# Article information:

Seeing Is Believing: Is Video Modality More Powerful in Spreading Fake News via Online Messaging Apps? | Journal of Computer-Mediated Communication | Oxford Academic
<https://academic.oup.com/jcmc/article/26/6/301/6336055>

# Article summary:

1. False rumors on WhatsApp have led to mob lynching in India and other countries.

2. This study explored whether video modality is the reason for such powerful effects by comparing reactions to three false stories prepared in either text-only, audio-only, or video formats among rural and urban users in India.

3. The findings reveal that video is processed more superficially, leading users to believe it more readily and share it with others.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article “Seeing Is Believing: Is Video Modality More Powerful in Spreading Fake News via Online Messaging Apps?” provides an interesting exploration of the potential effects of video modality on the spread of fake news via online messaging apps like WhatsApp. The authors provide a thorough overview of the theoretical frameworks behind their research question, as well as a detailed description of their field experiment in India which compared reactions to three false stories presented in different modalities (text-only, audio-only, or video). The results suggest that users are more likely to believe and share fake news when presented in video form due to its superficial processing.

The article is generally reliable and trustworthy; however, there are some potential biases worth noting. First, the authors do not explore any counterarguments or alternative explanations for their findings; they simply present their results without considering any other possible interpretations or implications. Additionally, while the authors note that much of the WhatsApp-fueled mob lynching occurred in rural parts of India, they do not provide any evidence for this claim nor do they discuss how this might have impacted their results. Furthermore, while the authors mention that digital technologies allow for easy creation of fake content in all modalities (text, pictures, audio, and video), they do not discuss how this might have impacted their results either. Finally, while the authors provide practical implications for design of modality-based flagging systems and literacy campaigns to protect people from falling for fake news, they do not discuss any potential risks associated with these approaches or how these approaches might be misused by malicious actors.

In conclusion, this article provides an interesting exploration into how people consume news on mobile devices and how format affects perception of information; however there are some potential biases worth noting which could be addressed by further exploring counterarguments and alternative explanations as well as providing evidence for claims made throughout the article.

# Topics for further research:

* Counterarguments to fake news
* Impact of digital technologies on fake news
* Risks associated with modality-based flagging systems
* Misuse of literacy campaigns to protect from fake news
* Impact of rural areas on fake news consumption
* Alternative explanations for fake news spread

# Report location:

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