# Factors That Motivates Fake News Sharing Among Social Media Users: A Case of an Emerging Economy

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# Factors That Motivates Fake News Sharing Among Social Media Users: A Case of an Emerging Economy

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# Abstract

False news is not new but it is becoming more common, it has become a serious issue as a result of social media's expansion, which has permitted individuals to engage and share thoughts. The primary aim of the research is to investigate those factors that influence fake news sharing on social media in an emerging economy. It is necessary to target emerging economy as fake news create a massive panic in such challenging economies that ultimately affect various sectors. For this purpose, Uses and Gratification theory (U&G) is used. In this research, the independent variable is False information and dependent variables are Altruism, Information sharing, Socialization, Entertainment and Pass time. In this research, quantitative method is used to investigate concepts to find relationships between variables and forecast results. In this research, the correlation research approach is used. A survey was conducted with local students via questionnaire (n=150). For data analysis, SPSS and smart PLS-SEM is used in this research. According to the findings of the study, altruism is the foremost imperative indicator of fake news distribution among Pakistanis. We have come to the conclusion that Altruism, Entertainment and Pass the Time foresee the spread of bogus news positively while Sharing of Information and Socialization impacts negatively. We recommend that online platforms users must verify the veracity of the information they have encounter and then post on social media websites.

**Keywords**: *Fake News Sharing, COVID-19, Social media users, Pakistan*

# 1. Introduction

## 1.1. Research Background

False news is not new but it is becoming more common, it has become a serious issue as a result of social media's expansion, which has permitted individuals to engage and share thoughts (Fernández-Garca, 2017). The emergence of the new Covid-19 in the month of December 2019 triggered a global pandemic that killed ample of lives to far. (Roser et al., 2020; Raza & Khan, 2021). Agreeing to the current study, the foremost damaging untrue news transmission to the worldwide wellbeing system has been the COVID-19 epidemic in later months (Pennycook et al., 2020). Analysts have pointed out that, until a convincing medication or vaccination, overseeing the widespread reaction will need leveraging experiences from the behavioral and social sciences, specifically as for non-pharmaceutical mediations and containing the spread of misinformation about COVID-19 (Depoux et al., 2020; Habersaat et al., 2020; Van Bavel et al., 2020). In reality, the World Health Organization (WHO) has cautioned a progressing "infodemic," or an abundance of data specifically misinformation during the pandemic. (World Health Organization, 2020b; Zarocostas, 2020). Disregarding the drastically enhancing number of cases, there have been a few rumors and wrong news reports concerning the COVID-19 (Huyunh, 2020). As a result, it's vital to way better get why people accept and spread wrong data approximately COVID-19, as well as to create strategies to avoid the spread of disinformation (Lampos et al., 2020).

There are several components that can impact sharing fake news on Covid-19 among which altruism is one of them. Altruism can be explained as a person's motivation to share the knowledge without expecting anything in exchange. Since altruism was created to be related with sharing info on social media, it was engage in context of sharing any kind of news without any reward within

the present study. It has created the impression that most of social media users are individuals that energetically acquire information to respond to the questions posed by others (Plume & Slade, 2018; Raza et al., 2020; Ma & Chan, 2014).

Apart from this, Entertainment also effect sharing fake news on Covid-19. Entertainment gratification comprises the use of social media for self-satisfaction/amusement, expressive release, and anxiety alleviation because Baek et al. (2011) observed that social media users posted links on their accounts to relax and entertain themselves. Same as according to Thompson, Daya and Wang (2019) identified and examined a linear relationship between entertainment, enjoyment and trolls on social media, claiming that trolls on social media are a consequence of people's openly expressed delight and opinions.

Along with entertainment, socialization is a critical factor in sharing fake news regarding Covid, the frequency of social interaction between persons is the most important factor in determining socialization satisfaction. During the sharing news on online media or social media, pleasure of socializing was explored in respect of the desire to develop social capital and contrast it with others. This helps people preserve their social capital since it leads to shared interests and viewpoints on a variety of topics (Lee & Ma, 2012; Apuke & Omar, 2019).

In addition to above factors, pass time also effect the sharing fake news on Covid-19. Time pass is explained as utilization of social media platforms to just get to eliminate boredom. One of the most important reasons for utilizing social media is identified, according to Choi et al. (2016) the satisfaction of time pass fulfilment is closely related to distributing false news. It's fair to declare that after altruism, pass time is the second most effective predictor of spreading false news.

Along with pass time, information sharing plays an important role too in sharing fake news on Covid-19 People's urge to learn more about their surroundings is considered as a reason for them to share information on social media. Previous research Whiting and William (2013) discovered a connection between the user's pleasure model and information sharing on an online network.

## 1.2. Problem Statement:

In the early days of 2020, on social media and other platforms, news and media stories on the coronavirus sickness and illness (COVID-19) were immediately published and distributed. Therefore, this research has been broadly explored with regards to developed countries and in developing countries as well (Apuke & Omar, 2021; Yang & Tian, 2021; Hartley & Vu, 2020), and in under developing countries (Habersaat et al., 2020; Ma & Chan, 2014). In the context of Pakistan, the researchers have sightseen the relationship between fake news sharing among social media users in the COVID-19 (Ahmed, Qamar & Asghar, 2021; Naeem, Bhatti, & Khan, 2021; Raza et al., 2021), have further explored the psychological aspect of COVID 19 on fake new sharing. Furthermore, Shoaib & Abdullah (2021) have shared current analysis indicating the most significant instance of harmful false news distribution in recent months occurred on COVID-19. This contributes to a growing consensus that fraudulent material about COVID-19 has grown increasingly prevalent in social networking sites in Pakistan (Adnan, Nawaz, & Khan, 2021; Ahmed, Qamar & Asghar, 2021). However, to the best of our knowledge, no research has been conducted that examines the association between all of the variables that are altruism, entertainment, time pass, socialization, and information sharing altogether with regards to Pakistan. Therefore, the research will explore the factors that influence the impact of fake new sharing with regard to Pakistan.

In the context of Pakistan, according to reports, there are overall 46.00 million social media users in January 2021 (Javed et al., 2020). The number of the users are currently increasing with the average of 9.0 million between 2020 and 2021 (Ittefaq, Abwao & Rafique, 2021). The number is equivalent to 20% of the population. However, it is reported in the time of COVID 19, the users in Pakistan are increased by 17% as compared to the last year (Naeem, Bhatti, & Khan, 2021). With the increase, social media websites have witnessed an increase in the fake news sharing related to the fake rumours about the pandemic (Haroon et al., 2021). According to a report, social media is the least trusted platform for news sharing as 60% users use social media for news sharing and 59% people have shared fake news across social media platform related to the COVID 19 (Ahmed, Qamar & Asghar, 2021).

The findings have highlighted that the emergence of COVID 19 has increased the fake new sharing on social media platforms in developed countries. However, the ratio is relatively large in Pakistan due to the lack of awareness and media trust. Various factors are highlighted by the social media users which have influenced the fake news sharing such as altruism, time pass, entertainment and information sharing. People in Pakistan have spread fake illness factors, statistics and wrong medication which made the issue worse. Therefore, the study will cover the gap by investigating the factors resulting in sharing of fake news across social media platform. It is necessary to investigate the factors in order to minimize the sharing of fake news on social media platform in the context of Pakistan

## 1.3. Research Objective

The primary aim of the research is:

- To investigate those factors that influence fake news sharing on social media.

## 1.4. Research Question

Following is the question utilized in this research:

- What are those factors that influence sharing of fake news on social media?

## 1.5. Limitation and Delimitation

This following research have some limitation that are faced by the researcher. The first limitation is related to sample size as we have collected data from a sample size of 250 respondents. The sample size representing the population is small which may affect the reliability of the research. The second limitation is related to sector as we have targeted university students only as COVID19 has restricted the physical contact. The third limitation is related to city, as we have targeted only Karachi. The fourth limitation is that we have selected limited variables which are altruism, entertainment, time pass, socialization, and information sharing. There are other variables that can also influence the fake news sharing during the COVID 19.

## 1.6. Significance of Research

Our research will prove to be beneficial for number of people, which most importantly include social media Managers and policy makers. They would now know that not all the news on internet is reliable. The findings may prove helpful towards the research world and healthcare workers since these identify aspects that contribute to the circulation of misleading news across social

media users. Moreover, this research will be fruitful for the future researchers, who want to make a similar research, the results of this research can be used in literature review. This doesn't just depend on government yet in addition to the forefront support labourers, advocates, organizational leaders and families. Social media users and health practitioners will be most benefitted by this study.

## 1.7. Organization of the Research

The current research will be comprised of the following six chapters that will deliver the outcomes. This first chapter of the research will discuss the background and state the problem, the aims and objectives of the research will also be mentioned. The second chapter will provide significant literature regarding the significant aspects that influence fake news sharing on social media. Previous articles will be utilized in this chapter so that the past previous efforts and contributions of the researchers can be stated in the research. The third chapter of the research will discuss the methodology that has been used by the researcher will be evaluated along with research design and approach. The fourth chapter will shed some light on the results and provide comprehensive information on the findings using statistical models and software. The last chapter of the research will provide the overall conclusion and propose recommendations along with the research implication.

# 2. Literature Review

## 2.1. Theoretical background

The theory on which our conceptual model is based was Uses and Gratification Theory (U&G) theory. This theory was presented by Blumler and Katz in 1974 "the Uses of Mass Communications: Current Points of view about Gratifications Research" and centers its consideration on media users' parts. The Uses and Gratification talks about the impact of the media on the individuals. This very clearly indicates how the individuals utilize the media to fulfill their needs and get satisfied. This can also be said as; the theory contends what the users do with media rather than the other way round. Moreover, the current theory is contradictory to Magic Bullet theory, which indicates the passiveness of the audience. This theory integrates a user-centric approach. Even for the communication purpose amongst themselves, individuals prefer to search the media regarding the topic they want to talk about. Through taking reference from the media, they get more information and disclosure to the world past their constrained visual perception. Li (2005) said that individuals make use of social media to cater their needs which incorporate cognitive needs, individual integrator needs, feeling needs, tension release needs, social integrator needs, and medium/moderate appeal needs. Due to this reason, social media is known to be a rich investigate field illustrating the coordinate pertinence of the U&G Theory and its participants (Matei, 2010). With the survey of the relevant studies, the analysts examined and synthesized the works of Gallion (2010), Asemah (2011), and Whiting and Williams (2013). Agreeing with the researchers, the greater part of individuals makes use of social media for interaction, entertainment, passing time, seeking and sharing of knowledge, communication, socialization, self-expression, observation, and. instruction.

## 2.2. Hypotheses Development

### 2.2.1 Altruism and fake news sharing

Altruism is the moral principle of caring for the happiness of other people, resulting in a higher quality of life. It is offered that people having a higher altruistic mindset are more prone to establish false information about COVID-19 in attempt of spreading the information that would be beneficial for other people. Past researchers (Balakrishnan & Rahim, 2021) stated that the connection between altruism and sharing fake news is positive. Adnan, Nawaz, & Khan stated that the correlation among altruism and fake news sharing is positive. (Apuke and Omar, 2020 stated that the relation between altruism and sharing fake news is positive. (Fang and Chiu, 2010; Plume and Slade, 20180 said that the relationship between the altruism and fake news sharing is positive. Xia et al. (2021) said that the relation between altruism and fake new sharing is positive.

As a result, it is concluded:

**H1**: altruistic motivation would be positively related with spreading false news on COVID 19.

### 2.2.2 Entertainment and fake news sharing

The term "entertainment" refers to any action that engages and entertains an audience, as well as providing pleasure and delight. According to a past report, a large portion of the knowledge circulated during the COVID-19 pandemic was inspired by an urge to enjoy. Tandoc et al. (2021) states that the relation between entertainment and fake news sharing is positive. Balakrishnan et al. (2021 states that correlation between entertainment and fake news sharing is positive. Apuke & Omar (2020) states that the relation between entertainment and fake news sharing is positive. Duffy et al. (2020) states that the relation between entertainment and fake news spreading is positive.

**H2:** Entertainment would be positively correlated with spreading false news on Covid-19.

### 2.2.3 Pass time and fakes news sharing

Pass time is a leisure activity that allows you to pass the time in an agreeable manner; an activity performed to seek pleasure instead of work. When it comes to Covid-19, pass time has a lot of impact on Fake news sharing. Uddin (2021) stated that pass time is positively related with Fake news sharing on Covid Muzykant et al. (2021) also claim that the connection between pass time and Fake news sharing on Covid is significant Sciortino (2020) has identified the positive correlation between pass time and Fake news sharing about Covid,. Pomerance (2022) stated that pass time is directly connected with Fake news sharing on Covid-19.

**H4**: Sharing fake news is positively associated with pass time.

### 2.2.4 Socialization and fake news sharing

Socialization is an act of mixing socially with other people and a way of learning to behave in a way that is acceptable to the community. It is more likely that people spread or pass on the piece of  information which has been uploaded by a friend over social media and claims a significant relationship between socialization and fake news sharing (Fu et al., 2017).Shahil Feroz A, Ali NA, Feroz R, et al stated that sharing fake news is positively related with socialization. Adnan M, Nawaz M.B, Mehmood Khan R.S stated that sharing fake news is positively connected with Socialization.  Balakrishnan et al. (2021)stated that sharing fake news is positively associated with Socialization. O.D. Apuke, B. Omarstated that sharing fake news is positively correlated with Socialization.

**H4.** Sharing fake news is positively associated with Socialization.

### 2.2.5 Information sharing and fake news sharing

Information Sharing is a process of sharing data and communication from one entity to another. Information sharing is an important element of an effective response to infectious illness outreach. The hurdles to fast and clear information sharing are multiple however fake news has made certain headlines during this crucial period. Information sharing has to certain range effect on Fake News sharing of Covid pandemic. Song et al. (2021) written that information sharing is positively related with Fake news sharing on Covid pandemic. Khuong (2020) stated that information sharing is positively related with Fake news sharing on Covid-19. Duffy (2020) stated that information sharing is positively connected with Fake news sharing on Covid-19. Chen (2021 stated that information sharing is positively correlated with Fake news sharing about Covid-19pandemic.

**H5:** Sharing fake news is positively connected with information sharing.

## 2.3. Conceptual Framework
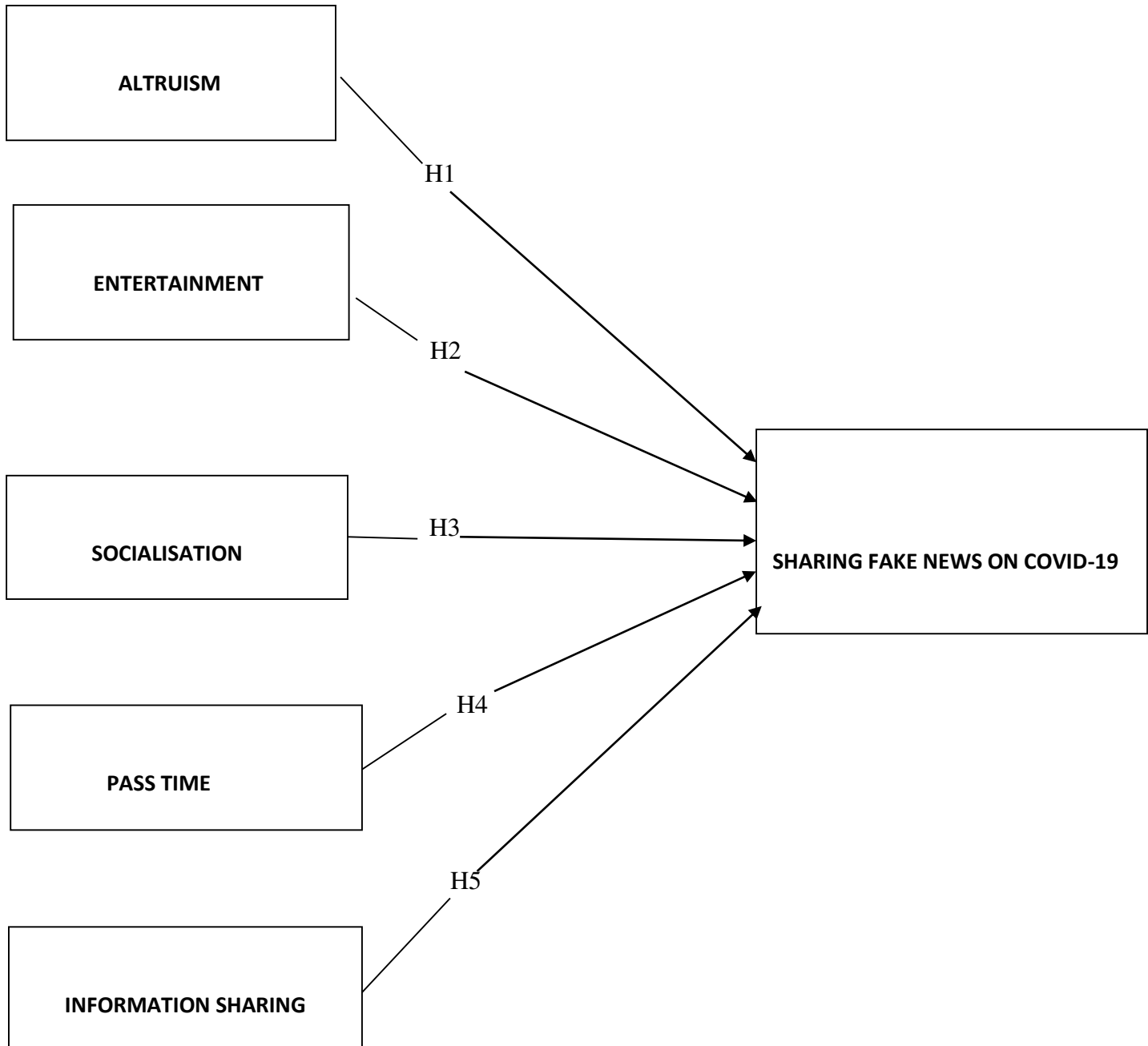
## 2.4. Empirical Review

The author of this research Rana, et al. (2021). This article aims false news has been more prevalent in recent years, owing to a significant section of the country's lack of basic literacy, which exposes people to various types of online and digital misinformation. People regularly submit data without first validating it. This research is conducted to study relationship between altruism and sharing the fake news regarding COVID-19, which are both its Independent and dependent variables. The sample size of this research is 375 people. The research strategy used is exploratory research having quantitative methods. As per the result of this research, text information mining extraction techniques were used to examine the sentiments of fake details on COVID-19. The most important influence was the conversation regarding health infrastructures. Fear and distrust were produced by any form of news, including fake and legitimate, but it galvanized individuals to ask more questions they might not have addressed otherwise. It is recommended to individuals to reduce the altruistic drive, but rather to endorse the veracity of such data before posting that on social media.

This research has been carried by Moscadelli, et al. (2020). The main aim and goal of the study was to find the proliferation regarding the fake news on Covid-19 pandemic. The independent and dependent variables are Altruism and fake news sharing, Entertainment, Socialization, Pass time, Information seeking and information sharing. The sample size was drawn from Nigeria were 385 respondents participated. Uses and Gratification framework was used to study the variables. Survey research design was used. In order to determine the results of the variables Partial Least Squares was used by the researchers. The results showed that the sharing of fake news was the most important and significant variable. It was concluded that the entertainment variable had no significant relationship with the sharing of fake news.

This research is conducted by Rodrigues & Xu (2020). In this study, researcher examine citizens' ideological structures for accepting or rejecting misinformation during the trying time of the COVID-19 global health crisis. Analytical framework was kept in mind while collecting data. The sampling technique used was snowball and convenient. The independent and dependent variables of this study are disinformation, ideology and activism. The results indicated that different groups are involved in different fake news circulation among the group of people.

This research is conducted by Hartley & Vu (2020). This study has practical implications that responds to crises in a fragmented political context and at the theoretical level for post-factual research and fact finding. The dependent and independent variables of the research are fake news, pandemic, and policy insights. The research design adopted for carrying out the research is quantitative technique. The findings show that the social media as well as the government of different economies have been a part of creating fake news regarding Covid-19. It has been concluded that the encounter of people in terms of social pressure make them circulate the fake news.

This research was carried out by Orso, et al. (2020). The aim of the research was to examine the response of the governments of the two popular countries to the scourge of fake news during COVID-19. China and India are the countries with the greatest challenges in terms of population size and diversity. The sample size was 598 respondents. A cross-sectional research design was used. The independent and dependent variable of the study were government regulation, free speech, local conditions, and communication infrastructure. The results indicated that China has been a strict country where the circulation of fake news has been considered a crime. The government of the country take strict measures against the spreaders. India has also taken actions

to stop the propagation of the fake news by shutting down their news channels. So, it is concluded that government always play a significant role in fake news.

The author of this research is (Calì, et al) 2020. The research aims on the dispersion of false news regarding COVID-19. The research is having gratification, entertainment, fake news of Covid-19 and dimensional model as independent and dependent variables. This research studies the result of a data sample (n=385). It has been discovered that social media is the most effective means of propagating a bigger number of unauthentic content. Sharing disinformation about an incident increases the likelihood of altering people's perspectives. It becomes harder to differentiate between legitimate and untruthful news articles. In relation to COVID-19, investigate the relationship between entertainment pleasure and the propagation of fake news. As a result, this study encompasses a dimensional model based on the needs and Gratification viewpoint, only with the inclusion of entertainment. Communications capability for data collection and sharing over standard internet. The data collected and evaluated inside the Network infrastructure is of a critical nature that needs protection against potential invasions. For the recommendation and future implication it is sorted that collected replies revealed that altruism is the most important predictor of individuals spreading false news, whereas enjoyment had no significant influence on fake news distribution.

The author of this research is as to study the result of information seeking gratification on the dispersion of bogus news about COVID-19. The final results of the collected replies revealed that altruistic motive is the most important predictor of individuals spreading fake news, whereas enjoyment had no significant influence on fake news spreading. This study examines the findings of a Pakistani sample (n=376) about the spread of fake news concerning COVID-19. We employ

a wide range of approaches for data collecting, annotation, and analysis. We also develop new algorithms that better interpret the information that is provided. To the best of our knowledge, it is the first research that examines how politics, the infodemic, and disinformation interact in Pakistani society during the COVID-19 pandemic. The spread of fake news might cause fear and excessive measures.

The author of this empirical study is Zhang, et al., (2020).In this paper, we provide a comprehensive review of how Pakistan's people used public WhatsApp groups to share pandemic-related information. Moreover, during COVID-19, people's fake news dispersion was influenced by information sharing, information sharing, sociability, information searching, and time passing. This study examines the findings of a Pakistani sample (n=384) about the spread of fake news concerning COVID-19. An explanatory research methodology was used, information was analyzed via a questionnaire based on earlier studies, and participants were contacted via various social media networks. After considering the results of the study, it is advised that intervention measures be used to enlighten individuals about the proper and legitimate medium of data.

The author of this research is Khan, et al. (2020). We focus on political polarization and how it affects how users from various political parties' exchange COVID-19-related material. To investigate the relationship between COVID-19 entertainment pleasure and fake news dispersion. This study examines the results of a Pakistani sample (n=385) about the spread of fake news concerning COVID-19. An exploratory approach was used, data was collected through a questionnaire, and participants were solicited via various social media platforms using a convenient sampling strategy. This study presented foundational facts that may prompt consumers to think twice before believing certain social media news. During the COVID-19 pandemic, the

infodemic and disinformation play a role in Pakistani society. False news can cause fear and needless measures, such as taking medicine, which can lead to death.

The author of this research Saeed, et al. (2021). The present study aims to analyze Pakistani citizens' knowledge and behaviors with COVID-19, as well as the characteristics related to acceptable knowledge and good behaviors. The questionnaire contained questions about demographics, information sources, knowledge, and COVID-19 practice on online questionnaires, and links were shared with WhatsApp groups, Facebook pages, and other digital sites. This study examines the findings of a Pakistani sample (n=380) about the spread of fake news concerning COVID-19. Because a population-based survey would have been impossible to conduct in this particularly affected, the scientists used an online data gathering strategy. The report advises the health ministry should promote all COVID-19 preventative and protective measures, including a more structured approach to all strata of society.

The author of this research is Ali & Gatiti (2020). To investigate the role of information sharing in the spread of bogus news about COVID-19. The consequence to death to highlight the role of time pass satisfaction in the spread of misleading news about COVID-19. This study examines the results of a Pakistani sample (n=386) about the spread of fake news concerning COVID-19. The data generated and analyzed within the Network architecture is of crucial importance and must be safeguarded from potential intrusions. Seeking knowledge and passing the time were factors in the spread of bogus news regarding COVID-19, but there was no link established between entertainment motives. The findings of this study have theoretical and practical ramifications. It is not urged to individuals to reduce their altruistic drive, but rather to endorse the veracity of the evidence before sharing it on social media.

The author of this study is Shoaib & Abdullah (2021). The backdrop of the COVID-19 pandemic from the targeted demographic of Pakistani people concludes this investigation. To investigate the impact of information seeking and entertainment pleasure on the spread of bogus news about COVID-19. This study examines the results of a Pakistani sample (n=380) about the spread of fake news concerning COVID-19. The study's conclusions include theoretical and practical implications, and data were obtained by questionnaire. According to the results of the collected replies, news sharing and entertainment are the key predictors of false news sharing amongst people, with entertainment having a considerable influence on fake news sharing. Bogus news can cause fear and undue measures, which can lead to death] said that some individuals are dying as a result of fake information and COVID-19 preventative procedures. It is recommended by the researchers to have larger sample size in order to get relevant results.

The author of this research is Ittefaq, et al. (2020). To investigate the role of information sharing in the spread of bogus news about COVID-19. In summary, this viewpoint proposed that social media consumption is a purposeful act with requirements and aims well-defined by listeners and devotees themselves. To look at the link between altruistic motive and dispersion bogus news about COVID-19. This study examines the results of a Pakistani sample (n=376) about the spread of fake news concerning COVID-19. The data generated and analyzed within the Network architecture is of crucial importance and must be safeguarded from potential intrusions. When fact-checkers were slow to reply, it was the organizations or institutions themselves that used their official communication channels to dispel such phony news.

The author of this study is Butt, et al. (2021). Although false news is not new, it has become a severe issue in recent years due to the rise of social media, which has allowed for engagement and

the transmission of ideas to individuals. As a result, we may conclude that social media has evolved into a medium for fast disseminating bogus news. To investigate the function of socialization pleasure in the spread of bogus news concerning COVID-19. The obtained replies were examined using a regression model. Finally, information sharing is viewed as people's desire to improve their knowledge of their surroundings through sharing information on social media. Before sharing any news on social media, check the name of the author who posted it, read the entire content rather than just the headlines, and check dates to avoid individuals from segmenting phony news on their social media profiles.

The author of this research is Rafi (2020). Although false news is not new, it has become a severe issue in recent years due to the rise of social media, which has allowed for engagement and the transmission of ideas to individuals. As a result, we may conclude that social media has evolved into a medium for fast disseminating bogus news. To investigate the function of socialization pleasure in the spread of bogus news concerning COVID-19. The obtained replies were examined using a regression model. Finally, information sharing is viewed as people's desire to improve their knowledge of their surroundings through sharing information on social media. When posting any news from social media, check the original author who posted it, read the entire content rather than just the headlines, and verify dates to avoid individuals from segmenting phony news in their social media profiles.

The author of this research is. The backdrop of the COVID-19 pandemic from the targeted demographic of Pakistani people concludes this investigation. To look at the link between altruistic motive and dispersion bogus news about COVID-19. This study examines the results of a Pakistani sample (n=380) about the spread of fake news concerning COVID-19. This is the first research to

look at how politics, the infodemic, and disinformation affect Pakistani society during the COVID-19 pandemic. Several important discoveries have resulted from our research. It is not urged to individuals to reduce their altruistic drive, but rather to endorse the veracity of the evidence before sharing it on social media.

The author of this research is Tahir, et al. (2021). To investigate the relationship between COVID-19 entertainment pleasure and fake news dispersion. A substantial relationship was discovered between the user and reward model, as well as the sharing of information on an online network. The dangers of false news or misleading material masquerading as verifiable fact, which is often disseminated online, are especially apparent during public well-being catastrophes, with untruthful similarity formed between positivistic indication and unacquainted opinion. This study examines the results of a Pakistani sample (n=385) about the spread of fake news concerning COVID-19. Respondents were recruited via several social media platforms using a simple sampling strategy. This might be due to attitude difficulties that are required for internet abilities in utilizing online sources for information.

The author of this research is Naeem & Bhatti (2020). The most significant influence was the conversation regarding health infrastructure. Fear and mistrust were produced by any form of news, both fake and legitimate, but it galvanized individuals to ask questions they would not have asked otherwise. This study examines the findings of a Pakistani sample (n=385) about the spread of fake news concerning COVID-19. The data generated and analyzed within the Network architecture is of crucial importance and must be safeguarded from potential intrusions. This study discovered that around 15% of communications are disinformation and that political party-associated organizations do have a role in the spread of misinformation. After considering the

study findings, it is advised that intervention measures be used to enlighten individuals about the proper and legitimate source of information.

The author of this research is Islam, et al. (2020). The backdrop of the COVID-19 pandemic from the targeted demographic of Pakistani people concludes this investigation. There is a chance that the findings of our study will not be generalizable to false news distribution in general, and that these findings will not be generalizable to other countries due to cultural differences. This study examines the findings of a Pakistani sample (n=375) about the spread of fake news concerning COVID-19. We drew a sample of Pakistanis and discovered that altruistic drive is the most important predictor of false news dissemination among participants during COVID-19. While entertainment fulfilment was not found to be related to false news sharing among the targeted inhabitants, information seeking said that some individuals are dying as a result of fake information and COVID-19 preventative activities.

The author of this research is Mukhtar, S. (2020). To properly address the disease, the government of Pakistan must examine the general population's knowledge, attitude, practice, or perceptions, and then devise policies and standard operating procedures. To look at the link between altruistic motive and dispersion bogus news about COVID-19. As a result, an online poll was conducted to ascertain the attitude of the Pakistani community about COVID-This study examines the findings of a Pakistani sample (n=385) about the spread of fake news concerning COVID-19. The obtained replies were examined using a regression model. The study's findings revealed that altruistic motive was the most important predictor of COVID-19 fake news distribution. It is not urged to individuals to reduce their altruistic drive, but rather to endorse the veracity of the evidence before sharing it on social media. The spread of fake news might cause fear and excessive measures.

The author of this research is Awan, et al. (2020). The backdrop of the COVID-19 pandemic from the targeted demographic of Pakistani people concludes this investigation. The fluctuating some entertainment and benevolence. There is a chance that the findings of our study will not apply to the spread of fake news in general. This study examines the findings of a Pakistani sample (n=375) about the spread of fake news concerning COVID-19. Data were obtained by questionnaire, and respondents were solicited via several social media platforms using a simple sample strategy. An online survey built with a Google form was used to test the suggested study paradigm. Because entertainment pleasure did not affect fake news dispersion, future researchers should look into other factors such as social media exhaustion, self-disclosure, and online trust.

This research is constituted by Feng, et al. (2020). The research is mainly focusing on the interest of university students and mental health which they are facing because of COVID-19 pandemic. The Independent and dependent variables of this research are Perceived risk, Altruism, Perceived risk Altruism, Negative affect and Mental Health which includes anxiety and depression. The research was having 1346 participants. The research is following cross-sectional format of research. The individuals with high altruistic motive showed more negative affect than the individuals with comparatively low altruistic motive, which indirectly increased their anxiety and depressive symptoms.

This research is conducted by van Der Linden, et al. (2020). The aim of this article is to report on a small study that attempts to look into the types and sources of misinformation about the coronavirus. A total of 1225 pieces of this virus were identified and analyzed as fake COVID-19 news from COVID-19 testers. The independent and dependent variables of this study include false claims, conspiracy theories, pseudoscientific therapies, treatment and prevention. The sample size

of this study includes 1500 participants. Content analysis was the research strategy used in carrying out this research. The authors have used different sources of information that includes fact-checkers and myth busters. The main findings show that out of the fake news related to Covid-19, media has been accounted for almost 50.5 percent fake news. There were many conspiracy theories all over the world leading to such fake news. Strategies were made in order to avoid the circulation of these fake news. It is recommended that the media should verify and ensure the news before highlighting into the news.

This research is conducted by Carrion-Alvarez & Tijerina-Salina (2020). The main aim of this study is to identify and understand the perspectives of people regarding their control when it comes to the spread of fake news on social media. The study is based on quantitative data. 300 respondents were part of this research where the data was gathered using online platforms. The independent and dependent variables of this research are attitude of people, role of social media and measure to control the spread of false news on social media. As discussed earlier, the research design is based on quantitative technique. The findings of the study reveal that the people who aged above 60 share fake news among other people. Apart from this, the people who circulate such fake news claim themselves to be doctors and experts.

The author of this research is O'Connor & Murphy (2020). The aim and goal of the study was to eliminate and evaluate the consequences of the threats possessed by dispersion fake news among people. The paper highlights the previous disasters that occurred before the pandemic has hit the global economy. The dependent and independent variables of this research are fake news, crisis management, risk communication and health and environment hazards. Quantitative research technique is used. A variety of sources has been used to evaluate the final results. This includes

both primary and secondary researchers. The results were analyzed and showed that whenever any

disaster had hit this world different fake news were circulated all over the world as it happened

during the Fukushima Nuclear disaster. It took a long time to identify the fake news. Similar is the

case with Covid-19 because the data is often misinterpreted.

## 3. Research Methodology

## 3.1. Research Purpose:

The research purpose refers to the analysis of data by conducting a systematic investigation which includes evaluation, research development and research testing (Apuke & Omar, 2021; Raza et al., 2021; Qazi et al.,2021). The types of research purpose are explanatory design, exploratory, and descriptive design. Explanatory research design carries out studies on the problems that are not described clearly and concisely (Hartley & Vu, 2020). In this research, the exploratory inquiry type is used as it enables deeper understanding related to the current study and situation. It allows the flexibility of analysing wide information sources to derive a sound and credible conclusion.

## 3.2. Research Approach

The design of a research study reflects the nature of the study being conducted. There are three approaches including qualitative research design, quantitative research design and pragmatic research (Ahmed, Qamar & Asghar, 2021; Ali & Raza, 2017). Qualitative research study provides the in-depth understanding to manage daily situations (Hartley & Vu, 2020; Raza & Khan, 2021). Quantitative research is used to investigate concepts to find relationships between variables and forecast results. In this study, quantitative research is used. This research method helps to maintain theories or hypotheses and design mathematical models to generalize data for wider population. This quantitative method explains the issue with the help of collected data in numeric form using Statistical or mathematical techniques to analyse data.

## 3.3. Research design

In this research, the correlation research approach is used. The goal of this research design is to assess and understand the relationship between the independent and dependent variables.

Correlational design gives us the advantage to measures the relationship between two variables (Shoaib & Abdullah, 2021; Ahmed et al.,2021).

## 3.4. Sampling technique

In convenience sampling, the researchers collect data from the respondents who are available conveniently. In this study, researchers have used a convenience non-probability sampling technique, which has some advantages. Convenience Sampling is used as it allows us to obtain data from university student who are easily accessible and reachable to minimise cost and save time. This technique is simple and easy to implement as the data is collected from the available population (Bigby, 2020).

## 3.5. Target audience/Population

Our target population/audience is university students.

## 3.6. Sample size

The sample size we used is comprised of 150 students

## 3.7. Statistical Techniques

The statistical technique we used is PLS-SEM for analysing and evaluating data.

## 3.8. Questionnaire and Measurement Instrument

In this review, all the estimated things for every factor were embraced from past paper Apuke & Omar (2021). The data was gathered through poll which depended on 5-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The reactions were taken through Google structure. We have remembered close finished inquiries for our exploration and the inquiries

depend on 5 focuses Likert scale which range from emphatically differ to firmly concur. We have considered 5 independent variables and tried to study their link and association with dependent variable which is Fake news sharing. The assigned worth or allocated qualities are as per the following. Strongly disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5).

## 3.9. Ethical consideration

The information that was needed for the research purpose has been collected willingly from respondents via a questionnaire. It is solely for the purpose of achieving the study motive, and it must not be used to infringe or violate on the dignity and privacy of research participants. Furthermore, no personal details of any kind can be shared anywhere so it will always remain confidential and private.

## 3.9. Demographics

This table shows the total profile of participants in terms of their University, Gender and field type which is represented through Table1.

**Table 1**
**Demographic Profile of the respondents**

| Sample (n=118) | | Frequency | Percent |
|---|---|---|---|
| Gender | Male | 55 | 46.6 |
| | Female | 63 | 53.4 |
| Age | 18-22 | 62 | 52.1 |
| | 23-27 | 40 | 33.6 |
| | 28-32 | 12 | 10.1 |
| | More than 32 | 5 | 4.2 |
| Education | Intermediate | 8 | 6.7 |
| | Under Graduate | 67 | 56.7 |
| | Graduate | 21 | 17.7 |
| | Post Graduate | 19 | 16.1 |
| | Other | 3 | 2.8 |

If we see in Table no.1 with respect to field of study mostly our respondents are from business field with respect to the Gender most of our respondents are male with 46.6% and female with 53.4%. Discussing about the age of the participants majority of the people were of 18-22 which is 52.1% of the whole sample size. For the education majority of the participants were under graduate students with the percentage of 56.7%. Next to that were graduate students which was of 17.7%.

# 4. Data Analysis

All of these hypothesis was tested on PLS-SEM commonly known as partial least square structural equation modeling. It is highly recommended by many researcher (Fornell and Larcker, 1981; Guoyan et al., 2021) because it can measure mediating hypothesis. This method is mainly considered for the purpose of explaining highest variation of the data that is having all the complex model with its minimum sample size and having all the minimum needs with respect to the fitness of model. This is not having any assumption. It is divided into two steps which is mentioned by Anderson and Gerbing's (1988). The very first step is to having assessment whereas second step is having the testing of that hypothesis.

## 4.1. Measurement Model

Before to putting the theory to the test, it is important to test the data and its robustness. The reliability of the measuring items constructs. Moreover it shows the internal consistency. The variables include (ALT1, ALT2, ALT3, ENT1, ENT2, ENT3, FNS1, FNS2, FNS3, FNS4, FNS5, IS1, IS2, IS3, PT1, PT2, PT3, SOC1, SOC2, SOC3) was highlighted by the value of Cronbach Alpha ($\lambda$) it should be having the absolute minimum value of 0.5 which is told by Tabachnick and Fidell (2007). With the help of composite reliability, construct reliability is being calculated this shows the internal consistency within the measuring items within the construct, and the value should be greater than 0.7 (Straub, 1989). Followed by that in the Table 2, the Cronbach Alpha ($\lambda$) The threshold value for composite dependability is met.

| Table 2 Measurement model outcomes. | | | | | |
|---|---|---|---|---|---|
| **Constructs** | **Items** | **Loadings** | **Cronbach's α** | **Composite reliability** | **Average Variance extracted** |
| **ALT** | ALT1 | 0.704 | 0.757 | 0.800 | 0.813 |

| | | | | | |
|------|------|-------|-------|-------|-------|
| | ALT2 | 0.405 | | | |
| | ALT3 | 0.565 | | | |
| **ENT** | ENT1 | 0.840 | 0.879 | 0.926 | 0.806 |
| | ENT2 | 0.913 | | | |
| | ENT3 | 0.934 | | | |
| **FNS** | FNS1 | 0.838 | 0.866 | 0.902 | 0.650 |
| | FNS2 | 0.849 | | | |
| | FNS3 | 0.845 | | | |
| | FNS4 | 0.739 | | | |
| | FNS5 | 0.753 | | | |
| **IS** | IS1 | 0.726 | 0.865 | 0.751 | 0.517 |
| | IS2 | 0.926 | | | |
| | IS3 | 0.762 | | | |
| **PT** | PT1 | 0.837 | 0.804 | 0.884 | 0.718 |
| | PT2 | 0.879 | | | |
| | PT3 | 0.825 | | | |
| **SOC** | SOC1 | 0.740 | 0.733 | 0.797 | 0.571 |
| | SOC2 | 0.889 | | | |
| | SOC3 | 0.716 | | | |

**NOTES:** ALT= Altruism ENT= Entertainment FNS= Fake News IS= Information sharing PT= Pass time SOC= Socialization

The discriminant value shows the tendency which is measuredly having all the necessary items. The square root of the AVE is being displayed. This has to be greater which correlation which is among the variables is:

| Table 3 Summary statistics. | | | | | | |
|------|-------|-------|-------|-------|-------|-------|
| | **ALT** | **ENT** | **FNS** | **IS** | **PT** | **SOC** |
| **ALT** | **0.803** | | | | | |
| **ENT** | 0.294 | **0.765** | | | | |
| **FNS** | 0.196 | 0.504 | **0.806** | | | |
| **IS** | 0.316 | 0.254 | 0.264 | **0.719** | | |
| **PT** | 0.379 | 0.534 | 0.547 | 0.323 | **0.847** | |
| **SOC** | 0.208 | 0.265 | 0.291 | 0.355 | 0.205 | **0.756** |

**NOTES:** ALT= Altruism ENT= Entertainment FNS= Fake News IS= Information sharing PT= Pass time SOC= Socialization

For the table 4 that is having cross loading analysis. This is showed with every construct there is each variable with higher relevant constructs. Constructs are compared to one another, and the inter loading variance is greater than the recommended threshold of 0.1 (Gefen and Straub, 2005; Khaskheli et al., 2020), indicating that the model has strong discriminant validity.

| Table 4 Loadings and cross loadings. | | | | | | |
|---|---|---|---|---|---|---|
| | **ALT** | **ENT** | **FNS** | **IS** | **PT** | **SOC** |
| **ALT1** | **0.704** | 0.106 | 0.145 | 0.235 | 0.116 | 0.290 |
| **ALT2** | **0.405** | 0.105 | 0.180 | 0.550 | 0.132 | 0.279 |
| **ALT3** | **0.565** | 0.186 | 0.104 | 0.264 | 0.225 | 0.366 |
| **ENT1** | 0.426 | **0.840** | 0.566 | 0.177 | 0.366 | 0.108 |
| **ENT2** | 0.119 | **0.913** | 0.535 | 0.240 | 0.517 | 0.383 |
| **ENT3** | 0.236 | **0.934** | 0.520 | 0.198 | 0.515 | 0.248 |
| **FNS1** | 0.211 | 0.546 | **0.838** | 0.225 | 0.449 | 0.230 |
| **FNS2** | 0.223 | 0.490 | **0.849** | 0.142 | 0.475 | 0.176 |
| **FNS3** | 0.508 | 0.485 | **0.845** | 0.325 | 0.473 | 0.311 |
| **FNS4** | 0.108 | 0.281 | **0.739** | 0.492 | 0.244 | 0.238 |
| **FNS5** | 0.246 | 0.556 | **0.753** | 0.123 | 0.110 | 0.224 |
| **IS1** | 0.416 | 0.400 | 0.230 | **0.726** | 0.321 | 0.325 |
| **IS2** | 0.260 | 0.350 | 0.277 | **0.926** | 0.199 | 0.270 |
| **IS3** | 0.297 | 0.455 | 0.129 | **0.762** | 0.390 | 0.420 |
| **PT1** | 0.169 | 0.417 | 0.432 | 0.286 | **0.837** | 0.195 |
| **PT2** | 0.334 | 0.578 | 0.503 | 0.327 | **0.879** | 0.149 |
| **PT3** | 0.333 | 0.160 | 0.452 | 0.203 | **0.825** | 0.181 |
| **SOC1** | 0.168 | 0.122 | 0.187 | 0.354 | 0.226 | **0.740** |
| **SOC2** | 0.166 | 0.263 | 0.295 | 0.243 | 0.160 | **0.889** |
| **SOC3** | 0.150 | 0.195 | 0.125 | 0.234 | 0.508 | **0.716** |

**NOTES:** ALT= Altruism ENT= Entertainment FNS= Fake News IS= Information sharing PT= Pass time SOC= Socialization

The heterotrait-monotrait proportion of correlations (HTMT) in Table 5 appears that none of the constructs contains a value more noteworthy than 0.85 (Henseler, Ringle, and Sarstedt, 2015).

| Table 5 Heterotrait-monotrait ratio | | | | | | |
|---|---|---|---|---|---|---|
| | **ALT** | **ENT** | **FNS** | **IS** | **PT** | **SOC** |
| **ALT** | | | | | | |
| **ENT** | 0.181 | | | | | |
| **FNS** | 0.123 | 0.668 | | | | |
| **IS** | 0.338 | 0.259 | 0.257 | | | |
| **PT** | 0.271 | 0.746 | 0.633 | 0.351 | | |
| **SOC** | 0.527 | 0.350 | 0.363 | 0.651 | 0.276 | |

**NOTES:** ALT= Altruism ENT= Entertainment FNS= Fake News IS= Information sharing PT= Pass time SOC= Socialization

## 4.2 Structural Model

The sign, magnitude, and significance of the path coefficient between each independent variable were examined in the structural model. (Altruism, Entertainment, Information sharing, Pass time, Socialization) and dependent variable (Fake News). The greater the influence of the independent variable on the dependent variable, the greater the coefficient value. The hypotheses are evaluated at a 1% and 5% significance level, respectively. Table 6 shows the route analysis results, which revealed that all three hypotheses were accepted. (ALT, ENT and PT) and 2 were rejected (IS and SOC). The variables, i.e., Altruism, Entertainment and Pass time have a positive impact on False News. Information sharing and Socialization have a adverse effect on Fake News sharing.

| Table-6 Standardized regression weights for the research model. | | | | | |
|---|---|---|---|---|---|
| **Hypothesis** | **Regression Path** | **Effect type** | **SRW** | **p value** | **Remarks** |
| H1 | ALT-> FNS | Direct effect | -0.054 | 0.000 | Supported |
| H2 | ENT -> FNS | Direct effect | 0.404 | 0.003 | Supported |
| H3 | IS-> FNS | Direct effect | 0.046 | 0.700 | Not Supported |

| H4 | PT -> FNS | Direct effect | 0.264 | 0.068 | Supported |
| H5 | SOC -> FNS | Direct effect | 0.112 | 0.279 | Not Supported |

## 4.3 Discussion

The result showed that all Altruism, Entertainment and Pass time were supported out of 5 (Table 6). The Hypothesis (H1) indicate that a negative and significant relationship exists between the Altruism & Fake News is accepted (P < 0.000, β = -0.054) which is inconsistent with the research of Apuke & Omar (2021) Investigated that Altruism is having positive relation on Fake news of Covid. Followed by that the research of Balakrishnan, Ng, & Rahim (2021) also supports the idea that Altruism is the main reason of fake news during the pandemic.

The second hypothesis (H2) related to the entertainment and fake news which is accepted (P < 0.003, β = 0.404). Hence, there is positive and significant relationship between Fake News and Entertainment. The result suggests that entertainment plays an important role for the fake news to take place which referred that if Fake News follows, Entertainment will be increase for the people propagating it. Mishra & Samu (2021) Suggested that Entertainment is the main reason of promotion of Covid-19. In addition to that the research of Al-Zaman (2021) shows that the majority of the people spread false news for the entertainment purpose.

The third association between the Information Sharing and Fake news indicated in Hypothesis (H3) is rejected (P < 0.700, β = 0.046) which shows that there is a positive and insignificant relationship between fake news sharing and information sharing. Information Sharing does not follows in origination so Fake News will be decreased. Talwar, Dhir, Singh, Virk, & Salo (2020) shares that information sharing is the common reason of False news.

Hypothesis (H4) proposed a positive relationship and significant relationship in between pass time and fake news. Result accepted the hypothesis (P < 0.068, β = 0.264) consistent with which indicates that Fake News will increase when Pass time will increase. Sampat & Raj (2022) passing time can be the main reason of fake news. Sciortino (2020) also has showed in their research that delivery of fake news is because of people's own entertainment.

Hypothesis (H5) the relationship between socialization and fake news also discovered to really be positive and insignificant (P < 0.279, β = 0.112). Hence, the Hypothesis (H5) is rejected. Sastrosubroto & Pratama (2019) which indicates that because of Fake News the Socialization of employees will be decrease. Followed by that the study of Almenar, Aran-Ramspott, Suau, & Masip (2021) also shows that because of socialization fake news decreases, which generally concepts that as people meet more they are familiar with all the news that is being circulated.

## 5. Conclusion, Recommendation, Future Recommendations

## 5.1. Conclusion

Goal of this study is to model the Predictors of False News Propagating over Karachi who use online platforms. For this purpose, Uses and Gratification theory (U&G) is used. There are three sorts of research designs qualitative research design, quantitative research design and pragmatic research. A survey was conducted with local students via questionnaire (n=150). We used SPSS and smart PLS-SEM in this research. One independent variable i.e. False information and 5 dependent variables i.e. Altruism, Information sharing, Socialization, Entertainment and Pass time. According to the findings of our study, altruism is the foremost imperative indicator of fake news distribution among Pakistanis. We have come to the conclusion that Altruism, Entertainment and Pass the Time foresee the spread of bogus news positively while Sharing of Information and Socialization impacts negatively. We recommend that online platforms users must verify the veracity of the information they have encounter and then post on social media websites. Review the data source, read beyond the mainstream, Check the writers, do an in-depth examination of a news storey via looking at the dates, inspect the evidence to verify adequate data and statistics, search additional sources, and seek professional advice before they circulate the news.

## 5.2. Managerial Implication

This research has appeared that a person inspirations for benevolence, data sharing, sociability, and to kill time they began to spread false information about COVID.Basically the research is significant at the time that displayed the elements that foresee false news circulation on social media stages with a clear emphasis looking into it of COVID.

By our research we recommend that, allocation of the fake news on covid-19 through, Altruism can be implied to an individual's motivation to share the data without anticipating in exchange for anything. Social media users should double check what they are posting regarding to COVID is it true or not if not then they should avoid such acts.

Similarly, we recommend that for entertainment purpose are social media users should use some other ways such social media websites, sharing memes, watching informative videos, movies and lots of other things rather than sharing fake news on covid-19.

Furthermore, to minimize effect of information sharing, if user is unsure about any information then he should concern an expert before sharing any news over social media.

In addition, it recommends that people overly use social media and other platform to pass their boredom. The social media users should pass their time on something more productive like, physical activity, sports, etc. which help them or entertain them.

People think that socialization make them famous and they socialize with a lot of people by sharing that specific news. We recommend users not share something irrelevant about covid-19 on social media. Also, the regulatory authorities should impose a ban and limit the false actions to minimize share of fake news.

## 5.3. Future Recommendations

Researchers are suggested to collect a wide sample of data since our data collection was limited to 150 responses, the findings were limited. The research was limited to a specific city Karachi however social media users are from all around the globe therefore we recommend the future researchers to expand the geographical area of research. This research focuses on the responses

form university students that is another limitation affecting the findings of research therefore we recommend the future researchers to consider other sources of response i.e. professional entities, social media users. The topic is still new and there are other factors that can be researched however this research is limited 5 variables i.e. Altruism, pass time, Socialization, Entertainment and Information sharing. Future researchers are recommended to include other variables as a part of research to study the outcome of Corona as parameters of false news that are getting shared on Social websites.

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# Appendix A

**Demographic Items**

Gender: *

- Male
- Female
- Prefer not to say

Age: *

- 18-22
- 23-27
- 28-32
- More than 32

Education: *

- Intermediate
- Undergraduate
- Graduate
- Postgraduate
- Other

Time spent on social media: *

- less than 1 hour
- 1-2 hours
- 2-3 hours
- More than 3 hours

**VARIABLES**

1. Altruism

I share content related to COVID-19 on social media because I love assisting others.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 on social media because I want motivate and inspire others. *

- Strongly Disagree

- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 on social media because I want to offer information to others. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

2. Information Sharing

I share content related to COVID-19 that might be valuable to others. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 on social media to get feedback on the information I have found. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 on social media to provide information. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

3. Socialization

I share content related to COVID-19 because I can freely talk about issues with others. *

- Strongly Disagree
- Disagree
- Neutral

- Agree
- Strongly Agree

I share content related to COVID-19 because I feel involved with other people's issues. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 because I can easily exchange views with other members in my network efficiently. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

4. Entertainment

I share content related to COVID-19 because I find it entertaining. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 on social media because it is funny. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 on social media because it is enjoyable. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

5. Pass time

I share content related to COVID-19 on social media because I scarcely like to work around with social media. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 on social media because it is a habit just something to do. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I share content related to COVID-19 on social media because I have nothing much to do. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

6. Fake news sharing on COVID-19

I have shared information related to COVID-19 virus that I later found out as a hoax. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I have shared content on social media related to COVID- 19 that seem accurate at a time and I later found was made up. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I have shared content on social media related to COVID-19 that was exaggerated, but was not aware it was exaggerated at the time of sharing. *

- Strongly Disagree

- Disagree
- Neutral
- Agree
- Strongly Agree

I share content on social media related to COVID- 19 without checking facts through trusted sources. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

I shared content on social media related to COVID-19 without reading the entire article. *

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree