



EVALUATING IMPACT OF FAKE NEWS ON HOUSE WIVES AND MENTAL HEALTH OF WORKING WOMEN

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Abstract

The proliferation of fake news in the social media era has significant consequences for individuals, society, and democratic processes. Research has highlighted the detrimental effects of fake news on various aspects of society, including public opinion, political discourse, and individual decision-making. One consequence of fake news is the erosion of public trust in media and institutions. Finding reveals that fake news spreads at a much higher rate than credible information. This is a dangerous finding, because, at best, fake news can spread false hope, and at worst it can flare hatred and incite violence. A total of 100 cases of violations of religious hate speech were identified from the media studied in this research between 2022 and 2023. Regarding the religion involved in the cases, Islamic denomination was predominant (32%), followed by Hindus (28%) and Catholicism (20%). Hate speech and incitement to violence were the most common topics (30%), although acts of discrimination and rejection (26%) and material damage or attacks on places of worship (19%) were also reported. Finding suggests that higher education students do not want to send fake news when they broadcast a piece of information. Finding also reveals that higher education students have many groups and this does not affect the number of fake news because students do advanced research on the news and see if the news has a reliable source. Finding suggests that fake news and disinformation can subtly influence emotions and attitudes, potentially leading to behavioural consequences. Housewives of today's world still watch television just to full fill their boredom. Television has played an important role in changing the personalities of Indian women by improving their thinking and understanding levels. Television as a mass media has created awareness among Indian Housewives about their privilege and rights. For both educated and uneducated women television media is the most powerful media for communication. Finding of the study on impact of fake new suggests that it impacts positively in 71% women It affects our mental health negatively says 18% house wives , 3% says both, neither and doesn't affect respectively and 2% says depends how you take it. In this study, a total of 100 participants were included, providing valuable insights into the effects of spreading fake news on college students 15 students each from Andhra Pradesh, Assam, Bihar, Haryana, Orissa, Rajasthan and Uttar Pradesh, among the respondents, 48 students, accounting for 48.0% of the participants, identified as male, while 52 students, representing 52.0%, identified as female. These findings, indicates that women tend to display more concern about the societal effects of misinformation compared to men

Introduction

The proliferation of fake news in the social media era has significant consequences for individuals, society, and democratic processes. Research has highlighted the detrimental effects of fake news on various aspects of society, including public opinion, political discourse, and individual decision-making. One consequence of fake news is the erosion of public trust in media and institutions. As Allcott and Gentzkow (2017) noted, misinformation can lead to misinformed beliefs and behaviours, with potentially serious consequences for individuals and society at large. When individuals encounter false information repeatedly, it can lead to scepticism and a decreased willingness to trust traditional news sources. This erosion of trust can have far-reaching implications for the functioning of democracy and the dissemination of accurate information. Fake news also has the potential to distort public opinion and influence political outcomes. Individuals who are exposed to false or misleading



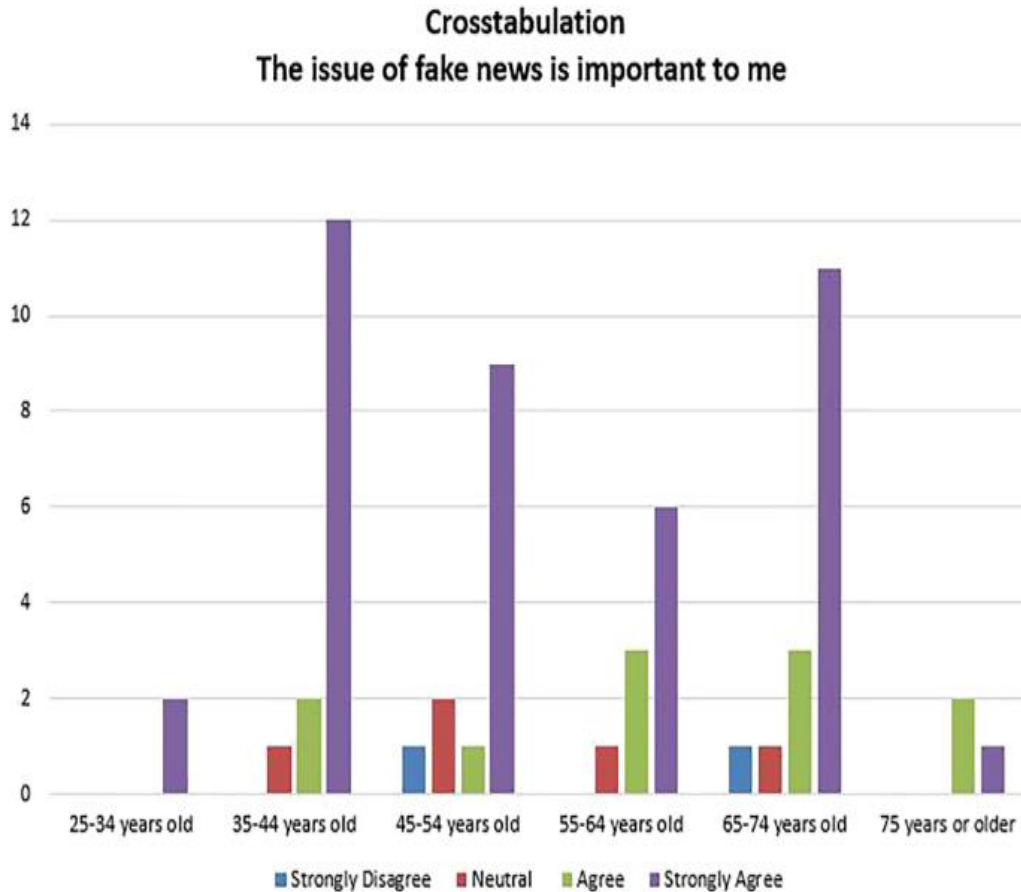
information may develop biased perceptions and make decisions based on inaccurate beliefs. As Lewandowsky et al. (2017) emphasized, false information can influence political decision-making and even pose a threat to democratic processes. The intentional spread of misinformation for political gain can manipulate public sentiment and shape electoral outcomes, undermining the integrity of democratic systems.

Historically, the concept of fake news has evolved, its origin can be traced back to the distant past, but scientists began to deal with it only in the 20th century. Observing the rapid development of computing technology, we can see their connection with the increase in the number of fake news reports. A social investigation was conducted. Among students (15–18 years of age), where the level of willingness to believe fake news was determined. The belief was tested using the Altemeyer test. Research showed the possibility of a correlation between the education research conducted and the willingness to verify a false report. Several studies argue that there is a relationship between the quality of education in individual countries and the willingness to believe and spread fake news.

The propagation of incorrect or deceptive material masquerading as legitimate news or fake news has probably existed throughout human history. However, the phrase “fake news” has been recently used more frequently, especially in light of the development of social networks and the proliferation of online news sources. Email chain letters and other online disinformation were the primary means by which fake news was disseminated in the early days of the Internet. The growth of social networks has made it easier for fake news to spread quickly and widely, as individuals can easily share information with the networks of their followers with only a few clicks. This has raised concerns about the potential harm that false news could have on how the public perceives events and topics, as well as on democracy and public dialogue in general.

Fake news can be difficult to detect, as it is often designed to look like real news and be widely shared on social media and other platforms. One-way fake news can be identified is through fact-checking, where information is carefully checked against multiple reliable sources to determine its accuracy. Media literacy education, which helps people become more critical consumers of information, can also help reduce the spread of fake news. There are several strategies to help stop the spread of false information. Fake or biased news can be produced and spread for a variety of reasons.

Figures available from various other sources indicate that in 79 incidents, there have been 266 cases of lynching since 2014 and this continues to show an upward trend. 37 persons were killed between 2010 and 2023, of this, 26 were Muslims. The recent incidents of mob violence include that of Tabrez Ansari, and Qasim Qureshi and Samiuddin. The 24-year-old Tabrez Ansari was brutally beaten by a mob in Jharkhand for alleged theft, eventually leading to his death. Qasim Qureshi and Samiuddin were brutally attacked in Hapur, U.P., resulting in the death of the former and serious injuries to the latter.



The Supreme Court has directed the Centre and all states to frame stringent laws against lynching. Manipur passed an anti-lynching law in November 2018. Rajasthan and West Bengal have passed such legislation more recently. West Bengal’s law is stringent, punishing with death those held guilty of lynching victims to death. Among other recommendations, the U.P. State Law Commission has emphasized on taking stringent action against officials for neglect of their duties. Political patronage to fundamentalist elements will deter the policemen from doing their duty. Implication of higher education may play an important role in controlling “**Fake News and Intolerance**”. Because higher education and your qualification decides abilities to think critically. Higher education develops a responsible citizenry. The cross-tabulation analysis for age determined that all age groups strongly agreed with the notion that fake news was important to them. Study also reveals that findings, indicates that women tend to display more concern about the societal effects of misinformation compared to men.

Review of Literature

As the world's fourth-largest Muslim country with a growing community of social media users, Bangladesh has been experiencing frequent online religious misinformation, inspiring violence against minorities and threatening interreligious harmony. Following an exploratory sequential mixed-methods analysis combining a qualitative thematic analysis and a quantitative content analysis, we answer two pertinent research questions, **Sayed Al-Zaman (2024)** found three ways users engage with misinformation: their topics of discourse, reactions, and appraisal. Users’ discourse revolves around religious, radical, and political issues. Radical issues (60.4%) dominate users’ discourse, followed by political issues (37.1%). Users’ reactions are primarily negative (94.1%), exhibiting different destructive



behaviors. Alarming, the negative reactions are more than seventeen times the positive reactions (5.5%). Results for misinformation appraisal suggest that 69.3% of users believe misinformation, and only 25.9% can identify and deny misinformation. Nearly half of the users (48.21%) concomitantly talk radical, react negatively, and trust misinformation. This research suggests that religious misinformation-led violence may have more political connections than religious ones. **Martel et al. (2020)** emphasize that positive emotions might make us more receptive to certain claims. Study reveals that both correlation and causal evidence that reliance on emotion increases belief in fake news: self-reported use of emotion was positively associated with belief in fake (but not real) news, and inducing reliance on emotion resulted in greater belief in fake (but not real) news stories compared to a control or to inducing reliance on reason. These results shed light on the unique role that emotional processing may play in susceptibility to fake news. Phillips (2017) suggests that there seems to be some consensus that exposure to violent media impacts aggression, there is little evidence showing its impact on violent or criminal behaviour. Nonetheless, high-profile violent crimes continue to reignite public interest in media effects, particularly with regard to copycat crimes. Criminologists and sociologists are generally reluctant to attribute violence and criminal behaviour directly to exposure to violence media. They are, however, not dismissive of the impact of media on attitudes, social policies, and social control as evidenced by the myriad of studies on moral panics and other research that addresses the relationship between media, social anxieties, gender, race, and class inequalities. Finding of the Laxmi & Deepthi (2023) conducted a literature review on the relationship between media violence and aggression among young adults. The review included studies from various countries and media forms, including television, movies, video games, and social media. The review found that exposure to media violence is positively associated with increased aggression among young adults. The review also found that the relationship between media violence and aggression is complex, with several factors influencing the strength and direction of the relationship, such as the type and amount of media consumed the individual's personality traits, and their social environment. Srinivas et al. 2022 concludes that Fake spreader is narcissist; Real spreader is Machiavellian prediction of fake news diffusion using psycho-sociological facets "Believe half of what you see and nothing you read online"¹ Fake news is untrue information, which makes users to believe it as a verified content, This impacted the belief of social users and it further increased the usage of hoax information in a social network like increased tremendously in a social network like Facebook, Twitter, etc. The propagation of untrue content in social network causing enormous change in the dynamics of public living style and culture as it is effecting the opinion and mental behavior of the people. Study conducted by **Laxmi & Deepthi. (2021)** measures the levels of aggression and media violence among young people as well as the correlation between the two. For the study, a sample of 80 young individuals (N=45 Males and N=35 Females) was selected based on purposeful sampling. Young adults between the ages of 18 and 25 received two surveys via an online survey. The 29-item Buss Perry Hostility Questionnaire was created to measure aggression in young individuals. Using the content-based media exposure scale, the level of media exposure was determined (A.H. Den Hermer). They used descriptive statistics as well as Pearson product moment correlation. Aggression and media violence among young people are directly related. Mob lynching, fuelled by online rumors, is only a small part of the ever-increasing role played by social media in Indian society and politics. **Sen (2018)** Study further reveals that while the nature and impact of social media in India is complex, the mob lynching incidents represent the dark underbelly of Internet technology, or what might be called its use for "wrongdoing". The Indian state is not equipped to deal with the spread of misinformation and fake news on social media. Social media companies are loath to take steps on the grounds that it will compromise their business model and freedom of speech.



Research Questionnaire

Sample was collected from respondents who filled up questionnaire and were interviewed. Questionnaire was the Primary source of data and Secondary data was collected from state headquarters and NCRB. Out of 1000 samples 150 each were collected from Andhra Pradesh, Assam, Bihar, Haryana, Orissa, Rajasthan and Uttar Pradesh. Data collection was done through **convenient sampling method** by the means of Questionnaire, personal interviews and Case studies.

Research questionnaire was prepared by the researcher. It consist of various items (questions) pertaining to the issue at hand including the general information of the respondent such as Age, Gender, Educational Qualification etc. The questionnaire has got open-ended and close ended questions as well as, Quantitative and Qualitative both types of questions is included here.

Objective: To understand the impact of Fake News on House Wives and Mental Health of working women.

Hypothesis: Fake News will have negative impact on house wives and Mental Health Working women.

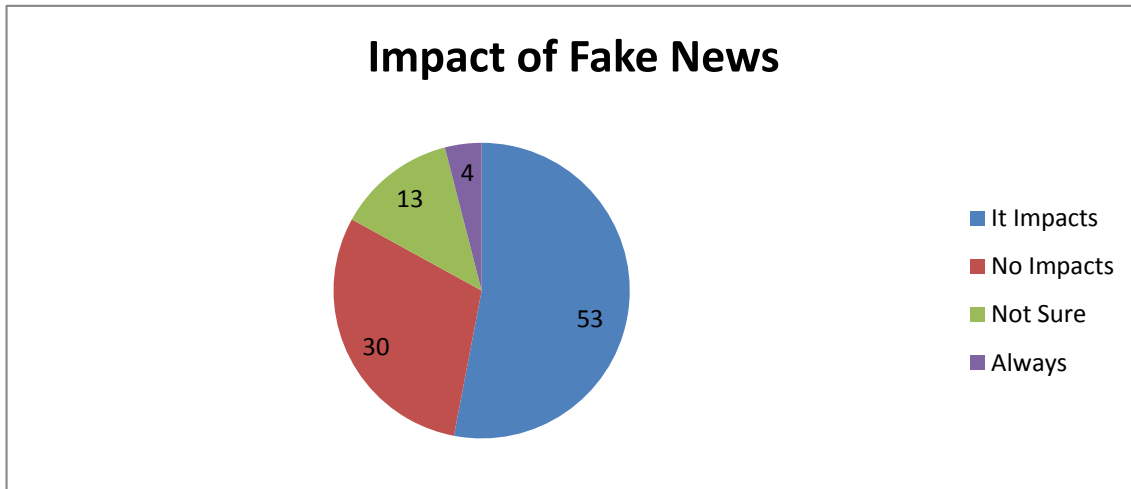
Result and Discussion.

Women's levels of trust in news, and concern over „fake news“ on online are much. Women are citizens and access to accurate, timely news is necessary for equal participation. Survey finds that 66% housewives love to watch entertainment channel, 14% says science and discovery related channels, 11% says for news channel and 9% says sports related channels. Studies have found that fake news spreads at a much higher rate than credible information. This is a dangerous finding, because, at best, fake news can spread false hope, and at worst it can flare hatred and incite violence. WhatsApp killings, as they are often called, have claimed over two dozen lives in India since 2017. In neighboring Bangladesh, four people were killed in communal clashes on October 20, 2019, incited by a false rumor that a Hindu man had insulted the Prophet Muhammad on Facebook. A few months earlier, on May 21 – 23, violence at the polls in Indonesia marked the “world's first instance of online disinformation leading to election-related riots” (Ishak, 2019).

Impact of Fake News on house wives and working women.

A sample of 100 such house wives and working women were analyzed where 53 women (N=100) say sometimes it promotes violence in the society. Every third 30 women (N=100) says that it never instigate violence is society 13% says they are not sure that whether Fake News through any source like TV or New age Media instigate violence in society and 4% says that it always promotes violence in society and it has wide effect on our mental health.

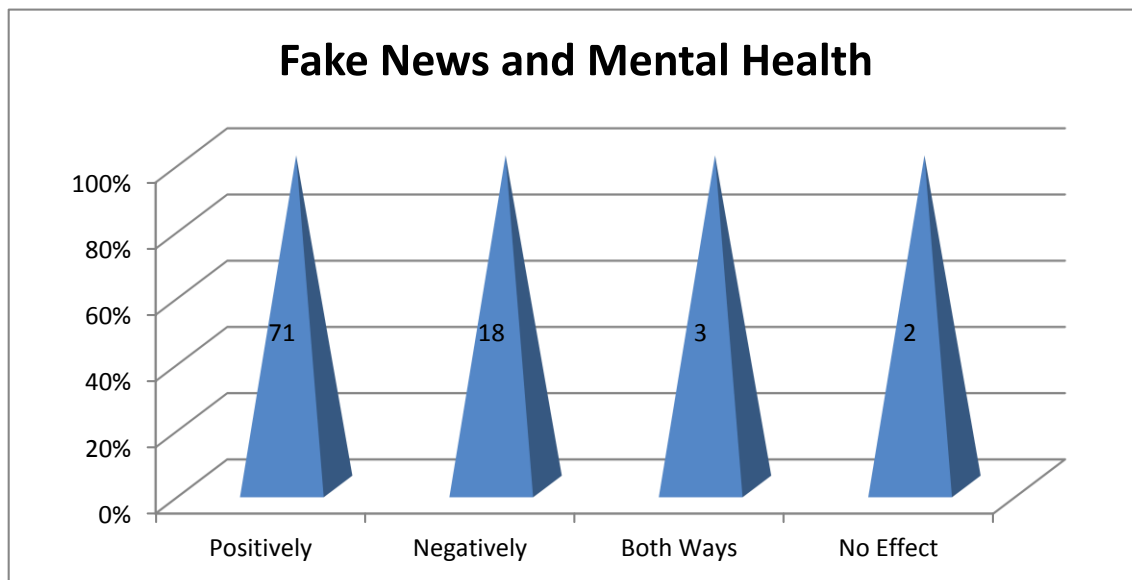
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Housewives of today’s world still watch television just to full fill their boredom. Television has played an important role in changing the personalities of Indian women by improving their thinking and understanding levels. Television as a mass media has created awareness among Indian Housewives about their privilege and rights. For both educated or uneducated women television media is the most powerful media for communication. Though, it has affected the relations within the family, yet its effective role in moulding the personalities of women could not be denied. When the other questions related to impact of Fake news on Mental health were subjected to the same respondents (N=100)

Does Fake News affect your mental health

Seventy one respondents all women that constitutes 71% (where N=100) says that it has impact on their mental health 18% says that it impacts negatively, 3% says both, neither and doesn’t affect respectively and 2% says depends how you want to take it.



After going through the findings illustrated through Graphics hypothesis **“Fake News will have impact on house wives and Mental Health Working women”** is accepted.



In this study, a total of 100 participants were included, providing valuable insights into the effects of spreading fake news on college students 15 students each from Andhra Pradesh, Assam, Bihar, Haryana, Orissa, Rajasthan and Uttar Pradesh, among the respondents, 48 students, accounting for 48.0% of the participants, identified as male, while 52 students, representing 52.0%, identified as female. These findings, indicates that women tend to display more concern about the societal effects of misinformation compared to men. Al-Menar et al. (2020) additionally, gender differences were observed in the topics of false information received. Men reported encountering fake news predominantly related to political issues, while women more frequently came across false information concerning celebrities.

Conclusion

Television has played an important role in changing the personalities of Indian women by improving their thinking and understanding levels. Findings, indicates that women tend to display more concern about the societal effects of misinformation compared to men. study on impact of fake new suggests that it impacts positively in 71% women It affects mental health negatively says 18% house wives , 3% says both, neither and doesn't affect respectively and 2% says depends how you take it. The Internet is a powerful source of knowledge and female should consider taking an active role on social media, to correctly inform themselves in case of violence because of rumors in society and should teach their kids about the same.

Acknowledgement

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