ANKARA UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES

FACULTY OF COMMUNICATIONS

COMPARATIVE ANALYSIS OF IMPROVING NEWS TRUSTWORTHINESS IN KENYA AND TURKEY IN THE WAKE OF FAKE NEWS IN DIGITAL ERA.

MASTER'S THESIS

ABDINOOR ADEN MAALIM

SUPERVISOR

DR. ÖĞR. ÜYESİ ERGİN ŞAFAK DİKMEN

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Dijital Çağdaki Sahte Haberlerin Sonucunda Türkiye ve Kenya'da Artan Haber Güvenilirliğinin Karşılaştırmalı Analizi

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Tez Danışmanı
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T.C.

ANKARA ÜNİVERSİTESİ

Sosyal Bilimler Enstitüsü Müdürlüğü'ne,

DR. ÖĞR. Üyesi ERGİN ŞAFAK DİKMEN danışmanlığında hazırladığım "Dijital Çağdaki Sahte Haberlerin Sonucunda Türkiye ve Kenya'da Artan Haber Güvenilirliğinin Karşılaştırmalı Analizi (Ankara.2021) " adlı yüksek lisans ☐ - doktora/bütünleşik doktora ☐ tezimdeki bütün bilgilerin akademik kurallara ve etik davranış ilkelerine uygun olarak toplanıp sunulduğunu, başka kaynaklardan aldığım bilgileri metinde ve kaynakçada eksiksiz olarak gösterdiğimi, çalışma sürecinde bilimsel araştırma ve etik kurallarına uygun olarak davrandığımı ve aksinin ortaya çıkması durumunda her türlü yasal sonucu kabul edeceğimi beyan ederim.

Tarih: 3/8/2021

Adı-Soyadı ve İmza

ABDINOOR ADEN MAALIM

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ANKARA- 2021

DECLARATION

I hereby declare with honour that this Master's thesis is my original work and has been written by myself in accordance with the academic rules and ethical requirements. I further declare that all the materials used and the content published is composed of the stated sources as captured in my reference list.

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To my siblings, whom I remain grateful to for watching my efforts as their source of motivation, I thank you for being patient with my silence and distance.

I shall forever remain thankful for all the inputs that have propelled my steps and I shall payback one day.

ACRONYMS

Wi-Fi: Wireless Fidelity

WWW: World Wide Web

MOJO: Mobile Journalism

Http: Hyper Text Transfer Protocol

XHTML: Extensible Hyper Text Markup Language

HTML: Hyper Text Markup Language

IP: Internet Protocol

UN: United Nations

UNESCO: United Nations Educational, Scientific and Cultural Organization

USA: United States of America

BBC: British Broadcasting Corporation

AFP: Agence France-Presse

CNN: Cable News Network

AI: Artificial Intelligence

TRT: Turkish Radio and Television

RTÜK: RadyoveTelevizyonÜstKurulu

AP: Associated Press

CD-ROM: Compact Disc Read-Only Memory

CM: Centimeter

DVD: Digital Versatile Disc

GPRS: General Packet Radio Service

GSM: Global System for Mobile Communication

KBPS: Kilobyte Per Second

MBPS: Megabyte per second

Km: Kilometre

LAN : Local Area Network

SMS : Short Message Service

BBS: Behaviour based system

PC: Personal Computer

ÖZET

T.C

Ankara Üniversitesi

SosyalBilimlerEnstitüsü

İletişimFakültesi

MedyaÇalışmalarıBölümü

DijitalÇağdakiSahteHaberlerinSonucundaTürkiyeveKenya'daArtan Haber GüvenilirliğininKarşılaştırmalıAnalizi

Abdinoor Aden Maalim

YüksekLisansTezi

Danışman: DR. ÖĞR. ÜYESİ ERGİN ŞAFAK DİKMEN

Medyanıngelişimi, dijitalmedyanınortayaçıktığıdönemde, haberlerintoplanması, kullanılmasıveyayılmasınıetkilemiştir. 21.yüzyılda dijitalmedyaiçeriği, gazetecilervekamuoyuiçinbilgiyeerişimekatkısağlayansosyalmedyaplatformlarınıniçerisindebüyükbiryerkaplamaktadır. Bu çalışma, habergüvenilirliğininartırılmasınınönemlibirayağıolarakdoğrulukdenetleyicileriniinceleyerekdijitalçağdasahtehaberlerinsonucundaTürkiyeveKenya'dahabergüvenilirliğiniartırmanınkarşılaştırmalıanalizinielealmaktadır. Ayrıcaçalışma, TeyitveAfricacheckgibidoğrulukdenetleyicileritarafındandijitalçağdayanlışbilgilerinardındanhaberlerinşeffaflığınıbelirlemekiçinTürkiyeveKenya'damedyayıaraştırmaktadır. Bu çalışma, örneklembüyüklüğüolarakikieditörühedefleyenTürkiyeveKenya'dakiikihaberdoğrulamakuruluşu üzerinden durum çalışmasıaraştırmatasarımınıbenimseyecektir. Çalışmaiçerikanalizivegörüşmeleryoluylatoplananuygunörneklemtekniğinikullanmaktadır. Veriler, tanımlayıcıistatistiklerkullanılarakanalizedilecektirvetablolar, pasta grafikleri, veriistatistiklerivesütunludiyagramlarhalindesunulacaktır. Sonuçlarpolitikayıetkileyecekveuygulamadaakademiüzerinde de etkiyaratacaktır.

AnahtarKelimeler:*DoğrulukDenetleyicileri, Sahte Haber, Haber Güvenilirliği, SosyalMedya, DijitalÇağ*

ABSTRACT

Ankara University
Institute of Social Sciences
Faculty of Communications
Department of Media Studies

Comparative analysis of improving news trustworthiness
in Kenya and Turkey in the wake of fake news in digital era

Abdinoor Aden Maalim

Master's Thesis

Supervisor: DR. ÖĞR. ÜYESİ ERGİN ŞAFAK DİKMEN

The evolution of media has affected the gathering, consumption and spread of news information, in the advent era of digital media. In the 21st century, digital media content is massive within the social media platforms contributing towards access of information to journalists and publics. This study looks at the comparative analysis of improving news trustworthiness in wake of fake news in digital era in Kenya and Turkey by exploring fact-checkers as a significant pillar in improving news trustworthiness. Further, the study explores the media in Kenya and Turkey to determine the transparency of news in the wake of misinformation in digital era by factcheckers such as Teyit and Africacheck. This study will adopt the case study research design on two news verification organizations in Kenya and Turkey targeting two editors as the sample size. The study employs the convenience sampling technique and the a will be collected through content analysis and interviews. The data will be analyzed using descriptive statistics and will be presented in tables, pie charts data statistics and histograms. The results will influence policy, impact on the academia and in practice.

KEYWORDS:*Fact-Checkers, Fake news, News trustworthiness, Social Media, Digital era.*

INTERVIEW QUESTIONS FOR AFRICACHECK AND TEYIT EDITORS.

1. What, in your view, is the rationale behind the spread of fake news by reputable media, and what are their frequently used methods of dissemination?
2. How does the circulation of non-factual news by credible media influence the lack of audience trust in the media?
3. The erosion of trust in news blames the spread of fake news due to digital media.
   Can you help explain the relations?
4. Do virality and reach determine trust or lack of trust in news stories?
5. How can you explain your contribution to the improvement of audience trust in news?
6. What is the priority for your editorial decision-making on countering fake news?
7. What methods do you use to find online claims and do you apply an automated claim spotting tool?
8. What are your criteria for the selection of fake news stories for fact-checking and What are some of the questions you ask yourselves before selecting claims?
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10. What are the challenging platforms to monitor considering the virality?
11. What mechanisms do you use for the Publication and distribution of your fact-checked information?
12. Do you have existing collaboration or partnership with media houses to help improve news credibility?
13. In terms of future sources to monitor fake news in the changing media landscape, what is your focus? What do think about issues related to sustainability?
14. What evidence-gathering methodology do you commonly use to access data? How challenging is it? Do you reach out to or identify sources of claims?
15. What are the required solutions to improve public trust in news in this era of low levels of trust towards the media caused by skepticism towards fake news?
16. What do you recommend as effective approaches to improve trust in news and public information, if any? And how can fact-checkers be incorporated to improve news trustworthiness?
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CHAPTER 1

1. INTRODUCTION

News media across the world are facing news trustworthiness issues leading to a low audience retention. Data from different pollsters over decades have repeatedly shown a decline in audience trust in news media as a source of factual and reliable information due to fake news (Swift, 2016). The decline of trust in the news media has also been witnessed since the 1970s, (Bennett et al., 1999) and trust in news continues to be a sinking ship Gladstone (2015). In general, according to Forde (2018), the public neither trust the news media, nor the journalists. This has been backed by evidence in recent findings such as the Reuters Institute's Digital News Report 2020, which showed that (38%) of the audience, equivalent to less than four people in every ten of the 40 countries interviewed trusted news (Newman et al., 2020). According to Ipsos Mori report in 2019, public trust in different mediums of news such as digital media, radio, Television, newspaper and magazine in more than 20 countries across the world showed a general decline of trust in news. Television and Radio had a 49% response rate compared to newspapers and magazines which received 47%.

Kenya and Turkey are not an exception in the news trustworthiness facing the traditional media and news media in the respective countries. Watson (2019) opines, statistics show 62 percent of respondents interviewed in Turkey have reported a reduction in their trust in the media as compared to 2018. The loss of public trust on the media coverage has led to the criticism and its conduct over time. In social relationship to the public Coleman (2012) affirms that suspicion and mistrust is a great concern to the citizenry in democracy. In addition, (Bakir& Barlow, 2007) avow that, for every society, trust is essential in that it is a fabric that holds it together and a significant pillar to co-existence.

The authors state that trustworthiness of the news information is a criterion for the audience to choose the sources and actors to trust in both the traditional media or social media.

Various factors have been listed for the erosion of trustworthiness in news and what has influenced such public perception of trust in journalism. They include lack of transparency, perceived unfairness, selfish-interest, and, in most recently, the notion of post-truth and fake news (Forde, 2018). The authors state that the trustworthiness of the news information is a criterion for the audience to choose the sources and actors to trust in both the traditional media or social media.

Various factors have been listed for the erosion of trustworthiness in news and what has influenced such public perception of trust in journalism. They include uncertainness, presumed unfairness, selfish interest, and, most recently, the notion of fake news and lack of factual truth (Forde, 2018). Whereas the media is responsible for redeeming its image and self, the entrance of technological advancements in content gathering and circulation has further influenced mistrust in news. Identification of news sources has become much more complicated as a result of the multiplicity of sources in the dissemination of news unlike the mass media era (Sundar, 2015).

The levels of trust of the public in the media have been reliant on historical transformations and our circumstances (Silverstone, 1999). As Chadwick (2013) has put it, the public obtains information on their communal lives from various digital sources with different levels of credibility.

The digital era of news publications on social networks and websites has introduced new methods of presenting information which has increased options of news sources thus impacting how people perceive and consume information and what they trust.

Internet access which has created the ability for anyone with internet to publish content has erased the traditional professional boundaries between journalists, citizen journalists, and bloggers (Deuze, 2007; McNair, 2006; Carlson & Lewis, 2015).

There has also been a stark contrast concerning trust between digital media platforms as well as mainstream media. Literature shows that conceptions of trust in media have shifted since the blending between the traditional variances of source message and media (Metzger et al., 2003).

The increase of online sources of information has led to an excessive amount of information which has further complicated the public's ability to distinguish false news from factual news and which content to trust.

The decline of news trustworthiness above has been blamed on false information (Watson, 2019). Among the key indications of the problem of trust in news media and symptoms has been the regular application and rise in prominence of terms such as alternative facts, fake news, and post-truth. Watson (2020) further indicates the fading trust in news on social media with only 35% globally expressing trust in news on social platforms.

Fake news is also widespread in Kenya and a large percentage of Kenyans 70-80% admit to having been exposed to false, misleading information especially on social media and they have reshared the information (Wamuyu et al., 2020; Mwita et al., 2021).

However, the trust in news media has been mentioned as being significantly important to democracy and the public's trust in its provision of common knowledge is paramount to the idea of shared identity and concerns in the first place (Coleman, 2012). This research, therefore, aims to provide a solution to regaining trust in news by establishing the viability of news verification sites to boost the credibility of content by countering misinformation in the new media era.

Kenyan and Turkish media organizations have been preferred for this comparative study. Turkish fact-checking organization Teyit, has been selected to counterbalance the dominant debate on fake news especially in diverse societies like Kenya and Turkey, and due to Turkey's existence as an environment with advanced media plurality and a market with better media regulations and countless fact-checking institutions focused on curbing misinformation.

The study believes that news trustworthiness can be improved using factchecking tools and mechanisms to curb misinformation and fake news which is attributable to absence of sufficient verification tools and mechanisms. News verification can improve and increase public trust in news, enhance news trustworthiness and contribute to decrease in fake news.The study believes that news trustworthiness can be improved using fact-checking tools and mechanisms to curb misinformation and fake news which is attributable to the absence of sufficient verification tools and mechanisms. News verification can improve and increase public trust in news, news trustworthiness and contribute to a decrease in fake news.

The study highlights verification tools and methods as one of the necessary conceivable actions that could be utilized to counter the consequences of or influence of fake news.

This highlights the necessity of immediate collective action to counter fake news through alternative verification sources as a solution and blockage to toxic content without breaching the right of the public to access information. The study recommends that proper policies on fake news will be formed by stakeholders in the media industry and governments.

1.1 Importance of the research

Instantaneous dissemination of information from multi-media sources globally as a result of the digital revolution has given room to the emergence of fake news due to unlimited control of news sources and usability of various mediums by individuals and groups with the readily available audience. The online spread of fake news stories has put social networking sites under increasing pressure to get involved and contribute to curbing the predicament of fake news.

This has, as a result, exposed new media or digital journalism to increased vulnerability to fake news and amplification of false information due to the insisted protection of human rights value enshrined as freedom of news and access to information in many countries. Therefore, the credibility of news sources and contents in the recent past has been under watch and scrutiny.

According to comparative transnational research, global journalism's codes of ethics list ethical norms such as objectivity, accurateness' and truth as core to the practice (Hafez 2002; Hanitzsch et al., 2011).

Political actors, alternative media organizations, and prominent news organizations have been scrutinized and remain under focus due to their influential roles in society and influence in the generation and spread of information.

The spread and ownership of mobile phone devices have multiplied of mobile journalism which has allowed access to information at a personal level and further complicated matters in the wake of the fake news era thus raising the need for fact-checkers or news verification tools.

The sharing of links and forwarding of messages between mobile phone users has brought up mobile culture. As clearly stipulated by (Horst & Miller, 2005); in the twentieth century, a mobile culture developed, thus creating a well 'linked-up' society.

Various scholars have used alternative terms to give definitions for fake news as False and deliberately created misleading information (Egelhofer&Lecheler, 2019) or fabricated news information published either to generate revenue or for political purposes (Wardle 2017).

Nuland and Stamos (2017), have described fake news as the source's objective to mislead and provide false information in their report Information Operations and Facebook Weedon. However, throughout this study, the author uses fake news to offer the definition as any inaccurate, misleading or fabricated news information disseminated through various forms of communication including print, text messages, or social media (Chen et al., 2018: Tandoc, Lim, & Ling, 2017).

The real-time circulation of multiples of unconfirmed, false, manipulated, or misleading information during the era of digital has created conflict between click baits and establishing credibility. This is the product of a combined mixture of widely accessible internet penetration, the prominence of social media networks, and the enormous availability of smartphones (Silverman, 2015). The mixture of the three has enabled unverifiable information to thrive and circulate limitlessly online while also quickly receiving an available audience. This occurs at a fast pace coupled with a certain degree of abundance which is incomparable to any other thing in journalism or communication's history. Deliberately created or generated misleading information (Egelhofer&Lecheler, 2019) is dominant in the public arena like never before Benkler et al., 2018.

Measurements of trustworthiness in media also apply adjectives used to measure and elaborate news media credibility. Such adjectives can be listed as authenticity; correctness; impartiality; reliability; ease of use; comprehensiveness; and attractiveness of the coverage and those relaying the news (Metzger et al., 2003).

Trust is constituted of three parts which include trust in media in general, the media approach, and the journalist Blöbaum (2014).

As Blöbaum (2014), argues, trust in news and news organizations is concentrated on the formulation of media credibility and reputation of journalism which affects the brand name, therefore it is indeed critical to building the trust of all three areas.

Many countries or continental organizations have already initiated measures and interventions. The European Union heads of states and government established an initiative against disinformation through special taskforce named 'External Action Service East Stratcom Task Force.' This taskforce, as a result, debunked over 3500 claims for a two-years period which lasted from September 2015 to November 2017. Global statistics organization Statista, revealed that more than half of the United States population believed that online news platforms regularly published false news in the country (Watson, 2019).

What has been of major concern is the observation that public trust in both established politics and mainstream media has consistently been on a decline (Edelman 2019; Newman et al. 2018).

According to IPSOS. (2019 June 12), 86% of internet users admitted to having been exposed to fake news while the majority (86%) of the interviewed initially believing that the news was real. The research conducted in over 25 countries, further exposed that the fake news phenomenon was deep-rooted in society and it also dominated social media platforms (65%), websites (60%), YouTube (56%), and television (51%). The majority of the misinformation online was driven through Facebook with (67%) of the interviewees reporting encountering fake news. The results of the research conducted on trust in news and the extent of misinformation on social platforms due to its reliance as a source of news suggest that this could indicate a much bigger trend and fake news itself is a much significant problem.

Kohring and Matthes (2007), researched inquiries on the trust in the news which they posed to participants. Their study revealed that examination on confidence in news media is based on the meaning of trust in the process of journalism and that these questions pay attention to interpretations on the news process and selective journalism. They further explained that the selective process possesses four dimensions; topical trust, facts, the accuracy of events, journalistic analysis, and presentation of data. In general, the audience's perception of trust is probed using their reliability to the journalism process in delivering accurate and credible reporting of events as per Blöbaum (2015), trust of digital news sources based on the outlook and navigability in the technical aspect (Flanagin& Metzger, 2007; Dochterman& Stamp, 2010) and their approval of the source of the news who could be their close family member or friend (Choi, 2016; Hermida et al., 2012) or the journalist who published it (Graefe et al., 2016).

This approach to inquiring about trust by specifying the aspect of trust can be seen in the results of the survey conducted by (Newman et al., 2016) where they separated trust concerning journalistic processes such as story sourcing and news verification, depth and quality of journalism and story conveyance. (Newman et al., 2016) have discovered in their research that journalistic processes and how it is handled such through verifying facts and claims play a huge role to generate trust in news media.

News audiences lack the resources and capacity to verify the factuality of news (Kohring, 2019) and therefore they only rely on features to justify and build their trust. This combines credibility with the media, the source, and the content.

Research on audience trust of the media has only focused on the assumption of trust and credibility without defining trust in the research itself (Watkins et al., 2017).

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The multiplicity of the media and the pluralism in the environment can as well be a factor that has fueled some growing distrustfulness about news (Schudson 2019; Waisbord 2018).

According to Beaumont (2020), trust influences everything from sourcing to the safety of the reporters, to the public impact of reporting about social vices.

Fact-checking has been defined as the post-publication process of determining validity, factualness, and credibility of published information by subjecting claims to trusted sources of facts and examining the logic, coherence, and context (Mantzarlis, 2015).

This practice can be traced back to the United States in the 1990s, where it involved the authentication of political claims in commercials. There are more than 300 fact-checking organizations in the world (Stencel, 2020) and their roles include debunking disinformation and misinformation circulating online.

The number of Fact-checking organizations has doubled since 2016 due to the rising need to fight rumors, counter hoaxes, and verify the information to enable the public to distinguish facts from falsehoods. The Duke Reporters' Lab, which monitors and keeps a record of fact-checking organizations, has made evident this rise which shows an increase in active fact-checking organizations in 84 countries to 304 (Stencel, 2020).

In Europe, dozens of fact-checking institutions have emerged recently Brandtzaeg et al., 2016. This growth has been ongoing steadily from all the previous year's whereby fact-checkers rose from a mere 44 in 2014 (Adair 2014),to 114 in 2017 (Stencel, 2017) and this has been connected to the rise of misinformation especially in key global events such as elections in the United States, the 2016 Brexit, and most recently the global Covid-19 pandemic in 2020.

The types of fact-checkers have also been categorized as independent, profit and non-profit, either created internally as part of the media company, the media mix, standalone organizations, and subsidiaries that concentrate on holding advocacy groups and political bodies accountable. Others are affiliated with think tanks and academic institutions.

The growth of fact-checking institutions has been attributed to the increasing threats posed by 'fake news' which is associated with the intended creation and distribution of false information (Mele et al., 2017).

Fact-checkers have further emerged as an alternative solution to contain misinformation since concerns have been raised concerning the need to counter the effects of disinformation which red flags have been raised (Ecker et al., 2010, Lewandowsky et al., 2012, Chan et al., 2017).

The dangerous power of unchecked and misleading information to influence societal behaviour, beliefs, and perceptions on issues and reality has undermined the nature and trust of users in information and news content online as well as its circulation by other users.

To make it clear, however, my focus and attention are on news verification or fact-checking without necessarily issuing claims on the definition of fake news. I have used it in my case to articulate information verified as false or fabricated.

On the other hand, research has argued on the social media users' misperceptions on the reliability, efficiency, and trustworthiness on news verification sites (Brandtzaeg and Følstad 2017).

This research, therefore, aims at establishing the viability of news verification sites to boost the credibility of content by countering misinformation in the digital era. Kenyan and Turkish media organizations have been selected for this comparative study.

Scholars studying the area have applied underpinning theories based on media hype theory, social media, and communication theories. The media-hype theory denotes an overreaction on news media channels that distribute information on societal issues that is not limited to scandals and events.

Turkish organization - Teyit was chosen to give counter-weight to the dominant debate on fake news especially in diverse societies like Kenya and Turkey and due to Turkey's existence as an environment with advanced media plurality and a market with strong media regulations with countless efforts to curb misinformation.

Addressing the challenge of misinformation by highlighting fact-checkers as a solution will provide social media users and the online audience with much-needed understanding and insights to enable them to identify, flag, and stop the spread of fake news. It will also allow them to rely upon or refer to fact-checkers before opening, sharing, or believing in fake news thus contributing to the fight against misinformation in this era of new media.

This research, therefore, seeks to examine the role of fact-checkers in countering fake news in the digital era. It will investigate the methods and approaches of Kenya based fact-checking organization Africacheck and Turkey's Teyit organization which are both independent third-party fact-checkers using interviews and content analysis of social media by also looking at examples of their news verification efforts to observe the impact of each organization and its strategies towards countering misinformation.

1.2 Problem Statement.

We live in an era of infodemic where inaccurate information and beliefs threaten all aspects of our lives with fake news serving as an avenue where dangerous beliefs have been circulated using the internet and social media. Fake news is dangerous for the society, since, whereas its implications are hard to note at an earlier stage; it destroys democracy, incites chaos against society, causes societal polarization, distrust against the media, and affects the reputation of media professionals (Sarmina, 2019)as a result of growing trends of inaccurate data and opinions.

Erosion of trust in news has also become a global phenomenon due to the rising difficulties facing the public in distinguishing fake news from factual news online (Newman et al., 2020). This is a growing concern since, if misinformation matches their political beliefs, it gives prominence to fake news as political partisanship itself is one of the drivers of misinformation (Kahan DM 2017).

Loss of trust in news has also been one of the pressing problems of the 21st century (Douglas, 2017) and trust has consistently been on a decline (Edelman 2019; Newman et al. 2018).

Kayser-Bril (2016) denotes that fact-based journalism is not a priority for media outlets since their focus remains on revenue and traffic driven interests. According to (Stalph, 2019), factual news continues to fear for its integrity due to the fake news complexities of our present times.

The growing trend of fake news in the digital era due to scalability and shareability of social media content, has aroused skepticism from the audience towards the media. This Digitization has removed the boundaries held between what can be uttered or digested as truth and changed the role of information.

Previous studies only focused on fake news and its effects in general (Allcott&Gentzkow, 2017), the ties between fake news and online news media, and the agenda setting power of fact checking on online media, (Vargo et al., 2017), relationship between media pluralism and trust (Schudson 2019; Waisbord 2018). Existing scholars on research on trust and news have limited their research to specific countries (Toff et al. 2020). This makes it evident that no previous research has been conducted on the topic hence the need for more research to determine how news trustworthiness is affected by fake news in the digital era; how this can be improved using factcheckers; what is the effect of transparency of news in the wake of mistrust in the digital era; and how is media credibility affected by manipulative content in the digital era? There is also an existing gap on the challenges of fact-checking in the new media era especially in the strategies applied by Kenyan and Turkish independent fact-checking organizations on the viability of fact-checkers to improve trust in news in the era of fake news in digital media.

According to (Aral &Vosoughi, 2018), fabricated information on platforms such as twitter, had an over 70% chance of circulation via retweets than the truth with even much larger audience reception. False news is categorized under novel and unusual information and as such, it draws

the public attention. The dissemination of such false information which includes parody, conspiracies, false contexts, and fabricated information is deliberate and intentional (Allcott and Gentzkow 2017).

The digital era's provision of platforms and outlets that enable circulation and consumption of information without factchecking or authentication for corrections, has further eroded the flow of factual news and messages thus ruining the credibility of predominantly journalistic institutions such as TV, Radio, online news, newspapers and magazines (Stalph, 2019).

This truth and trust crisis facing the media during this digital era, calls for urgent solutions since trust is essential to journalism. The improvement of trust in news can be achieved through factchecking, which can play an important role in protecting the truth and rebuilding public trust in the media (Stalph, 2019). Whereas digitization has been blamed on the rise of misinformation, it requires to be explored as an avenue to provide solution to debunking misinformation. Journalists themselves have today contributed to spread of fake news and unverified claims and even fallen victims of the fake news era of digital media due to lack of fact-checking as hoaxsters seek credibility and traffic (Silverman, 2015).

Fact-checking has today become a universal trend with independent institutions across all continents to counter the worrying infodemic (Stencel 2017). Fact-checking initiatives have also multiplied in the course of the last few years to counter the explosion of digital misinformation (Graves, Nyhan, and Reifler 2016). However, such efforts have been unable to curb abuse of social media in recent years (Ciampaglia 2018), sometimes facilitated by social bots (Ferrara et al. 2016). This struggle between sources of fake and fact-checkers has never been made evident as in our present time era.

This qualitative case study will investigate and analyze factcheckers in Kenya and Turkey through a comparative analysis on improving trust in news in the wake of fake news in digital era by highlighting how news trustworthiness is affected by fake news in the digital era in Kenya and Turkey?

The results of this study may offer solution to the society, policy makers, media owners, tech giants and journalists on especially how the media sector can improve news trustworthiness in the digital era in Kenya and Turkey?

1.3News Trustworthiness

Kenya is not an exception in the challenges and concerns of news trustworthiness facing journalism and news media in the digital era across the world. Opinion surveys released in recent past point out to existence of reduced trust in the media especially on social platforms and the internet (Watson et al., 2019). There have been varying levels of trust towards different media platforms in Kenya with the internet the least trusted as compared to TV and Radio.

Kenyans depend on the media mostly for political and current affairs information. Different research results have shown the internet trust to be highest among young people who find the information on social media to be more credible. The media in Kenya is also a target of fake news in the digital era since fake news sites continue to undermine the media trustworthiness and its influence through spread and falsification of information. According to Kenya media landscape report, 2018, many websites were established at the height of the 2017 general elections in Kenya using phony addresses such as CNN Channel 1 (cnnchannel1.com) to disseminate fake news.

Sambuli (2017) wades into this debate and notes that Kenyans placed their trust on social media after losing faith in mainstream media at the height of the 2017 general elections.

There were disputed figures on number of victims of police brutality, and many other issues related to the elections. The term itself gained momentum during this elections period (Sambuli, 2017) as branding of prominent local and global media organizations were used. Social media platforms became the battleground for voter manipulation using fake news in Kenya. The global phenomenon of use of hired bloggers to manipulate digital conversations and disseminate propaganda has also gained influence in online platforms in Kenya. The bloggers are used to shape opinions in a coordinated approach where they produce and circulate manipulated information on Twitter and Facebook.

The launch of Africacheck, a Facebook supported third-party factchecking organization in Kenya, in October 2018 is an indicator of the efforts established to strengthen trust in the media in Kenya by curbing manipulation of information and fake news especially on the social networking platforms.

Portland communication company has broadly highlighted in its 2018 report, *How Africa Tweets*, the presence of armies of bots that were utilized to jeopardize the relay of the correct information and disrupt the influence from different sources such as the media, digital journalists, official government sources, and communication from political marketing firms and discourse from politicians. At the height of Kenya's general elections in 2017, opinion shapers infiltrated social media to try and influence the decision-making of the public and as such saw, the prominence of disinformation and covert operation to manipulate the information ecosystem. The campaign spread fake news against the opposition while also promoting a positive narrative, using manipulated information to generate support for the incumbent leadership.

The outcome of such operations and deliberate disinformation efforts were a rise in inter-communal inciteful messages of hatred, smearing digital campaigns against politicians, content

in false context were popularized online using paid advertisements. Facebook and Google were used to increase the reach of such information manipulation efforts. Such coordinated efforts were executed by officials from officials of companies such as Cambridge Analytica; whose staff were captured in an expose (Channel 4 News, 2018) where they explained their role in participating in misinformation efforts in Kenya during the 2017 elections campaign while working for President Uhuru Kenyatta.

Apart from producing divisive visual material, they also operated websites that published false content that was widely circulated during the elections period (therealraila.com and uhuruforus.com). All these campaigns including the use of political bots, played an impactful role to determine the political discourse in the Kenya general elections held in 2017.

The dynamics of news sources have seen journalists depend on social media to source and circulate their news. The vibrance and diversity of the digital news landscape have caused multiple outlets such as independent journalists and established media houses covering various issues using divergent views.

News organizations in Kenya have increasingly made efforts to exert trust in their content especially on social media by investing in social and digital media platforms and engage their audience to build trustworthiness and strengthen credibility. Affordable internet outreach has helped such media companies to generate and circulate content to their growing digitally skilled audience.

Commercial interests from owners and protection of revenue from the advertisement have influenced self-censorship by media itself. The prioritization of the economic interest by the media owing to pressure from corporates has, in turn, shifted focus from objective reporting to commercial purposes of the partners who help fund the operations of the media companies. This

has jeopardized editorial policies, professional coverage, and has slanted the output to the needs and interests of powerful and politically affiliated ownership.

1.3.1 Fake news

According to a recent study, only 44 percent of the interviewed population in Turkey agreed that the average person could distinguish real news from fake news (Watson, 2020).

43 percent of Turkish adults further associated the application of 'fake news' with political motives and media's own agenda to discredit information they vehemently opposed. The number of those who falsely believed a news story was real until they discovered it was fake was also low in Turkey (Ipsos, 2018).The fact is that the information intends to deceive (Posetti& Matthews, 2018) and it is also a "deliberately fabricated fiction posed as truth and having the intention to mislead the audience or recipient to receive the fiction as truth while creating doubt in pre-existing verifiable truth (Chadwick, 2017).

1.3.2Fact-checking organizations.

Fact-checkers play an influential role in the digital information ecosystem and as such, social media giants, Facebook and Google have been hugely relying on them to counter the spread of fake news on their platforms (Duke reporters lab, 2018).

Globally, these organizations are characterized as non-profit institutions working under minimal resources (Graves, 2018). However, digital platforms such as Facebook, WhatsApp, Google and YouTube also offer technical and financial support to boost the global fact-checking movements in their efforts to curb fake news (Duke reporters lab, 2018). The total figure of global fact-checkers from 2016 to now has doubled with the number of fact-checkers based away from the U.S. increasing from 97 to 246. In Africa alone, Fact-checkers increased from 5 in February 2016 to 19 in June 2020 (Stencel, 2020). The Duke reporter's lab, which was launched in 2014,

compiles a frequently updated database of fact-checkers and their active projects across the globe.

A good sum of these fact-checking organizations are signatories to the IFCN's code of principles where they declare their sources of funding, fact-checking methods, and impartiality. IFCN also monitors the signatories to ensure their adherence to the principles.

The fact-checkers also belong to categories such as independents, think tanks, academic, profit, and non-profit either created internally as part of the media company, the media mix, standalone organizations, and subsidiaries that that conduct impartial research and information verification on issues such as civic engagement, transparency, and political accountability.

Fact-checking organizations focusing on news and information are considered as such when their verification projects and initiatives are handled by media professionals and published by media organizations or partner academic institutions. Examples of such fact-checkers include AFP, Washington Post, and AP Check.

Whereas IFCN focuses on organizations, The Duke Reporters' Lab also recognizes individual outlets and platforms which provide reliable fact-checking services. Examples of such include Africa-based fact-checking organizations, such as Africa Check.

The number of Fact-checking organizations has doubled since 2016 (Stencel, 2020) due to the rising need to fight rumors, counter hoaxes, and authenticate information to enable the public to distinguish facts from falsehoods. Such an increase in fact-checkers has been captured in the Duke Reporters' Lab, which recorded a rise in the number of active fact-checking organizations in 84 countries to 304 (Stencel, 2020). In Europe, dozens of fact-checking institutions have emerged in recent years(Stencel 2017; Brandtzaeg and Følstad 2017; Graves and Cherubini 2016).

This growth has been ongoing steadily from all the previous year's whereby fact-checkers rose from a mere 44 in 2014 to 114 in 2017 (Stencel, 2017) and it has been related to the rise of misinformation especially in key global events such as elections in the United States, the 2016 Brexit, and most recently the global Covid-19 pandemic in 2020.

The rise in fact-checking organizations has been attributed to the increasing threats posed by 'fake news' which is associated with the intended creation and distribution of false information (Mele et al., 2017). Many countries and continental bodies across the world have attempted and devised ways to stem misinformation and counter fake news by investing in information verification and accountability measures using fact-checkers.

In the beginning, these efforts have succeeded to some extent in improving trustworthiness in the news since institutions such as factcheck.org and PolitiFact; known as first-generation fact-checkers insisted upon pure journalism. Unfortunately, the complexity of social media and the new digital environment has complicated the efforts to verify, debunk, and correct untruths in circulation.

Fact-checkers have further emerged as an alternative solution to contain misinformation since explicit warnings have been raised to counter the effects of subsequently corrected misinformation (Ecker et al. 2010, Lewandowsky et al. 2012, Chan et al. 2017).

The dangerous power of unchecked and misleading information to influence societal behaviour, beliefs, and perceptions on issues and reality has undermined the nature and trust of users in information and news content online as well as its circulation by other users.

1.3.3Journalism and fact-checking

Fact-checking journalism is a timely and optimistic development and an idea that has caught on around the world (Graves 2016; Graves and Cherubini 2016; Singer 2018).

Due to the unprecedented growth of fake news which has resulted to unexpected truth-telling challenges for media organizations and public institutions, there has been an emergence of the need for information or content verification platforms known as fact-checking.

News verification entities around the world have been tasked with enhancing impartiality, truth verification, increasing objectivity, and adding an adjudication of claims and evidence.

Owing to the broad nature of the challenges of fake news, well-established fact-checking organizations have been established in different parts of the world by some of the leading media and public institutions.

Globally, fact-checking movements first originated in the US in December 2003 with FactCheck.org becoming the first active news verification site (Fact-check, 2018).

This was later followed by others such as Washington Post's Fact Checker and Tampa Bay Times' widely syndicated Politifact in 2007. Such institutions were driven and motivated by disenchantment with the dominant mode of 'objective' reporting, whereby two or more sources were quoted making conflicting truth claims, without any responsibility to help the audience identify which was the better-supported claim.

However, this does not highlight it as a panacea, while at the same time, its contribution to reasoned debate and effectiveness will vary considerably around the world. Fact-checkers stick to verification of specific statements and claims and debunk fake news while including explanatory or expository journalism.

Most of these fact-checking organizations have some strategies in common where they seek to pursue legitimacy and truth but are also different in their approaches and strategies.

These news verification institutions focus on claims peddled by political actors, others pay attention to false statistics by academicians, scientists, media pundits, development institutions, and even policy experts.

Facebook has initiated efforts by Operationalizing 25 Fact-checking third-party agencies across the world. Example includes Politifact which was founded by Tampabay times in 2007, Turkish site Teyit, Ukraine's stopfake Russia's Ministry of foreign affairs, Snopes, US government's fact check, AfricaCheck in Africa, and Fullfact in the United Kingdom. The list is not limited to this since there are different types across the world including image verification, source identification, search and recognition tools such as *tinyeye* (https://www.tineye.com)or Google's reverse image search (https://images.google.com). Some of these institutions such as Teyit in Turkey have been established by individuals or independent journalists.

The work of these fact-checkers is also viewed by some as interpreters of news. Furthermore, Fact-checkers are described as following something closer to a scientific idea of objectivity than a stereotypically journalistic one by drawing and declaring evidence-based conclusions instead of seeking balance from opposing views. Coddington, Molyneux, and Lawrence (2014).

Fact-checkers have also been discovered to influence viewers' assessments of the accuracy, usefulness, and tone of political attacks against opponents in misinforming advertisements Fridkin, Kenney, and Wintersieck (2015). In Kenya, the emergence of fact-checkers was witnessed in 2016(PesaCheck, 2016). Until then, there were no existing media initiatives exclusively dedicated to fact-checking. The country started relying on Drawing on the ideas

relating to the significance of fact-checkers as a critical tool for the improvement of news trustworthiness in the era of digital media and internet penetration.

1.3.4Current approaches of fact-checking.

During the Turkish Municipality elections in 2019, a key incident that occurred became one of the highlights of the role of fact-checkers in news verification following the dominance of misleading information during the entire election period. A mysterious hoax that accused Women marking International Women's Day of booing the Muslim call to prayer spread faster and was widely shared on mainstream news and social media platforms. The women on their part held that their boos and protests were aimed against the police. Turkey's independent fact-checking organization Teyit, embarked on a journey to seek facts to counter the misinformation. The women were alleged to have chanted slogans protesting against the call to prayer which was being called out at a nearby mosque. This claim further gained prominence when Turkish President Tayyip Erdogan, referred to the incident during an election rally in Adana.

One of the first actions Teyit took after receiving inquiries and request for investigations was analyzing visual content uploaded online. In order to be sure, Teyit also started crowdsourcing via a Tweet request to ask other people who might have captured the nighttime video around the same time the call to prayers was made. They also gave regular updates on the progress of their investigations. Finally, after concluding investigations through the help of videos received, Teyit debunked the claims of women's disrespect to call for prayers. Their conclusions were evidence-based and despite the attacks targeted against, Telit, ŞükrüOktayKılıç the digital content strategist at Teyit, maintains that they faced attacks from both sides depending on the position of the persons affected by the outcome of their fact-finding role as fact checkers.

In traditional journalism, newsrooms hired fact-checkers to correct and verify information captured by the reporters.

This role ensured cross-checking the factualness of the claims including statements and statistics to ensure complete confirmation of content before circulation by the news outlets. Participants in the fact-checking movement commit to publicizing errors and falsehoods.

In Kenya, the country's figures and statistics have gone unchallenged until the emergence of PesaCheck, Africa-Check and BBC Reality Check who have gone ahead to provide insight on important issues involving numbers. Unlike the rest, Pesacheck focuses on Kenya and has been partnering with different media organizations to offer insight.

PesaCheck is an innovateAFRICA fund grantee and receives additional support from the International Budget Partnership, Code for Africa and the International Center for Journalists (ICFJ). (Pesa Check 2020).

1.4Fact-checking organizations in Kenya.

The roots of fact-checking in Kenya can be traced back to 2016 and since then, the country has been witnessing the regular verification of news and statistics published or released by government agencies, the opposition or content shared on digital media platforms.

These organizations also challenge assertions made by politicians especially on matters of public interest. Despite the earlier launch of Africa-Check in November 2012 (Africa-Check, 2012) in South Africa, which is well explained later in the text, there was no established and Kenya-based fact-checking site or institution. Through the partnership with other media organizations and platforms such as newspapers and televisions, these fact-checking institutions have established themselves on countering misinformation using the same platforms used to air or publish

unverified information. Examples include collaboration between the Star Newspaper and Pesa Check, the Standard media newspaper, and Africa Check.

The respective partnership has allowed the allocation of space on the official websites of the newspapers to these fact-checking sites which solely focus on challenging facts and data shared by the government agencies and its officials.

Africacheck

Africacheck, which was established in November 2012, is the first Africa website launched exclusively to fact-check public debate and guard against misinformation. Launched in November 2012, as a multinational fact-checking organization based in South Africa, the organization became one of the first companies to establish news verification in Kenya in when it started its operations in October 2018. Kenya is part of its flagship projects which it is targeting to combat and flag fake news stories as part of a third-party fact-checking partnership with Facebook in order to help assess the accuracy of news in Kenya, South Africa, Nigeria, and Senegal.

In Kenya, the organization is registered as the Africa Check Foundation.

Africa Check was founded by Peter Cunliffe-Jones, who is currently the senior adviser to the International Fact-Checking Network (IFCN). Initially founded in London; the organization, based at the University of the Witwatersrand in Johannesburg, Africa Check works with media institutions and the style or verification methodology it applies is based on verified sources of evidence. Africa Check manages and uses various social and digital mediums including its own WhatsApp channel where it produces fact-checking reports, offer tips and advice to its users and subscribers on verifying information as well as a library of databases and fact-checking tools.

Among its most recent successes include reviewing and fact-checking national address of the Kenyan presidents whereby its fact-finding efforts have resulted in their reports becoming source of news for mainstream news organizations.

Africa-check's rating style includes sorting information as mostly correct, unproven, misleading, exaggerated, understated, incorrect and checked. The 'unproven' ratings score is applied when the facts given cannot be verified. Since October 2018, Africa Check has been adopted by Facebook to be among the several independent fact-checking organizations supported by the tech giants.

Pesa Check

Pesa check: Deriving its name from Pesa (Swahili word for money), Pesa check started off by paying attention to statements made by public officials on budgets and public finance and thereafter focusing on fact-checking or verifying the said claims. Similar to fact-checking organizations globally, Pesa Check has been founded by ICFJ Knight Fellow Catherine Gicheru through support from other organizations such as Code for Kenya, the Kenyan chapter of the International Budget Partnership (IBP), and ICFJ.

Pesa check are the pioneers of fact-checking in Kenya and the organization extends its operations to other neighboring nations of Tanzania and Uganda.Its initial focus has been fact-checking figures, political pledges, and other statistics such as census and budget.

BBC Reality Check

The BBC's Reality Check launched in 2010, has also established its programme in Kenya under the same 'BBC reality check' to serve the African continent. Based in Nairobi, the BBC Reality

check also reviews and provides facts on information provided by government institutions and other information in the public domain. A common feature is that they are partners of the non-partisan International Fact-Checking Network, IFCN under Poynter.

1.4.1 Teyit fact-checking organization in Turkey.

Teyit – the Turkish word for confirmation, is Turkey's only independent verification platform and operates under a partnership with Facebook a third-party fact-checking platform. Established as a non-profit fact-checking organization, Teyit was founded in October 2016 (Teyit, 2016)by journalist Mehmet AtakanFoça to counter disinformation campaigns and public misinformation. The institution conducts investigations on fake news content that continues to gain traction online. Similar to several fact-checking organization, Teyit is also a signatory of the International Fact-Checking Network and one of the partners of First Draft News.

Unlike the other Kenya or Africa based organizations, Teyit is a bilingual organization that publishes its fact checking content in both Turkish and English languages in order to have a broader appeal to the Turkish audience. Additionally, it offers fact-checking workshops and contribute to publications aiming at raising awareness about the importance of public access to factual information.

Teyit targets audiences on social media where it debunks misinformation on platforms such as Instagram, Facebook and YouTube. Teyit is composed of a team of journalists, fact-checkers, developers, filmmakers and graphic artists.

Teyit provides results of its verified content in four categories or rather its rating operation; True- to claims that are proven to be factual upon investigation, False; where the investigations prove claim is false. Mixed; It indicates that the reviewed claim contains both true and false facts.

Uncertain; It indicates that we have obtained some data about the claim but this data is not enough to conclude that this claim is true, false, or mixed. All these institutions have separate methodologies and analysis techniques but share the key objective that is to rid the society of fake news and misinformation.

CHAPTER 2

2. LITERATURE REVIEW

Media plays a key role in public interests, articulates unhappiness, attracts listeners, and also publicly establishes their goals (Greer & McLaughlin, 2012). Unfortunately, News media have experienced a considerable fall in trust since the economic crisis (Carr et al., 2014) and this continues to derail the guardian role of the media due to the prominence of fake news especially in the digital era. The New Media or digital journalism has been the victim of fake news penetration which remains a threat to freedom of news and access to information. The virality of social media platforms may at times be augmented intentionally through click-baiting strategies used by news media, to capture the users' response through the use of misleading presentation of headlines and leads (Chen et al., 2015). McLuhan (1962) argued that the process of “new electronic interdependence recreates the world in the image of a global village.”

Different unverified news, inaccurate data, and opinions have been spread through the manipulation of the existing realities. The contribution of fake news to erosion of trust in news and its detrimental impact on the circulation of factual, accurate, trustworthy, and quality information by the news media is widely stated (Silverman, 2015). This has been influenced by the massive change in flow and stability of fake news in the advent era of digital media as a result of fast-paced production, circulation, and availability of mediums of consumption that has fastened its spread due to such advancements (Soon & Goh, 2017). Empirical studies have

generally focused on evaluating misinformation rather than fake news Jankowski (2018). Such information lacks context or traceable sources and their key objective is to mislead and manipulate the audience.

The dominance and spread of fake news are a matter of concern to journalists themselves Silverman (2015). As users, the credibility of a source of information also convinces us to believe in the message of that source or be persuaded by it (Hovland& Weiss 1951).

The fact is that the information is a deliberately fabricated fiction posed as truth and having the intention to deceive and mislead the audience or recipient to receive the fiction as truth while creating doubt in pre-existing verifiable truth (Chadwick, 2017). This makes it much more significant for the media in our present days to verify and counter misinformation more than ever before. According to the European Broadcasting Union (EBU) report, 2017, based on research involving 22 Member organizations, Fake news, and unreliable news sources were found to be the key causes of mistrust in journalism. Issues related to Trustworthy were adversely mentioned to have an impact on all mediums of journalism such as TV, Radio, Newspapers, the internet, and social media where they were found to be losing trust.

In light of this changing news landscape in the digital era, researchers have increasingly become focused on fake news and its effects in the digital era with little to show on its impact on trust on the news and role of factcheckers to improve the situation.

Additional studies (Rapp, Hinze, Kohlhepp, &Ryskin, 2014) have shown factchecking reduces influence of fake news when people are tasked to fact-check and debunk fake news, there is a gap with how it can be consistently incorporated in news to improve trust.

The uses and gratifications theory offers the relevant theoretical framework to this study on news trustworthiness. This theory denotes that the expected gratifications or fulfillment of personal

needs earned through engagement with the media, informs the choice of an individual to connect or interact with certain content or sources of news media Blumler et al., 1974.

The audiences are viewed as content consumers whose decisions are influenced by their preferences. Amidst all the presence of variety of media platforms, the audiences make conscious decisions by selecting sources that satisfy their needs from the pool of options.

Further literature explains that there is a correlation between such attentions, selection and use are also based on perceived trustworthiness of the source. The attention accorded to a media source, is inter-dependent with its credibility (Knobloch, Dillman, &Zillmann, 2003; Swanson, 1987). In the digital era of news, and overflow of information online, the audiences only have the opportunity to choose credible and beneficial sources, and in the event of absence of credible information, they seek options elsewhere (Chaffee & McLeod, 1973). Therefore, factcheckers in this case, can be a vital tool to help increase chances of audience consideration to news by improving trust in news in order to sustain the audience because the consumers have a tendency of choosing media they trust over the sources the are skeptical about (Hawkinset al., 2001; Wheeless, 1974; Zillmann& Bryant, 1985).

2.1 Fact-checking

News verification or fact-checking institutions contribute significantly and purposely to increase skills or improve media literacy by investigating claims or alleged facts in printed or recorded statements that are gathered from politics or various sources or subjects and their findings leave a negative or positive impact on their followers. The main objective of fact-checkers is to examine facts. The last few years has seen the news environment dominated by misinformation and conspiracies thus threatening the credibility of news organizations and institutions. This has in

turn made the fact-checking process an epistemological tool which continues to be recommended by actors and media stakeholders.

Practice of fact-checking news information was commonly found in institutions outside the traditional news media, but the unlimited rise of fake news and uncontrolled flow of information, has made it a defining trait at the heart of the ethical journalism practice. Whereas factchecking is a basic practice in journalism, it has been limited by the capacity within which media houses can crosscheck information in a demanding environment.

Whereas fact-checking act has itself been deemed essential over the rising concerns of internet manipulation and inaccuracy of data, Media commentators argue that efforts to fight misinformation through fact-checking are “not working” (Levin 2017) and that misinformation overall is “becoming unstoppable” (Ghosh &Scott 2018). Whereas fact-checking act has itself been deemed essential over the rising concerns of internet manipulation and inaccuracy of data, Media commentators hold the belief that ongoing efforts to use fact-checking in countering fake news are “ineffective” (Levin 2017) and that in general, misinformation is “becoming unstoppable” (Ghosh & Scott 2018).

However, (Borel, 2016) firmly opposes such claims and states that the fact-checking practice is a critical pillar of journalism where it ensures the information content is factual. Even though the media possesses the authority and capacity to gather information and consensual data, their maintenance of journalistic values and practices requires them to ensure the information consumed by the public is factual in itself. Fact-checking companies seek to propagate the dissemination of truth as part of their aim and belonging to institutions of democracy. In the earlier periods, the role of countering misinformation was primarily undertaken by non-profit organizations, academic and research organizations, and advocacy groups. However, there has

been a significant rise of independent news verification institutions in recent years with the emergence of fact-checking institutions and web platforms dealing in such efforts.

This has been made event by data from Duke Lab, an institution that deals with debunking misinformation and it shows an increase in fact-checking websites from 44 in 2014 to 169 in 2019. Therefore, the purpose of fact-checker has turned to be shaping media complexity and evolution while also maintaining its involvement and influenceover other stakeholders who also embrace such traditional roles often attributed to the news media.

2.2 New Media Reporting

The media has been changing over the last few decades, and technology has been playing an essential role. The changes that have been taking place in the media have had both positive and negative results. Journalism has been affected as well, and this is seen in how journalists are using technology to reach potential employers and audiences. In traditional media, a journalist could only use television or radio to reach the audience (Aruguete, 2017). It, therefore, means that if the journalist were not hired, it would be a challenge for him or her to share his or her skills with people. Such has changed, and journalists are using technological devices to market their skills and reach online audiences. New media journalism uses new tools, devices, technologies, and innovations to reach bigger audiences (Carlson, 2018). New media journalism is overtaking traditional media, and this is because the global population is shifting from traditional to modern media.

2.2.1Types of New Media Journalism

Technology continues to change different sectors across the world, and one of the sectors that have been affected is the media and entertainment sector. Journalism and media have been evolving, and there are new media (Carlson, 2018).

It is important to note the connection that is there between media and journalism. Journalism depends on the media because journalists can only use the available media methods in place (Mustaffa, Sannusi, Hasan, &Saad, 2017). As explained and enlisted with details below, new media journalism is broad and consists of different types. It is imperative to know that every form of it is associated with modern methods of communication.

2.2.2Social Media Journalism

Social media journalism entails the utilization of social media as a platform to communicate with an audience. It is a method of journalism that was fostered by the invention of social media platforms (Aruguete, 2017). Social media journalism is broad, and this is because it is a method of journalism that accommodates many types of journalism. This is not to forget that some of the popular and global media houses use social media to share news and other critical information (Carlson, 2018).Social media platforms play host to billions of users. It, therefore, means that this is a platform that brings different persons together. In journalism, the number of people who are consuming the information is significant (Carlson, 2018). When there are a lot of people consuming the information, it means that the journalist or media house has a chance to increase its market share. Social media platform helps journalists reach a lot of people from different parts of the world (Mustaffa et al., 2017). It is important to remember that there are no restrictions on the user's geographic location. A journalist in the United States can use social media journalism to reach information consumers in the Middle East, Africa, or Australia.

Apart from the fact that social media platforms help reach many people in a very short time, social media presents new journalists with an opportunity to reach a larger audience than they would manage to reach without social media (Aruguete, 2017). Social media platforms such as Facebook and Instagram are owned and managed by the same organization or team of people (Carlson, 2018). They offer promotion services. In this case, all that a person needs to do is place a promotion request and pay a small fee. After placing the promotion, the management favors the subscriber who has placed an advertisement by creating traffic (Mustaffa et al., 2017). As a result, the post or picture that has been promoted attracted a larger audience. All they need is to put out attractive and high-quality content and promote the post in gifted journalists.

Social media journalism has favored some of the stakeholders more than others. Traditionally, upcoming journalists could not compete with established journalists from dominating media houses (Aruguete, 2017). The case has changed, and this is because social media presents a platform that does not limit a section of journalists. Upcoming journalists can share content and reach the same people that established media houses reach. Social media journalism has increased competition in the media and entertainment industry (Carlson, 2018). Competition can affect the quality of information that media houses share with the members of the public. When there are many players in the market, some of the players who want to attract more audiences improve the quality of their information. Such media houses analyze and investigate information before sharing it with members of the public (Mustaffa et al., 2017). This respect means that social media journalism has contributed to the increased quality of information that journalists and media houses share.

2.2.3Online/Digital Journalism

Online or digital journalism is a broad concept in journalism because it covers a significant number of media that operate online (Aruguete, 2017). Traditional media has evolved over the last three decades, and this has seen some of the radio stations, televisions, and newspapers going online using media convergence. Online journalism is the practice of sharing news and information using digital platforms (Carlson, 2018). Online journalism is categorized into two. The first category comprises media houses that have migrated to digital platforms (Tahat, Habes&Tahat 2020). The second category comprises journalists who act alone and use digital platforms to reach their audience.

Online journalism has become a norm among most of the media houses that were earlier using traditional methods of journalism. CNN, BBC, New York Times, and NBC are some of the media houses that have invested in online platforms. CNN is an organization that has been operational for many years, and it has been changing with time (Aruguete, 2017). The media mentioned above houses are present online, and that has helped them in different ways. The organizations can reach as many people as possible. It is important to remember that online platforms reach people worldwide (Carlson, 2018). It, therefore, means that when a media house starts operating online, it reaches many people not only within the nation of operation but across the world as well. Online or digital journalism has been of help not only to media houses but also journalists.

Due to online journalism, people in Africa can watch news broadcasted by CNN. The use of online media technologies has helped to bring together media houses and audiences from different parts of the world (Aruguete, 2017). Journalists have been greatly affected by online journalism. A journalist located in Europe can apply for a job in an American media house. The

use of online and digitalized platforms has increased the audience (Carlson, 2018). Therefore, some of the media houses have chosen to increase the number of journalists who can help to cover news in their respective locations.

Online journalism has increased the chances of getting some of the best journalists worldwide (Tahat et al., 2020). Online platforms have created avenues where media houses can source some of the most talented journalists across the world.

Individual or independent journalists have also been affected by online journalism. Unlike in traditional journalism, where a journalist had to secure an employment opportunity with a media house to showcase his or her skills, only journalism and media accommodate all journalists (Aruguete, 2017). With the use of technologies such as websites and online programs, journalists are constantly exposed to opportunities that help them share what they have with online audiences. In this case, it would be important to consider YouTube and its impact on the media. It is possible to follow live news of some media houses using YouTube (Carlson, 2018). At the same time, some of the journalists who have not been absorbed in the employment sector have been using YouTube to communicate and attract audiences. In this respect, online journalism has positively affected journalists, media houses, and consumers of news (Carlson, 2018).

Even though online journalism has positively affected most of the media stakeholders, it does not mean that there are no adverse effects of online journalism. The negativity of the new media in journalism pertains to the post-truth (Aruguete, 2017). Worthy to note is that, even though there are journalists who cannot share information that is not factual, there are journalists who are more concerned about becoming popular and rich. Such are journalists who share information without authenticating it.The presence of such journalists erodes the dignity of the media (Carlson, 2018). The second negative aspect of online journalism affects journalists more than

any of the stakeholders. It is the lack of returns for the journalist. This takes place most of the time when a journalist is acting alone. It is important to note that online content is free (Tahat et al., 2020).

Ittherefore, means that even if the journalist invests in compiling news, there might be no rewards. The case becomes complex, especially for new journalists. Considering that some of them might not have prior experience or support from the audience, attracting enough audience can be challenging.

2.2.4Blog Journalism

Blog journalism is not a new term in media, but it has continued to gain relevance and popularity due to advancements in technology. Blog journalism thrives on online platforms. It is using blogs to communicate with consumers of media content (Aruguete, 2017). Blog journalism is a new method of media journalism, and it greatly affects some of the types of journalism and does not do better in other areas. The reason behind it is associated with the fact that people who follow bloggers do it for a certain reason (Carlson, 2018). For example, some people follow bloggers to know what is happening in some celebrities' lives. On the other hand, some audiences rely on and follow bloggers because they are interested in knowing more about the trends in fashion (Carlson, 2018). However, when it comes to news about politics, bloggers do not attract a large audience like other forms of media.

Bloggers are associated with new media journalism because of their platforms to communicate with their audiences (Aruguete, 2017). Bloggers are well known for the use of websites. Traditionally, bloggers would get a chance to write a blog in a newspaper. Some of the newspapers have gone online, and they are still presenting opportunities to bloggers. However, some of the bloggers are using more advanced types of media (Carlson, 2018). A good example,

in this case, is YouTube. Most of the bloggers have been using YouTube to reach large audiences.

The use of YouTube has been demonstrated to have positive results because many people are subscribed to YouTube channels or accounts.

Two major advantages are associated with the use of YouTube among bloggers (Mustaffa et al., 2017). The first advantage pertains to the review of the content. When bloggers post content on YouTube, the content will be forever available online. Therefore, it means that bloggers can reach people not only currently but even in the future.

The second advantage pertains to the monetary gains that come with using YouTube to share information. Journalists who have interesting content get to attract many people (Mustaffa et al., 2017). YouTube runs advertisements on accounts that have many followers. The owners of the respective accounts get to benefit financially from the advertisements.

2.3 Theoretical Framework

The theoretical framework is an important section in research. It outlines and explains the theories that were used in the study and how each of the theories applied was relevant to the topic of research.

Theories help to enhance the understanding of a person about a given research issue. Also, they help to know the assumptions and thoughts that people hold about a particular research topic or issue. The research focused on the trustworthiness of information that media houses share with the members of the public. Also, the study looked into the effects of the lack of trustworthiness in the media. The following were the theories that were used in the study;

2.3.1 Magic Bullet Theory

Magic bullet theory states that the media is a very strong and powerful vessel in informing and influencing members of the public (Nwabueze& Okonkwo, 2018). The media reaches several people simultaneously. It, therefore, means that in the case that media shared information, the information would reach a lot of people within a very short time. The information that the media shares with the members of the public can influence and, at the same time, motivate (Nwabueze& Okonkwo, 2018). Sharing information that is not factual affects the perception that people have towards the media. The media should inform the members of the public without biases and manipulation of the truth. The study focused on the effects that untrustworthiness in the media has on members of society. The theory touches on the effects of information shared with the members of the public (Nwabueze& Okonkwo, 2018). The effects that have been identified are negative, which is one reason why members of society develop a negative attitude towards media houses that share information that is not factual. It is, therefore, evident that the theory provides more reasons to avoid the sharing of fake news.

2.3.2 Uses and Gratification Theory

The uses and gratification theory explains the reasons that motivate people or the audience to consume information from media (Eginli&Tas, 2018). According to the theory, people consume information that meets their needs. Different audiences have different needs, and that means that people consume information for different reasons. However, one aspect is critical, and it precedes the needs of an informed consumer. The aspect is the factuality of the information that the media shares with the members of the public (Eginli&Tas, 2018). It is important to note that if a consumer is consuming information to meet their needs, it means that the information must

be factual because if it is not factual, it will be misleading, thus not meeting the consumer's needs.

2.3.3 Cultivation Theory

Cultivation theory is a media theory that questions the effects that media has on a person when exposed to a certain form of media for a long time. People who view a lot of negative news view the world as such (Shrum, 2017). It, therefore, means that exposure to a lot of negative news has an impact on the audience. The theory is applicable in the study because it focuses on the effect of news that is not trustworthy. The study also focused on fact-checkers. Fact-checkers ensure that every piece of information that the media shares are factual (Shrum, 2017). Fact-checkers are utilized to ensure that people are not exposed to information that might cause them more harm than good. In this regard, there is a dire need to know and understand the contribution of the media to society (Shrum, 2017). The media is not only supposed to share the news, but it is supposed to do so with a lot of care and concern for the consumers of the information. The theory helps to know the essentiality of dealing with the untrustworthiness of information in the media (Shrum, 2017).

CHAPTER THREE:

3. NEW MEDIA

New media is characterized as data innovation without borders. It additionally means another path employment of tech organization and the web. New media is a term planned to depict the rise of advanced tech or data and correspondence innovation networks in the late twentieth century. The greater part of the advancements depicted as new media are computerized, arranged, strong, compacted, intuitive, and fair-minded. It's more unmistakable as data innovation without borders. The rise of new media gives a colossal effect on human existence. New media has straightforwardly changed the example of local area life, culture, perspective, and pretty much every part of human existence. The improvement of this media got different reactions, some sure and negative. New media is a medium that has 3 primary properties which are coordination, intelligence, and computerized. The improvement of the globalization time of setting up new media and portability is similarly through satellite telecom or PC organizing (Flew, 2008).

The improvement is hard for us to isolate with the requirements and environmental factors of the time. We must choose the option to acknowledge it and attempt to get the profit and furthermore stay away from the bad introduction. Advanced innovation that uses PCs and the Internet has prompted items and administrations that offer data or diversion. Web-based media, web journals, computer games, and online news channels are typically alluded to as new media. This correspondence channel has broad ramifications for society remembering for trade and governmental issues. Nonetheless, old media structures, for example, radio and TV have effectively become new quite a while past. As a matter of fact, new media is a relative term. Some useful and hypothetical contemplations help clarify what the new media is about.

Teacher scholar Lev Manovich portrays new media as being local to PCs or depending on PCs for circulation like sites, human-PC interface, virtual universes, augmented reality, sight, and sound, PC games, PC activity, advanced video, embellishments in film, and intelligent PC establishments. The period of human correspondence arrives at further developed aftereffects of mechanical turns of events or interchanges insurgency as underlying and specialized. Intelligent correspondence with a blend of PC and enlightening advancements, a progression of interchanges, and computerized media content shows individuals currently utilizing the most extreme to pass on their interests. There are not the same as innovation in the print or broadcasting time as this most recent media has attributes of intermingling, computerized circuits, worldwide accomplishments, intuitiveness, and vivacious interchanges that join all correspondence components like oral, composed, visual, information, and sound by utilizing PCs and media communications devices to incorporate them into a solitary stage. Type of new media include Chat Rooms, E-mail, Social Content Aggregator, and Online Game just to mention a few

Impact of New Media: positive

In the advertising industry, the new media could bring esteem added when contrasted with the old-style techniques by offering an ongoing, hands-on, and surprisingly virtual method of promotion to the objective gatherings or likely purchasers and crowds. Model, when we peruse the web-based media network, we can go over an encounter whereby ad or photographs spring up on our PC or cell phone's screens. Have confidence not just the above bunches get profits by it yet, in addition, the business sponsors dependent on the quantities of beneficiaries. It is a high return as far as profit from venture (ROI) for the sponsors or financial backers. The second point is gaming.

Thirdly, with the new media practically speaking, we could perceive how the exercises should be possible with legitimate arranging and organizing.

Anybody can design their vacation venture in the most prudent manner as opposed to alluding to a printed matter or by means of calls, which think of it as well out of date as times fly and expensive to convey abroad. Correspondence with the facilitated individual at objective will assist with understanding the prerequisites, objective societies, consistency by power, and most significant the monetary necessity or financial plan in a continuous situation (Shuriye, 2018).

3.1.1 Negative impacts

Although the new media could be useful to us, all things considered, it could likewise spread pointless or past adequate data and news to a particular crowd. For instance, a few promotions may not reasonable to be circulated to minors or youngsters the other way around, for example, grown-up items and administrations were streaks during internet gaming by the children and teens. Consequently, the opportunity of the new media is at some point impending if sharing of wrong data to an off-base gathering. Furthermore, the new media could likewise decay the social connections among the person. For instance, before the presentation of an interpersonal organization like Facebook and Instagram, individuals will approach to have vis-à-vis correspondence particularly between relatives, family members, or dear companions. Anyway, the new media and innovation had changed the gathering design colossally.

The online correspondence had then changed how the associations of an individual with their encompassing as they impart either by means of online stages (phrasing and images) or online video organizing. To the extent new media or online correspondence is a concern, every individual keeps an eye on express their sentiments with images for instance with the presentation of Snapchat, it fuses with emojis, writings, photographs, and recordings. The

inquiry here, we don't know whether the articulation is certified from the hearts or it just to depict the sender to the recipients. It won't astound that human touch for instance family assembling is a long way from the creative mind sooner rather than later (Rafaeli, 1988).

3.1.2 Internet Journalism

Digital journalism is otherwise called online news coverage and in the least difficult terms conceivable, it very well may be characterized as a type of news-casting in which article content is spread through the Internet as opposed to appropriating through print or broadcast. What sets up 'computerized reporting' is chatted by analysts. Fewer limits to the area cut down course costs, and arranged PC putting together advances have provoked the extensive act of modernized news-projecting. It has democratized the movement of information that was as of late obliged by regular media that includes the paper, magazine television, and radio. Some have announced that a more significant degree of the creative mind can be drilled with cutting-edge revealing when stood out from traditional news inclusion and standard media.

The fundamental kind of news coverage that is computerized is known as Teletext. It was created in the United Kingdom in the year 1970. It is a system allowing perspectives to pick any type of stories they would desire to examine and see them immediately. The information that is given through Teletext is very brief and similar to the information seen in cutting-edge news-projecting of modern days. The information usually was conveyed amongst edges of a television signal. This was known as the Vertical Blanking Interval. American writers one of them being the famous Hunter S. Thompson relied on the progressed correspondence development beginning by using fax machines for reporting since the year 1971. Later, there was an improvement of Teletext and that is the production of a videotext. (Küng, 1999).

Videotex shut down in 1986 due to failure to satisfy end-customer needs. American news associations thought about the new development and made new videotex structures of their own. All of them were before 1986 after which came the PC Bulletin Board Systems. During the last piece of the 1980s and mid-1990s, a couple of more humble papers commenced internet news organizations using BBS programming and phone modems.

In 2008, web-based publicizing diminished, and small progression was made with the aim of the improvement of new game plans. The Internet challenges standard news affiliations severally. Papers may lose described publicizing to locales, which are consistently engaged by interest instead of topography. These affiliations are stressed over veritable and saw the deficiency of watchers and course to the Internet. Hyperlocal news-projecting is news inclusion inside a minute neighborhood. Hyperlocal news-projecting, as various kinds of cutting-edge news inclusion, is particularly worthwhile for the peruser and offers more information than past sorts of information projecting. It is free or modest (Allan, 2006).

3.1.3 Impact on the Reader Digital

Reporting considers association and conversation at levels that printing doesn't offer in isolation. People can be able to leave comments on different articles and even be able to start discussion sheets that will inspect the articles. When there was no Internet, an unconstrained discussion among perusers who have never met was extraordinary. The route toward inspecting news things is always a significant piece for mechanized news projecting. Individuals can add to the story and interface with any other person who needs a discussion of the point. Progressed news-projecting sets out the opportunity for the claim to fame swarms which allows individuals to have several options in regards to what they can see and even scrutinize.

Progressed revealing brings about methodologies that are better for describing; the specific sections of new mediums, modernized authors can provide combined media which is similar to, video, and mechanized taking of photographs.

The speed of posting stories impacts the accuracy of specifying in ways that do not regularly happen on paper news inclusion. Preceding the ascent of modernized news inclusion, the printing cycle took altogether additional instances, considering the disclosure and alteration of goofs. reports clients should turn out to be Web taught and use fundamental allowance for evaluation of the legitimacy of origin. Association among the creator and buyer is very new. This can be attributed to cutting-edge news projecting. In attendance are various ways to deal with get singular thoughts on the Web. This has a couple of disadvantages, and an essential one is a genuine information.

There is a vital requirement for precision in electronic news-projecting, and awaiting they sort out some way to crush exactness, they will regardless stand up to some examination. (Pavlik, 2000).

Impact on publishers

Various documents, for instance, New York Times, have acquired online locales that stay genuine and have misused sound, video, and text interfacing with a stay at the most noteworthy place of data clients' once-overs. Papers now and again break report whatever else, with most destinations giving a record of urgent news before the connection reports channels. Progressed news-projecting mulls over the news to start dark and summarized, and progress to an unrivaled story.

Various documents and entity print feature writers who were compelled bankrupt because of the reputation of cutting-edge news projecting.

In the year 2009, one examination assumed that majority of essayists are set up to fight in a mechanized planet and that hypotheses writers acknowledge the change of print to cutting edge news inclusion in various newsrooms is moving quickly.

(Bardoel, 2002).

3.1.4 Mobile Journalism

The nascence of mobile journalism, otherwise christened MOJO, is not well-reviewed since it remains a conceptualization in its young ages. Nonetheless, Finn (2016) writes that despite the conceptualization being young, it is quickly gaining ground in the field of journalism. Mobile journalism entails the fitting of all tolls for journalism as a travel package, and hence storytelling can be done primarily with a smart device (Salibi, 2013). Katalony (2012) writes that portability is the main defining attribution of mobile journalism and the common smart devices used as smartphones and tablets, which reduces the cost of production and warrants that anyone can take part in journalism.

Mobile journalism is by far an imperative facet in a continuously more informed and more connected world. Bastell (2015) stated that technology had increased the volume of stories that need to be covered and reduced the demographic barriers to journalism. Therefore, the reduced cost of journalism work with increased portability is effectively beneficial to a society dependent on real-time information (Quinn, 2011). Affordability is discussed at length in mobile journalism, as one is mostly dependent on their smartphones. The modern smartphone can record good visuals and good audio content. Moreover, smartphones can be enhanced by using software such as video editing applications and simple hardware as tripod stands. As such, the cost of setting up for audio-visual journalism is reduced, and the cost of travel as well, increasing the capacity of the journalist to carry out their activities.

Back in 2011, Nick Garnet was in a position to cover an ongoing riot, at ease, and without fear of being called out as a journalist in a rather violent position (Mobile Journalism Manual, n.d.). This act was made possible by the discretion that accompanies mobile journalism. A smartphone has become a commonality and a necessary device for each person, and hence using one does not make one stand out. As noted by Perreault and Stanfield (2019), this discretion is the reason behind the increasing use of mobile journalism by not only professional journalists but also by activists and other citizens in pushing for their rights and in recognizing good.

The commonality of smartphones has also enhanced journalism by making performing journalists approachable within society. As opposed to the many tools and setups traditionally required by journalists, through mobile journalism, one uses a smartphone, a device that the interviewee has. This, according to Cervi, Pérez, Tornero&Tejedor (2020), is partly a reason for the increased ease of communication between journalists and citizens, as the otherwise implicit fear of journalists is reduced. The Reuters institute (Karhunen, 2017) conducted a study that indicated, the probability of one agreeing to an interview where a smartphone is in use is higher than when agreeing to one where the set up uses television cameras. Into the bargain, the commonness of smartphones and the increase in software that can be used in video editing has increased the capacity to take part in mobile journalism without the need for professional training.

The conversation on mobile journalism is hardly complete without mentioning the social media networks, which facilitates the spread and distribution of the gathered journalism stories. The implication of social media on journalism, more so mobile journalism, remains a bone of contention since the rise of mobile journalism is marked with a parallel increment in the making

of fake news. Reese (2017) discussed the implications of social media on journalism under the following frameworks. Individual, routine, organizational, social institutions, and social system. The common argument is that the implication of social media on journalism is apparent in all the frameworks, and mobile journalism is dependent on the social media institutions in society.

Westlund and Quinn (2018) state that social media is beneficial to mobile journalism both as immediate audience and immediate distribution. Social media platforms, particularly giants as Twitter and Facebook, have a huge audience. Moreover, the number of people on such platforms takes part in distributing the news at no cost and their discretion, extending the reachable audience. Secondly, Kumar and Mohammed Haneef (2018) note that the social media platforms are a consumer of news and a source of news both directly and indirectly. According to the postulations of Westlund (2019), mobile journalism increases portability in journalism tools, and social media platforms direct mobile journalists towards the journalism stories. This assertion is in line with the arguments of Reese (2017), who stated that through the social institution framework, the social media platforms provide topics and push mobile journalists towards addressing such topics. When a topic 'trends' on the social media platforms on various issues, mobile journalism comes in handy. They are forced to cover such issues and provide real news on the issue instead of the opinions on the platforms.

The above concerns on fake news have resulted in the need to incorporate ethics and morals to a high degree and judiciously when using mobile journalism. Bastell (2015) states that media convergence, which resulted in mobile journalism, is also responsible for the rise of fake news since anyone can be a self-selected journalist. He states that while mobile journalism began to push forward journalism stories, it is quickly converted into a channel for fact-checking and information correcting, as it tries to keep at par with social media. Therefore, the portability has

been partly made possible by social media and is a tool for setting straight the news in social media through outright calling out fake news and covering stories prone within social media (Jamil & Appiah-Adjei, 2019).

Other challenges in mobile journalism are centered on the need for knowledge on the best applications in the market that can be used for increased quality of media. Moreover, a mobile journalist must be connected to a trusted newsroom, increasing its content credibility.

Westlund (2019) states that there is a high need to integrate the mass media with mobile journalism, which will reduce the issues of credibility and authenticity of the news presented by the mobile journalist.

In conclusion, it is imperative to mention that mobile journalism has many opportunities in the increasingly connected world and the rise of hunger for information. When leveraged properly, mobile journalism can become an important facet of mass media and be enhanced to other areas like radio and podcasts. In some areas, Defacto has already been taken, shifting the mass media audiences from the big media companies to the mobile journalists who address the information the public requires, and in detail, with proper immediacy.

3.1.5 Social Media Journalism

With the rise of social media as an integral part of information medium in modern society came the introduction of social media journalism. The concept of social media journalism is contrasted from any form of reporting by the fact that a social media journalist must be done by a professional journalist (Ahva, 2017). Social media journalism is hence the use of social media to pass on the news to the audience. According to Hughes (1981), the news is defined as anything that provides new information to a person. Journalism is primarily the main source of public

news, and the introduction and consequent precipitous growth in the social media platforms and networks made it possible for anyone to be a source of new information to a large audience.

Moreover, the social media platforms provided a channel for news distribution, as well as news consumption. Finn (2016) defined social media as a source, a consumer, and distributor of news. Social media journalism is constricted to professional journalists since the professionalism increases the authenticity of the news source, as well as employs the moral philosophies of journalism (Salibi, 2013). Barker (2012) writes that social media journalism is the next phase of journalism, after mass media and print media. In isolation, his assertions are highly probable. However, social media journalism is a new phenomenon in the world of journalism, and despite its precipitous growth, which is also exponential, there exists less literature on the phenomenon. Moreover, the nascence of the phenomena is thought to be around the first decade of the 21st century, within which time it also experienced its boom.

The existing literature on the new phenomenon is centered on qualitative information by those in either the social media or the news industry. Deuze (2003) was among the first pieces of works of literature on social media journalism, and he focused on the opinions, of those involved, mainly in the mass media and in the print media. According to the consequent works on the subject matter, the main line of knowledge is on the danger of social media journalism on the success of both mass media and print media (Chung, 2007; Hermida& Thurman, 2008). Robinson (2010) argued that the inexpensiveness of social media journalism compared to other forms of journalism and its integration with the technological revolution provided it with a competitive edge in global journalism.

Social media journalism did not require the backing of an employer, and one did not need the airtime, as was the case in mass media. Into the bargain, the time limitations of mass media

and print media in reporting breaking news were eradicated in social media journalism, as it was premised on promptness and not limited to time or space. In a paper by Kaplan &Haenlein (2012), it was reported that the geographical limitations of print media and mass media were no longer a limitation since social media journalism was global and did not require the heavy bureaucracies and litigations of governments in breaking down these barriers. Consequently, the news was now global, and any qualified journalist would leverage this to their advantage at no cost.

The events in India would be covered in real-time and promptly received by one in California, without the need for airing pr reporting rights. Before the era of social media, journalism was considered a one-way street, where the journalists were entire. This limitation has been covered in many literal works of the 20th century (Herbamas, 1989; Rosen, 1992; Merrit, 1998). Social media journalism, however, provides a capacity to challenge news and assess the news provided for credibility. Social media journalism was hence the nascence of participatory journalism, where the implications of news on the audience can be evaluated. This particularly important in the reporting of political and social news, as political interference and any public dissatisfaction, can be addressed.

Deuze et al. (2007) indicated that news outlets, including mass media and print media, were quickly transforming into the integration of social media networks in their operations. Journalists were realizing the importance of social media and web-based journalism and were quickly taking in the transformation of the new model of journalism. By 2015, journalists in print media and mass media were already be coerced into creating Twitter and Facebook accounts and becoming active users (Oregon &Molyneux, 2019). There was a necessary intensity and urgency to either transform into the new style of journalism or be competitively eliminated from

journalism. Fuchs (2017) states that the public audience was quickly necessitating the need for interpersonal communication in journalism, which was offered in social media journalism.

Moreover, through web-based journalism, otherwise known as social media journalism, the audience had a choice to traverse the various news and only engage in the news that was of interest to them. Therefore, freedom of choice was introduced in journalism, as opposed to when journalist sat in a newsroom and decided which news were worthy of the public ear and which weren't.

Carr and Hayes (2015) state that the public was now in a position to follow news of interest, and the subjugation of the public by journalism was slowly being eliminated. The field of journalism was shifted by social media, and distribution, construction, and selection of news were shifting from the newsroom to the public. Consequently, news has been advanced to increased individualism in the face of social media. The role of journalists in gatekeeping of information is, therefore, being slowly eradicated. Russell (2017) argues that this shift towards social media journalism is both a blessing and a curse in the world of journalism. Revers (2014) argued that the expected positive change through social media journalism was farfetched, and the implications would not all be positive. Initially, literal works on social media journalism stated that the increased interaction between journalists and their audiences and increased promptness in the news broadcasting would be a plus towards increased transparency and improved openness (Lewis & Usher, 2013). Moreover, it would reduce the biasness in news reporting, and the top crème who controlled information distribution through journalism gatekeeping would be eliminated. Other benefits of social media journalism included the increased expanse of the audience reachable by journalists. The fact that the same audience would be used in the distribution of a greater audience at no cost created a ripple effect in the volume of the audience

reachable. In isolation, this alone would advance the overall transparency since the information would reach the public at a higher pace than previously expected.

Paulissen& Harder (2014) stated that another benefit of social media journalism was that journalists would use their audiences as their sources of news and journalism stories. Belair-Gagnon, (2015), however, stated that such reporting was not pivoted on the traditional news stories but rather resulted in most stories that were not beneficial to the entire public because they were most extraordinary.

The assertion of Revers (2014) become outright in the increased use of social media journalism, with no central point for fact-checking or credibility center, has given rise to a torrent of fake news. With the control shifted from the credible centers of news, journalism's moral philosophies are on the loose, with a hunger for followership and fame overtaking proper news reporting. Coddington, Molyneux, & Lawrence (2014) point out on the presidential and political debates on the social media platforms, which are mostly managed by professional journalists, arguing that the need for comic points, rather than important factual points, has eroded the essence of such debates. There is an increased volume of information on social media journalism, and the decision of which journalists' sources are credible is quickly becoming improbable, resulting in a need for institutions that traverse the social media news in an attempt to eliminate the fake news. Social media journalism is therefore, quickly being transformed into a fact-checking affair, even before its bloom (Brandtzaeg, Lüders, Spangenberg, Rath-Wiggins, &Følstad, 2016). As such, social media journalism remains a bone of contention in the public eyes.

In a report by Radcliffe (2020), he addresses the challenges of social media journalism, which are all centered on news falsification, misinformation, and disinformation. Social media

users, in this audience, are having a hard challenge on the days of telling the fake news from the real news. Misinformation and disinformation are quickly being equated to the real news through various tactics as half-truths and the use of fallacies.

Whether posted by journalists or non-journalist, the battle of what is the fact, and what is fiction wages on. At the center of this battle is a confused audience. The use of fake news is no longer only apparent in the non-journalists, but also in well-established and long-serving news houses (Brandtzaeg, Lüders, Spangenberg, Rath-Wiggins, &Følstad, 2016). Social media journalism has also been used as a weapon by some professional journalism in the push for vested interests. Radcliffe (2020) points at the social media journalism battle during the 2020 United States election, where misinformation and disinformation were so rampant, even by respected and well-established media personnel, that there was a need to both build websites to tell fact from fiction and to ban others from social media platforms.

In conclusion, social media journalism is still in its young age, and there is much potential in its future. However, it faces a parallel strong challenge and threat to its potential, pivoted on fake news and privacy concerns. There is a deep need to build a strong moral philosophy to govern social media journalism. If the success of social media journalism is to be fully achieved, there is also a need for social media networks and firms to work in liaison with journalism firms and personnel. In this way, the torrent of fake news and social weaponization can be reduced. Subsequently, social media journalism can is leveraged as the future of journalism. This is possible owing to its inexpensiveness, promptness, geographical limitlessness, and participatory capacity. in this way, the bone of contention within social media journalism will be eliminated

3.1.6 Citizen Journalism

Citizen journalism is defined as journalism where the audience is active in the collection, the reporting, the analysis, and the distribution of news (Nah, Record, & Van Stee, 2017). Scholars have also defined citizen journalism as participatory journalism, street journalism, or democratic journalism within this context.

Noor (2017) argues that since the public is actively engaged in journalism, it cannot be defined outside activism. The nascence of citizen journalism has been elucidated parallelly with the introduction of the internet and the introduction of social media networks. However, Hughes (2016) argued that citizen journalism is the oldest form of journalism, and it existed before the introduction of the internet and another plethora of new phenomena premised on the internet. In his argument, he states that without professional journalism, then the making of all constitutions, which dates back before modernism, would not have been possible. There, citizen journalism has existed in every society; the morphing of the phenomenon within each historical and societal setting is what has been different.

In the post-modern sense, Al Khaja (2014) states that the exposition of citizen journalism is enveloped on the internet and the advancement of web journalism. Primarily, citizen journalism cannot exist outside mobile journalism and social media journalism. Citizen journalism has flourished in the face of social media as anyone can take part in collecting news and information, be a part of the reporting and the analysis of such news and information. Moreover, anyone can engage the source of news and debate on the implication's meanings, and interpretations of the news (Etika, 2019). Citizen journalism, therefore, facilitates the participation of the citizens in the journalism process. Bentley (2011) defines two major benefits of the citizens participating directly in journalism: the increased democracy brought about by the

improved consideration of the public's opinions. Secondly, it creates an environment where different perspectives to the same news can be assessed and reported.

Citizen journalism shifts the control of what is reported and how it is reported, from the media houses to the public (Bentley, 2011). Therefore, the public is directly involved in that which affects and is able to influence how it affects them. Allan &Thorsen (2009) states that citizen journalism pushes for reduced gatekeeping in journalism, enhancing the transparency in news reporting. Into the bargain, the assurance that anyone can push forward news provides an equal opportunity to the public and the common man in society. The events that affect the ordinary man in an ordinary town can receive global coverage through citizen journalism. In this regard, citizen journalism has been used largely to push forward for human rights and freedoms, and hence citizen journalism is, on many occasions, equated to activism journalism (Wall, 2015). The people can push for the topics they want to be covered and use journalism to auditing the events in society. Traditionally, mainstream media is attributed to covering big stories at the expense of the small stories in society, despite in many occasions, the small stories resulting in major challenges in society. Citizen journalism, in liaison with the portability, advanced through mobile journalism Roberts (2019) argues that the small stories can be focused on, and such challenges solved. Citizen journalism, therefore, results in the concerned individuals taking charge and increasing transparency in how the society runs.

Despite the success and benefits of citizen journalism, as an emerging trend in society, the concept is still a menace to society due to the impossibility of governance and regulation (Carr et al., 2014). Allan (2017) notes that while participatory journalism enhances professional journalism, it has been the backbone on which fake news has blossomed. Scholars argue that if citizen journalism is not regulated, the possibility of this form of journalism threatening peaceful

coexistence in society is high. Eased dissemination of information with no system of fact-checking the information results in an increased chance of using the information to drive vested interests. Objectivity in news reporting, in the face of citizen journalism, is lost, and a consequent rise in the portend danger to peace is apparent. De facto, Franklin and Carlson (2010) state misinformation, disinformation, and half-truths have turned journalism into a weapon, as people push their agendas through citizen journalism. The high volumes of information available through citizen journalism make it hard to assess it for credibility.

The breach of the moral philosophy in citizen journalism is attributed to the absence of professionalism in journalism, particularly that apparent in community and civic journalism. Scholars argue that the coupling of professionalism in journalism and non-professional journalists can be used as a regulation measure, and this is defined as collaborative journalism (El Semary, & Al Khaja, 2013). The feasibility of citizen journalism challenges the objectivity and quality of news and information that is collected, how it is analyzed, and its consequent dissemination. In conclusion, citizen journalism is beneficial to the community if used properly. It is a tool that can enhance democracy and is used for increased transparency and accountability in society. Even so, if not regulated, citizen journalism is portending danger to societal peace.

3.1.7 WhatsApp Journalism

Mobile chat applications are an emergent technology that facilitates communication development for multiple users across the world. The use of WhatsApp has become a primal source of data gathering by journalists. Journalists have perfected the use of WhatsApp to gather relevant and needed information in the aid of their journalist practices. Journalism practices today are focused on editorial flow modification, newsgathering performs alternate, production's chronological patterns acceleration, and print, automated and online operation's junction where

journalist researchers apply the user of variant sources of collecting information like WhatsApp (Bahri, 2019).

Researchers indicate that WhatsApp experiences over 1 billion users each month. This creates a hub of unending information which journalists find very nourishing. Journalists have become more advanced in the collecting, organizing, and analyzing of information collected on WhatsApp platforms. Former difficulties in collecting information from WhatsApp platforms have become easier and clear. Journalists have received training on the new communication technology that has greatly improved the impact of their data gathering techniques on WhatsApp. WhatsApp is a reliable platform that can be used for fast news reporting and sharing. There is no need to worry about external tapping because WhatsApp presents a secure platform where users' privacy is protected.

WhatsApp has become a significant setup for news. Without the use of WhatsApp today it is difficult to spread information fast and impactfully. Print and electronic media journalists have migrated to the use of WhatsApp and electronic media cohesively to facilitate the spread of news through all platforms. WhatsApp helps to cover the delimitation of electronic and print media by sharing information and news in real-time. Visual journalism has emerged where print and electronic media outlets have their own WhatsApp webpages where they update emergent and current audio, video, and informative news.

Boczek, et al., (2019), conducted a mixed-method study to identify the impact of WhatsApp on news outlets. Users increasingly use WhatsApp for newsgathering. The smartphone messenger has quickly gained traction as a reliant source of information and news for individual users around the world. Media channels have adapted to providing broadcast through WhatsApp as well as other daises. However, little is still understood on messenger app

journalism. The researcher builds on the diffusion of innovation theory to explore how newsrooms treat WhatsApp in disparity to other social media daises.

According to Boczek, et al., (2019), WhatsApp news sharing has surpassed other social networks use and communications media in the reporting of relevant information by news outlets. WhatsApp is commonly used among all age groups and brings news outlets closer to their audience at an interpersonal level. Few usability barriers exist on the user of WhatsApp journalism. This is because WhatsApp has the means to expand its share of users and other participants who receive information spread through the media. Journalistic news outlets can increase their audience through the WhatsApp platform and the individuals partaking in the creation of journalism.

Researchers indicate that reporters only gradually advance new performs on WhatsApp channels. The integration of print and electronic media journalism is not a rapid process. News spread and shared through WhatsApp differs from the conventional news spread through other social media platforms. 25% of the topic discussed on WhatsApp channels are exclusively on the WhatsApp platform. Hence, WhatsApp is considered a dislocation of news journalism. Journalists continuously and concurrently create news that is optimized and unique to the WhatsApp channel. There is no omnipresence in the quantity of communications that can be sent to WhatsApp neither is news distribution on WhatsApp influenced by time and day (Dodds, et al., 2019).

Topics on WhatsApp are shared as short messages often with links to external media sites where users can find the whole story. There is a lot of critique on the relevance and effectiveness of WhatsApp information sharing and journalism. Previous studies indicate that ubiquity in WhatsApp can be negatively impactful because less information is shared directly to the

audience. Journalists also faced difficulties in WhatsApp journalism to bridge differences from the different communities (Agur, et al., 2019). There is a chance to win audiences that were lost to electronic and print media and those who do not use the already established journalistic channels.

WhatsApp is not always the medium of choice for journalists and also audiences in the gathering and receiving of information. 1 billion users on WhatsApp provide the potential to reach a large audience and also act as a great source of data to be collected. Journalists have turned WhatsApp into their toolbox which they can use daily in their information gathering and news spreading careers. It is important for journalists to understand the practicalities of WhatsApp and when the tool can be used best and to share what kind of information. It is impractical to force information sharing on a tool that does not fit that medium.

CHAPTER FOUR

4. METHODOLOGY

The research study applied qualitative approach which involves the use of in-depth interviews with officials from Africa-Check and the Teyit fact-checking organizations, which are two institutions that apply a range of tactics to verify information. The identification of these organizations was based on their shared similarities of operation but variation of their methods of verification. The prominence of their work in social media and public forums, for their respective audience. In order to identify respondents whose input and response will be of great addition and provide a clear picture of the operations of these fact-checking institutions, the selection criteria or sampling involved identifying institutions and individuals with influential or strategic roles as explained by those organizations in their domains.

4.1 Research Design

The study has adapted the case study design. The case study is defined as intensive, descriptive, and holistic analysis of single entity. The purpose of case study to understand a single entity, and enlighten in order to get insight into the larger case study. Case study was applied to get insight and in-depth analysis of the two organizations in Kenya and Turkey. The study targeted two editors based on their roles and institutional experience. The sample technique employed is

convenience because they are available within the two countries and their institutions have the ability to verify news. The sample frame is stakeholder sampling using two experts from institutions that are active in fact-checking.

The technique was key to the study since it justifies the existence of the respondents that are available at the moment.

4.2 Research Objectives

1. Examine the News trustworthiness in the wake of fake news in digital era in Kenya and Turkey
2. Determine the transparency of news mistrust in the wake of mistrust in digital era
3. Establish the audience trust in the wake of lower credibility of news in the digital era
4. Comparatively assess the operations and achievements of improving news trustworthiness using fact-checkers in Kenya and Turkey.

4.3 Research questions

- How News trustworthiness is affected by fake news in the digital era in Kenya and Turkey?
- What is the effect of transparency of news in the wake of mistrust in the digital era?
- How is audience loyalty influenced by fake news in the wake of misinformation in digital era?
- How is media credibility affected by manipulative content in the digital era?

4.4 Preparation for the fieldwork

This preparation involved an assessment of the factchecking organizations that were targeted for the research. The helped to estimate the resources that were essential and the costs that were incurred during the research process. The second step involved consolidation of materials that were essential in the whole process since the critical interviews process required to

ensure enough preparedness to prepare, capture and store information. Finally, this was followed by official requests to seek the consent and willingness of the respondents drawn from the factchecking organizations. This is mainly because it is unethical for a researcher to collect information from participants without seeking consent or permission as well as clarifying the use of the collected information. After seeking consent, the researcher is free to collect information.

4.5 Study target

The study targetedfactchecking industry drawn from the two nations. The digital communication industry is the major targeted industry, and coverage from Kenya and Turkey were also targeted.

4.5.1 Target population

The participants of the study have been sourced from two news verification organizations from Kenya and Turkey. In this regard, editors from the organizations in Kenya have been targeted.

4.6 Sampling and data collection

Sampling technique

The sampling technique that has been used in this study is the convenience sampling technique. A convenience sampling method is the most suitable in this case. Even though the researcher has had a significant influence on the selection of the sample, in this case, the researcher selected the most reliable sample for the study. The selection of a convenient sample means that the people selected can be easily contacted incase of anything.

Primary data collection

The study utilized primary data that wascollected from the editors in organizations that have been identified. Interview was the tool used to collect data from the participants. An

interview is suitable in this case because it promotes an avenue where the researcher and interviewee can share information.

Secondary data collection

Secondary data will be sourced from academically certified and accepted content. Books, articles, and reliable reports will be used. Content analysis will be the method that will be used to retrieve secondary data that will be used in this study.

Ethical issues in the research

The ethical issues that are associated with the study pertain to the source of data and the process of collecting data. In the case of the source of data, there is a possibility of accessing and retrieving information that is not factual. A researcher should only use information that is factual and supported by tangible evidence. The second ethical issue is the collection of data from participants who are willing to share information. In any research, the process of collecting data is crucial, and when not well conducted, it can affect the credibility of all data collected. The third consideration is consent from the targeted participants. A researcher must seek consent from the participants that he or she intends to collect raw data from.

Data analysis design and technique

The method of analyzing data that was used is descriptive statistics. Histograms and pie-charts were used in the process of analyzing data. The figures were represented in percentiles.

CHAPTER FIVE

5. POST TRUTH ERA IN MEDIA

The media has been one of the most important sectors globally. Members of the global society trust the media and rely on the media to know more about what is going on (Hobbs, 2017). Despite the fact that media has been an essential component in informing members of the public, there is an issue about the information that media has been sharing. Post-truth is a term used to depict the lack of authenticity, originality, or supporting facts (Lacković, 2020). Post-truth is contrary to scientific findings. The world is in a dangerous state as far as supporting the truth is concerned. In post-truth, beliefs and emotional appeals are used to convince people to believe in a certain ideology. The media has played an integral role in informing the public members, which is why it is a party of concern as far as the topic of post-truth is concerned. Media have played a role in diverting people from the truth and at the same time. Post-truth ideology has influenced the media (Salgado, 2018). The paper will be looking at the relationship between media and post-truth, its effects, and some of the recommendations that can help promote a culture of truth.

5.1 The Emergence of News Verification Platforms in the Post-truth Era.

Factchecking has undergone various phases until the present moment's extraordinary capabilities where claims can be debunked as fast as possible. Information on proof readers can be traced back to US periodicals to as early as the 18th Century until the emergence of in-house

departments fully fledged on fact-checking from 1920s and 1930s. The main task for such departments were to ensure the content in the newspapers and magazines were factual before publishing for circulation but these scenarios cannot be termed factchecking since they were less focused on the facts. They crosschecked quotations for accuracy in the newspapers. However, for magazines such as the New Yorker, they only omitted the fake news, not calling action towards it.

While factchecking includes alerting against misleading information or eliminating altogether, the operations of the above newspapers and magazines fall short of factchecking. The above news verification journalism is more of following up the fact after highlighting it already in the news.

The world of factchecking entered a new chapter in 2003 following Annenberg Public Policy Center's innovation of FactCheck.org. Since then, many other independent factcheckers like PolitiFact followed to help streamline the fight against fake news. Newspapers also initiated suc efforts when in 2008, the Washington Post introduced "Fact Checker" column.

The first signs of the acceptance of the role of checkers was in 2009 when the independent organization PolitiFact which was established by Tampa Bay Times, received the 2009 Pulitzer Prize, for its contribution to the coverage of the 2008 US Presidential elections.

5.2Post-truth influence on media

One of the main roles of the media is enlightening members of society. The media does this in different ways, and one of the ways is providing factual information to members of society. Factuality is, however, eroding, and some of the media houses have failed to deliver in line with

the expectations of the members of the public (Salgado, 2018). Post-truth has been influencing the media.

The difference between post-truth and the truth is that post-truth focuses on what is appealing. On the other hand, the truth relies on evidence-based information. Researchers have investigated and shared their findings on media and post-truth. One of the researchers who have shared immense work is Sawyer (2018). It is essential to know that social media becomes part and parcel of mass media. Television stations continue to increase their presence on social media platforms because many people have subscribed to social media (Salgado, 2018). It, therefore, means that social media platforms present media houses with an avenue where they can access a bigger audience.

In line with the research by Sawyer (2018), different factors have led to the promotion of post-truth on media. The first factor is politics. Given that media reaches a significant number of people, politicians have seen media as a powerful tool in reaching citizens. In this respect, it is important to know and understand the goals of some of the politicians who vie for leadership positions. Most politicians are only concerned with winning the sits they vie for (Lacković, 2020). Instead of sharing the truth with the voters, most politicians choose to tell voters what would convince them to vote in their favor. The use of media by politicians means that politicians influence media (Salgado, 2018). The majority of the private sector controls the media. Politicians only need to pay for the content they want to market. As a result, post-truth ends up affecting and influencing media.

The second factor is capitalism. A close connection is there between capitalism and the media. The media and entertainment industry is primarily owned and controlled by the private sector (Salgado, 2018). The private sector is in the business world to make profits. It, therefore, means

that news that sells faster and better tends to be favored. Post-truth does not focus on facts and evidence but emotions. It, therefore, means that it satisfies the emotions of listeners and viewers of the media. Instead, media organizations would please their audience with information that is appealing and make profits than present factual information that will affect the returns adversely.

The third factor is human psychology. The best way to impress customers is by analyzing their psychological needs and meeting them (Hobbs, 2017). For this reason, some of the organizations in the world of business investigate the likes and preferences of their customers. The way a human thinks affects the way people will treat him or her. For example, most people across the world are attracted to information that feeds their biases and appeals to their emotions. Media houses are profit-making enterprises, which means that a product's ability to meet the needs and expectations of a customer is crucial (Lacković, 2020). For this reason, the media has not been paying much attention to the truth because some of the aspects of the truth might affect business.

5.3Media in the promotion of post-truth

Even though post-truth has influenced media, stakeholders in the media and entertainment industry cannot escape the fact that they have also been promoting post-truth (Hobbs, 2017). The media is an effective communication vessel, which is seen in the role that the media plays in enlightening members of society. The media promotes post-truth by failing to play two essential roles that it is ethically obligated to play (Lacković, 2020). The first role is the presentation of information that is not biased, and the second role is investigating content before it is shared with people.

Media is not only functional to inform but to inform with fairness. The media serves people from different backgrounds. The information that it shares should not be favoring a section of people over others unless it is factual (Lacković, 2020). There is a close connection between post-truth

and fake news. Post-truth does not focus on the truth of the matter, which is the same case with fake news (Salgado, 2018).

When the media fails to promote balance and fairness, it shares information that might be offensive to a section of the population. In this case, the media fails to play its role of promoting balance and fairness (Salgado, 2018).

It is essential to note media has a huge effect on people. In the case that the media shares information that stereotypes a section of the population, the media fails in delivering the information that it should be delivering(Salgado, 2018).

The second role that the media has when it comes to sharing news or information is assessing and analyzing the information before sharing it with the members of the public(Lacković, 2020). A media house is held accountable for the type of information it shares with people (Hobbs, 2017). In the case that the media shares information that is not factual, the people affected by the information can present a case before the court of law and win. An excellent example, in this case, can be seen in the Rwandan Genocide. In 1994, an African nation named Rwanda went into chaos, and the media was at its center (BBC, 2019). Approximately eight hundred thousand people died in a hundred days, and millions were displaced. The media was used to pass news that the Hutus were the legit owners of the lands in the nation and that Tutsis did not deserve to be in Rwanda.

Effects of post-truth on media

There are numerous impacts of post-truth on the media. The effects are both negative and positive. Even though post-truth does not focus on facts or the truth, it is critical to note that it promotes the satisfaction of some of the emotional needs of the audience.

5.4Positive Effects

a. Increased audiences and earnings

Media houses are owned by organizations and individuals in the media and entertainment industry to make profits. Media houses make money by attracting new and maintaining old viewers (Hobbs, 2017).

When a media house has no audience, it does not make profits because it does not attract large organizations.

One of the strategies that some organizations use is by sharing information that has significant impacts on the audience. When information is emotionally appealing to the audience, a media house gets to benefit from an increased audience (Lacković, 2020). In this respect, it is important to note that not all people are interested in facts. Some members of society want information that will favor what they believe in or preach (Salgado, 2018). It, therefore, means that post-truth does not only repel viewers about also attracts readers.

b. Short term relief for the targeted audience

Even though the global population advocates for the truth, it is important to note that the truth does not always have a positive impact. For example, the world is currently facing a global health crisis. Covid 19 has affected many people across the world, and to some extent, the truth might be depressing to some people. Human beings survive on hope, and when the hope is taken away from them, they might not have a reason to continue living. Based on science, Covid 19 has no cure. Post-truth can restore hope among people by creating an assumption that there will be a cure soon.

5.4.1 Negative Effects

a. Tarnished reputation

People have lost faith and trust in some of the media houses that have been found to promote post-truth. The media has a reputation to keep as long as credibility and ethicality are concerned. It is the role of the media to ensure that the information that it shares with the members of the public is factual (Hobbs, 2017). When members of the public later realize that the media was sharing information that was not factual, they lose trust and faith in the media. When the media loses credibility, some risks come along (Lacković, 2020). For example, if one media house has been identified to shares news that is not factual, viewers of the media house might decrease. When viewers of a media house reduce, the media house stops attracting partners, affecting its profitability adversely.

b. Chaos and wars in some cases

Sharing information that is not factual can lead to chaos and wars in some instances. Post-truth is not limitative or selective in regard to the type of information shared. Some of the news that is shared can have a significant effect on the audience (Lacković, 2020). The example of the Rwandan Genocide that was focused on earlier is applicable in this scenario. The media's information to pass across did not have any supporting fact (Salgado, 2018). This shows how the effects of post-truth can be dire. Post-truth is common, especially when it comes to politics. Political issues are sensitive and affect the emotions of people differently. Some of the people who might be supporting an opposing side might be provoked and triggered to start violence (Salgado, 2018).

c. Hidden truths

Post-truth promotes ignorance among the media fraternity and members of society. People do not get to know the truth, and instead, they believe in lies that the media have shared. Post-truth does not give regard for facts (Hobbs, 2017). When the members of the public are fed with an assumption and fail to investigate it, they live thinking that the assumption is the truth (Lacković, 2020). In this respect, it means that the truth will be hidden as long as people believe in the shared assumption.

d. Promotion of falsehood

Falsehood is the practice of embracing false information. Post-truth triggers a behavior or practice of not assessing and evaluating information. A society that does not analyze the information it receives and embraces can be in a dilemma when the truth is needed (Lacković, 2020). Given that this is a society that embraces information without proving if it is authentic or not, it becomes ignorant of the truth.

Recommendations

Post-truth is a concept that stakeholders promote in the media fraternity and their clients. Therefore, this is an issue that is under the control of a human. Different commendations would be important in addressing the issue of post-truth (Lacković, 2020). The recommendations are directed to all parties that are associated with post-truth. Post-truth is promoted by the media and members of the public, and partners in the media and entertainment industry. When the audience in the media and entertainment industry condones information that is not based on the facts, it motivates the media to continue sharing information that is not factual (Lacković, 2020). On the other hand, when the media entertains partners who want to share information that is not factual, the partners continue sharing information that cannot be authenticated. The following are recommendations that would work effectively in dealing with post-truth on the media.

a. Analysis and investigation of information or content prior to sharing

Media houses have an obligation to ensure that information they share with their audiences is based on tangible evidence. Media houses have editors and super who ensure that information shared is reliable (Lacković, 2020). Such employees should be trained on the best way to ensure that every piece of information is credible and reliable.

b. Create public awareness

Some of the public members are not concerned about the factuality of information because they do not know the essentiality of relying on facts. It is paramount to ensure that public members understand the importance of only embracing factual information (Lacković, 2020). Also, members of the public should be educated on the best sources of factual data.

When they know where to find factual information, it becomes a challenge for any person to take advantage of their innocence.

In an era where there are many ways to pass information, the media faces post-truth. The media has always been seen as a sector that helps to pass the truth from different sources to members of the public. However, this has been changing, and this is due to the fact that there are media houses that have been sharing information that is not factual. The paper has focused on one of the most popular global cases of inhumanity. The genocide that took place in Rwanda in 1994 has been termed as an excellent example of the effects of post-truth. The promotion of post-truth has affected the media in different ways. The media has the ability to change the situation by restoring ethics in the media and analyzing information before sharing it with members of the public.

5.4.2 Media in Kenya (a historical approach)

The history of Kenya media dates back to 1895 with the publication of the quarterly religious magazine, the Taveta Chronicle by the Christian Missionary Society which sought to equip their new Christian converts with the ability to read the Bible. The earliest secular publication was The East Africa and Uganda Mail (1899-1904).

After the struggle for independence gathered pace, African nationalists in Kenya began to print their own publications to advance their cause between the mid-1920s and the 1950s.

By 1946 there were 17 independent newspapers, mainly by African nationalists agitating for independence. These publications were used to air grievances against the colonial authorities and mobilize Africans in the struggle for liberation.When the colonial government declared a state of emergency in Kenya in 1952, all African newspapers were banned before the colonial authorities allowed the publication of regional newspapers.

Broadcast media in Kenya started in 1927 with the establishment of a radio station by the colonial government.

The first English radio broadcasting, which served only whites and Asians, went on air in 1928.Two years before 1963 independence, the Kenya Broadcasting Corporation (KBC) was formed and took over broadcasting services from the government-controlled KBS.

Since gaining independence in 1963, Kenyan media suffered worst under the repressive regime of Daniel ArapMoi, the second President of Kenya who took power after the death of founding President, Jomo Kenyatta in 1978. As a result, government owned KBC – Kenya broadcasting cooperation, dominated the airwaves until 1992 after the entry of multiparty. One of the biggest events that changed Kenyan media landscape was the 1982 attempted coup carried out by

elements of the Kenya Air Force. Rebel officers seized the Voice of Kenya studios to announce the overthrow of the government before they were flushed out and the station recaptured by troops that killed 70 rebels. The coup was quickly defeated by forces loyal to President Moi, but it led to severe restrictions. This turned the country to one party state.

Media freedom space shrunk and a number of publications were closed down and some journalists, fled the country. Mainstream media was cowed into self-censorship by fear.

In 1990, Kenya Television Network ended KBC's monopoly in Kenya to become the first non-pay privately owned TV-station in Africa. This period experienced activist Journalism in the 1990s as the country fought for freedom of multi-party. Kenya broadcasting corporation is the state owned and state-run media branch whereas private media houses control combined broadcast properties that they directly own.

Privately owned media companies deliver more news and entertainment to the citizenry. Consumers have more and better choices for news and entertainment than ever before.

The conduct of the media and its coverage role before, during and after the 2007 General Election has been questi∑oned on several occasions as the country attempts to define what it considers a desirable media in a growing monopolistic environment.The media biasness in reporting the clashes between ethnic groups around the country in January 2008 over the disputed polls has come under special scrutiny. Religious organizations, civil society, government departments and foreign missions have accused the media of incitement, promoting stereotypes, misreporting events.

Kenya media emphasizes poverty alleviation, socio-economic development, preservation of cultural heritage etc. Kenya is challenged by ineffective regulation of training colleges and lack of financial and material resources all militate against a quality journalism education.

Article 35 of the Constitution of Kenya (2010) on Access to information states;

(1) Every citizen has the right of access to— (a) information held by the State; and (b) information held by another person and required for the exercise or protection of any right or fundamental freedom.

Regardless, Journalists, editors and owners are politically co-opted and openly show editorial bias.

The media landscape changed in 2015, following migration from analogue to digital broadcasting as Kenya was a signatory to the ITU Geneva 2006 (GEO6) agreement.

The dominant local channels, tried to boycott the process claiming it was rushed by the Ministry of Information, Communications and Technology. Countries from the International Telecommunication Union (ITU) had begun the process in 2000 after expressing interest to introduce digital broadcasting.

5.5New media Misinformation in Kenya

According to Digital 2020 October Global Statshot Report(Hootsuite and We Are Social, 2020)there are approximately 9 million social media users in Kenya which is equivalent to one fifth of the total population. This social media growth is as a result of internet penetration and accessibility which has allowed nearly half of the population to browse the internet. Whatsapp mobile messaging is Kenya's mostly used social media platform which takes up 96% of population relying on the platform for various use.

Such internet accessibility has been enabled using mobile device where majority of Kenyans rely on for internet access. Social media has since changed and shaped the topics of discussions and how the citizens engage in conversations. Due to the social media advancements, Kenya has not been spared either in the global info-demic which is also known as information pandemic where the internet and social media has been populated by propaganda, clickbait, satire and hoaxes, conspiracy theories, and pseudoscience. The fake news phenomenon has been escalating as a result of the technological advancements across the country. The access to social media applications on mobile device has greatly added to this increase since majority of Kenyans especially in the rural areas have turned to social media for information. Facebook and whatsapp take up large share of the population due to their affordability and low data consumption as compared to data consuming applications such as YouTube, Instagram, tiktok and other audio applications.

Technological infrastructural challenges also limit the public from accessing high internet speed demanding application and sites with the limited access of 3G and 4G internet in larger sections of the country. As a result of the day-to-day access of the internet, and social media growth, Kenyans have also interacted with fake news on the internet. Social media report indicates that 86 % of Kenyans have encountered misinformation such as hoaxes, false and inaccurate information. Kenyans also admitted to have circulated the fake news information further using their own platforms.

Whereas fake news was not previously given much attention in the country until the 2017 general elections as a result of deliberately circulated manipulative information targeted towards discrediting prominent leadership. This was aimed at promoting certain political tones to convince new voters. One of the first forms was fabricating newspaper cover headlines to frame

political narratives such as defection, resignation, and change of loyalty to elicit emotional response from the public. Other fake stories revolved around death news of celebrities, including former Presidents and fabricated quotes on matters of public interest. The fake news phenomena, found a new place in Kenya due to the presence of circulation channels and creators. Social media penetration and prevalence of manipulation tactics also saw an increase in fake news creation and dissemination.

The disinformation, its objectives and expected outcome is not distinct from existing situation surrounding fake-news and its motives. The fact that fake news was becoming a matter of concern in Kenya was first revealed in 2017, during the first report on the impact of fake news in Kenya which was released following collaboration between Geopoll and Portland Communications. Data showed that 90% of the population admitted to encounter fake news concerning the election.

However, fake news remained prevalent in Kenya in the past with many conspiracies revolving around diseases and politics. The widespread campaigns to sensitize the public on the dangers of HIV/AIDS suffered immense challenges with the creation and spread of conspiracy that it was laboratory generated to kill Kenyans while other conspiracy included that it was a spiritual punishment against fornicators.

CHAPTER SIX

6. PRESENTATION AND FINDINGS

Results from secondary data after analysis of 14 stories carried out in 6 months from September 2019 to February 2020 in Kenya and Turkey based fact checking organizations revealed the following.

6.1Website content story analysis

This section reviews the allocation of stories to either editors or researchers. Each author is indicated according to the designation.

Table 6.1: Factchecking experts at Teyit and Africa Check.

Teyit Story Title	Date Published	Author
Is this a Turkish F-16 dogfighting with a Greek fighter jet?	6/1/2020	AlicanAcanerlerTeyitçi
Does the video show pills in a coconut cream bar snack produced by ŞölenÇikolata?	7/1/2020	Nilgün Yılmaz Editör
Is Turkey to import horse donkey and mule meat from Sudan without any duties?	3/1/2020	ÖykümHümaKeskinTeyitçi
Did Farm Bank founder Mehmet Aydın die?	3/1/2020	EmreİlkanSaklıca: Editör
Are restrictions to visa-free travel coming for Turkish green and gray passport holders?	24/12/2019	AlicanAcanerlerTeyitçi
Does the photo show thousands of Uyghur Turks waiting to be executed?	24/12/2019	BeşireKorkmazTeyitçi
Does the video show a police officer snow-sledging with children in Ankara?	24/12/2019	Ali Osman ArabacıTeyitçi
Is Twitter introducing a subscription system?	24/12/2019	ÖykümHümaKeskinTeyitçi
Does the video show Turkish-trained militants giving the Nazi salute in Afrin during Operation Peace Spring?	16/12/2019	AlicanAcanerlerTeyitçi
Can Syrian students apply to universities in Turkey with a high school equivalency diploma?	12/11/2020	ÖykümHümaKeskinTeyitçi
Does the video show the killing of QassemSoleimani?	11/1/2020	EmreİlkanSaklıca: Editör
Does the video show people with the coronavirus?	27/2/2020	Ali Osman ArabacıTeyitçi
Are pets killed because of the epidemic in China?	27/2/2020	Nilgün Yılmaz Editör
Will the sun rise in the west since the magnetic pole of the earth shifts?	27/2/2020	EmreİlkanSaklıca: Editör

The findings show that the fact-checking assignment is undertaken equally regardles of the position of the person handling of the story. As a matter of fact, the researchers, referrred to as

Teyitçi in the website, were responsible for counterchecking more than 70% of the stories.

AUTHOR	NUMBER OF STORIES
AlicanAcanerlerTeyitçi	3
Nilgün Yılmaz Editör	2
ÖykümHümaKeskinTeyitçi	3
BeşireKorkmazTeyitçi	1
Ali Osman ArabacıTeyitçi	2
EmreİlkanSaklıca: Editör	3
TOTAL	14

AfricaCheck

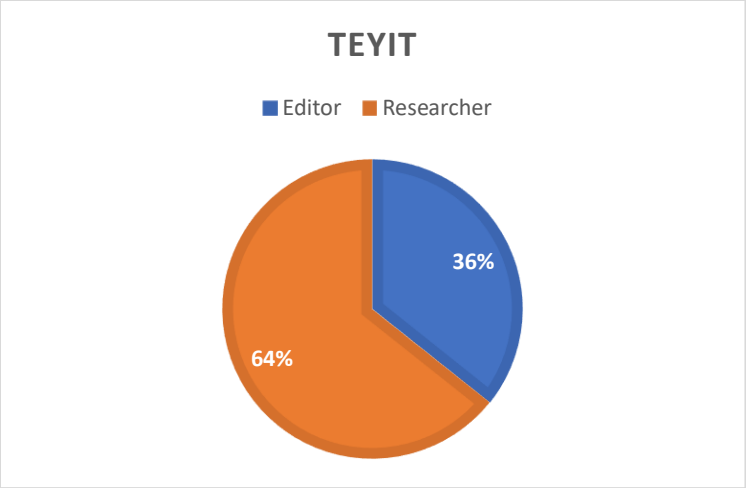
Date	**Story**	**author**
24/2/2020	No, Trump tweet praising Kenyan leaders is fake	DancanBwire - Researcher
4/2/2020	Yes, World Health Organization has declared coronavirus global health emergency	Grace Gichuhi - Researcher
31/1/2020	Kenyan teachers beating student? No, 2016 video from Tanzania	DancanBwire - Researcher
31/1/2020	No, Kenyan MP Owino not shot while on bail for attempted murder	Grace Gichuhi - Researcher
31/1/2020	Yes, suspected case of coronavirus reported in Kenya, patient in hospital after showing symptoms	DancanBwire - Researcher
5/12/2019	Fact-checked: 5 claims by Kenyan President Kenyatta in national day speech	AlphonceShiundu - Kenya Editor
12/11/2019	Has ‘super’ minister been handed nearly half of Kenya’s development cash?	AlphonceShiundu - Kenya Editor

22/11/2019	No, elephant's tusk not dyed to protect it from poaching	Eileen Jahn - Researcher
11/12/2019	No, Kenya Revenue Authority won't be taxing marriage dowries	DancanBwire - Researcher
24/1/2020	No, ARV drugs not sent to 'another country' after Kenya slapped tax on them	Grace Gichuhi - Researcher
12/11/2019	False that Kenyan single mothers to 'declare their sources of wealth'	Grace Gichuhi - Researcher
8/10/2019	Kenyan senator wrong about breast cancer risk from soya	Kenya Deputy Editor - Vincent Ngethe
6/2/2020	Video shows truck colliding with helicopter in Brazil, not Kenya	Kenya Deputy Editor - Vincent Ngethe
24/10/2019	'Kipchang' challenging Kipchoge? Photo of Chinese runner who 'wants to beat' Kenyan marathon champ photoshopped	Grace Gichuhi - Researcher

AUTHOR	NUMBER OF STORIES
Grace Gichuhi - Researcher	4
DancanBwire - Researcher	4
Kenya Deputy Editor - Vincent Ngethe	3
Eileen Jahn - Researcher	1
AlphonceShiundu - Kenya Editor	2
TOTAL	14

Pertaining to fact checking, at Africacheck, researchers accounted for 71.42 % of the verification of the fake news reports while the editor's participation was at 28.57 %. Likewise, Teyit, utilized 64.28 % of the researchers and 35.72 % of the editors.

Figure. 6.1: Fact checking roles



Source: Researcher, 2021.

Table 6.2: Fake news Circulation Category as identified by Teyit

Date Published	Circulation Medium	Teyit Story Title
6/1/2020	WhatsApp	Is this a Turkish F-16 dogfighting with a Greek fighter jet?
7/1/2020	Youtube	Does the video show pills in a coconut cream bar snack

		produced by ŞölenÇikolata?
3/1/2020	Media	Is Turkey to import horse donkey and mule meat from Sudan without any duties?
3/1/2020	Instagram and Websites	Did Farm Bank founder Mehmet Aydın die?
24/12/2019	News Websites, Social Media	Are restrictions to visa-free travel coming for Turkish green and gray passport holders?
24/12/2019	Social media, News	Does the photo show thousands of Uyghur Turks waiting to be executed?
24/12/2019	Twitter	Does the video show a police officer snow-sledging with children in Ankara?
24/12/2019	Twitter	Is Twitter introducing a subscription system?
16/12/2019	Twitter	Does the video show Turkish-trained militants giving the Nazi salute in Afrin during Operation Peace Spring?
12/11/2020	Twitter	Can Syrian students apply to universities in Turkey with a high school equivalency diploma?
11/1/2020	Whastapp	Does the video show the killing of QassemSoleimani?
27/2/2020	Tiktok	Does the video show people with the coronavirus?
27/2/2020	Shanghai Popular Information	Are pets killed because of the epidemic in China?
27/2/2020	News Websites, Social Media	Will the sun rise in the west since the magnetic pole of the earth shifts?

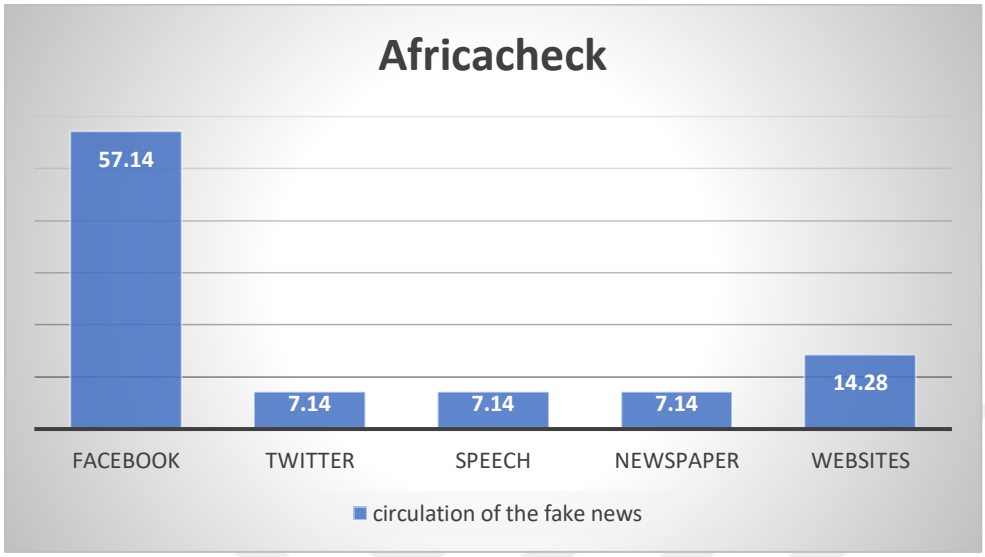
Table 6.3: Fake news Circulation Category as identified by Africacheck

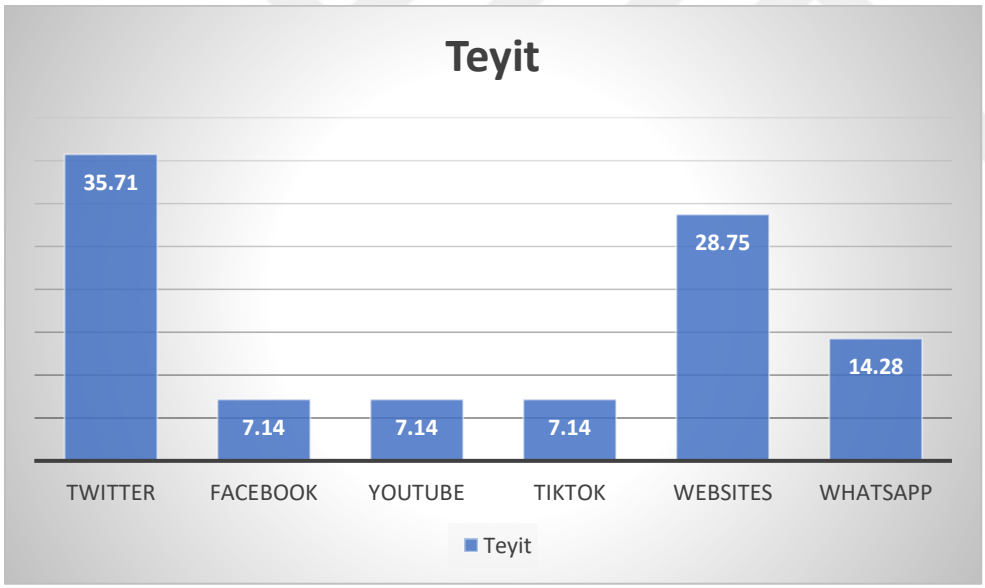
Date	**Story**	Twitter
24/2/2020	No, Trump tweet praising Kenyan leaders is fake	Media /facebook
4/2/2020	Yes, World Health Organization has declared coronavirus global health emergency	Facebook

31/1/2020	Kenyan teachers beating student? No, 2016 video from Tanzania	Radio Station/ Facebook
31/1/2020	No, Kenyan MP Owino not shot while on bail for attempted murder	NTV Kenya/ Facebook
31/1/2020	Yes, suspected case of coronavirus reported in Kenya, patient in hospital after showing symptoms	Speech
5/12/2019	Fact-checked: 5 claims by Kenyan President Kenyatta in national day speech	Standard Newspaper
12/11/2019	Has 'super' minister been handed nearly half of Kenya's development cash?	Facebook
22/11/2019	No, elephant's tusk not dyed to protect it from poaching	Facebook
11/12/2019	No, Kenya Revenue Authority won't be taxing marriage dowries	Facebook/News sites
24/1/2020	No, ARV drugs not sent to 'another country' after Kenya slapped tax on them	Facebook
12/11/2019	False that Kenyan single mothers to 'declare their sources of wealth'	Facebook
8/10/2019	Kenyan senator wrong about breast cancer risk from soya	Facebook
6/2/2020	Video shows truck colliding with helicopter in Brazil, not Kenya	Facebook
24/10/2019	'Kipchang' challenging Kipchoge? Photo of Chinese runner who 'wants to beat' Kenyan marathon champ photoshopped	Twitter

In terms of the circulation of the fake news,Africacheck pointed out 57.14 % on Facebook, 7.14 % on twitter, 14.28 % on Websites, and 7.14 % each for speech and newspaper. For the findings as per Teyit, Twitter circulation accounted for 35.71 %, websites 28.57 %, and WhatsApp was 14.28 %. Finally, YouTube, Facebook and TikTok accounted for 7.14 % respectively.

Figure. 6.2: Circulation of the fake news





Source: Researcher, 2021.

Table 6.4: Category on tools used for fact-checking by TEYIT

	Teyit Story Title	Date Published	Fact-checking tool
1	Is this a Turkish F-16 dogfighting with a Greek fighter jet?	6/1/2020	Reverse Image search
2	Does the video show pills in a coconut cream bar snack produced by ŞölenÇikolata?	7/1/2020	Reverse Image search

3	Is Turkey to import horse donkey and mule meat from Sudan without any duties?	3/1/2020	Authority
4	Did Farm Bank founder Mehmet Aydın die?	3/1/2020	Original Source identity
5	Are restrictions to visa-free travel coming for Turkish green and gray passport holders?	24/12/2019	Official Data Cross-check
6	Does the photo show thousands of Uyghur Turks waiting to be executed?	24/12/2019	Original Source identity
7	Does the video show a police officer snow-sledging with children in Ankara?	24/12/2019	Original Source identity
8	Is Twitter introducing a subscription system?	24/12/2019	Original Source identity
9	Does the video show Turkish-trained militants giving the Nazi salute in Afrin during Operation Peace Spring?	16/12/2019	Original Source identity
10	Can Syrian students apply to universities in Turkey with a high school equivalency diploma?	12/11/2020	Official Data Cross-check
11	Does the video show the killing of QassemSoleimani?	11/1/2020	Reverse Image search
12	Does the video show people with the coronavirus?	27/2/2020	Original Source identity
13	Are pets killed because of the epidemic in China?	27/2/2020	Original Source identity
14	*Will the sun rise in the west since the magnetic pole of the earth shifts?*	27/2/2020	Original Source identity

Table 6.5: Category on tools used for fact-checking by Africacheck

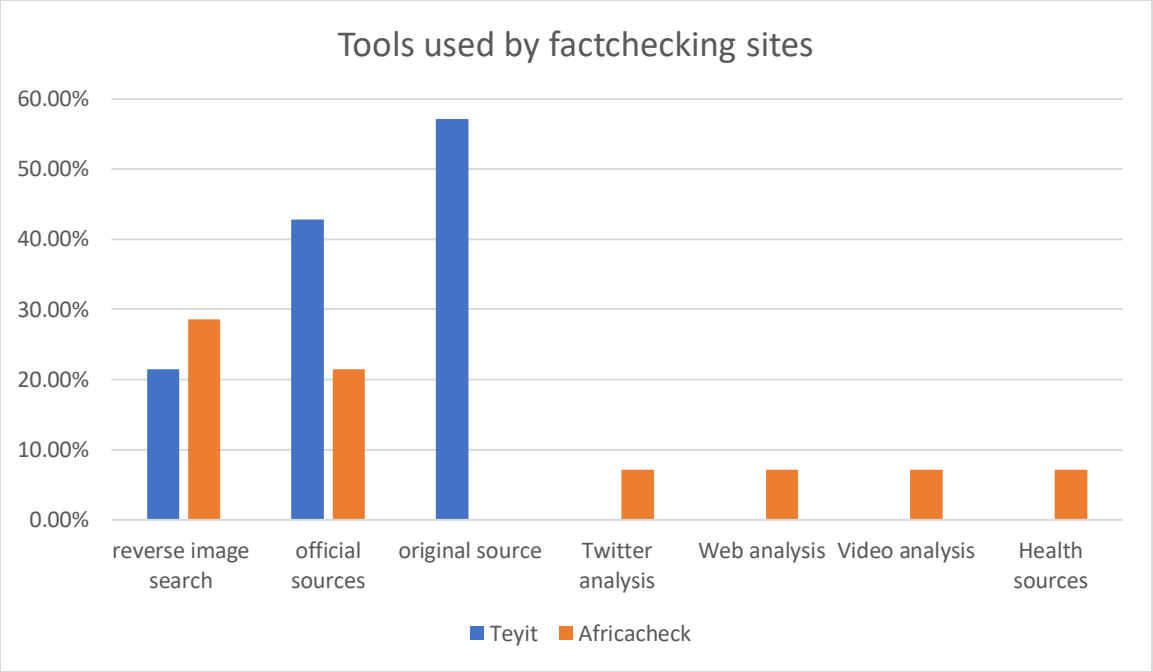
Date	**Story**	**Fact-checking tool used**
24/2/2020	No, Trump tweet praising Kenyan leaders is fake	Twitter analysis

4/2/2020	Yes, World Health Organization has declared coronavirus global health emergency	Official statement
31/1/2020	Kenyan teachers beating student? No, 2016 video from Tanzania	Video analysis
31/1/2020	No, Kenyan MP Owino not shot while on bail for attempted murder	Google reverse image search
31/1/2020	Yes, suspected case of coronavirus reported in Kenya, patient in hospital after showing symptoms	Official sources
5/12/2019	Fact-checked: 5 claims by Kenyan President Kenyatta in national day speech	Official data
12/11/2019	Has 'super' minister been handed nearly half of Kenya's development cash?	Official research sources
22/11/2019	No, elephant's tusk not dyed to protect it from poaching	Tineye reverse image search
11/12/2019	No, Kenya Revenue Authority won't be taxing marriage dowries	Internet analysis
24/1/2020	No, ARV drugs not sent to 'another country' after Kenya slapped tax on them	Official sources
12/11/2019	False that Kenyan single mothers to 'declare their sources of wealth	Official sources
8/10/2019	Kenyan senator wrong about breast cancer risk from soya	Health sources
6/2/2020	Video shows truck colliding with helicopter in Brazil, not Kenya	Reverse image search
24/10/2019	'Kipchang' challenging Kipchoge? Photo of Chinese runner who 'wants to beat' Kenyan marathon champ photoshopped	Tineye reverse image search

Concerning the tools used by factchecking sites, the findings indicated that the use of reverse image search (google/tineye) accounted for 21.42 % for Teyit and 28.57 % at Africacheck. The identification of original source was rated at 57.14 % for Teyit. On the other hand, Africacheck, analyzed the fake news information and twitter analysis, website analysis, video analysis, and health sources, recorded 7.14 % respectively.

In both organizations, confirmation or verification of information using official sources were discovered to be 42.85 % in Teyit and 21.42 % at Africacheck.

Figure. 6.3: tools used by factchecking sites



Source: Researcher, 2021

As shown in the tables above, Teyitand Africacheckhavealways indicated the verification style it has utilized to confirm the credibility or manipulation of the photo or video in circulation either in the social media or mainstream media.

In situations involving photos and videos, Teyit and Africa-check used reverse image search tools such as Tineye and Google reverse image search where it traced the original visual or photographic material.

In cases involving manipulation or distortion of official information, Teyitand Africacheckutilized official data crosscheck in the form of primary sources from government agreement or official health records.
Separately, Africacheckalso factchecked speech and interviewed experts in the fields such as medical doctors to debunk the claims of the Kenyan senator on the relations between Soya and Cancer.Unlike Teyit, Africa check also used website analysis to authenticate claims made.

Finally, in scenarios where the fake news was shared by a single user as shown above, Teyit reached out to the user by tracing their Instagram or twitter accounts to confirm the validity.

Table 6.6: Fake news Circulation Category based on medium.

Teyit Story Title	Date Published	Original Circulation Medium

Is this a Turkish F-16 dogfighting with a Greek fighter jet?	6/1/2020	WhatsApp
Does the video show pills in a coconut cream bar snack produced by ŞölenÇikolata?	7/1/2020	YouTube
Is Turkey to import horse donkey and mule meat from Sudan without any duties?	3/1/2020	Media
Did Farm Bank founder Mehmet Aydın die?	3/1/2020	InstagramAND Websites
Are restrictions to visa-free travel coming for Turkish green and gray passport holders?	24/12/2019	News Websites,social media
Does the photo show thousands of Uyghur Turks waiting to be executed?	24/12/2019	Social media,News websites
Does the video show a police officer snow-sledging with children in Ankara?	24/12/2019	Twitter
Is Twitter introducing a subscription system?	24/12/2019	Twitter
Does the video show Turkish-trained militants giving the Nazi salute in Afrin during Operation Peace Spring?	16/12/2019	Twitter
Can Syrian students apply to universities in Turkey with a high school equivalency diploma?	12/11/2020	Twitter
Does the video show the killing of QassemSoleimani?	11/1/2020	Whastapp
Does the video show people with the coronavirus?	27/2/2020	Tiktok
Are pets killed because of the epidemic in China?	27/2/2020	News
Will the sun rise in the west since the magnetic pole of the earth shifts?	27/2/2020	Twitter

As highlighted in the table above, the social media platforms such as YouTube, Whatsapp, Instagram, Twitter and Tiktok contributed to the circulation of fake news or disinformation due its reachability and virality. Teyit therefore made efforts to either independently through use of official sources or image verification tools, to authenticate the news.

Table6.7:TEYIT Revelation of original source of events or content before in circulation:

Teyit Story Title	Date Published	Original source
Is this a Turkish F-16 dogfighting with a Greek fighter jet?	6/1/2020	Video Game
Does the video show pills in a coconut cream bar snack produced by ŞölenÇikolata?	7/1/2020	Internet
Is Turkey to import horse donkey and mule meat from Sudan without any duties?	3/1/2020	Journalist
Did Farm Bank founder Mehmet Aydın die?	3/1/2020	Instagram user @darkwebhaber
Are restrictions to visa-free travel coming for Turkish green and gray passport holders?	24/12/2019	Habertürk, Milliyet, ODA TV
Does the photo show thousands of Uyghur Turks waiting to be executed?	24/12/2019	Movie (Carandiru)
Does the video show a police officer snow-sledging with children in Ankara?	24/12/2019	Police film (Bothell Police)
Is Twitter introducing a subscription system?	24/12/2019	Twitter User
Does the video show Turkish-trained militants giving the Nazi salute in Afrin during Operation Peace Spring?	16/12/2019	Turkey Polis Akademi film
Can Syrian students apply to universities in Turkey with a high school equivalency diploma?	12/11/2020	internet
Does the video show the killing of QassemSoleimani?	11/1/2020	AC-130 Gunship Simulator.
Does the video show people with the coronavirus?	27/2/2020	Tiktok User
Are pets killed because of the epidemic in China?	27/2/2020	Weibo
Will the sun rise in the west since the magnetic pole of the earth shifts?	27/2/2020	Twitter User

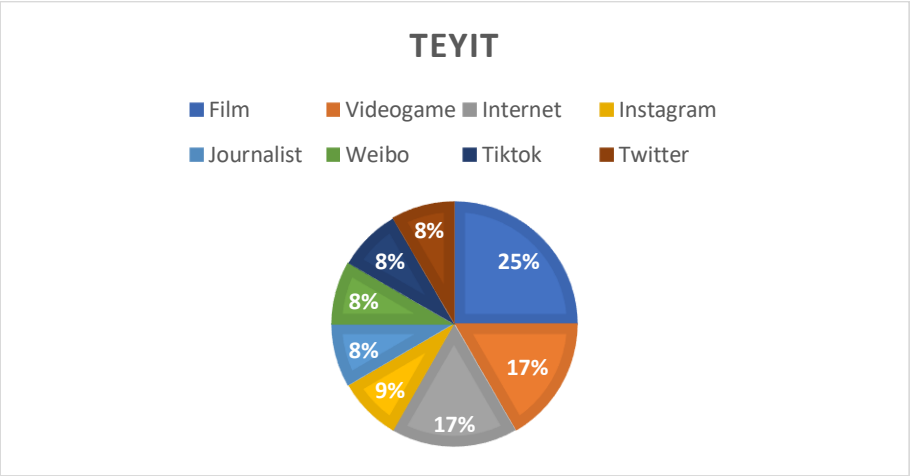
Table6.8: Africacheck's revelation of original source of events or content before in circulation

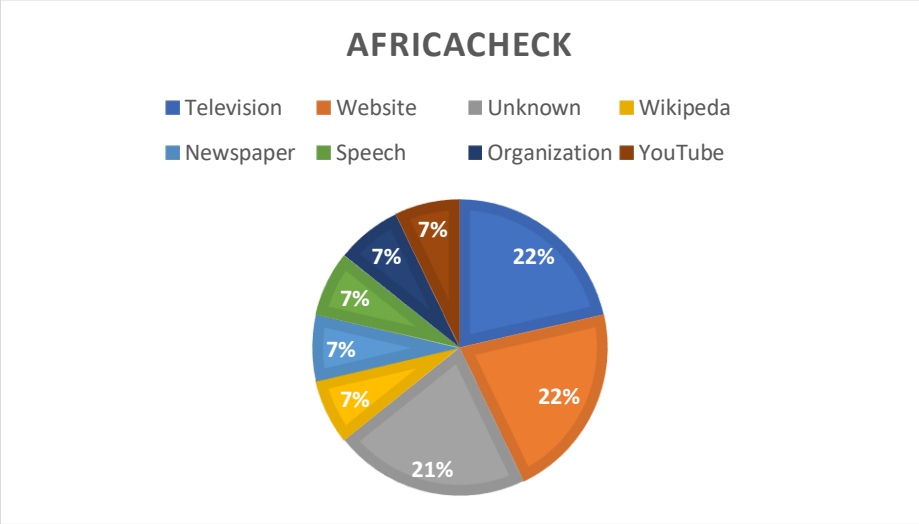
Date	Story	Original Source
24/2/2020	No, Trump tweet praising Kenyan leaders is fake	Unknown
4/2/2020	Yes, World Health Organization has declared coronavirus global health emergency	World Health Organization
31/1/2020	Kenyan teachers beating student? No, 2016 video from Tanzania	Tanzanian Television
31/1/2020	No, Kenyan MP Owino not shot while on bail for attempted murder	Milele-fm website
31/1/2020	Yes, suspected case of coronavirus reported in Kenya, patient in hospital after showing symptoms	NTV Kenya
5/12/2019	Fact-checked: 5 claims by Kenyan President Kenyatta in national day speech	Speech
12/11/2019	Has 'super' minister been handed nearly half of Kenya's development cash?	The Standard Newspaper
22/11/2019	No, elephant's tusk not dyed to protect it from poaching	Facebook user
11/12/2019	No, Kenya Revenue Authority won't be taxing marriage dowries	Unknown
24/1/2020	No, ARV drugs not sent to 'another country' after Kenya slapped tax on them	Opera news website
12/11/2019	False that Kenyan single mothers to 'declare their sources of wealth'	Website Faith Mbura
8/10/2019	Kenyan senator wrong about breast cancer risk from soya	Citizen TV Interview
6/2/2020	Video shows truck colliding with helicopter in Brazil, not Kenya	YouTube
24/10/2019	'Kipchang' challenging Kipchoge? Photo of Chinese runner who 'wants to beat' Kenyan marathon champ photoshopped	Wikipedia

Regarding the sources of the original versions of the stories which were manipulated to different contexts, Teyit established that film accounted for 21.42 %, videogame and internet 14.28 %, whereas Instagram, Journalist, Weibo, Tiktok and twitter were 7.14 % respectively.

On the same declaration or identification of original sources of the story, Africacheck stated that TV, Website, and unknown original sources accounted for 21.42 % while Wikipedia, Newspaper, Speech, organization website, and Youtube were 7.14 % respectively.

Figure. 6.4: Sources of the original versions of the stories





Source: Researcher, 2021.

Table6.9: Rating of accuracy of informationusing verification tools by TEYIT

Teyit Story Title	Date	Fake news Type	Teyit rating method
Is this a Turkish F-16 dogfighting with a Greek fighter jet?	6/1/2020	False Connection	Yanlış
Does the video show pills in a coconut cream bar snack produced by ŞölenÇikolata?	7/1/2020	Manipulation	Yanlış
Is Turkey to import horse donkey and mule meat from Sudan without any duties?	3/1/2020	Not indicated	Yanlış
Did Farm Bank founder Mehmet Aydın die?	3/1/2020	False Connection	Yanlış
Are restrictions to visa-free travel coming for Turkish green and gray passport holders?	24/12/2019	Manipulation	Yanlış
Does the photo show thousands of Uyghur Turks waiting to be executed?	24/12/2019	False Connection	Yanlış
Does the video show a police officer snow-sledging with children in Ankara?	24/12/2019	False Connection	Yanlış
Is Twitter introducing a subscription system?	24/12/2019	Parody content	Yanlış
Does the video show Turkish-trained militants giving the Nazi salute in Afrin during Operation Peace Spring?	16/12/2019	False context	Yanlış
Can Syrian students apply to universities in Turkey with a high school equivalency diploma?	12/11/2019	Not indicated	Yanlış
Does the video show the killing of Qassem Soleimani?	11/1/2020	False connection	Yanlış
Does the video show people with the coronavirus?	27/2/2020	False connection	Yanlış
Are pets killed because of the epidemic in China?	27/2/2020	Not indicated	Karma
Will the sun rise in the west since the magnetic pole of the earth shifts?	27/2/2020	False context	Yanlış

As shown in the figure above, Parody content, manipulated content, false connection and false context were majority of the articles debunked by Teyit.

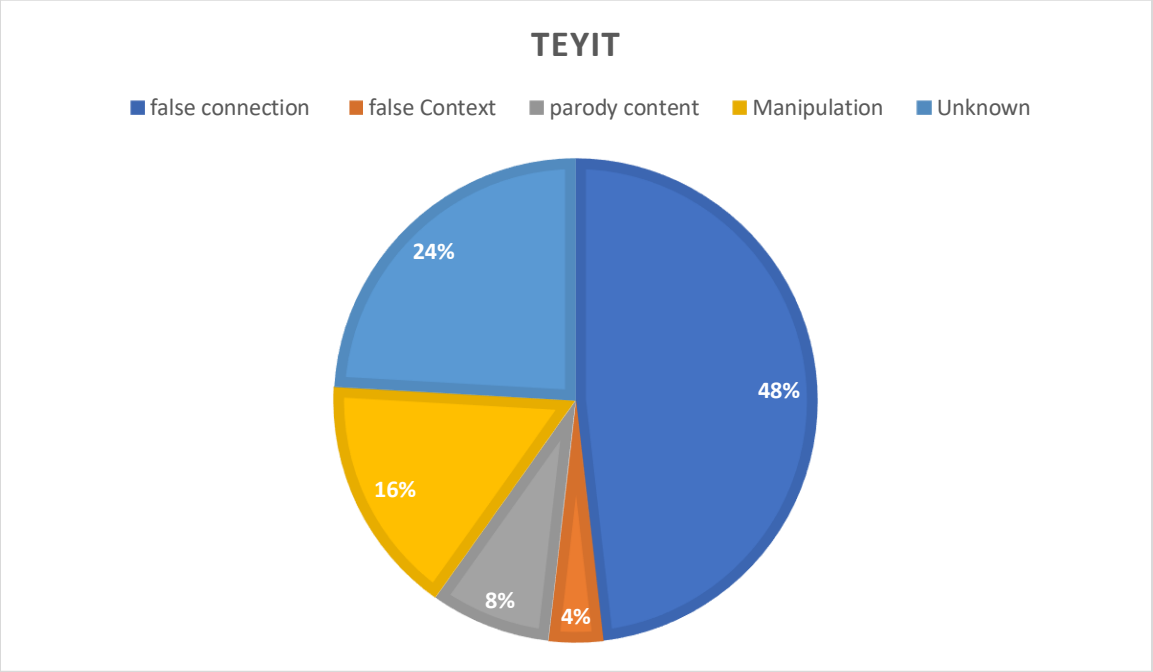
Table 6.10: Rating of accuracy of informationusing verification tools by Africacheck

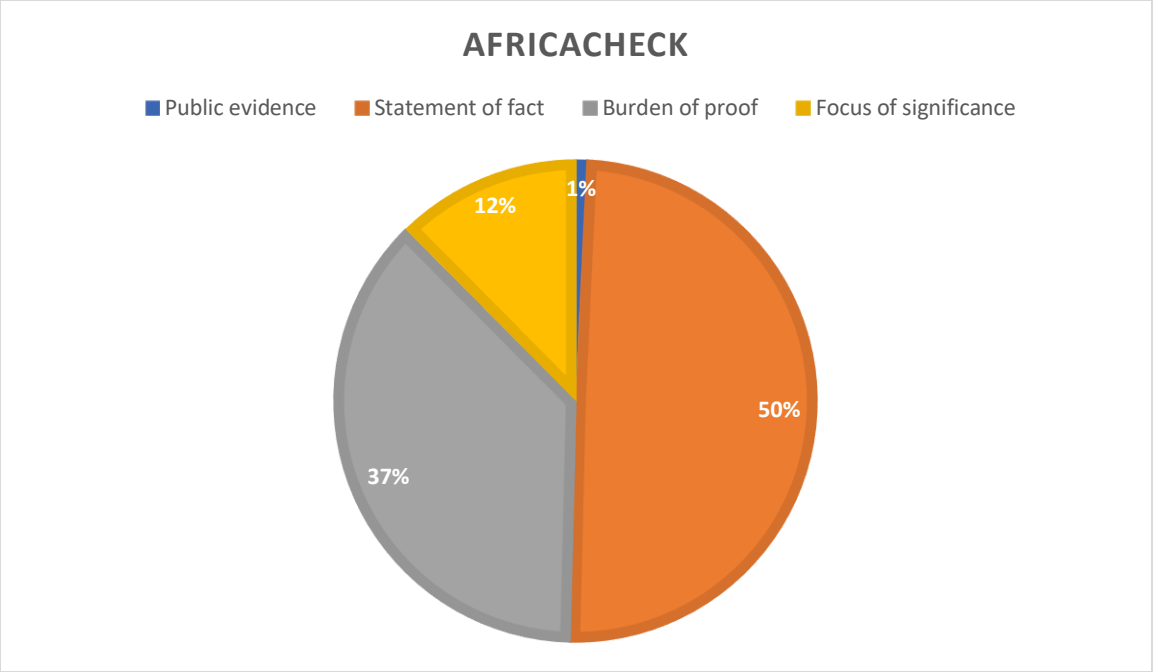
Date	Story	Africacheck rating
24/2/2020	No, Trump tweet praising Kenyan leaders is fake	Fake
4/2/2020	Yes, World Health Organization has declared coronavirus global health emergency	Correct
31/1/2020	Kenyan teachers beating student? No, 2016 video from Tanzania	false
31/1/2020	No, Kenyan MP Owino not shot while on bail for attempted murder	false
31/1/2020	Yes, suspected case of coronavirus reported in Kenya, patient in hospital after showing symptoms	correct
5/12/2019	Fact-checked: 5 claims by Kenyan President Kenyatta in national day speech	checked
12/11/2019	Has 'super' minister been handed nearly half of Kenya's development cash?	incorrect
22/11/2019	No, elephant's tusk not dyed to protect it from poaching	false
11/12/2019	No, Kenya Revenue Authority won't be taxing marriage dowries	false
24/1/2020	No, ARV drugs not sent to 'another country' after Kenya slapped tax on them	incorrect
12/11/2019	False that Kenyan single mothers to 'declare their sources of wealth	false
8/10/2019	Kenyan senator wrong about breast cancer risk from soya	incorrect
6/2/2020	Video shows truck colliding with helicopter in Brazil, not Kenya	fake
24/10/2019	'Kipchang' challenging Kipchoge? Photo of Chinese runner who 'wants to beat' Kenyan marathon champ photoshopped	fake

Lastly, concerning the methodological rating of fake news, Teyit used the First draft's seven type of mis and disinformation model (Wardle,2017). The results revealed that type of misinformation, false connection represented 42.85 %, false context 14.28 %, parody content 7.14 %, manipulation 14.28 %, whereas 21.42 % lacked a specific methodology.

Teyit further showed that 92.85% of its investigations revealed that the information was false and 7.15 % as Karma. Unlike Teyit, Africacheck checked fake news using five principles of claim verification that include burden of proof, best evidence publicly available - at the time, statements of fact, mistakes and updating evidence and focus of significance. Under its own rating, Africacheck established that 42.85 % of its verified information as best evidence publicly available - at the time, statements of fact as 28.57 %, burden of proof as 21.42 % and focus of significance as 7.14 %.

Figure. 6.5: Methodological rating of fake news





Source: Researcher, 2021.

Table: 6.11Verification of topical issues by Teyit

Teyit Story Title	Date	Topical issue
Is this a Turkish F-16 dogfighting with a Greek fighter jet?	6/1/2020	Politics
Does the video show pills in a coconut cream bar snack produced by ŞölenÇikolata?	7/1/2020	Agriculture
Is Turkey to import horse donkey and mule meat from Sudan without any duties?	3/1/2020	Agriculture
Did Farm Bank founder Mehmet Aydın die?	3/1/2020	Crime
Are restrictions to visa-free travel coming for Turkish green and gray passport holders?	24/12/2019	Politics
Does the photo show thousands of Uyghur Turks waiting to be executed?	24/12/2019	Politics
Does the video show a police officer snow-sledging with children in Ankara?	24/12/2019	Social
Is Twitter introducing a subscription system?	24/12/2019	Technology
Does the video show Turkish-trained militants giving the Nazi salute in Afrin during Operation Peace Spring?	16/12/2019	politics
Can Syrian students apply to universities in Turkey with a high school equivalency diploma?	12/11/2019	Education
Does the video show the killing of Qassem Soleimani?	11/1/2020	Politics
Does the video show people with the coronavirus?	27/2/2020	Health
Are pets killed because of the epidemic in China?	27/2/2020	Health
Will the sun rise in the west since the magnetic pole of the earth shifts?	27/2/2020	Science

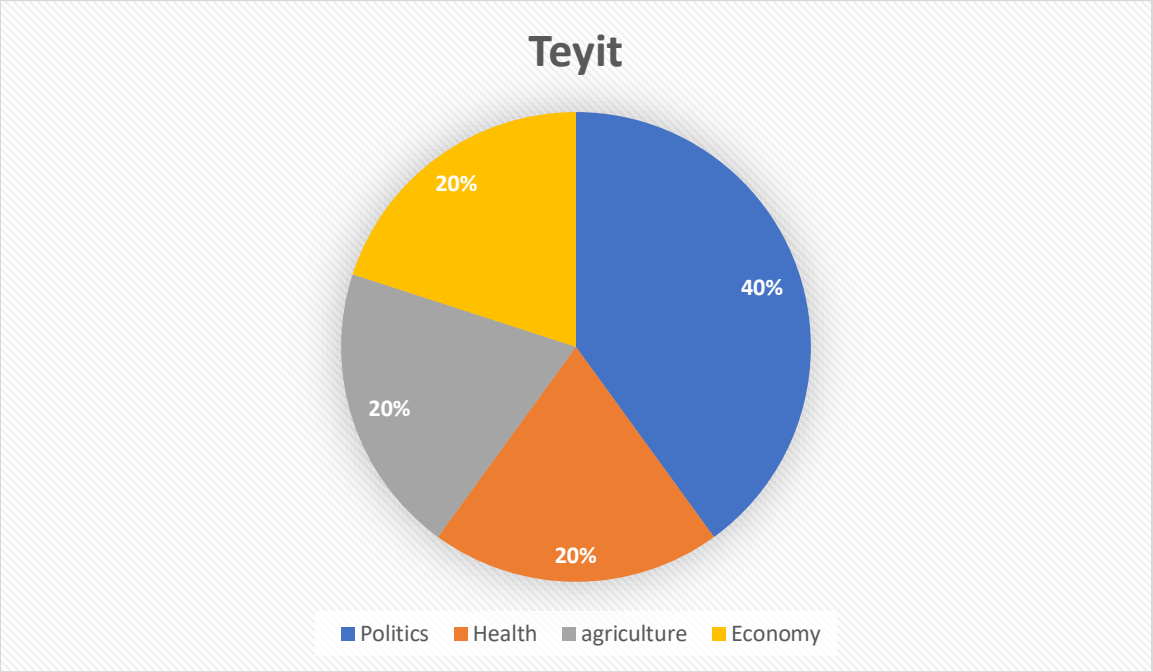
Table: 6.12Verification of topical issues by Africacheck

Date	**Story**	Topical issue
24/2/2020	No, Trump tweet praising Kenyan leaders is fake	politics
4/2/2020	Yes, World Health Organization has declared coronavirus global health emergency	health
31/1/2020	Kenyan teachers beating student? No, 2016 video from Tanzania	education
31/1/2020	No, Kenyan MP Owino not shot while on bail for attempted murder	politics
31/1/2020	Yes, suspected case of coronavirus reported in Kenya, patient in hospital after showing symptoms	health
5/12/2019	Fact-checked: 5 claims by Kenyan President Kenyatta in national day speech	politics
12/11/2019	Has 'super' minister been handed nearly half of Kenya's development cash?	politics
22/11/2019	No, elephant's tusk not dyed to protect it from poaching	Wildlife
11/12/2019	No, Kenya Revenue Authority won't be taxing marriage dowries	Economy
24/1/2020	No, ARV drugs not sent to 'another country' after Kenya slapped tax on them	health
12/11/2019	False that Kenyan single mothers to 'declare their sources of wealth'	Gender and sex
8/10/2019	Kenyan senator wrong about breast cancer risk from soya	Health
6/2/2020	Video shows truck colliding with helicopter in Brazil, not Kenya	Transport
24/10/2019	'Kipchang' challenging Kipchoge? Photo of Chinese runner who 'wants to beat' Kenyan marathon champ photoshopped	Sports

Regarding fact checked topical issues on fake news from Teyit Fact checking organization, they reviewed topics ranging from agriculture, crime and justice, technology, education, environment, and health, while their counterparts, Africacheck focused on Politics, Health, education, gender, sports, transportation, economy and wildlife.

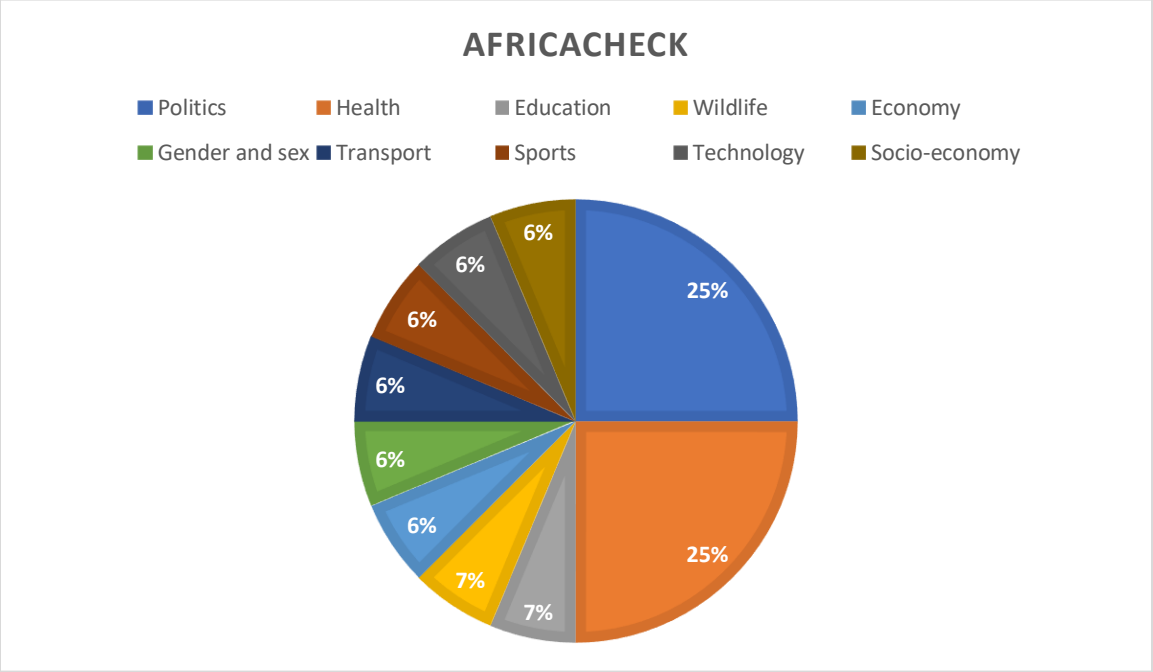
From analysis, the two organizations commonly reviewed fake news in education, health, politics, and economy. From the 14 fake news articles, in both organizations, politics attained 28.57 %. Health in Teyitfactchecking organization recorded 14.28 % whereas in Africacheck it was 28.57 %. In agriculture, Teyit had 14.28 % whereas Africacheck never analyzed any fake news report on agriculture. Crime, Teyit had 14.28 % while Africacheck did not conduct any analysis in the period of research. On technology, and socio-economy, Teyit recorded 7.14 %. From Africacheck, the results showed that education, wildlife, economy, gender and sex, transport and sports had 7.14 % respectively as shown in figure 6.1.

Figure. 6.6: fact checked topical issues on fake news by Teyit.



Source: Researcher, 2021

Figure. 6.7: Fact-checked topical issues on fake news by Africacheck.



Source: Researcher, 2021

Table: 6.13Contribution of the Mainstream Media as a source of circulating fake news as shown by Teyit

Teyit Story Title	Date Published	Media Spread
Is this a Turkish F-16 dogfighting with a Greek fighter jet?	6/1/2020	TGRT Haber
Does the video show pills in a coconut cream bar snack produced by ŞölenÇikolata?	7/1/2020	Social Media
Is Turkey to import horse donkey and mule meat from Sudan	3/1/2020	Cumhuriyet

Table: 6.14 Contribution of the Mainstream Media as a source of circulating fake news as shown by Africacheck

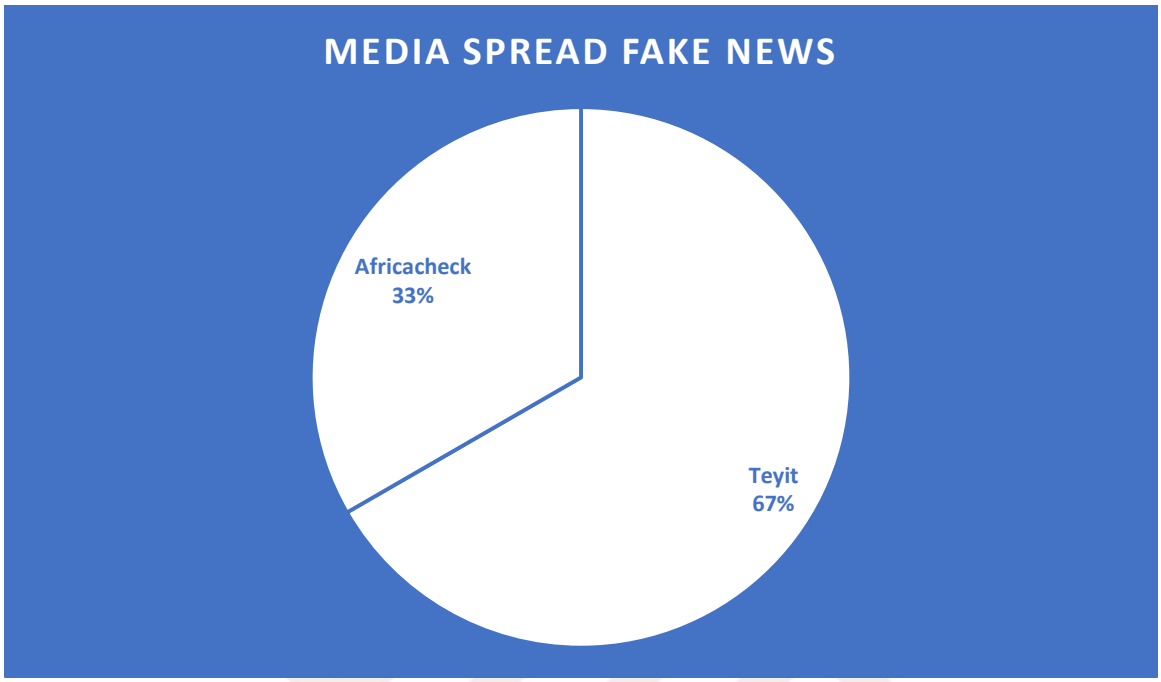
without any duties?		
Did Farm Bank founder Mehmet Aydın die?	3/1/2020	TurkTime, Wmal online
Are restrictions to visa-free travel coming for Turkish green and gray passport holders?	24/12/2019	Habertürk, Milliyet, ODA TV
Does the photo show thousands of Uyghur Turks waiting to be executed?	24/12/2019	Social media,News
Does the video show a police officer snow-sledging with children in Ankara?	24/12/2019	None
Is Twitter introducing a subscription system?	24/12/2019	None
Does the video show Turkish-trained militants giving the Nazi salute in Afrin during Operation Peace Spring?	16/12/2019	None
Can Syrian students apply to universities in Turkey with a high school equivalency diploma?	12/11/2020	Sozcu
Does the video show the killing of QassemSoleimani?	11/1/2020	TV 100
Does the video show people with the coronavirus?	27/2/2020	None
Are pets killed because of the epidemic in China?	27/2/2020	AFP France 24
Will the sun rise in the west since the magnetic pole of the earth shifts?	27/2/2020	Takvim and YeniAkit

Date	**Story**	
24/2/2020	No, Trump tweet praising Kenyan leaders is fake	Twitter
4/2/2020	Yes, World Health Organization has declared coronavirus global health emergency	Various media
31/1/2020	Kenyan teachers beating student? No, 2016 video from Tanzania	Facebook
31/1/2020	No, Kenyan MP Owino not shot while on bail for attempted murder	Radio Station/ Facebook
31/1/2020	Yes, suspected case of coronavirus reported in Kenya, patient in hospital after showing symptoms	NTV Kenya/ Facebook
5/12/2019	Fact-checked: 5 claims by Kenyan President Kenyatta in national day speech	Speech
12/11/2019	Has ‘super’ minister been handed nearly half of Kenya’s development cash?	Standard Newspaper

22/11/2019	No, elephant's tusk not dyed to protect it from poaching	Facebook
11/12/2019	No, Kenya Revenue Authority won't be taxing marriage dowries	Facebook
24/1/2020	No, ARV drugs not sent to 'another country' after Kenya slapped tax on them	Facebook/News sites
12/11/2019	False that Kenyan single mothers to 'declare their sources of wealth'	Facebook
8/10/2019	Kenyan senator wrong about breast cancer risk from soya	Citizen TV
6/2/2020	Video shows truck colliding with helicopter in Brazil, not Kenya	Facebook
24/10/2019	'Kipchang' challenging Kipchoge? Photo of Chinese runner who 'wants to beat' Kenyan marathon champ photoshopped	Twitter

Established media houses share the blame for spreading 'fake news' as shown in the table above. Teyit and Africacheck, in their contribution to improving news trustworthiness, mentioned and highlighted the respective media houses despite the fact that they are known to be credible institutions. Teyit highlights that media accounted for 57.15% of spreading fake news whereas Africacheck has shown that media houses contributed to 28.57 of the fake news spread.

Figure: 6.8 Contribution of the Mainstream Media as a source of circulating fake news



Source: Researcher 2021

This transparency from Teyitand Africacheckpoints out that the reputation of a media house is not a cover for the media to spread misinformation.

According to Teyit editors, they are a team of more than 30 people in the organization and 14 officials tasked with researching and fact-checking; the officials are constituted as 1 chief-editor, 3 editors, and 10 researchers. The team also consists of a social media editor, creative designer, and other positions that help the operations of the organization such as financial and legal services.

Teyit scans news platforms, social media, broadcast information, that spread misinformation as well as user-shared alerts. Teyit prioritizes mainstream media news in its monitoring due its huge reach and impact and polarizing effect. The editors highlighted that, Teyit uses trend search and monitoring mechanisms such as slack, hashtags, Twitter lists, and other software to find out the latest fake news that is generating interest. Teyit is guided by the principles of significance, impact, trendiness, and immediacy.

Being a third-party partner of Facebook, the institution uses Facebook-provided scanning or aggregation tools for trending or viral information which attracts the members of the team.

Teyit further uses Dubito, in-house developed software and they are afterward converted into cases which demand verification and form the research for the editorial team. As the fact-checking process entails, the availability and accountability of open sources of data is crucial. as such, Teyit, starts the efforts using digital tools. our research process involves ordinary professional fact-finding methods. Teyit investigates the claims through the application of image verification tools and journalism techniques using the new verification handbook (Silvermann, 2003).

In my communication with the Teyit representative (via a virtual interview), the editor stated that "The distinct nature of this process is that the story or claim is first qualified for further investigation before we embrace obtaining evidence and verification or authentication of evidence gathered. This process is time-consuming but we have to be very sure about the evidence we use to fact-check claims. Some of our investigations last long and can take even a month, unlike news information. Other research takes a shorter duration depending on the content."

When it finally comes to the results, Teyit uses primary sources based on factual data and conclusions on the investigations and it publishes the findings in the textual body of its website. Teyit checks the reaction and subsequent actions by the source of the story such as the account user, news website, or the media house to discover whether the clarification has been updated.

Teyit team also designs video and graphics, while also outsourcing stickers that are used for WhatsApp groups. the visuals are used to interpret the fact-checking process.

Teyit has introduced sticker packs to counter misinformation in WhatsApp platform, especially in a closed community or family groups.

The sticker packs are free to use and download, and they include words such as 'what is your source? Did you confirm it? This information is false.

This also gives users more opportunity to take action against fake news within groups and larger WhatsApp lists.

On use of the user generated alerts; the representative said that; Our involvement of the user is not limited to alerts. We also engage our users or followers in investigations.

"An example is an incident in March 2019 where our member of staff urged users to share their original or captured material when there was a serious debate about a feminist night walk that created an uproar whether it was just a walk or a protest against the Muslim call for prayers.

The followers were responsive hence participating and contributing to our investigations. This is a successful example and experience since as shown in our analysis, and findings, the results were published through the verification that engaged the users and data analysis. We combined investigative journalism and data visualization".

Looking at the stories analyzed, between September 2019, to February 2020, for this research, it is conclusive to believe that Teyit organization's primary focus is to counter misinformation during this digital era by debunking misinformation indiscriminately.

The key topical focus for Teyit has been found to be political propaganda especially on foreign relations and policies, economic transactions, and government policies. Propaganda favoring or

praising the government is also witnessed. Others include political claims, entertainment, science economic manipulation, and uses of narratives.

The transcript, photos, and visuals backing up the false claims under the political propaganda are inciteful, and they are causing the generation of misleading information on national security and categorized under political propaganda. The editor interviewed explains the reason for the high number of political stories in their investigation since a huge portion of the content debunked falls under this area.

“We observe a spike in fake news stories in this area since it is used to ride on the political polarization in the environment. Fake news creation also takes advantage of public emotions and generates claims on economic and political issues. Such problem escalates during political season and period of political campaign and activities such as a referendum, elections, and operations whereby divisive content widely produced using false context rises. this period also witnesses increased references or alerts for confirmation through verification.”

The editor informed me in the interview that; 'In periods of crises, especially on social media discourse, news and individual users have a tendency or publishing misleading information which also goes viral on the news feed on content that exhibits political biases or interests. A point in hand is that we have observed an increase of user alerts during elections unlike other times or as compared to other events. A large number of analyses on the topic during this period also helps to explain. The number is lower during other periods. Every political support base seeks to circulate and popularize items or news that confirm their belief or back their bias.”

The editor continued;

"There is a connection between social societal polarization and fake news and this is also available on academic research as well as conversations in media houses. media schools, and other areas.

A huge section of society does not have a clue of what others are paying attention to on the other side. The information circulated thousands of times on one digital platform is not even accessible to other sections.In addition to our work, on fake news, we also undertake media literacy, news trustworthiness, and audience behaviour. This data has been valuable to us in our efforts towards improving news trustworthiness in Turkey."

Another finding is that Teyit also covers and monitors external events such as regional and global politics. News on global digital feeds and trends, such as posts about Twitter, Iranian general, and health. The platform does not limit itself to local or national matters in undertaking its verification or research. The inclusion of global matters or expansion of its area of focus can be interpreted as targets or the desired objective to belong to a larger international fact-checking network.

Other topical issues of focus on fake news for the editorial team are news on Syrian refugees, migrants, and health issues. If the user encounters disinformation especially on refugees, it influences their decision making on the polls hence they vote according to their fears. Teyit.org editor personal communication.

In my communication with the Teyit representative (via a virtual interview), the editor stated that;

"We have 3 criteria to prioritize the doubtful content: Importance, virality and urgency. We track the printed and digital media and social media on a daily basis by using certain tools like Crowd

Tangle, Tweet deck, gazeteoku, Facebook, Twitter Trends etc. We also check all the doubtful content notifications coming from our audience via e-mail and WhatsApp. Our key editorial focus and priority areas are stories that threaten human lives, belongings, and information affecting human rights and freedom. The issue of Syrian refugees and foreigners, matters concerning health. Even if the story or footage is not shared multiple times or doesn't trend or become viral, we still value it since its implications on the lives of members of the society, in general, might be dangerous as it could endanger or harm one's life, incite members of the society against each other, or create polarization even if it might be viral not be viral. It is an area we pay attention to."

As explained above, the fact-checking efforts, also tend to focus on protecting most at risk, vulnerable groups, or groups that need protection in the society. They are easy targets for sources that disseminate fake news and in turn making them their subjects.

Teyit covers environment, science, tech, pop culture, legal matters, economics, education, and history. Teyit also values the creation of awareness on the environment, and counter the misinformation of scientific matters.

In terms of partnership and collaboration, Teyit is involved with other fact-checking organizations for some stories, such as Huinan Ho, for the story 'are pets killed because of the epidemic in china? Academicians, media institutions, students, researchers, and users to strengthen the information ecosystem to curb or contain misinformation in Turkey.

Teyit also runs Factory-an incubation and community program, broadcasts on metro stations.

Teyit has established a partnership with the Turkish medical association, Konda, impact hub, Istanbul metro, while also initiating community programs such as Factory. In media partnership, Teyit partners with Haberturk where it creates videos for Television viewers, a collaboration due

to TV's popularity in Turkey. It promotes digital and media literacy against misinformation through media and objective journalism.

Teyit has also invested in a creative content generation to produce quality content while working with production company Fayn to produce quality information separately.

Collaboration plays a critical role in fighting fake news. Such efforts and a combination of different teams and partners with expertise help complement us in areas where we see a gap.

Teyit has also invested in digital literacy or media literacy offline as witnessed. They also work with schools and teachers, to increase digital literacy in Turkey. Teyit involves academic institutions, holds seminars and workshops, camps, for schools and citizens. Fact-checking sensitization efforts are also undertaken on Teyit's own social media platforms using visuals.

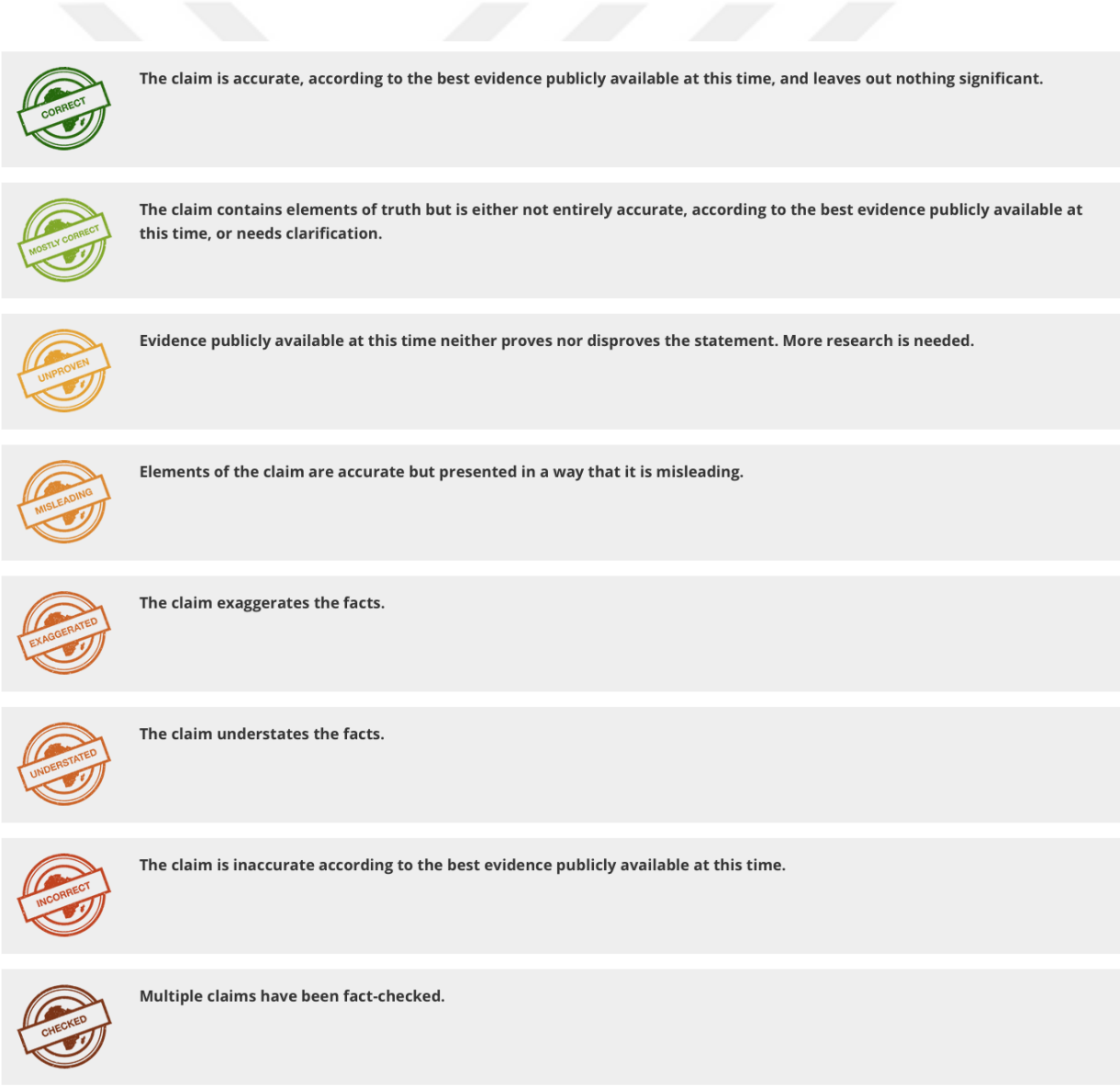
Teyit has also established Teyitpedia, where it conducts awareness to the public in making them understand the identification of fake news, their ability to use fact-checking tools, share fake news alerts, with the provision of additional findings of the fake news stories.

Teyit also tends to revolutionalize perception about verification making it participatory and inclusive beyond fact-checkers also making it a common trend or responsibility in the Turkish community.

The Teyit editor responded that;

"We are glad to witness the level of commitment from the users because we experience that even identifying and spotting fake news and sharing similar to our work while also bringing the matter to the fire before us to some extent. We have been building our sustainability and independence for the future as our systematic transformation has shown our preparedness to the future."

Graphic 6.4: Africacheck methodology as per its website



Source: Africacheck 2020

6.1.1 Teyit website analysis

Teyit is an independent fact-checking institution founded in October 2016. The Teyit website platform in general is a simple design which drives the visitor or reader to the fake news it is debunking. The top part of the homepage explains the organization and its role using terms such as "***Who we are, What we do".*** Further navigation shows its categorization of factchecking with sections such as feed, fact-check, in-depth and insight.

Below this tab, "***Who we are,"*** a quick click further gives us a look into its financial resources, publishing principles, methodology, press kit, team, career and contact.

Each tab further contains detailed information of different subjects. Upon clicking "Who we are," it starts by giving definition of the identity of the organization which easily helps the reader understand more about the organization, its factchecking mission and purpose. This is followed by Teyit's guiding principles which is the International Fact-Checking Network's (IFCN) Code of Principles. Finally, an explanation of Teyit as a Social Enterprise Platform and its corporate structure can be found.

Furthermore, when the user clicks the financial resources tab, the organization lists all its sources of income, grants and partnerships which includes Civil rights defenders, PATERON, FONGOGO, KREOSUS, FACEBOOK, IFCN, BoşluklarıDoldur, BLUTV, HEINRICH BOLL

STIFTUNG. This enables set out the transparency by declaring how the organization is run and its resources.

Definitions and General Principles, Publishing Principles, Editorial Principles, how the editorial process works, and digital media principles. Teyit further lists its Code of Ethics below publishing principles and it includes Clarity and accountability, Independence and Impartiality, Update, correction, and apology, Legal obligations and legal remedies.

The publication principles and editorial principles are distinct in nature since, Teyit's publication principles abides by its own mission, the International Fact-Checking Network, and principles of independent journalism. While on the other hand, the editorial principles clearly states the editorial independence of the organization. The editorial process is explained later in detail under 'how dies the editorial process work' followed by Digital media principles.

Whereas it does not limit the platforms it engages on or publishes its content, Teyit enumerates five social media platforms namely Twitter, Facebook, Instagram, YouTube, LinkedIn and it further denotes that, through the use of an application called Dubito, it captures information received from Twitter, Facebook and WhatsApp. Teyit has its separate General Principles and Principles of Interaction below for digital media.

Nearby to that is the search bar which easily helps in navigation and the Teyit logo that enables the visitor or user to subscribe to the newsletter. Finally, it has a multilingual English, Turkish and Azerbaijan language features targeting the different language speakers.

The next tab is “methodology” which explains to the user, using a diagram on its fact-checking methodology.

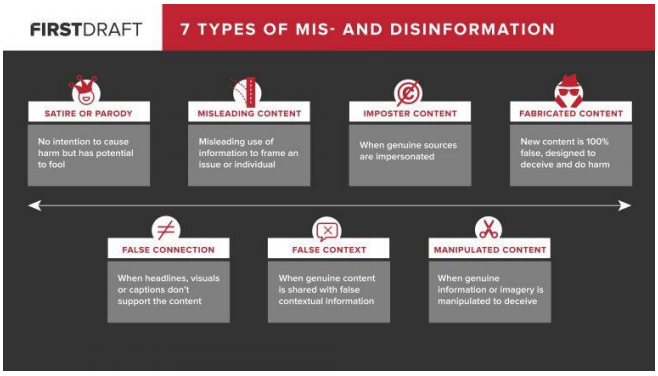
Graphic 6.1: Teyit rating methodology according to in-house formulation.

Graphic 6.2: Teyit rating methodology according to First Draft News.

Source: Teyit 2020.

Teyit's methodology borrows from Firstdraft news where the news is debunked using one of the seven types of fake news as shown below.

Graphic 6.3: First Draft News methodology as borrowed by Teyit.



- Satire or parody,
- Misleading content,
- imposter content,
- fabricated content,
- false connection,
- false context,
- manipulated content.

Source: First Draft news 2017.

The methodology tab is followed by Press kit which offers branding information on Teyit and a few publications.

Below the “team” tab, Teyit lists its founder, the editors and members of staff with different roles in the organization.

In the career tab which shows job openings and finally, contact details.

In the “contact” header on the site, users can access the shared e-mail, phone, mail and correspondence address to communicate with the site.

On the footer area, social media icons of Twitter, Facebook, LinkedIn, Twitter and Instagram accounts.

AfricaCheck Website analysis.

International fact-checking network, IFCN has approved Afra-check as a fully compliant fact-checker with the principles of fact-checking.

The Africa-check website exclusively contains factchecking content where it issues accuracy of the claims made.

The fact-checked stories on the website capture different subject matters and its content is focused on all parties involved or mentioned. The stories do not contain any biasness for a

specific entity be it business or political organization. The nature of their stories do not highlight any advocacy or political endorsement.

Africa-Check starts its verification process by investigating the claims made. The process is then followed by the editor reaching out to the speaker or character as well as the body or entity they represent for fact-checking their claims. The original form of the claims, where they were published are shared.

STEP 2: This step entails counterchecking the claims made with primary data which includes factual evidence from a reliable and verifiable database in form of public data, academic research, expert input or opinion. This is followed by secondary sources.

Style of writing

The website and fact-checked articles follows a simple and standardized writing using understandable English. All its reports and factchecked claims consists of headline, body and ending. Its headlines are posed as questions on the accuracy of the claims e.g Has 'super' minister been handed nearly half of Kenya's development cash? or even in some instances gives conclusion of its findings e.g Kenyan senator wrong about breast cancer risk from soya. This is followed by the body which writes in detail more information on the ongoing fact-checking and detailed completion of the fact-check. Finally, the structure ends with detailed conclusion of the fact-check.

Sources

Africa-check puts primary sources first. According to the website, it uses recording, audio or visual evidence, transcript, or other verifiable forms of primary sources. Africa-check uses secondary sources as the final alternative but are periodically checked and attributed.

Use of experts.

Africa-check attributes to experts where there are no available data. According to Respondent 1, they identify the expert by doing a checking on their background for neutrality or biasness and affiliation to any political or advocacy group.

They also indicate that they do not use anonymous sources or use them in scenarios where the sources seek anonymity.

Africa-check includes links to the sources of their data or information database by adding links to the articles in form of document.

Uses of user-generated claims.

The Africa-check website contains a section where it offers users or readers the opportunity to share claims for fact-checking by submitting stories or suspicious information. However, it does not allow any sort of topic.

Figure 6.9: AfricacheckFactchecking process.

Step 1: Filtering of claims

- Statement of fact
- About Africa
- How important?
- If unchecked, will it harm somebody?
- It is about present or past

Step 2: Claim is selected

The qualified story from the list of claims
Or user generated proposals are selected for factchecking

Step 3: Contact the source

Africacheck contacts Story author, journalist or
the originally attributed person such as politician,
celebrity or expert for confirmation of claim.

If proven,

If unproven, it is discarded.

Step 4: Contact the source

Africacheck embarks on evidence gathering
by referring to primary and secondary data
of facts such as experts, studies, health records
scientific material, and official records.

Step 5: Analysis of evidence gathered

Africacheck analyses and compares the claims made,
Or fabricated lies against the evidence gathered to confirm
authenticity.

Africacheck finally issues a verdict through editorial voting to categorize and rate the claims. Later, the factchecked story alongside the verdict are published on the website. Africacheck monitors the reaction to their published story against the source of the story or source of lies.

Source: Africacheck 2020.

CHAPTER SEVEN

7. CONCLUSION

7.1 Limitations of the research

Access: Due to privacy concerns and confidentiality held by fact-checking organizations in general, created a barrier between the researcher and participants. The researcher experienced lack of cooperation from the senior editors of the organizations targeted for the study. There were delays in correspondence pertaining to the request for participation and the inquiry on the questions. Since the study sought to investigate the role of factcheckers, there were editorial questions that required to be addressed by the participants. However, the factchecking organizations failed to provide timely response to the study. However, the researcher reached out to alternative officials using other digital means such as Twitter direct messaging and WhatsApp chatting application. This was also accompanied by regular emails and never-say-die attitude which finally enabled the participation of the respondents.

Language: The Turkish fact-checking site, Teyit, despite having English and Turkish language options in its website; its key focus remained on the Turkish language site where it publishes more frequently as compared to its English language version of the website. On the other hand, the Africacheck Kenya fact-checking site published more frequently in English language and less regularly in Swahili language, which is the dominant local language and the national language in Kenya. This can be as a result of the prominence of Turkish as a national language in Kenya while the English languages is the official language in Kenya. Such language imbalance has seen varying number of articles in both organizations thus limiting the use of the prominent language in the analysis. The Kenyan Africa-check website verified too local stories with less significance to global factchecking audience since their key target audience was the local market.

As a result, the researcher used a balanced approach where Teyit's English version of the website was utilized for the study as well as Africacheck's English website, but with key focus on the

stories with much bigger significance and outreach as also stated by Africacheck themselves. This enabled the researcher to attain a balanced conclusion with an emphasis on the objective and importance of the research in general towards improving audience trust in news.

7.2 Findings

The global internet space has received praise for its efficiency and effectiveness in creating an ever-connected world. The statement that the world has been turned into a digital village in the wake of internet technologies has become a cliché. The encroachment of digital barriers has allowed the world to relish in the same benefits of the internet, promoting e-commerce, remote working, and globalization of companies, economies, societal norms, and political ideals. These achievements and success of the internet can be attributed to the torrents of information being shared and circulated in these global digital spaces, owing to the simplification of sharing information about anything and everything with anyone and everyone wherever they are on the planet. Time and again, this has been counted as the age of information and expression or the fourth revolution. Nonetheless, the subjectivity of the information shared, and the capacity of anyone sharing information has been both negative and positive and a bad implication of digitizing the world into a global village through the internet.

The capacity for anyone and everyone to share information, without consideration of the implications of unchecked subjectivity, validity, reliability, and authenticity of the information, has given rise to this not only being the age of information, but also the age of misinformation and disinformation. The high degree of falsity in information has resulted to the fallacy of fire hosing, where the volume of contradicting information is so high that consumers lose touch with which information is factual and which is not. The internet media platforms, which encompass all the websites of media including social media networks, have all been subject to misinformation and disinformation.

The high volumes of misleading information are owed to the fact that information is not reviewed or verified before being shared, and people are quickly using this as a way to pursue personal interests by manipulating the public.

7.3Blog Posts and News Websites

The implications of these fake news are evident in both socio-economic and political spaces, globally. For illustration, within Kenya, the country risked falling into post-election violence in 2017 following the countless methods used in the disinformation campaign driven from within and abroad. The Chase Bank Kenya was brought down by a post on Twitter which caused massive withdrawal from their accounts after a twitter user alerted its members to leave the bank, since it was facing an inevitable collapse. While this was not true at the time, as reiterated by the Central Bank of Kenya governor, the message proved true, as its false information to push for vested interests later caused the bank to be placed under receivership. Abroad, the case of the United States former President Donald Trump, is an example of how fake news full of misinformation and disinformation can disrupt political realms. As such, the extent of the implications of fake news, has given rise to the need for fact checking organizations, which try to control the implications of fake news in the global space.

7.4Social Media Platforms

Fact checking is currently individualized among the internet companies, as each increases its capacity for information credibility, validity and authenticity.

Social media giants and tech firms such as Google Facebook, Twitter and TikTok have been on the forefront of managing fake news, and gross content on their platforms. These efforts are however hindered by the low resources that are invested into fact checking, since the whole

process is considered a liability by internet companies. Fact-checking is viewed as reducing interactivity since fake news earns a lot of engagement unlike factual information. As such, other organizations and third parties have come up, with the aim of controlling the volumes of misinformation on the internet spaces.

These organizations have placed interest in managing the dynamic challenges of fake news, which can be discussed on difference categories.

7.5Content Monitoring

There is need to employ vibrant content monitoring that is entrancing the internet platforms. Monitoring should be done on both the torrents of information being published or circulated on these platforms, and the relevance of this information to the public good. Their significance should be measured by paying attention to the implication of such information, and on the requests of the users on such platforms. Moreover, there is need to control not only the textual information entering into these platforms, but also the audio-visual information through image and video verification and search. The degree of repetition of information (fake or authentic) as well challenges the fact-checking process; and sometimes the repetition is used as a tool to push forward beyond the fact-checking operations. This as well results in challenges when trying to pin point the exact source of the given information. As well, there is challenge in establishing and accessing organization when monitoring information subject to them, and the reduced transparency becomes a germination land for fake news.

7.6 Publication and Distribution

The publication and the distribution of information inhibits the capacity to assess claims and other pieces of information as relevant in the public spaces. For instance, the sprouting up of new social media channels is an added burden to fact checking organizations which are majorly underfunded, and often operate for the goodwill of the community.

As such, there is need to sustain media partnerships, and coordinate fact checking without necessarily shutting down the internet, or resorting to online harassments.

This is achievable where the internet companies and the fact checking organizations work hand in hand for the provision of fact checking services. This is achievable without necessary over depending on the fact checking organizations, as the financial constraints of fact checking organizations will be eliminated by requiring the internet companies to partly fund the fact checking organizations. This will help reduce the current strain on the employees of fact-checking organizations due to the large amount of false news in circulation. Such limited manpower is also a cause of concern since it explains the fewer claims selected for verification. This further puts forward a need to increasing engagements between the two parties, which will consequently breed into more valid, reliable and dependable information by cutting down on fake news, and the implications of fake news. As well, the variation in fact checking techniques, and the differentials resulting from various referential data for fact checking, is appropriated. The challenge of different research materials between fact checking organizations, and the internet companies is reduced when the two parties work together, and share the required data.

The internet companies have a responsibility to guarantee that the information that gets to the public through their platforms is authentic, valid and reliable. They have a responsibility of ensuring that despite the rampant misinformation and disinformation on the internet platforms,

they identify and prune out the fake news for the good of the society. While this responsibility has been left to the fact-checking organizations, the internet companies have a mandate to work hand in hand with these organizations and reduce the torrents of fake news, and their consequent implications in the society. Therefore, the internet companies should be held responsible of funding the fact checking organizations, and working in liaison with them.

In this manner, fake news is brought under control, and the public is protected from the rise in misinformation and disinformation. This is achievable through the recommendations discussed below which can be adopted by both the fact checking organizations, and the internet companies that facilitate the movement publication and the distribution of information.

7.7Recommendations

From the assertions and discoveries of the research study, it can be established that there exists a need to build, and maintain the validity, authenticity and reliability of the news presented to the public, regardless of the channel used to get the news to the public. These steps will be imperative in reducing the torrents of misinformation, and disinformation in the media. Consequently, the information passed to the public will retain a high degree of validity, reliability and authenticity, make its trustable and hence increasing its utility and application.

The recommendations are addressed in various categories including the appropriate directions for the social media platforms, the appropriate directions for the blog posts and other media outlets such as Google and You Tube, and for the mass media outlets.

Factchecking should be Incorporated in all journalism length and breadth and media houses should have factchecking desks for all stories to check claims by politicians and all reports and information. Train factchecking journalists on how to look for evidence, work with experts,

reliable sources and, factual reports. By training journalists, it makes an improvement on how journalism is done which can in turn help increase public trust. The government should allow data access on information regarding its service delivery or national statistics. It should further stop media crackdown and allow press freedom so that there can be a very vibrant press.

The factchecking reports and efforts should also include radio shows on factchecking regularly to help build news trust during the forthcoming 2022 Kenya general elections due to the lower involvement of radio in factchecking.

Shortage of revenues forces media houses to lay off journalists. Journalists who cannot be sustained lose their income because more experience means higher salaries. Experienced journalists require to be sustained for longer to improve quality of media. Retention of experienced journalists further helps institutional memory and enables them to mentor younger journalists.

There is need to empower the media and remove such censorship caused by fear of victimization. Such efforts will help boost trust in journalism since media professionals will avoid publishing fake news since they would be concerned about their reputation. The media also requires to diversify its income or sources of revenue to sustain itself. Shortage of revenues forces media houses to lay off journalists. Journalists who cannot be sustained lose their income because more experience means higher salaries.

Media houses are also recommended to be clear to their readers and guide them to the truth.

They should be able to tell readers what they know and what they don't know, explain how they know what they know instead of just mentioning 'anonymous' sources.

Usage of statements like, 'We don't know this or confirm this, but we are working on checking, can help instill trust on the press by the public especially in this period of skepticism. Media should also inform the public how it reached at its story conclusions.The media should ensure it doesn't publish what it cannot verify due to pressure of deadline.

Basic verification mechanisms and techniques are essential for journalists to learn and utilize to verify news in order to gain trust so that the public can trust what has been verified. Publication on industry magazines accessed by the journalists and widely read, also helps improve journalists' skills and literacy.

7.7.1 Media Companies

Fast and foremost, user-generated claims and alerts should be intensified to involve the audience of the social media platforms as part of the fact-checkers or news verification community, where they have the chance to note, and report the instances of the fake news with the appropriate fact checkers. This reduces the huge period of time that the fake news lasts on these channels, and reduces the workload from the fact checkers.

Consequently, the fact checkers are in a position to call out the fake news fast enough, and within real time, which reduces the damage done. Moreover, the fact checkers should be allowed access to the live data that on fake news, or potential fake news that is generated by the channels' artificial intelligence platforms.

The intensiveness and extensiveness of Artificial Intelligence platforms in identifying fake news, and their effectiveness and efficiency make them a better approach in comparison to the use of

user reports. Armed with these Artificial Intelligence reports as complementary and supplementary to the user reports, the fact checkers are in a better position to not only identify fake news, but also potential fake news and call them back in due time before much damage is done.

7.7.2 Social Media Platforms

The social media platforms should operate in liaison with the fact checkers to provide the necessary data on misinformation. Artificial Intelligence tools for identification of fake news are dependent on data, for their effectiveness. When both the fact checker organizations and the social media platforms operate hand in hand to provide the necessary data for identification and labelling of misinformation and disinformation, the Artificial Intelligence tools are enriched in their operations increasing their effectiveness, and efficiency all together. In the same line and concept of working in liaison, the internet companies should as well borrow into these concepts. When the internet companies work in liaison to aggregate the data that would enrich the artificial intelligence tools tailored for identification and labelling of the fake news, the capacity for reducing misinformation and disinformation is advanced. Sharing the data among the internet companies, in place of each of the companies independently depending on its own data, provides increased performance for the Artificial Intelligence tools and techniques of calling out, calling back and labelling fake news.

Most of the current fact checker organizations are not in business, and are rather operating as non-profit and based on goodwill with the societal mission at hand. As such, they lack the appropriate tools and techniques, and are under- resourced in the provision of their services.

If, and when these organizations are funded and paid for their services, the effectiveness of their work will be highly pertinent. The internet companies should therefore be legally required to pay the fact checker organizations, which will increase the effectiveness of their work by provision of capital and the necessary resources. It is imperative to note that the fact checker organizations play a crucial role in building and promoting the brands of internet companies, and increasing the degree of public trust in these companies by crediting the information they provide as factual, and appropriate. The need to pay the fact checker organizations by the internet companies for their services is hence well placed. Moreover, it will allow the integration of global fact checking organizations into a single network.

7.7.3 Facebook, Instagram and WhatsApp

It is my prerogative to mention that some of the internet companies, particularly in the social media platforms, have already taken into consideration some of these recommendations and applied them in good measure.

As the parent company of all the three platforms above, Facebook shares the blame for the consequences and earns the praise for either its action or laxity. However, its commitment to regulate its feeds, by pushing for the end of misinformation and disinformation on their platforms, through partnership with third-party fact checking, it has disrupted the fake news entrepreneurship by creators of hoax. This has occurred despite the backlash that the fact checking programs of Facebook have received because of the medical related issues of the individuals in the program, and the question of their capacity to decide on what is wrong and what is right, their position towards ending misinformation and disinformation remains

commendable. The backlash establishes, nonetheless, that there is need to improve their fact checking techniques.

Facebook should not center their fact checking on specific areas in the global space, and let misinformation and disinformation blossom in other areas such as in Africa and Middle East. As such, there is need to advance their fact checking in the Middle East, and in many parts of Africa. As well, the methods and frameworks used should be publicized, which will reduce the instances of bias and allow other platforms to adopt these techniques, since the goal for truth, credibility, validity and reliability of information should not be centrally possessed. In addition, they should enhance the capacity for resolution of instances of misinformation and disinformation, and claim detections more accurately, effectively and reliably.

7.7.4 Google Inc. and Other Web Companies

For improved transparency, internet institutions and social media platforms should share the data on misinformation, claim matches and fact checks publicly, as this would push other parties towards improved fact checking. Publicized fact checks facilitate the need to extend the results beyond the immediate and implied extent; where users will call out other instances that were not previously identified.

Applying fact checks to claims, extend the number of claims that already exists, and had assumed the given fact check. For illustration, stating that there is no evidence to support claim A, B and C; surfaces other claims that assumed existence of evidence to support the three claims. Fact checking is imperative in the modern world, due to the magnitude of information on various internet and digital media channels.

While some of the internet companies have taken into account the implications of misinformation and disinformation and are working towards managing it such as partnering with third party fact-checkers, others are yet to teach the required capacity of managing these instances of fake news. With the above recommendations, internet companies can integrate fact checking for the good of the community, and control the extent of misinformation and disinformation. While some companies have already adopted a part of these recommendations, there's still milestones to be made since their effective application should end the extent of fake news.

7.8 Conclusions

Factchecking is crucial for the improvement of trust in news which is significant for audience retention and the survival of journalism during this digital era.Multiplicity of platforms, rise of citizen and mobile journalism and internet penetration poses a serious threat on media credibility since media literacy and factchecking process are still growing. However, the responsibility to improving trust in news is beyond the media and factchecking organizations. The spread of fake news has been fastened by the above technological developments and it is evident that through untied efforts to counter misinformation by factchecking, media can regain its dwindling trust.

Journalism's operations have changed with companies sacrificing professionalism for revenue and entertainment. The audience are in turn unable to differentiate news and entertainment.

Media ownership is also challenging since political ownership in the media organizations cares less for the consequences of misinformation to the media in general.

Media risks its credibility due to pressure from revenue generation, government driven threats and intimidation. The audience too are interested in trustworthy news. This has been made evident by the user suggestions' contribution to factchecking information.

Not all factchecking information are appealing to the readers, they tend to want to judge on the case. Factchecking institutions and Media organizations also require to find interesting way to publicize factchecked information. They should also increase and include short videos, audio podcasts, infographics, additional languages, formats, and deep research. There is a very low inter-media fact-checking efforts to call out misinformation. The media also requires to diversify its income or sources of revenue to sustain itself.

Lack of professionally trained journalists, especially in Kenyan media such as radio stations is affecting trust in news. Companies employ entertainers as journalists and presenters. Such employees do not apply journalistic principles since their focus is entertainment and not facts.

What has to be made clear from the onset is that not every person who has a microphone or newspaper is a journalist. The audience express doubt about news since people cannot differentiate news and entertainment. Mixing journalists and entertainers is a dangerous threat that needs to be addressed.The factchecking process does not end up with publishing the debunked information. In order to allow all sections of the society to receive correct information, they are sensitized against the authenticated lies. Editors from Teyit and Africacheck have explained the dissemination of the stories they factchecked whereby they shared their findings as press releases while also allowing the newspapers or Television stations to publish or discuss their findings. Both organizations stated that their participation in radio and television programmes to discuss their findings, publish infographic videos on YouTube, use podcast, broadcast on their WhatsApp channels, and hold press conferences to talk to journalists.

Since the factcheck itself is newsworthy, the coverage of the story by the journalist itself, enable it to reach many people. Such coverage also helps create public awareness on factchecking.

Africacheck mentioned budget reports, national day speeches and health reports as some of their most republished factchecks. This is important to improving trustworthiness in news since the public find sense credibility in information shared with them. If the lie is caught, the public develop interest in trustworthiness of sources and the media organization.

Both Africacheck and Teyit have partnership with media organizations, and media representing organizations such as Media Council of Kenya, where they fight misinformation in media. Africacheck mentioned that they have used this partnership to publish on media newsletters which allows the journalists acquire information on factchecking.

Factchecking organizations are held responsible by International Factchecking Network, IFCN where they are bound by the code of principles. Whereas such organizations have showed their commitment in factchecking, it is upon the media and digital media stakeholders to make best use of such opportunities to improve trust in news during this digital era. The dominance of the lie in this digital era, must be stopped.

Factchecking institutions such as Africacheck and Teyit, as shown in the analysis and interviews, have exhibited their efforts right from tracking the printed and digital media and social media posts on daily basis by using certain tools like Crowd Tangle, Tweet deck, Facebook, Twitter Trends while also checking all the doubtful content using the alerts and notifications coming from their audience via e-mail and WhatsApp. This shows that there is a concerted effort to counter fake news which is eroding trust in news and causing skepticism towards the media.

As the study shows, the media and digital users if not debunked or counterchecked, might further polarize communities especially during divisive and critical periods such as elections, referendums, and on critical health matters.

Finally, an area of further research in future is verification of content circulated in closed platforms or encrypted messaging which is inaccessible to factchecking institutions and their effects on trust in news. Such limited groups witness spread of misinformation since groups such as WhatsApp and Facebook which has community or family members encounter fake news but their encryption means, unless the members make it public, the rest can consume the information as truth. Therefore, since WhatsApp has already stopped the multiple forwarding of messages at once, to stop misinformation, it does not control what is shared in those closed communities.

This area of research will shed light on controlling circulation of fake news in such closed platforms and its contribution to erosion of trust in news. Finally, another area of research, is verification of vernacular languages or mother tongue. In developing countries such as Kenya and other countries in Africa, it is challenging to find vernacular language factchecking platform which also broadcasts its verified information in mother tongue languages. In addition, vernacular language factchecking is recommended for the future since there is language barrier for the rural dwellers. unlike turkey with Turkish language majority, in Kenya, the public are divided on English, Swahili and over 40 vernacular languages. As it is currently, fact checkers in Kenya avoid tackling vernacular since they fear accusation of bias. Therefore, for fair and balanced verification, all the 40 plus languages need to be fact checked. Any doubt on impartiality affects the credibility of the factchecking organization. the two languages have been used since they can be fact checked by their official and national languages. There is also need to research on radio in factchecking.

Such a study might contribute to assess the impact on factchecking in countering misinformation and improving public consumption of news.

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Countering fake information about events in Ukraine) *https://www.stopfake.org/en/news/*

3Wikimapia: (help to investigate locations): *http://wikimapia.org/#lang=tr&lat=39.911700&lon=32.840300&z=12&m=w*

Image verification, source identification, search and recognition tools: *https://www.tineye.com/ OR https://images.google.com/*

Russia's Ministry of Foreign Affairs*: http://www.mid.ru/en/nedostovernie-publikacii (This is a government site which authorizes it to stamp a news article as fake.)*

Reuters News Tracer: *https://www.cjr.org/analysis/cyborg_virtual_reality_reuters_tracer.php*

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