

INFODEMIC AND MISINFORMATION

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An infodemic is described as a significant increase in the volume of information associated with a certain topic that expands exponentially over time as a result of a specific action, such as the Covid-19 epidemic. In this situation, misinformation and rumors, as well as information manipulation with dubious motives, appear on the picture.

Misinformation is deceptive information that is intentionally misleading or erroneous. Since searches for COVID-19 updates on the Internet have increased by 50% to 70% across all generations in the context of the current epidemic, it has the potential to have a substantial impact on many aspects of life, including people's mental health. In a pandemic, misinformation can have a negative impact on human health. Many incorrect or misleading tales are made up and distributed without any background or quality checks. Much of this misinformation is based on conspiracy theories, with some of these notions being introduced into what appears to be mainstream conversation. Inaccurate and incorrect information about all elements of the disease has been circulated, including how the virus arose, its etiology, treatment, and mechanism of spread.

Fake news has become very popular. It has had a significant impact on the way media platforms operate, the public's perception of information, and even how governments deal with the spread of information. The internet revolutionized the way news is disseminated. Similarly to the development of the printing press, the internet enabled more people to publish their opinions and eroded the power of publishing behemoths. Fake news has always existed, but the significant distinctions today are in

how it is shared and read. Information, whether real or misleading, spreads faster nowadays. People may quickly access a wealth of news and information via the internet's many media outlets. Furthermore, photos add to the realism of the story - the better the image, the more compelling the story is. Perception may be modified at any time to make it more accurate and credible.

Because of social media, interaction with each other has been changed. In innovative and important ways social media has helped us bring each other close to each other. People all across the world may have permanent access to a near-real-time debate about both serious and trivial matters as stories and opinions circulate at an unprecedented velocity. Unfortunately, there is a dark side to social media: bogus news. Misinformation has the ability to influence users, which can be exploited to manipulate them for political or commercial benefit.

References:

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