Fake News on Facebook and Public Reaction

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Abstract
Many Facebook followers are being fed false news according to Analysis by Buzzfeed News. The review of over 2000 sources containing photos, links, videos, texts during pre-election generated by right wing, left wing and mainstream media and rated as “mostly true”, “mixture of true and false”, “mostly false” and “no factual content” show that followers react more to mostly false and no factual content news.

Methodology
The methodology follows steps of using available data to get the overall shares of reactions per news with the bar chart and compare it to the “Sum of Reaction Count” pie chart. This helps understand how reactions of followers are allocated.

Findings and Conclusion
The findings were interesting especially for the left wing news. No factual news present only 25% of left wing news category but half of the total reactions are attributed to it.

For left wing news category 56% of news are mostly true, but the reaction count is as low as 37% of overall reactions.

For right wing media, only half of the news are mostly true. Mostly false news is at 12% but the reaction to them is at 21%.

Mostly true news account for half of all the news in right wing category but the reactions attributed to it is as low as 38%. What this means is that false content gets more attention from followers than news with real content.