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Abstract

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Credibility and Sharing of Fake News on Facebook

In the context of the US 2016 presidential elections fake news became an important topic for the public opinion. Furthermore, the issue of fake news was often mentioned as a major concern in relationship with elections that took place in Holland, France, Germany or Austria in 2017. Nowadays one cannot talk about fake news without taking into consideration the way users appreciate the credibility of the information on social news sites (SNS) or the factors that determine the spread of information on such platforms. Thus, our main research questions were: Q1. What influences the credibility of fake news? Q2. What determines the behavior of sharing fake news on SNS? The majority of researchers considered that: self-sharing motivations (increasing reputation and status among peers and other users), altruistic motives (informing others on relevant issues) and social motives (interaction and getting social approval) determine people to share content on social media (Kümpel & all, 2015). The aim of our research is to propose a new model that explains sharing fake news on SNS by combining motivation, the intensity of using SNS (Albabash & Ma, 2017) with perceived

quality information and risk propensity variables (Koochikamali & Sidorova, 2017). The methodological design includes both quantitative and qualitative methods. We apply a survey on 400 students from Romania and Germany and, in addition to that, we conduct six focus groups in both countries.