ABSTRACT

Misinformation online refers to the dissemination of “Fake News.” This paper utilizes data from a survey of Internet users to uncover interesting clusters defined by three demographic variables, the perception of the impact of fake news on Americans, and how much responsibility should members of the public, government, and social networking sites have in preventing fake news stories from gaining momentum. The majority of respondents think that made up news stories hinder Americans. Males and females across ethnicities and party lines differ in their likelihood of attributing responsibilities. These preliminary results could benefit those who play a role in ensuring the propagation of “healthy” knowledge.

Keywords: Social media, fake online news, gender, ethnicity, party affiliation