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POLITICAL INFLUENCES ON INEQUALITY AND DIVERSITY
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Definition of fake news

“False stories that appear to be news stories, spread on the internet or other media, usually created to influence political views or as a joke.”

[CambridgeDictionary.co.uk](https://www.cambridge.org/dictionaries/uk)



So how does fake news spread?

- ❑ Gelfert, (2018) says social media have assisted spreaders of fake news to target specific viewers and exploit well-known cognitive biases to mislead consumers into spreading fake news further.

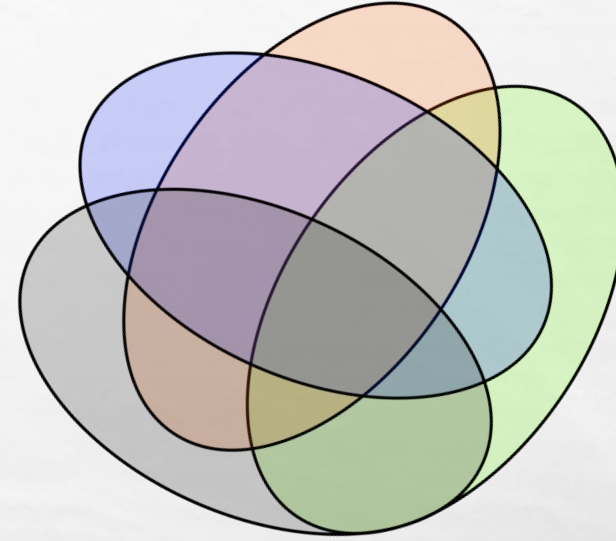


What theory is behind fake news?

- ❑ The expression *intersectionality* was created by Kimberly Crenshaw, (1989) Brittany *et al.*, (2015). Intersectionality is an analytic structure established in the late 20th century that recognises how interlocking systems of power affect those who are most ostracised in society. Campaigners have been known use this to promote political egalitarianism and social unrest Ahemad *et al.*, (2021).



- ❑ **Intersectionality is a term used to understand** how an individual's political and social identities merge to create various ways to allow privilege and discrimination. Intersectionality recognises several influences of advantage and disadvantage **Runyan, (2018).**



Protection from direct and indirect discrimination for social groups

- ❑ **The Equality Act (2010)** is a modern legislation that encompasses protected characteristics age, gender reassignment, race, sex, disability, marriage or sexual orientation as legal form of protection against discrimination. This incorporates intersectionality within this legislation as a protection against direct and indirect discrimination.
- ❑ However, discrimination is ongoing through targeted social media consisting of fake news. So, by individuals understanding how intersectionality works. They can tailor make false news for specific groups in society.



❑ Now we understand intersectionality we can understand why fake news can be so successful at dividing society.

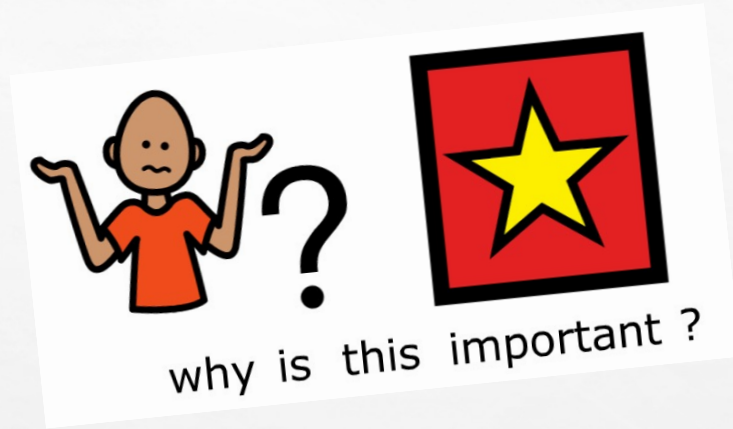
❑ The impact of fake news can increase social inequality.



❑ a widespread falsehood that drinking pure alcohol methanol could cure Covid-19. However, this killed approx. 800 people in Iran, while a further 5876 people were hospitalised for alcohol poisoning Hassanian-Moghaddam *et al*, (2020).



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- A collage of newspaper clippings related to the COVID-19 pandemic, tilted diagonally. The clippings contain headlines such as 'Tests positive', 'deaths top 630', 'Virus fears', 'Crisis response', 'face mask', 'Six de', 'outbreak', 'positive for virus', 'cases', 'diagnosed', 'Outbreak', 'Virus hotline open', 'new testing labs loom', 'Coronavirus', 'State of emergency for COVID-19', 'coronavirus scams', 'worries', 'ship', 'es raised', and 'Crisis response'.



- ❑ Desiderio *et al.*, (2021) found that it was from the mature populations of the age of 65+ who were prone to engage in Fake news on social media. Due to poor digital literacy.





- ❑ To mislead the public and cause social unrest.

Desiderrio et al., (2021) systematic review found that conspiracy theories led to violent assaults against medical staff. However, Imhoff and Lamberty, (2020) says that conspiracy theories are not a new occurrence, but increase at times of calamity, and individuals who trust conspiracy theories are less prone to observe social norms.





- ❑ Desiderrio et al., (2021) says To influence the public to go against the governments. Pandemic false news has been part of the public lives around the world, which causes distrust in Governments, and health professionals.



Why fake news and how to identify?



- ❑ Montesi, (2021) says to influence the public's political opinion not to accept that a pandemic exists, to increase social inequality and divide society. Fake news is ongoing, however, how to identify is very difficult.



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THANK YOU!