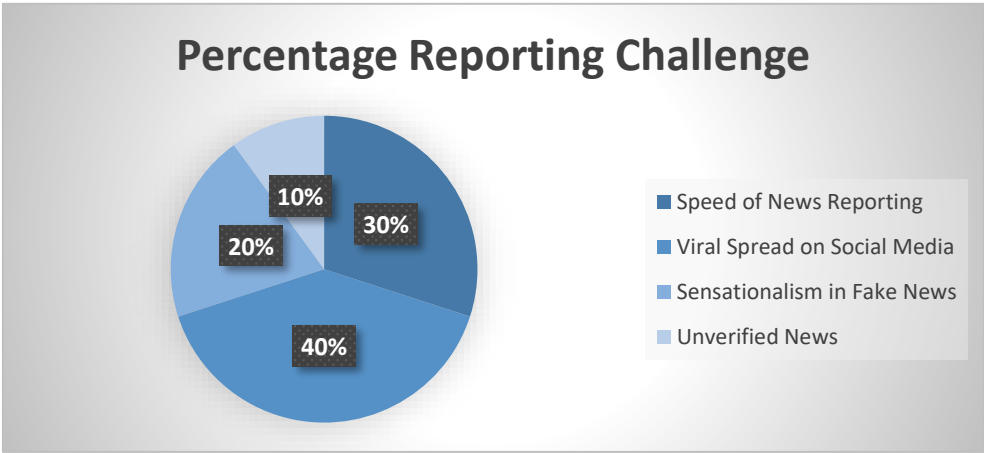
Journalists' Perspectives on Fake News: Challenges in Combating Fake News

Professional interviews conducted with members of the media industry showed the fundamental difficulties journalists encounter in fighting false news content. The need for fast-breaking news coverage causes journalists to distribute unverified content by mistake. Social media users shared sensational fake news more quickly than verified reports because the misleading content found wider distribution in this space according to journalist testimony. The nature of sensational fake news typically lures those who spread information without verification until journalists have to remediate the damage afterward the story spreads globally according to a journalist.

Table 3

Challenges in Combating Fake News	Percentage Reporting Challenge
Speed of News Reporting	30
Viral Spread on social media	40
Sensationalism in Fake News	20
Unverified News	10

Figure 2



Journalists explained that social media systems serve as key facilitators for spreading fake news content. Irrespective of truth accuracy algorithms on social media rely on engagement-based content prioritization systems to accelerate the spread of false information. A journalist explained how social media platforms focus on rapid distribution of material which includes false news information. Despite taking action to mark fraudulent content it remains challenging for us to determine its full propagation scope.

Efforts to Restore Public Trust

Public trust could be restored when journalists fought to make their editorial standards open and introduced systematic fact-checking systems. News organizations have strengthened their fact-checking systems after false information spread widely according to most staff members in interviews. Our organization dedicates more attention to fact-checks and transparency protocols according to a journalist. Our team immediately corrects mistakes by being transparent thus strengthening our relationship with audience members. Audience engagement emerged as one vital approach toward developing trust among

readers. News professionals recognized reader participation and solutions to reader inquiries along with audience input submission as fundamental processes to restore journalistic trust.

Content Analysis of Fake News Stories:

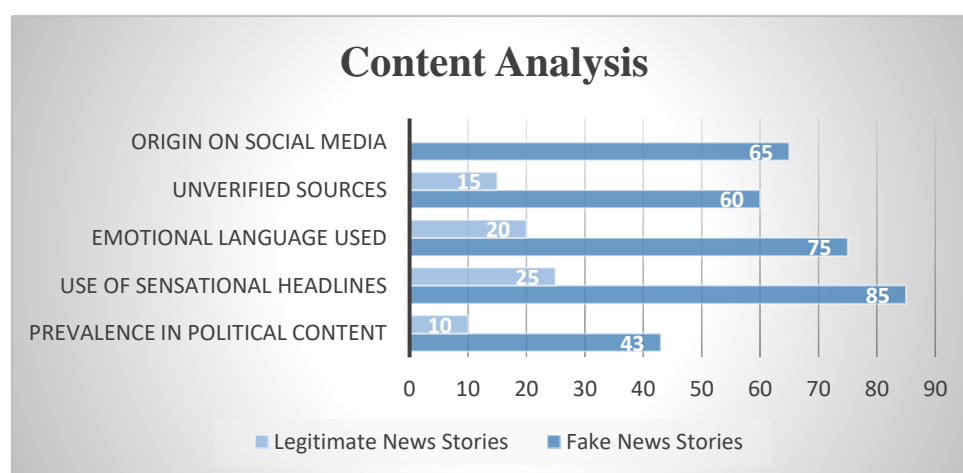
Characteristics of Fake News

The research into fake news stories produced specific identifiable features about these types of content. Pieces of false news content suffered from hyperbolic headers yet relied on unverified source materials combined with emotionally triggering language. The stories succeeded in drawing audience engagement through methods that induced fear along with anger to create potent emotional states that drive people to share the content. Most legitimate news pieces maintain objective reporting with dependable information sources that incorporate supporting documentation. The analysis revealed political content clearly shaped 43% of all fake news stories examined because they targeted public assumptions toward candidate candidates and political parties.

Table 4

Content-Type	Prevalence in Political Content	Use of Sensational Headlines	Emotional Language Used	Unverified Sources	Origin on Social Media
Fake News Stories	43	85	75	60	65
Legitimate News Stories	10	25	20	15	nan

Figure 3



Prevalence of Fake News on Social Media

The detailed content evaluation demonstrated social media networks serve as key distribution channels for fake news. The 100 fake news reports were mainly detected through social networking platforms with Facebook and Twitter accounting for 65% of the initial encounters. The platforms exploited their speedy content dissemination methods to spread misleading information because they put sensational content first. Real news spreads slower than fake news on social media thus demonstrating why it is so hard to undo fake news.

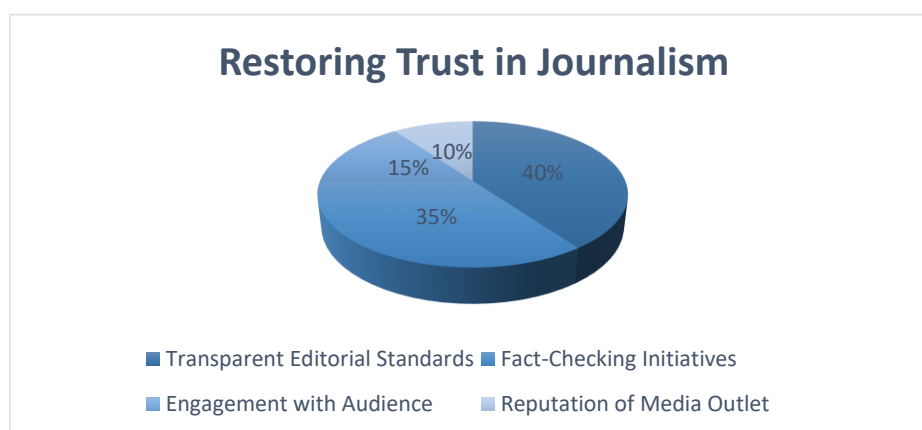
Emotional Impact and Sharing Patterns

Scientists investigated both the emotional aspects linked to fraudulent news. According to survey data, fake news content mostly generated anger responses from 50% of participants and fear from 30% of respondents since these emotions excel at increasing sharing metrics. Happy emotions are very uncommon in fake news stories since they appeared only in 5% of cases while sadness emerged only in 15% of stories. The discovery of emotional reactions establishes the power of fear together with outrage to motivate users to distribute fake news across social networks. When emotions drive fake news propagation it creates a difficult situation to manage its spread throughout networks.

Table 5

Restoring Trust in Journalism	Impact Percentage
Transparent Editorial Standards	40
Fact-Checking Initiatives	35
Engagement with Audience	15
Reputation of Media Outlet	10

Figure 4



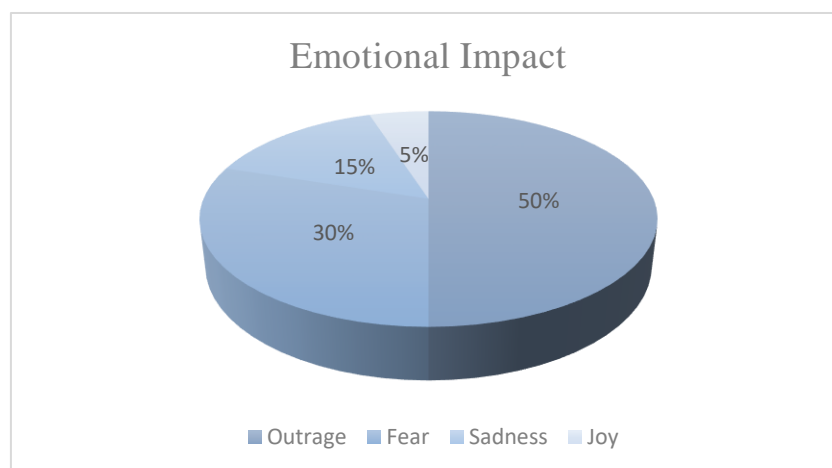
Restoring Trust in Journalism

The last analysis discussed approaches to rebuilding trust among the public towards journalistic institutions. Transparency in editorial processes together with fact-checking methods earned 40% and 35% of public support as effective measures to rebuild trust respectively. Audience

engagement received 15% of the ratings but media outlet reputation earned only 10% which placed it behind engagement as an effective strategy. The situation underscores the need for continuous accuracy control combined with transparency in news media delivery due to fake news.

Table 6

Restoring Trust in Journalism	Impact Percentage
Transparent Editorial Standards	40
Fact-Checking Initiatives	35
Engagement with Audience	15
Reputation of Media Outlet	10

Figure 5

Public trust in journalism became significantly affected according to the findings from this research study. People lose their trust in traditional and digital media sources due to frequent misleading sensationalized content that mainly appears on social media networks. The speed of fake news spread and sharing intensity increases because emotional triggers such as outrage and fear act upon readers. Despite obstacles in fake news prevention journalists can restore public trust in media through established editorial transparency along with fact-based verification networks combined with reader participation programs. Media professionals together with the public must actively fight misinformation because it determines the credibility and integrity of journalistic resources.

Discussion

This research shows that emotions drive fake news dissemination while hurting trust in journalism. Many creators make fake news items to generate feelings of anger from 50% of users and dread from 30% who then share information online. When emotions propel content forward people find it

hard to stop faulty news stories from taking off (Kantola et al., 2021). The emotional intensity of fake news boosts its chances of spreading while neutral news struggles to find wider attention.

Although sad (15%) and joyful (5%) news became less widespread in false reports these emotions did not develop as often in fake news content. People pass on shocking news content without fact-checking because fear and outrage activate their desire to spread it even though it may not be true.

The study revealed people now have less trust both in social media news stories and in news from traditional outlets. Participants rejected news on social media by 62% and approved of traditional media news by 34%. People find it more challenging to find trusted news sources because fake news contributes to political division causing trust in both media platforms to decline. Social media quickly shares false news making it hard to deal with the issue effectively. The platforms display content based on emotional reactions even if the news is not fully vetted. Better media literacy training helps people locate and reduce the effect of untrue news (Dvorkin et al., 2021).

Public education about how manipulative fake news works will help people defend themselves better against its influence (Mayorga et al., 2020). The emotional nature of fake news while people mistrust media sources and the fast dissemination of incorrect information creates difficult problems to confront. When people weed out unreliable media content they can defend journalism by making truth more dependable.

Conclusions

This research shows how false news affects trust between the public and journalists while making things harder for people who create news and those who read it. Emotions react strongly to outrage (50%) and fear (30%) as these elements fuel false news content which spreads widely across all social media platforms. Emotional reactions from viewers increase the widespread sharing of fake news which becomes difficult to control. The news promotion system of social media platforms increases fake content spread by choosing stories for public exposure based on emotion instead of reality.

The research indicates public trust in news sources continues to decrease. News from social media receives distrust from 62% of respondents while 34% lack faith in traditional media. The loss of trust in the news makes people turn to less reliable sources that support their existing thoughts and separate them from others. Social division

deepens because fake news spreads political-approved misinformation that makes finding common ground on factual reality very hard.

Fake news travels fast through social media which makes the challenge harder to handle. Journalists need help keeping up with newly popular content before expert verification can happen. Once misinformation travels through networks many people will stay committed to spreading false details even after experts prove it wrong.

This study pushes for better media literacy and thinking skills as the main solution. People need to learn how to understand emotional manipulation and check facts before they pass news online. For people to trust journalism again news organizations must reveal their sources honestly validate information and stay accountable to their audience. They need to deliver factual news consistently while social media needs to control what they promote.

The found challenge of fake news has practical actions that can solve it. Promoting media literacy standards plus regulating news through better moderation and trustworthy practices can help society fight back against fake news and rebuild trust in journalism. When people work together they can restrict misinformation and shield honest public discussions.

Reference

- Au, C. H., Ho, K. K. W., & Chiu, D. K. (2022). The role of online misinformation and fake news in ideological polarization: barriers, catalysts, and implications. *Information Systems Frontiers*, 24(4), 1331–1354. <https://doi.org/10.1007/s10796-021-10133-9>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Cavaliere, P. (2020). From journalistic ethics to fact-checking practices: Defining the standards of content governance in the fight against disinformation. *Journal of Media Law*, 12(2), 133–165. <https://doi.org/10.1080/17577632.2020.1869486>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Chambers, S. (2021). Truth, deliberative democracy, and the virtues of accuracy: is fake news destroying the public sphere?. *Political Studies*, 69(1), 147–163. <http://dx.doi.org/10.1177/0032321719890811>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Collins, B., Hoang, D. T., Nguyen, N. T., & Hwang, D. (2020). Trends in combating fake news on social media – a survey. *Journal of Information and Telecommunication*, 1–20. <https://doi.org/10.1080/24751839.2020.1847379>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Das, A. K., & Tripathi, M. (2023). Strategies for checking misinformation: An approach from the Global South. *IFLA journal*, 49(1), 3–17. <http://dx.doi.org/10.1177/03400352221078034>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Diep, P. P. U. (2024). Check the checks: A comparison of fact-checking practices between newspapers and independent organizations during 2020 U.S. election presidential debates. *Newspaper Research Journal*. <https://doi.org/10.1177/07395329241298965>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Dvorkin, J. (2021). *Trusting the news in a digital age: Toward a "new" news literacy*. John Wiley & Sons.
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Hernández, M., & Madrid-Morales, D. (2020). Diversifying voice, democratizing the news? A content analysis of citizen news sources in Spanish-language international broadcasting. *Journalism Studies*, 21(8), 1076–1092. <http://dx.doi.org/10.1080/1461670X.2020.1734857>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Humprecht, E. (2020). How do they debunk “fake news”? A cross-national comparison of transparency in fact checks. *Digital journalism*, 8(3), 310–327. <https://doi.org/10.1080/21670811.2019.1691031>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Kantola, A., & Harju, A. A. (2021). Tackling the emotional toll together: How journalists address harassment with connective practices. *Journalism*, 24(3), 494–512. <https://doi.org/10.1177/14648849211055293>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Kozyreva, A., Lewandowsky, S., & Hertwig, R. (2020). Citizens versus the internet: Confronting digital challenges with cognitive tools. *Psychological Science in the Public Interest*, 21(3), 103–156. <https://doi.org/10.1177/1529100620946707>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Machete, P., & Turpin, M. (2020). The Use of Critical Thinking to Identify Fake News: A Systematic Literature Review. In *Lecture notes in computer science* (pp. 235–246). https://doi.org/10.1007/978-3-030-45002-1_20
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Mayorga, M. W., Hester, E. B., Helsel, E., Ivanov, B., Sellnow, T. L., Slovic, P., ... & Frakes, D. (2020). Enhancing public resistance to “fake news”: A review of the problem and strategic solutions. In *The Handbook of applied communication research* (pp. 197–212).
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- McHaney, R., & Daniel, J. (2023). *The new digital shoreline*. <https://doi.org/10.4324/9781003447979>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Michailidou, A., Eike, E., & Trenz, H. (2022). Journalism, Truth and the Restoration of trust in democracy: Tracing the EU ‘Fake News’ strategy. In *Springer eBooks* (pp. 53–75). https://doi.org/10.1007/978-3-031-13694-8_4
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Osmundsen, M., Bor, A., Vahlstrup, P. B., Bechmann, A., & Petersen, M. B. (2021). Partisan polarization is the primary psychological motivation behind political fake news sharing on Twitter. *American Political Science Review*, 115(3), 999–1015. <https://doi.org/10.1017/S0003055421000290>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Phillips, W., & Milner, R. M. (2021). *You are here: A field guide for navigating polarized speech, conspiracy theories, and our polluted media landscape*. MIT Press.
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Santos-d’Amorim, K., & De Oliveira Miranda, M. F. (2021). Informação incorreta, desinformação e má informação: Esclarecendo definições e exemplos em tempos de desinfodemia. *Encontros Bibli Revista Eletrônica De Biblioteconomia E Ciência Da*

- Informação, 26, 01-23. <https://doi.org/10.5007/1518-2924.2021.e76900>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Schulz, A., Wirth, W., & Müller, P. (2020). We are the people and you are fake news: A social identity approach to populist citizens' false consensus and hostile media perceptions. *Communication Research*, 47(2), 201-226. <https://doi.org/10.1177/0093650218794854>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Strömbäck, J., Tsfati, Y., Boomgaarden, H., Damstra, A., Lindgren, E., Vliegenthart, R., & Lindholm, T. (2020). News media trust and its impact on media use: Toward a framework for future research. *Annals of the International Communication Association*, 44(2), 139-156. <https://doi.org/10.1080/23808985.2020.1755338>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Suryana, C., Budiandru, B., Naibaho, K. E. T., Setianti, Y., & Purwosusanto, H. (2024). The Impact of Fake News on Public Opinion during Crisis Situations. *The Journal of Academic Science*, 1(4), 395-407. <http://dx.doi.org/10.59613/s7tpg791>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Swart, J., & Broersma, M. (2022). The trust gap: Young people's tactics for assessing the reliability of political news. *The International Journal of Press/Politics*, 27(2), 396-416. <https://doi.org/10.1177/19401612211006696>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Van der Linden, S., Panagopoulos, C., & Roozenbeek, J. (2020). You are fake news: political bias in perceptions of fake news. *Media, culture & society*, 42(3), 460-470. <https://doi.org/10.1177/0163443720906992>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Verstraete, M., Bambauer, D. E., & Bambauer, J. R. (2017). Identifying and countering fake news. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3007971>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)
- Vese, D. (2022). Governing fake news: the regulation of social media and the right to freedom of expression in the era of emergency. *European Journal of Risk Regulation*, 13(3), 477-513. <https://doi.org/10.1017/err.2021.48>
[Google Scholar](#) [Worldcat](#) [Fulltext](#)