

# The Influence of Source Credibility in Pseudoscience Fake News in Japan

Artima Kamplean (カンプリアン アティマー)

Keywords: fake news, news credibility, online media, pseudoscience

## 1 Objective

This study aims to investigate the influence of source credibility and presentation of fake news toward the audience perceive of news credibility. This study defines the term “fake news” as “news that comes from a disregard for sound, factual evidence in favor of distorted, decontextualized or dubious information”. The case study is the “saltwater diet” a widely spread online fake news in Japan. The pseudoscience fake news claims that drinking 1 liter of saltwater can helps on a diet by detoxing the body. Although the news itself has negative comment and concern of health issue from audience, it is reported very popular among female in their 20s.

## 2 Methods

This study conducts with a quantitative experiment approach. The experiment was conduct through online survey in March 2019 with all country sample. Participant were randomly assigned to 6 control group to investigate the difference of source and visual in news. The first 3 group is given only the following sources: internet, TV and news. The later group was giving the sources and visual. Then they answer a list of question to evaluate trust in the provided news article. All questions are randomly shown to avoid the seeing order bias

## 3 Results

The primary result of the Kolmogorov-Smirnov and the Shapiro-Wilk shows that data is not a normal distribution. The primary result shows that there is a statistically significant different between two variables in frequency, trust in information, trust in source of information and information accuracy. However, it is not significant for telling the whole truth. Interestingly, the difference for each news source’s and news presentation is not statistically significant. However, histograms reveal the different between text-only news and text with visual news in some trust elements.

## 4 Conclusion

The study conclude that the way news is presented has effect on audience trust. And source of information might have less influence over audience trust in news. One assumption is because of the influence of “the post-truth era” or “an alternative fact”.

## References

.....

[1] Arceneaux, P. C., & Dinu, L. F. (2018). The social mediated age of information: Twitter and Instagram as tools for information dissemination in higher education. *New Media & Society*, 20(11), 4155-4176.