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ABSTRACT

The objective for this research to find the effects of sub dimension of culture which is masculinity/femininity, individualism/collectivism, power distance and uncertainty avoidance but comprehensibility is a mediator so in which it effects social media usage. In our research the 4 sub dimension of culture, comprehensibility, fake news intension to social media usage and social media usage is an independent variable but on the other hand fake news and it all social media apps like Facebook, Instagram, Snapchat and WhatsApp which is a dependent variable. For this research, the data is collected from around 200 students in general from Karachi. The target population for this research are the Facebook and all social media users specifically in Karachi. The sampling technique that we chose is simple random probability design. PLS-SEM is the statistical technique used in our conducting research. The instrument used in this research is Questionnaire to collect data from the target audience. The findings of the research indicated that fake news intension to social media usage have a significant positive impact on social media usage. Similarly, comprehensibility has significant positive effect on fake news intension to social media usage. But individualism/collectivism has negative insignificant effect on comprehensibility. Power distance has negative insignificant effect on comprehensibility. Comprehensibility toward the sub dimension of culture which include masculinity/femininity and uncertainty avoidance has a significant positive effect on the sub dimension of culture. This study will help the society, senior management stakeholders, and policymakers in the country when it comes to the propagation of fake news on social media usage.

KEYWORDS:

Masculinity/femininity, Individualism/collectivism, power distance, uncertainty avoidance, comprehensibility, fake news intension to social media usage, social media usage and fake news

1. INTRODUCTION

1.1 Background of the Study:

As a specific type of disinformation, fake news refers to intentionally spreading incorrect information in order to confuse others (Shu et al. 2017). It also targets person's to get manipulated entity's image, or make money from advertising brands. A definition of fake news was provided by media expert Nolan Higdon that go to inaccurate or deceive material produced as news and presented in hand written, printable, computerized, and multimedia platform.

The proliferation of fake news on the Internet is a matter of considerable worry for all members of society, fake news on social media is one of the most talked about topics in both. By exploiting political, regional, and religious circles, fake news is specially aimed to sow a seed of distrust and frustrate current social and cultural components (Wardle and Derakhshan, 2017). According to Shu et al. (2017), fake news has a negative influence on individuals and society since it is designed to persuade consumers to embrace false views that are spread for a specific goal.

Fake news has gotten a lot of attention, especially in the cultural realm, which has aided in the dissemination of fake news. The majority of people who hear or receive false news believe it, according to their report (Silverman and Singer-Vine 2016). Fake news would spread more easily in different culture it targets specific culture with specific types of fake news that they believe are optimal for the culture (Fake news, culture and heuristics at Bournemouth University). Fake news is frequently disseminated online (Bounegru et al., 2017), with people accepting “stories of unclear provenance or accuracy” as reality (Culture, Media and Sport Committee 2017). Comprehensibility is main factor for cause of fake news based on reality. Teng et al. (2014) mixed the two with the goal of idea of moving over accepting to toward the goal in which it include following, promoting and encouraging stories found online. People looking to spread ‘fake news’ have varied motivation but sometimes old stories sometimes resurface for no comprehensible reason (Armand David 2020 ‘What I want my kids to learn about media bias and fake news’).

Fake news dissemination may be unintentional, but its development may be deliberate (Egelhofer and Lecheler, 2019). As a result, social media has become a vehicle for quickly disseminating misinformation and fake news (Rampersad et al., 2019). Although spreading of wide range of information that can contribute to a more educated, but spreading of false content that have negative impact on poor including the spread of misinformation (Polansky et al., 2017). Therefore, the more people spreading false news through social media if they are unaware of the information.

1.2 Problem Statement

This study fake news acceptance by demographic and culture on social media has been widely explained in the context of developed countries Pulido, Eugenio, Sama and Carballio (2020) examine the impact in social media in order to handle fake news throughout health sector according to their studies on fake news, health and social media explain that worldwide the stories of false

information are overwhelmed by selfish, unclear, and negative behavior, that regularly prompt dread, nervousness, and doubt of establishments. Further Talwar, Dhir, Kaur, Zafar and Alrasheedy (2019) emphasize on the implementations of policy maker and marketers which would be useful for the protection of society and brands in order to misuse of social media platform by fake news and in the context of developing countries Janze and Risius (2017) researched that people rely on social media is increased now they rely on social media news in survey figure out 23% of people use Facebook as major and 27% as minor news source. Sohail, Moustafa, Ghand forcush *and Khan (2016)* research in Egypt and examine that Facebook the top utilized device to interface and cooperate with students.

In the context of Pakistan Naeem, Bhatti and Khan (2020) examine that this COVID 19, they investigate how false news is sweeping social media and affecting public health. In a study of over 1225 fake news items, new media was responsible for distributing half (619, or 50.5 percent) of the articles regarding COVID19. Many studies have been conducted in Pakistan on fake news and demographics, fake news and social media, but no one has looked into the acceptability of fake news by demographics and culture through social media so it's a big gap which we identified and the second gap is this type of study mostly conduct randomly not on specific target audience.

In the research of Zulqarnain, Zareef *and Hashmi (2018)* examine fake news and understanding of Pakistani Millennial according to this study the result shows that in Pakistan 73% people use Facebook around 2 hours' people spend on it, 7% people use twitter and they spend 2 to 4 hours on twitter, further 5% population use LinkedIn and they spend around 4 to 6 hours on it, there is 9% people who use YouTube and they spend more than 6 hours in a day, last but not the least 6% people use Google. In which 15% people use social media for information, 65% people use for entertainment and 20% people use social media for political news. In the research it shows that 26% fake news spread through content while 31% spread through the picture.

The identified gap in Pakistan in terms of fake news acceptance by demographic and culture will be bridged by doing this research through social media. One of the gaps identified is that many studies have been conducted in the original world, while little research has been done in Pakistan. Therefore, only few studies on student satisfaction with fake news acceptance through social media have been conducted so far, so we will fill this gap by conducting research at the highest level in our country.

1.3 Research Objective

The goal of this study was to see how sub-cultural factors like femininity/masculinity, individualism/collectivism, power distance, and uncertainty avoidance influenced comprehensibility and acceptance of fake news on social media usage.

1.4 Research Question

What effect does fake news have on social media usage?

1.5 Significance of Study

The importance of the study would assist society, senior management stakeholders, and policymakers in the country when it comes to the propagation of fake news on social media. As a consequence, there is a growing understanding of the impact of demographic and cultural aspects on the adoption of false information, notably in Pakistan. Accordingly, the data of the study can therefore be used to establish policies and initiatives that could help counter the dissemination of false information in the country. Other researchers and practitioners may benefit from this research.

1.6 Limitation

City is the first limitation in this research because we were limited to getting questionnaire filled out from Karachi only. In the same way, the data that has been gathered was by an online survey consisting of only 500 respondents. We are targeted Facebook users and also sub dimension of culture is also a limitation. People perceived the news according to their norms and believe.

1.7 Organization of Study

Followed with the introduction, the study is organized in the following sections. Their view of literature and hypotheses development is stated in section 2. The methodology of research will be described in Section 3, whereas, in section 4, the statistical analysis of data and results will be presented. Finally, the study will be concluded in section 5.

2. LITERATURE REVIEW

2.1 Theoretical Background:

Hofstede's cultural dimension theory is being used in this study. He worked on variable in which he has investigated past studies on variable such as cultural dimensions (Hofstede's 1984, 2001). Hofstede's cultural model is widely used to analyse cultural variations between countries, but the frame is also used to comprehend the distinctions between cultural backgrounds, or cultural dimensions (Hofstede's Cultural Dimensions Theory – Overview).

Hofstede's cultural dimensions' theory was established by Dutch management researcher (Geert Hofstede) in 1980 and has been used to identify the dimensions in which culture differ. While Hofstede's cultural theory has been criticized by several researchers they pointed out each dimensions of culture. They slammed Hofstede's (1984) uncertainty avoidance, claiming that the items indicate three different structures. According to Dorman and Howel (1988) that estimate power distance to the state level, but not at personal level. Hofstede's (1984) conducted research on the international organizations and studied material for forty multiple nations. He arrived at the conclusion that organizations are culturally connected (p. 252). Masculinity/femininity, individualism/collectivism, power distance, and uncertainty avoidance are four cultural dimensions he discovered. The first dimension, masculinity/ femininity refers to value between gender, secondly individualism/ collectivism refer to people in society, individualistic or

organization refer to the group, thirdly in power distance refer to person who has the ability to control organization or country and lastly uncertainty avoidance is the fourth sub dimension of culture. Hofstede (1990) proposed the Confucian Work Dynamic as a fifth cultural component. A Chinese Value Survey was undertaken by the Chinese Culture Connection in 1987 (CVS) that established this non-western cultural based on Chinese cultural value. Four variable were linked to Hofstede (1984) cultural aspects of work. Hofstede (1984) examined research on non-Anglo cultural dimensions that he provided a good overview of cultural evolution through time, subcultures such as local and various countries across the world, the implications of cultural factors, and finally foreigner managerial concepts. According to Hofstede (1984), cultural groups such as work environment should be researched deeper, hence this study looked into university employees' work-related cultural norms.

2.2 Hypothesis Development

2.2.1 Masculinity/ Femininity and Comprehensibility

Masculinity-femininity cultural dimension is discussed as a society yet not a personal characteristic that corresponds to the gendered sampling distribution (Hofstede, 2011). Men generally and women having social interactions show a clear distinction in social demands (Rapoport et al, 1995). Men have a great comprehensibility of message to communicate as compared to women which has low comprehensive to maintain high modesty as required to them. According to a study by Mogilski and Harrison (2014), male and female observers regarded reverse accents as something more desirable than with the identical gender. According to Frisch and McCord (1987), those who are more masculine or more feminine have equal standards of environmental assessments of social skills, which become characterized as establishing a clean, engaging, and pleasant dialogue. Hirokawa, Dohi, Yamada, and Miyata (2000) investigated the impacts about a person's gendered types or the male / female method about his or her partner, finding that a person who communicated via an ambiguous partner experienced decreased tension or unease throughout a contact setting. Therefore, sometimes men have a comprehensibility to deliver message but women also have the communication to deliver message. According to Gudykunst, Nishida, and Schmidt (1989), there is a clearer separation to same gender and different sex members of the masculinity and femininity. Nishida (1985) discovered large differences of conversation either between acquaintances or partners in Japan and Korea, but just not in the United States. Therefore, from the above studies we hypothesize:

H1: There is a significant relationship between masculinity/femininity and comprehensibility

2.2.2 Individualism/Collectivism and Comprehensibility

The individualism-collectivism component identifies the amount to which persons in such a collectivist society and pertains to just a sociological, not so much a personal, trait (Hofstede, 2011). Hofstede (2001) makes a sociocultural distinction amongst nations depending on the extent against which the society encourages individuals' personal accomplishment including interactions. Hofstede's sociocultural factors, according to a recent study by Meeuwesen and colleagues (2009),

describe needs and abilities throughout care providers across Europe. In a collectivistic society like China, comprehensibility can be beneficial while openness might lead to punishments, but personalities favor simplicity. According to Chatma and Barsade (1995), majority collaboration occurs when people share common interests inside a collective setting. As according Wiener and Doescher (2008), comprehensive messaging will improve spending behaviors via highlighting both advantages for preserving and indeed the disadvantages about not spending. As individualism/collectivist, collectivism is comprehensible to understand the message very easily as compared to individualistic. Various parts or types of interventions are not investigated the past studies, and reframing implications weren't really examined (e.g., Chang 2009; Kim 2012; Yu and Shen 2013). The results of this study found whether messaging frame influences combined using messages developed via combining personal preferences to communication direction. Thus we can propose the following hypothesis:

H2: There is a significant relationship between individualism/collectivism and comprehensibility

2.2.3 Power Distance and Comprehensibility

It is measure upon which lower powerful individuals of organizations and institutions (such as the families) accept nor assume inequalities assignments are referred to as power distance (Hofstede, 2011). Whenever supervisors of something like a corporation's authenticity view the business as terms which are intelligible, identifiable, yet socially accepted, this business possesses influence inside this based on culture which are comprehensible (Scott, 2014: 60). Clients from places where electricity connection was significant may consider your company to also be understandable (Scott, 2014; Suchman, 1995). Companies with high power distance societies, according to Hofstede (1994), focus judgment into some few people. However, administration for areas with a large power gap is probably to really be understandable, but even less inclined to share responsibility. According to Dhaliwal (1993), using response (rationale trail) explains enhanced judgement efficiency. According to Gregor (1996), the usage among all sorts and answers were linked to better major issue productivity. Therefore it is important to perceive in which that are comprehensible. Kim (1999) found the comprehensibility in a society with such a high power distance, such as Korea, follows a vertical structure. Similarly, Hofstede (2001) claims as high-power-distance companies as well as societies lacks casual contact among levels of the organization, favoring its concentrating all responsibility for choice after a few hands also at top. Hence we hypothesis:

H3: There is a significant relationship between power distance and comprehensibility

2.2.4 Uncertainty Avoidance and Comprehensibility

Uncertainty Avoidance is a cultural characteristic defined by Hofstede (1986: 307-308) in Brown as this same large extend over which individuals within the same group have been formed stressed through uncertainty that they interpret as informal, inconsistent, or unpredictable situations that

people consequently attempt to stop besides following proper standards of ethics. People in low-uncertainty-avoidance societies will be much more inclined to accept promotional content within wellbeing marketing than people in high-uncertainty-avoidance nations. According to Gould (1990), wellness people value various activity as a method for expand overall wellness information while also encouraging them to engage in healthy habits. Their findings suggest which wellbeing customers could regard pharmaceutical products as either a pleasant resource of health-related knowledge, thus being particularly receptive to certain communications. Uncertainty avoidance has shown to affect a wide variety of behaviour in studies (Lim et al., 2004). According to several advertising academics (Hermeking, 2006), people of low uncertainty avoidance were most innovative such as new medium of communication such as the internet that they've now been innovators with one strong particle surface. According to Epley, Waytz, and Cacioppo (2007), each specific ethnic factor may impact personal qualities, people from societies who rank high with uncertainty avoidance need to be from low culture are more likely to enable as means of establishing comprehensibility and certainty. Individuals from communities where there is a high level of uncertainty avoidance, resulting in occurrences that are well-understood as expected. Epley et investigated that decrease of anxiety is generated by uncertainty avoidance. Therefore, we can say that:

H4: There is a significant relationship between uncertainty avoidance and comprehensibility

2.2.5 Comprehensibility and Fake News

Comprehensibility it is described as understandable and insightful information such as depth of understanding Teng et al (2017). Some scholar has investigated the culture influence the truthfulness or observed comprehensibility of communication, which has impact the implementation on e-WOM (Laroche, Toffoli, Zhang, & Pons, 2001). Comprehensibility reflects to which fake news is based on evidence, while fake news takes a large social context on which fake stories is designed. According to Burkhardt (2017) false news has often be tightly managed and investigated when it affects to people and be it through journal, radio and TV shows. Eva and Shea (2018) raised concerned about the people's capability to discriminate among the real and incorrect evidence for that make the impact the false information both social and organizational concern. In addition, comprehensibility and fake news may be important in which how people understand the message in which lead to deceive people. Rochlin (2017) stated the rise of exposing of fake news and overconfidence that idea people seek out information that confirms and support their expectation accordingly. The Stanford Education Group published a study in 2016 that revealed the student's ability to process knowledge was highly limited (Banks, 2016 Jacobson, 2017). Many students struggled to recognize the difference between a newspaper stories also a promotional product in which it is difficult to do for the students (Jacobson, 2017). So the comprehensibility of the message how people being adapt to fake news. Hence in the light of above studies we can say that:

H5: There is a significant relationship between comprehensibility of message and effect of fake news.

2.2.6 Fake News and Intension to Use

Fake news is described like every type of evidence that's still incorrect nor provably incorrect, but may well because people get the confused about a particular situation and product (Tandoc, Lim, & Ling, 2018). Most of the time people communicate information with one another without first checking it the accuracy of the information that they are spreading (Methods to Identify Fake News in Social Media Pg. 447). Zubiaga et al investigated that users tackle unconfirmed material on media platform, finding that those with a greater profile are seem to be accepted in which allowing them to share fake news despite expressing concern about the information authenticity (Methods to Identify Fake News in Social Media Pg. 447). According to a study on the effects of fake news on the 2016 US elections, the information is intentionally misleading and has the potential to deceive people (Allcott & Gentzkow, 2017). During the 2016 United State election Nagler, and Tucker (2019) conduct how people shared and were influenced false news on social media platform, they also found that those people with older age are more often to engage in fake news. According to Garrett (2011) he argues that people might be likely to believe that information from friends and family is correct.

Furthermore, there are various research in the United Stated that they indicate because only small number of a public that they exposure to fake news (Allcott&Gentzkow, 2017; (Raza et al.,2021). But they are those social media users are trying to spread false information that have strong internet users of the internet because they are indeed a dishonest crowd, with wrong readers of actual news (Nelson &Taneja, 2018). As a result, people tend to believe false news but instead they promote to their network connection. Kim (2015) studied that there are some people that they share positive news with interactive and logical information have been the largely spread. Bobkowski (2015) stated that make a connection between all the people who have shared content that whatever they publish and their status more on opinion leader and their network. This study is already been questioned as a test that should not fully measure real change (Trilling, Tolochko, &Burscher, 2017). Therefore, we hypothesis:

H6: There is a significant relationship between fake news and intension to social media.

2.3 Empirical Studies

Rampersad & Althiyabi (2020) investigated the relationship between culture and comprehensibility. In this study culture is used as an independent variable and comprehensibility is the mediator in which comprehensibility has higher influenced as a dependent variable. The researcher used quantitative method for this study. The data was collected from 107 respondents especially in Saudi Arabian students are using social media to study. The result of this study show that there is a positive effect of social media usage in which it was comprehensible in Saudi Arabia it has the highest internet social media users. This study recommend Saudi Arabian culture are comprehensible to understand true or mislead information in which they should not be deceive to

fake news especially on social media platform. Further it is also recommending that due to large number of users in social media there is a chance that lead to fake news so social media users in Saudi Arabian must align falsehood news.

Syam, Hamdani and Febri Nurrahmi (2020) investigated the relationship between comprehensibility and fake news. In this study the independent variable and dependent variable is comprehensibility and fake news. In this study the technique they applied both quantitative and qualitative methods it is to provide more comprehensive survey about social media and fake news among young adults. For a quantitative method, it conducted face-to-face interview survey with collection of 500 undergraduate students. The respondents were 250 students of Syiah Kuala and 250 students of Ar-Raniry State Islamic University. The questionnaire was administered in Indonesia to ensure complete comprehensibility. Secondly in qualitative method the technique they used (FGD) Focus Group Discussion in order to explore more detail about social media usage. The participants were selected using a purposive sampling technique based on the criteria that they were active students at both universities and active social media users. The result of this study indicated that it is the positive impact of social media especially for promotion and self-presentation but not for gaining information. Therefore, it is recommended that social media user must have to check every information and to verify it and for various source that would be comprehensible for social media users.

Allcott & Gentzkow (2017) examined the relationship between that social media and Comprehensibility. In this study social media or fake news is used as an independent variable and comprehensibility is an important mediator that is dependent variable. They used quantitative method for this study. The data was collected from an online survey using Survey Monkey platform that 1208 adult's users aged were 18 and using the Survey Monkey platform. They used technique that has taken from Survey's Monkey audience panel in which they recruit for online survey that every month, 30 million people complete a survey monkey form. Participants were given permission to participate as well as a promise to provide meaningful responses for effective data quality. The result of this study show that there is positive effect of social media which is comprehensible for news and information. Moreover, some of the users who share fake news during election survey that lead to negative impact. Therefore this study recommend that social media platform may lead to fake news during election campaign, this also recommend that those who get news via social media are far more ready to get data related to the story and impartially bring out the misinformation (Qureshi et al., 2021).

Talwar, Dhir, Singh, Virk & Salo (2020) investigated the relationship between fake news intension to social media and social media usage. In this study independent variable is fake news intension to social media and dependent variable is social media usage. They have used two different techniques that data was collected from two different Study A and Study B. Firstly in Study A it was collected to find out the intension of user behavior which was among 58 WhatsApp users in which they have the nature of sharing fake news. Respondents are reacting and responding to fake news knowingly and without being aware and sharing unintentionally of sharing fake news.

Secondly in study B data was collected in India through online survey where WhatsApp user is not available. Their target audience is northern and western India. They used non-judgmental sampling technique to target selected survey participants. 471 data was collected from northern India and 374 data was collected from western India. The result of both the study showed that there is significant indirect effect of intension to social media usage and which lead sharing of fake news to friends, family or colleague. The study recommend that sharing of fake news has a negative effect in India some people believe that negative message spread through the media have an impact on other. In addition that people who use social media the most have a bigger effect.

Tandoc Jr, Lim & Ling (2020) examined the relationship between acceptance of fake news and social media. In this study acceptance of fake news is used as an independent variable but in which social media was expected to have a higher influence on the dependent variable. It is the first part of the study that data was collected from 2501 from social media users in Singapore by technique they used Survey Sampling a Singapore-based company but only social media users they're active to complete the survey. The second part of the study is a qualitative research which is based on interview with 20 respondents. In which they came from a variety of relationship including friends, parents, children and coworker and yet only those that were engage on social media have been interview. The result of this study shows that there is a significant direct relationship between acceptance of fake news and social media, however user perceive fake news without correcting or checking. It is recommend that interpersonal relationship and personal employer are the elements that influence the extent to which they believe to be misleading news.

Markstedt, Elias, Lena Wängnerud, Maria Solevid, and Monika Djerf-Pierre (2020) examined the relationship between masculinity/femininity and comprehensibility. The first sub dimension of culture is used which is masculinity/femininity are used as an independent variable while comprehensibility is a vital mediator are used as dependent variable. In this study data was collected through by total of 708 respondents. The technique they used by gender self-categorization rating scale first by an open-ended question on the content of masculine and feminine traits. The result of this study show that masculine/femininity has significant direct comprehensible effect. Moreover is that firstly men are less comprehensible they rate themselves as significantly less masculine, secondly both men and women give a more biological meaning to gender and asked to rate themselves. In this study we recommend that both masculine and feminine are not enough for self-categorization rating scale we conclude for future research.

Felfe, Jörg, Wenhua Yan and Bernd Six (2008) examined the relationship between individualism/collectivism and comprehensibility. Second sub dimension of culture is used which is individualism/collectivism are used as an independent variable while comprehensibility is an important mediator that is dependent variable. The data was collected from 1442 respondents in which officers representing financial institutions and other service industries in German, Romanian, and Chinese, as well as airlines, hotels, and telecoms are among them. The result of this study conclude that collectivism has a significant positive effect which is comprehensible. In addition the employee in collectivism organization are not comprehensible to value cultural

orientation but age has positive impact in related to collectivism. This study recommend that both the culture of China and Romania are different, secondly as individualism level can influenced by differences at country level. Moreover collectivism is an important for every organization that should be done in different cultures.

Lim, John (2004) investigated the relationship between power distance and comprehensibility. Power distance are used as an independent variable which is third sub dimension of culture but comprehensibility was important mediator which has high influence as dependent variable. A data was collected by two group of students by investigating the power distance effects in Singapore and Mauritians in which Singapore is very comprehensible for power distance which of fully control of power. So the respondents was collected for power distance in Singapore is 73% statistically which is high but power distance of Mauritians were low is 40%. The result of this study show that members from high - power distance are far more comprehensible but in contrast as people in low power distance were not comprehensible in which it has low performance. In this study it recommend that role of power distance is comprehensible it has potential benefits especially there must be power in globalized workplace in order to make workplace more comprehensibility.

Bocklisch, Franziska, et al (2013) examined the relationship between uncertainty avoidance and comprehensibility. The independent variable and dependent variable are uncertainty avoidance and comprehensibility in which it is the important mediator. The data used in this study was collected from 147 German respondents most of the respondents were students and the German students received course credits for taking participation in survey. The technique it was used that they design the questionnaire in two language Spanish and German in order to make sure that both questionnaire were equal in meaning. The result shows that there is no significant difference in uncertainty avoidance between Spanish and Germany which was not comprehensible because both countries have high uncertainty avoidance. Therefore our future recommendation of this studies to collect data from more representative sample. Especially the Spanish sample of this study was small.

Almenar, Ester (2021) investigated the relationship between masculinity/femininity and social media. One sub dimension of culture is used which is masculinity/femininity are used as an independent variable while social media has been used as dependent variable. The data were collected by a market research firm through questionnaire administered online. In which data was collected from 1001 respondents with the sampling stratified by age especially in Spain. The result of this study show masculinity/feminity has a significant direct positive effect on social media. Furthermore Spanish people are very concerned regarding fake news on masculinity/femininity, women significantly are more concerned than men regarding fake news on social media. This study recommend that individuals who show high concerned because controlled of social media between genders used specially women worry about fake news use Facebook more frequently but men also who express greater concerned in twitter. Therefore few difference in masculinity and femininity have to identify that they are very difficult to understand disinformation.

Salajeghe, Sanjar, and Mohammad Reza Rezaeian (2016) examined the relationship between individualism/collectivism and social media networking. Second sub dimension of culture is used individualism/collectivism as independent variable while social media networking is used as dependent variable. The technique it was used as questionnaire that that individual and group interviewing was used to collect information but also rating scale also used to ranking data. The data was collected from the organization are from 138 people. The result of this study show that there is significant positive effect in collectivism organization culture and social media networks. Therefore this study recommend people in collectivism cultural organization have lack of knowledge and awareness of the function of social network that social media is effective in accelerating facilitating works. In addition it is also recommended that individualism and collectivism on used of social networking that make more effective. Furthermore in future research the role and effect of descriptive statistics including gender, age and education on the result obtained from the responses to the questionnaire.

Richardson, Rieko Maruta, and Sandi W. Smith (2007) examined the relationship between power distance and social media. Third sub dimension of culture which is power distance are used as independent variable and social media is used dependent variable. Data was gathered from a Japanese university as well as a prominent Midwestern university in the United States. Respondents are 75 students in the US and 79 students in Japan which they participated in this study. The technique they applied using a power distance scale, a communication technology scale, and a demography question in order to offer these three types of information. The result of this study indicate that there is significant direct relationship between power distance and social media. Moreover, in Japan has the high power distance culture while the US is a low power distance culture. In this study, we indicate that Japanese and the United States be designated high and low contexts, respectively, in which it has been widely accepted. As a result, we would investigate the relationship between broadcast metaphor and social value, as well as power distance, in future research.

Hwang, Yujong (2009) investigated the relationship between uncertainty avoidance and social media. A fourth sub dimension of culture which is uncertainty avoidance are used as independent variable while social media are used as dependent variable. The technique they used that students were asked to buy books from Amazon without completing the money transfer, customers was requested take participate in online questionnaire about experiences only with site. So they developed an online survey website for the students to access in which the data was collected from northern region of US with 209 respondents were participated. The result of this study shows that there is significant relationship between uncertainty avoidance and social media. In addition when people have a high uncertainty avoidance in website then people will adopt strict behavior in which it is difficult to believe in online trust. In addition this study recommend that in order to increase the trust in online they should provide feedback mechanism in online community specially in social media website while this may limit the findings with selected website like Amazon was

used. Therefore it is suggested that there should be external and internal sources of social influences.

Stabile, Bonnie, et al (2019) examined the relationship between masculinity/femininity and fake news. A first sub dimension of culture is used as independent variable while fake news is used as dependent variable. A technique they used to know about masculine and feminine in fake news that they collect the data of tweets user more than 5,434,784 were identified by faculty members and one graduate student research assistant. The result show that there is no significant relationship that time spent on twitter regarding masculinity/femininity and has negative impact on fake news. Mostly the resulting stories were fake as well as the collection of tweets in which lead to deception. Therefore it is recommend that believing fake news or stories can influence voting decision especially in election. Furthermore regarding fake news in masculine and feminine that such news can established gender inequality by spreading toward women in politics.

Hong, Seong Choul (2020) investigated the relationship between individualism/collectivism and fake news. Second sub dimension of culture is used as independent variable while fake news is used as dependent variable. The technique they employed a strategy to find responders from nations with varying levels of individualism and collectivism. This study choose Spain, United State, Korea and India in order to send email invitation to respondents, a data was collected from 770 respondents toward an internet survey administered by Qualitrics Panelists with gender and age restrictions. The study findings show that fake news actually occurred, it also show that effect of mediaper on individualism and collectivism had significant effect on four different nations while individualism effect in India is high but in US individualism effect is low. Therefore it is suggested that that people's perceptions aren't a good indicator of their conduct. However, future research should look about how network impact, third-person perspective, and cultural factors like high and low context affect the relationship between media effect and its behaviors.

Ognyanova, Katherine, David Lazer, Ronald E. Robertson, and Christo Wilson (2020) examined the relationship between power distance and fake news. It is the third sub dimension of culture power distance is used as independent variable while fake news is used as dependent variable. The technique they used during initial recruitment of respondents in which they are invited to take part in our digital data. Respondents were requested to download a chrome extension compatible with Google Chrome and Firefox, which captured each participant's web surfing history. The data for this study was gathered by an opinion polling firm, which gathered information from 3,000 people. The result of this study show that there was significant positive effect in power distance in which it has high level of power to control fake news. Furthermore, it is suggested that the influence of misinformation exposures on political trust completely depends upon this human's worldview.

Salvi, Carola, Paola Iannello, Mason McClay, Sabrina Rago, Joseph E. Dunsmoor, and Alessandro Antonietti (2021) investigated the relationship between uncertainty avoidance and fake news. Uncertainty avoidance is the fourth sub dimension of culture is used as independent variable while fake news is used as dependent variable. The technique they chose to collect data was to use the

University of Texas' Qualtrics online survey platform was used to distribute the survey. Participants were recruited via email invitation, advertisements on social media platform. A total of data was collected 565 respondents in American and Italians. The result of this study shows that COVID-19 on uncertainty avoidance has a significant relationship which has impact on fake news. Therefore we recommend that uncertainty about COVID-19 presented a suitable setting for examining the effects of fear on people's decisions to explore, receive and share knowledge but it is also associated with proactive behavior in which they are looking out information about the disease, taking steps to limit their risk of infection, and disseminating both true and false news.

Jamil, Sadia, and Gifty Appiah-Adjei (2019) examined the relationship between culture and fake news. In this study culture is used as independent variable while fake news is used as dependent variable. The technique used qualitative method of document review and interview in order to investigated, As a result, this study includes 15 face-to-face interviews with Pakistani journalists. Furthermore, this study used to analyse data acquired from interviews, however the primary data gathering location in Pakistan was Karachi, with data collection also taking place in Ghana in Accra. The result of this study showed that there is significant direct relationship between culture and fake news. Moreover fake news has negative impact in Pakistan the public has no idea how unverified information and manipulated videos on the Internet and social media are affecting societal peace and the integrity of journalism as an institution, according to this study Pakistani journalists generate new stories, which they also put on the internet instantly and without any verification of incidents and content. Therefore it is suggested that news verification must be good in Pakistan organization in which Ghana has good news verification as compared to Pakistan because Ghana go through verification process before dissemination. Furthermore in Ghana, news production process depend on social media and online content in. Because the usage of social media and online information is now the standard throughout the nation, this situation represents a significant concern. Since a result, fake news is no longer limited to the rise of social media, as its impact on traditional media is already a reality.

Waszak, Przemyslaw M., Wioleta Kasprzycka-Waszak, and Alicja Kubanek (2018) investigated the relationship between social media and fake news. In this study social media is used as independent variable and fake news is used as dependent variable. The technique they applied in which they used to collect data from respondents were used BuzzSumo App via it informs the enquirer based on the number of likes and shares it receives on social media. The information was gathered from ten and among the most frequently linked online websites in which about 80 respondents obtained from websites. The result of this study shows that there is significant direct negative relationship between social media and fake news. Furthermore, fake news on medication is widely disseminated via media platforms, making false information about medication a growing concern for health authorities. It is suggest that take effective action on correcting mislead stories on social media in which it getting more sensitive about fake news.

Leeder, Chris (2019) examined the relationship between intension to social media usage and fake news. In this study social media usage is used as independent variable and fake news is used as

dependent variable. The technique they used to select recent they used snope.com to evaluate respondents before presenting phony news items to them for review, therefore they showed 6 false stories and 6 actual news from reliable resources that astonished the participants. A total of 72 data were gathered from two undergraduate students in a Sociological Knowledge course but one undergraduate in a Gender and Technology course at a public university in the northern United States. The result of this study show that there is a direct relationship between social media usage and fake news, students capacity to recognise and analyse false news items, as well as their desire to share these tales on social media, are both factors. It is suggested that this study uncover particular behaviors attributed to reduced effectiveness in spotting and analyzing misinformation by depending here on main ones from a search results and selecting knowledge relevant to the participant's own view. Students will feel ineffectual because of these inefficient habits, but instructors must clarify how they are counterproductive while engaging in online material, particularly news reports on social media.

Kirchner, Jan, and Christian Reuter (2020) investigated the relationship between acceptance of fake news and comprehensibility. In this study acceptance of fake news is used as independent variable and comprehensibility is an important mediator which is used as dependent variable. A data was collected through online survey with regard to age, gender and education with a 1,012 respondents from Germany. The technique they used to rational subscale in which indicate choice with online resource confirmation, as well as the dependent scale in order to shows that how much a person is comprehensible for making decision if he/she get unknown information. In this study the result shows that there is no significant relationship between acceptance of fake news and comprehensibility, however the majority of users accept fake news without handling of false post but some they handle it carefully in which shows that fake news is not comprehensible to affect anybody. Therefore it is suggested because only a small percentage of people are susceptible to misinformation, but that users generally appreciate and embrace it. Nevertheless, they need to figure out how to put these measures in place for future study.

Erkan, Ismail, and Chris Evans (2016) examined the relationship between social media and comprehensibility. In this study social media use was an independent variable and comprehensibility was a mediator through which social media was expected to have a higher influence on the dependent variable. Given recent figures showing that adults between the ages of 18 and 29 are the majority of social media users, data was collected from 384 students registered at UK universities. The result of this study shows that there is significant direct relationship between social media and comprehensibility, People tend to assume that because they obtain information via their friends and acquaintances on social media, the information will be comprehensible. However it is recommend that the study's main contribution is the creation of a complete concept that investigates the factors that influence consumers buying behavior when they receive eWOM experiences on social media. Furthermore future research should be instead of relying on social media website, such as Facebook or Twitter, where it might evaluate the eWOM in one social media website together.

Waters, Richard D and Kevin D. Lo (2012) investigated the relationship between culture and social media. In this study culture use was an independent variable while social media was an dependent variable. Data was collected from the 225 respondents in which they are non-profit organization from different countries such as China, Turkey and USA. The result of this study there is significant relationship between culture and social media, therefore the results on organizational performance from the United States and China raise questions about whether culture impacts social media or whether social media creates its own culture. Furthermore study found mixed support for the impact of culture on organizational usage of social media based on a content analysis of American, Chinese, and Turkish nonprofit organizations. This study recommend that there are many different cultures that simply were not accounted for in the present study due to a variety of Journal of Intercultural Communication and including researcher fluency in foreign languages and ultimately researcher time and resources to carry out a global cultural study. Hopefully, future research will be able to explore how organizations in other cultures use social media to help fulfill their missions.

Sui, Luyi, and Xinsheng Ke (2015) investigated the relationship between intension to use (independent variable) and social media (dependent variable). Data was collected from 210 respondents from a local university to the under graduate and graduate students, these respondents were also asked to indicate one social media platform in which used to access stories. The statistical technique use to analyze the relationship between independent variable and dependent variable. The result of this study is that there is significant positive direct relationship between intension to use and social media, however social media sharing experience are the major factor affecting the user sharing new networks. In addition it also shows that that sharing news in social media can not only meet current information needs, but also meet the future information seeking needs. In this study it is recommend that consider all social media platform on user sharing behavior it will influence of different types of platform that may affect the research conclusion. But now different type of news and social networking site characteristics may be considered in the future research to analysis their impact on sharing behavior.

Hartwig, Katrin, and Christian Reuter (2019) examined the relationship between fake news and comprehensibility. In this study fake news use was an independent variable and comprehensibility was a mediator through which fake news was expected to have a higher influence on the dependent variable. The data was collected in form of evaluation in which the user explains why he carries out which activity, which information is incomprehensible or does not meet his expectations and what he likes or dislikes. The result of this study is that there is significant direct relationship between fake news and comprehensibility, in which there is a need for assisting tools to support users on social media because fake news has proven to be one of the current challenges in society and politics. This study recommend that smartphone application Fake News Check tools can give transparent reasons on why contents might be fake, it does not automatically check for indicators and it comes with a big effort for the user, moreover improving of this tools will be work on future research.

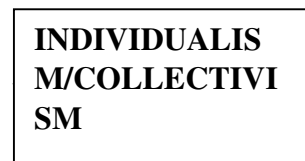
2.4 Conceptual Model

CULTURE

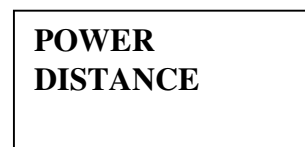
H1



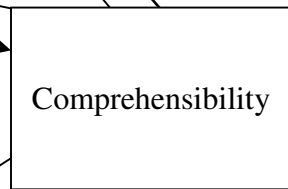
H2



H3



H4



H5



H6



H7

3. METHODOLOGY

3.1 Research Purpose

There are three types of research purpose, exploratory descriptive and explanatory. Explanatory research is defined as a study that establishes causal relationships between variables. Its emphasis is on studying a problem or situation in order to explain relationship between variables. (Saunders, 2011; Raza et al., 2021). The purpose of this research is explanatory.

3.2 Research Approach

There are three types of research approach, quantitative, qualitative, and pragmatic. Quantitative is referred to as any data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data (Saunders, 2011; Raza et al., 2021). Research approach of this study is quantitative because the type of collected data is numeric which is to be statistically tested by using SPSS (Statistical package for social sciences) and PLS-SEM (Partial least Squares-Structural equation modeling).

3.3 Research Design

Correlation research design is a non-experimental research method in which a researcher measures, understands and assess the statistical relationship between variables (Ahmed et al., 2021). The research design of this study is correlation because it is intended to determine the relationship between the variables

3.4 Sampling Technique

Convenience sampling technique is defined as selecting cases randomly for sampling that are easy to access (Saunders, 2011). Convenience sampling technique has been employed in this study to collect the data. This data was collected as per as of accessibility and convenience (Qazi et al., 2020; Ali et al., 2021). Moreover, no inclusion criteria are identified prior to the selection of subjects.

3.5 Target Audience

The target audience of this study is all social media users.

3.6 Sample Size

The sample size of respondents 200.

3.7 Statistical Technique

The collected data has been analyzed through Partial least squares structural equation modeling (PLS-SEM).

3.8 Measurement Instrument

The data were collected through a questionnaire. Online questionnaires developed on Google form where sent to online social media users. We have included close ended questions in the research

instrument the questions are based on 5 points Likert scale which ranges from strongly disagree to strongly agree the designated value or assigned value are as follows. Strongly disagree (1), Disagree (2), Neutral (3), Agree (4) Strongly disagree (5).

The items to measure culture, masculinity/femininity, individualism/collectivism, power distance & uncertainty were taken from Rampersad, Giselle, and Turki Althiyabi. (2020). The items to measure comprehensibility are taken from Rampersad, & Althiyabi, T (2020). The items to measure acceptance of fake news are taken from Rampersad, Giselle, and Turki Althiyabi (2020). The items to measure intention to use are taken from Rampersad & Althiyabi (2020).

3.9 Ethical Consideration

We follow all the ethical concerns necessary for conducting this research. Responses are collected with the consent of the respondents without any deceiving and false communication. Respondent personal entity will not be shared. It is being ensured that the collected data will only be used for conducting this research and remained confidential.

3.10 Demographic Result

Demographic details were also asked in the questionnaire. As seen in the table, the number of male surveyed was 118 and female surveyed were 88, which was 57.3% and 42.7% respectively. In terms of age, 21-30 were 133 who had the percentage of 63.3%, 31-40 were 41 who had the percentage of 19.5%, 41-50 were 25 who had the percentage of 11.9% and 51 or above were 11 who had the percentage of 5.2%. In addition, the level of education where High School were 17 who had the percentage of 7.9%, Diploma were 32 who had the percentage of 14.8%, Bachelor's Degree were 89 who had the percentage of 41.2%, Master's Degree were 54 who had the percentage of 25% and Doctorate or above were 24 who had the percentage of 11.1%. Furthermore according to the Student of a university, the Public Sector were 46 who had the percentage of 22%, Private Sector were 120 who had the percentage of 57.4%, Semi-private Sector were 43 who had the percentage of 20.6%. But in the field of study, the Business were 40 who had the percentage of 18.9%, Computer were 37 who had the percentage of 17.5%, Engineering were 55 who had the percentage of 25.9%, Medical were 57 who had the percentage of 26.9%, Media were 16 who had the percentage of 7.5%, Economic were 2 who had the percentage of 0.9% and Social science were 2 who had the percentage of 0.9%. Moreover the most frequently application was used by the users were the Facebook were 66 who had the percentage of 26.9%, Instagram were 44 who had the percentage of 18%, Whatsapp were 96 who had the percentage of 39.2% and Snapchat were 39 who had the percentage of 15.9%.

Variable	Categories	Frequency	Percentage
Gender	Male	118	57.3%
	Female	88	42.7%
Age	21-30	133	63.3%
	31-40	41	19.5%
	41-50	25	12.0%
	51 or above	11	5.2%
Education	High School	17	8.0%
	Diploma	32	15.0%
	Bachelor's Degree	89	41.2
	Master's Degree	54	25%
	Doctorate or above	24	11.1%

Student of a University	Public Sector	46	22%
	Private Sector	120	57.4%
	Semi-private Sector	43	20.6%
Field of Study	Business	40	19.0%
	Computers	37	17.5%
	Engineering	55	26.0%
	Medical	57	27%
	Media	16	7.5
	Economic	2	1%
	Social science	2	1%
Most frequently used application	Facebook	66	27.0%
	Instagram	44	18%
	Whatsapp	96	39.2%
	Snapchat	39	16.0%

4. DATA ANALYSIS

4.1 Data Analysis

Partial least squares modelling was adopted. Ingle et al., 2015) was used as the statistical tool to examine the measurement and structural model as it does not require an assumption of normality and survey research is often not normally distributed (Chin et al., 2003; Raza et al., 2020) .Hair et al.(2019b) and Urbach and Ahleman (2010) clearly stated that PLS-SEM is the most suitable for a complex model in which conditions relating to sample size, independence, or normal distribution are not met, and/or prediction is more critical than parameter estimation. Thus, the use of PLS-SEM in this study was justified.

4.2 Measurement Model

Construct reliability, individual item reliability, convergent validity and discriminant validity are used to evaluate the competency of the model. As shown in the table 2, Cronbach's alpha value of all the items is greater than the item's reliability minimum criteria are 0.5 value of Cronbach's alpha suggested by Tabachnick and Fidell (2007) hence the items are declared as reliable. Moreover, variables also fulfil the criteria of composite reliability proposed by Nunnally 1978 i.e., composite reliability of the variables should be greater than 0.7 loading value greater than 0.7 makes the instrument reliable as well as by satisfying the criteria of Churchill 1979 i.e., loading value should be higher than 0.7 (Raza et al., 2018). For the measurement model, the loadings, average variance extracted (AVE), and the composite reliability (CR) were assessed. The values of loadings should be ≥ 0.5 , the AVE should be 0.5, and the CR should be ≥ 0.7 . As shown in Table 2, the AVEs were all higher than 0.5, and the CRs were all higher than 0.7. The loadings were also acceptable, with only one or two loadings less than 0.708 (Hair et al., 2019; Ali et al., 2018). It showed that measurement is valid and reliable.

4.3 Convergent Validity

Convergent validity is assessed by average variance extracted (AVE). AVE value of variables should be at least 0.5 (Fornell and Larcker, 1981; Raza et al., 2018; Qazi et al., 2020) and all the variables meet the criteria by having minimum value of 0.5.

Table 2 Measurement model results.

Constructs	Items	Loadings	Cronbach's α	Composite reliability	Average Variance extracted
AFN	AFN1	0.745	0.762	0.750	0.608
	AFN2	0.755			
	AFN3	0.782			
	AFN4	0.766			
	AFN5	0.716			
	AFN6	0.763			
COM	COM1	0.772	0.764	0.801	0.576
	COM2	0.835			

	COM3	0.759				
IC	IC1	0.763	0.743	0.776	0.634	
	IC2	0.828				
MF	MF1	0.759	0.732	0.746	0.626	
	MF2	0.709				
	MF3	0.748				
	MF4	0.820				
PD	PD1	0.782	0.729	0.761	0.560	
	PD2	0.796				
	PD3	0.719				
	PD4	0.723				
	PD5	0.731				
	PD6	0.807				
UA	UA1	0.758	0.770	0.831	0.590	
	UA2	0.723				
	UA3	0.738				
	UA4	0.736				
	UA5	0.805				
	UA6	0.819				
USE	Use1	0.766	0.755	0.786	0.553	
	Use2	0.820				
	Use3	0.734				

4.4 Discriminant Validity

In addition, Fornell and Larcker (1981) investigated the discriminant validity. Additionally, it is the level when items determined between constructs and trials distinct concepts (Fornell & Larcker, 1981). Similarly, correlation among the potential covering constructs is observed for measuring discriminant validity (Fornell & Larcker, 1981; Raza & Khan, 2021). As stated by Campeau et al. (1999) “the average change shared between each construct and its measure should be greater than the variance joints between the constructs and additional constructs. In addition, in table 3 bold value on the diagonal indicate that the square root of AVE which was larger than the matching row and column values that indicate the measures were categorize.

Table 3 exhibits that the square root of the AVE is greater than the correlation of latent construct hence meeting the criteria i.e., square root of AVE should be greater than correlation of latent construct suggested by (Fornell and Larcker, 1981; Raza & Hanif, 2013).

	AFN	COM	IC	MF	PD	UA	USE
AFN	0.799						
COM	0.538	0.759					
IC	0.325	0.298	0.796				
MF	0.415	0.388	0.470	0.661			

PD	0.339	0.323	0.427	0.462	0.537		
UA	0.401	0.508	0.333	0.465	0.383	0.676	
USE	0.471	0.345	0.265	0.388	0.295	0.322	0.744

Table 4 shows the factor loading of each item whose cross loading is greater than the loading of its relative construct and the difference between them is greater than 0.1 thus fulfil the criteria suggested by Gefen and Straub (2005).

Table 4 Loadings and cross loadings.

	AFN	COM	IC	MF	PD	UA	USE
AFN1	0.745	0.450	0.267	0.298	0.271	0.330	0.384
AFN2	0.755	0.331	0.125	0.131	0.026	0.152	0.181
AFN3	0.782	0.235	0.105	0.178	0.291	0.060	0.240
AFN4	0.766	0.273	0.272	0.297	0.251	0.366	0.288
AFN5	0.716	0.213	0.150	0.256	0.138	0.331	0.234
AFN6	0.763	0.297	0.165	0.262	0.173	0.117	0.262
COM1	0.354	0.772	0.207	0.372	0.292	0.433	0.288
COM2	0.477	0.835	0.267	0.303	0.250	0.382	0.241
COM3	0.388	0.759	0.200	0.198	0.190	0.339	0.260
IC1	0.235	0.220	0.763	0.370	0.335	0.172	0.281
IC2	0.280	0.254	0.828	0.379	0.346	0.347	0.150
MF1	0.064	0.218	0.267	0.759	0.209	0.389	0.160
MF2	0.161	0.131	0.242	0.709	0.186	0.130	0.119
MF3	0.413	0.291	0.310	0.748	0.309	0.307	0.302
MF4	0.373	0.335	0.408	0.820	0.454	0.365	0.369
PD1	0.291	0.249	0.330	0.391	0.782	0.329	0.321
PD2	0.151	0.088	0.135	0.143	0.796	0.083	0.048
PD3	0.236	0.188	0.309	0.416	0.719	0.260	0.236
PD4	0.132	-0.049	0.084	0.112	0.723	0.005	-0.004
PD5	0.166	-0.005	0.079	0.223	0.731	-0.096	0.064
PD6	0.161	0.202	0.240	0.152	0.807	0.187	0.035
UA1	0.205	0.330	0.243	0.390	0.275	0.758	0.148
UA2	0.238	0.345	0.271	0.408	0.233	0.723	0.184
UA3	0.373	0.362	0.290	0.428	0.319	0.738	0.206
UA4	0.350	0.225	0.195	0.202	0.267	0.736	0.211
UA5	0.270	0.409	0.246	0.331	0.293	0.805	0.341
UA6	0.221	0.346	0.095	0.093	0.171	0.819	0.199
Use1	0.367	0.335	0.237	0.379	0.247	0.383	0.766
Use2	0.373	0.255	0.269	0.278	0.296	0.202	0.820
Use3	0.308	0.168	0.063	0.197	0.098	0.117	0.734

The result HTMT is reported in table 5. As seen from the tables all the values are less 0.85 which is in accordance with the criteria given by Henseler et al. (2015) and Raza et al. (2015).

	AFN	COM	IC	MF	PD	UA	Use
AFN							
COM	0.837						
IC	0.610	0.574					
MF	0.769	0.680	0.591				
PD	0.536	0.378	0.631	0.710			
UA	0.609	0.732	0.588	0.735	0.486		
Use	0.762	0.566	0.523	0.622	0.327	0.472	

4.5 Structure Model

After the confirmation of the measurement model, the structural model is assessed. The result is known in Table 6. Each path in the table represents the hypothesis. The result is analyzed by seeing the coefficient sign, value, and the significance level Wixom and Watson (2001). Vale of coefficient represent the degree of impact of independent variables on dependent variable. While p value shows the significance of the hypothesis. A hypothesis is said to be significant it its p value is less than 0.1. The regression path displays, acceptance of fake news, use involving practice, Acceptance of fake news involvement practices have a significant positive impact on use. Similarly, comprehensibility has significant positive effect on acceptance of fake news. Furthermore, individualism/collectivism has negative insignificant effect on comprehensibility. Similarly, power distance has negative insignificant effect on comprehensibility. comprehensibility toward the sub dimension of culture which include masculinity/femininity and uncertainty avoidance has a significant positive effect on the sub dimension of culture. Therefore, in this study four hypothesis developed in the study were accepted.

Hypothesis	Regression Path	Effect type	SRW	P-value	Remarks
H1	AFN -> USE	Direct effect	0.471	0.000	Supported
H2	COM -> AFN	Direct effect	0.538	0.000	Supported
H3	IC -> COM	Direct effect	0.070	0.323	Not Supported
H4	MF -> COM	Direct effect	0.136	0.0383	Supported
H5	PD -> COM	Direct effect	0.081	0.268	Not Supported
H6	UA -> COM	Direct effect	0.390	0.000	Supported

4.6 Discussion

The result shows that the first hypothesis (H1) is supported and there is significant relationship between acceptance of fake news and use ($\beta=0.471$, $P < 0.01$). The result is congruent with the results of the studies conducted by Zhuk, Denis, (2018), Nagler, and Tucker (2019), Allcott and Gentzkow (2017) and Trilling, Tolochko, & Burscher, (2017). It can be understood by considering the acceptance of fake news that people see any information whether it is real or fake but they accept it without verifying it. Similarly, their intention of use is to sharing and exposure to fake news especially it is found in older people in which they like to spread fake news.

The result shows that the second hypothesis (H2) is supported and there is significant relationship between comprehensibility and acceptance of fake news ($\beta=0.538$, $P < 0.01$). The result is identical with the results of the studies conducted by Burkhardt (2017), Eva and Shea (2018) and Rochlin (2017). It is found that there is positive relationship between comprehensibility and acceptance of fake news. The comprehensibility of acceptance of fake news is found whenever fake news take places large it had been thoroughly checked and review before reaching the public. Moreover, this study proposes that relationship between comprehensibility and fake news is stronger that how people understand the message or review before lead to fake news.

The result shows that the third hypothesis (H3) is not supported and did not share any statistically significant relationship between individualism/collectivism and comprehensibility in model ($\beta=0.070$, $P < 0.323$). The result is congruent with the results of the studies conducted by Meeuwesen and colleagues (2009), Chatma and Barsade (1995) and Wiener and Doescher (2008). It is found support for negative relationship between individualism/collectivism and comprehensibility. This study indicate that comprehensibility is useful in collective culture because most organization prefer collectivist it is comprehensible to understand the message very easily as compared to individualistic. In addition that COM is the important contributor in which to the variance in organizational effectiveness as collectivism culture, where COM can be useful in a collectivistic culture such as China, whereas individualists prefer clarity.

The result shows that the fourth hypothesis (H4) supported and there is significant relationship between masculinity/femininity and comprehensibility ($\beta=0.136$, $P < 0.0383$). The result is congruent with the results of the studies conducted by Mogilski, and Harrison (2014), Frisch and McCord (1987), Hirokawa, Dohi, Yamada, and Miyata (2000) and Gudykunst, Nishida and Schmidt (1989). It is found support for positive relationship between masculinity/femininity and comprehensibility. It can be understood the channel/connection is that men have great comprehensibility to deliver message as compared to women which has low comprehensibility to maintain high modesty as required to them. But sometimes regarding different conditions men is less comprehensible but women have the comprehensibility to deliver message. Furthermore this study propose that masculinity having high communication skills but sometimes femininity have great communication skills.

The result shows that the fifth hypothesis (H5) is not supported and there is insignificant and negative relationship between power distance and comprehensibility in model ($\beta=0.081$, $P < 0.268$). The result is congruent with the results of the studies conducted Hofstede (1994), Dhaliwal's (1993), Gregor (1996), Kim (1999) and Hofstede (2001). It is found support for negative relationship between power distance and comprehensibility. It is indicate that leader which has the power to control they are highly comprehensible, recognized and supported by the culture, but in organization which also has high power distance are good in decision making and they are willing likely to be more comprehensible and to share less responsibilities.

The result shows that the sixth hypothesis (H6) supported and there is significant relationship between uncertainty avoidance and comprehensibility ($\beta=0.390$, $P < 0.01$). The result is congruent with the results of the studies conducted Gould (1990), Hermeking (2006) and Cacioppo (2007). It is found support for positive relationships between uncertainty avoidance and comprehensibility. The relationship was found to be strongest for the component of COM. This study indicates that people who received uncertain news such as Covid -19, health care and consumers etc. may be more likely to believe in commercial message which are less comprehensible. Moreover, individuals from culture in which they are high comprehensible that have less chances to influence from uncertain news.

5. CONCLUSION

5.1 Conclusion

The purpose of this research is to investigate the impact of sub dimension of culture, femininity/masculinity, individualism/collectivism, power distance and uncertainty avoidance on comprehensibility and acceptance of fake news which effect social media usage. While our study provides much attention placed on role of sub dimension of culture which culture effect fake news and it also provide evidence based examination the impact of sub dimension of culture which effect social media usage and comprehensibility is one of the important mediator of our study. But from the theoretical perspective this research also integrate the Hofstede's cultural dimension theory that we learn that the combination of these models is useful in providing a strong assessment of the sub dimension of culture. Furthermore we conducted a quantitative approach to investigate the sub dimension of culture on comprehensibility and acceptance of fake news which effect social media usage via social media by using (Google Forms) with a sample size of respondents 200, but in this research our target audience of this study is all social media users. We have use two software in our research for data analysis and statistically testing by using SPSS and PLS-SEM. The empirical result shows the good measurement fit model, and six out of four hypotheses were supported. This study tried to cover up gap by integrating HCDT, comprehensibility, acceptance of fake news which effect social media usage. Therefore we conclude that sub dimension of culture has the most significant impact on the spread of fake news via social media usage.

5.2 Implications/Recommendations

The study offers important implications for the general importance of sub dimension of culture, acceptance of fake news and social media usage. Firstly the study extend the theoretical perspective of Hofstede's cultural dimension in order to study sub dimension of culture. The accepting fake news or sharing news without verifying it that could bad for society that will increase negativity and it can extremely damage the behavior of social media users. Therefore in Pakistan sharing of fake news is our habit whether it could be political or any other simple news in social media user of Pakistan they likely to increase negativity. Now in different countries some country has the power to control fake news in which they cannot share it without verifying it so it has positive effect on culture performance, so it better that leader should fully control over social media in order to avoid spread of fake news.

Other result regarding masculinity/femininity shows that men have great comprehensibility to deliver message as compared to women which has low comprehensibility to maintain high modesty as required to them but based on men and women communication or comprehensibility it had a significant positive impact on gender performance. Now in individualism/collectivism culture that comprehensibility is the important mediator to support collectivism culture because one person who has the ability to control the organization he is comprehensible enough to make organizational culture and to make a better workplace. It is indicated that there is positive effect in collectivist performance as compared to individualist. In addition uncertainty avoidance is one of the main problem where people accept relevant or irrelevant information in which most of the information are not comprehensible to accept the news without relevant sources, it is main problem for the social media users in which their uncertainty avoidance is high to accept uncertain news. We should be aware about the uncertainty news in which it required comprehensible or authentic news in order to avoid panic or negativity.

The results of the studies are also beneficial for the researchers who are concerned with different believed of fake news and sub dimension of culture that help us to make better society in order to make country, organization and social media user more comprehensible to understand fake news in which we can avoid false information.

5.3 Future Recommendations

We were bound by a few limitations on this study to getting questionnaire filled out from Karachi only. Future researchers should keep our limitations in mind so they can examine the topic with more clarity. Our first limitation was that the data that has been gathered was by an online survey consisting of only 200 respondents. We targeted Facebook users and also sub dimension of culture is also a limitation. People perceived the news according to their norms and believe (Masculinity/Femininity, Individualism/Collectivism, Power distance and Uncertainty avoidance). Our second limitation was that we couldn't do a more in-depth study from other cities. Hence, future researchers should focus on other cities of Pakistan as well in order to get more in-depth

idea about the topic. Our third limitation was that we only examined seven independent variables. Researchers who want to work on this topic can add more variables to their study.

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