

# HOW AND WHY FAKE NEWS SPREADS ON SOCIAL MEDIA



## OBJECTIVES

Fake news' immense societal impact: providing a comprehensive overview of causal factors

Understanding algorithms' impact



## PROCESS

Working outside one's professional sphere

Coordination and compromising during long on- and offline meetings

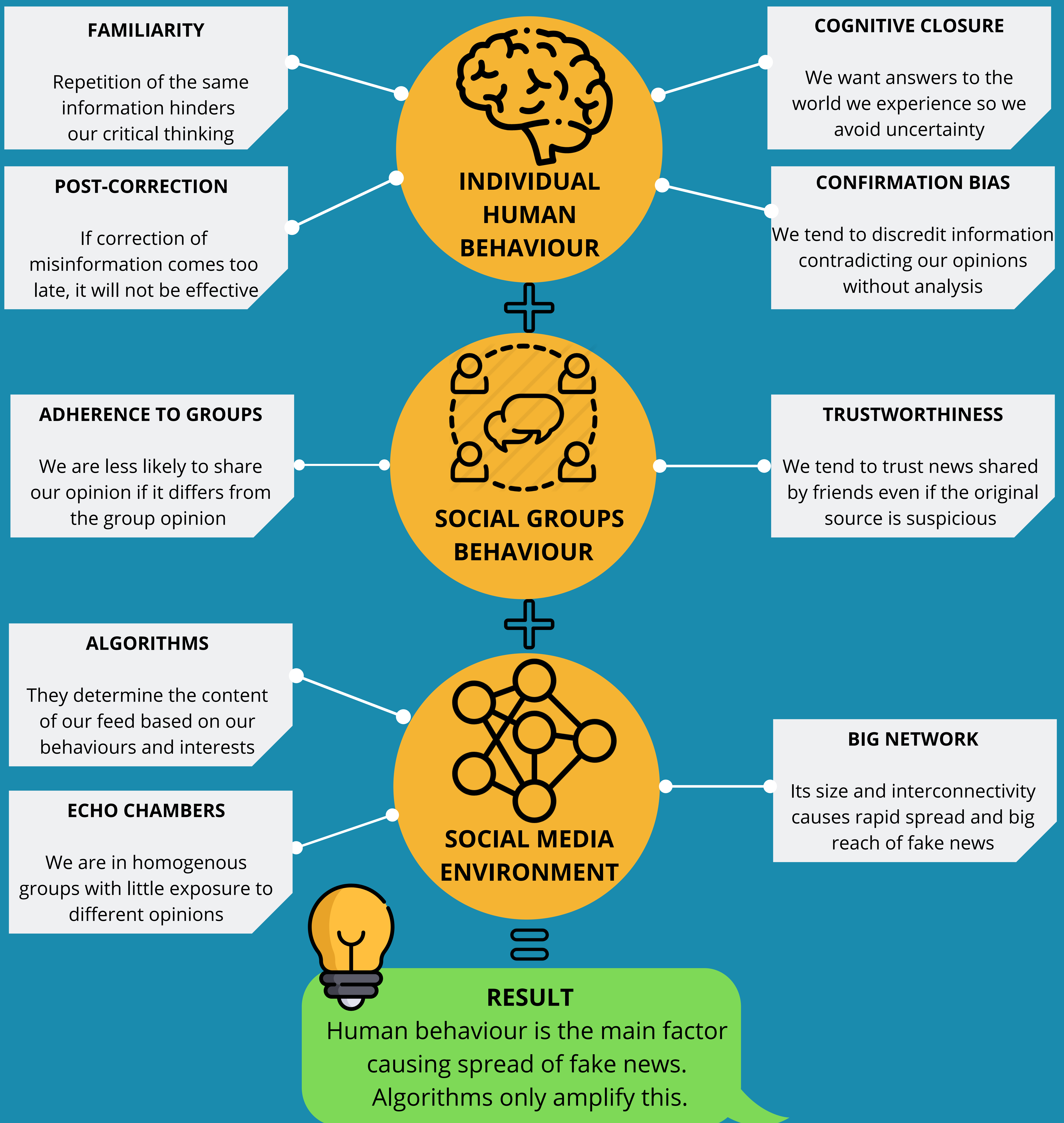


## ADDED VALUE

Combating common myths

Spreading awareness

Foundation for effective measures



## RECOMMENDATIONS

Slowing down viral spread of potentially misleading information by platforms  
Implementing social media behaviour education with focus on fake news