

The role of influencers and celebrities in spreading misinformation

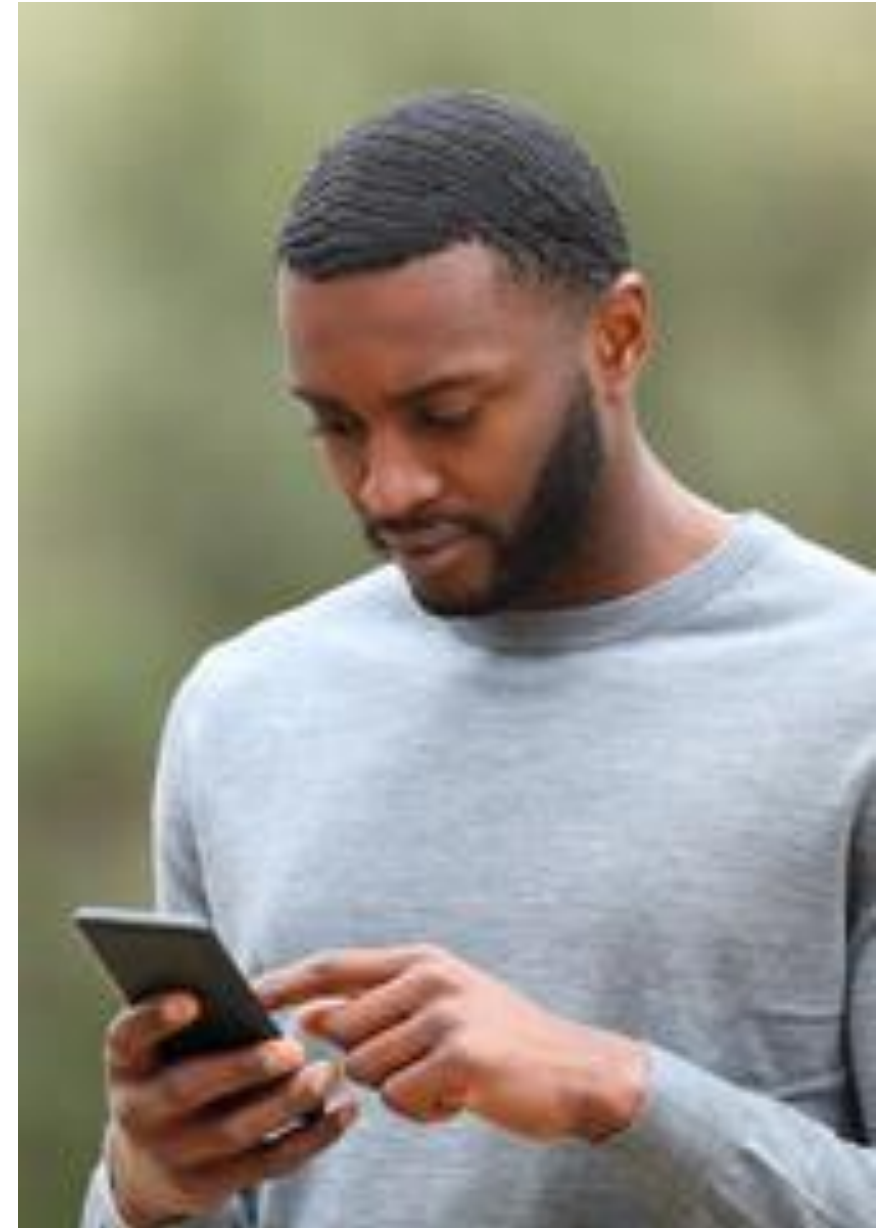
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Misinformation and the role of influencers in it

INFLUENCERS AND CONTENT CREATORS ON SOCIAL MEDIA HAVE GAINED A PROMINENT ROLE IN TODAY'S INFORMATION ENVIRONMENT AS OPINION MAKERS.

THEIR ROLE IN SHARING INFORMATION IS BECOMING EVEN MORE IMPORTANT AS MORE AND MORE PEOPLE, AND ESPECIALLY YOUNGER COHORTS, CONSUME INFORMATION AND NEWS (ALMOST) EXCLUSIVELY THROUGH SOCIAL MEDIA PLATFORMS.



Influencers that spread misinformation



- Andrew Tate: His content includes misinformation, like conspiracy theories or advice that can be damaging to young people's understanding of healthy relationships and social dynamics.
- Joe Rogan: His discussions on topics like COVID-19 have drawn controversy for spreading misinformation.
- Kim Kardashian: She lied about fertility and weight loss.

Why do influencers spread misinformation?



Some influencers on Instagram are profiting from the spread of misinformation.



Most of the influencers spread misinformation because they want to be famous.

How are influencers profiting from misinformation?



They get likes and views.



They get sponsored by companies and get partnerships.



"Selling" misinformation as product.

Which social media apps contain the most misinformation?

- FACEBOOK-wide reach, groups and pages, lack of fact checking
- YOUTUBE-video content format, misinformation attracts more views
- TWITTER-hashtags and trends, real time updates, trolls
- TIKTOK-short-form content, viral nature of content and young demographic



Why do people believe misinformation?

Confirmation bias

Trust in social media

Popularity of influencers

Lack of media literacy



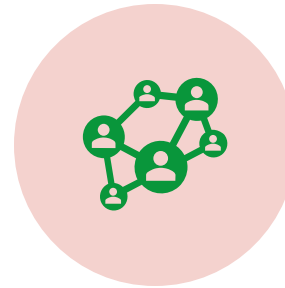
How to prevent misinformation

- FACT CHECKING-promote fact checking organizations
 - MEDIA LITERACY EDUCATION-teach critical thinking
 - USER REPORTING-report users who spread misinformation
 - IMPROVE ALGORITHMS-don't prioritize misinformation
- Fact checking organizations
 - PolitiFact
 - FactCheck.org
 - Snopes
 - Lead Stories
 - FactCheckEU

Conclusion



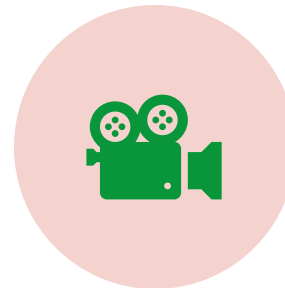
In conclusion we shouldn't believe in misinformation.



We should always fact check suspicious things on social media.



We should also report users who spread misinformation.



We should avoid videos about misinformation.

**THANK YOU FOR
PAYING ATTENTION
AND WATCHING OUR
PRESENTATION!**

We enjoyed making this. We hope you liked it.