Preventing Misinformation On Social Media By Differentiating

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ABSTRACT

In today's world, information and data are increasing at a faster rate than ever before. Some of the data and information are shared through social media by the general public. General public can now express their views, opinions, expressions etc. that can be read through by many people. With the above said, it is of importance to readers to know that what is being read is very much authentic, truthful and formal or is just a joke/statement in general/expression. In this paper I make a recommendation to prevent the spread of misinformation by means of differentiating between formal and informal information irrespective of the platform being used.

Keywords: Misinformation, formal information, truthful, authentic information.

I.   INTRODUCTION

Importance of information being shared can be made out from that fact whether the information is truthful, correct and formal or not. In this paper I recommend means to prevent misinformation by means of using publisher's authority over the content for having to make the information differentiated by use of word Formal. Whenever a publisher wishes to publish something that is truthful, correct and formal then the publisher can mark the text or video beginning by work 'FORMAL' or select post as 'FORMAL' by clicking FORMAL button. Doing so will make reader aware that the matter being read is intended to be truthful, formal and correct or is it just informal or sharing of content in personal capacity.

Having differentiated content can prevent false spread news, information, or guidance as well.

II.   EASE OF USE

Keeping ease of use of social media in mind it is suggested that any published content without having 'FORMAL' prefixed at the beginning be considered as a general post without any legal implications. It could be gossip, joke, a thought and expression or something else but nothing formal.

To make the content formal users can type 6 letter word 'FORMAL' as a prefix. Once the published content is formal that it can be categorized into actionable content on with legal and formal binding could happen.

III.   REASON AND BACKGROUND

There is need to prevent increasing fake news, misinformation and misguidance to public by means of social media. We are recommending use of FORMAL word before publishing as prefix to content to distinguish its seriousness, truthfulness and formal message from informal ones.

IV.   SOLUTION PROPOSED

Considering limited space on social media to publish content every character for the publisher counts. Here I propose 2 methods of implementing 'FORMAL' publishing of content.

1) One method is for the user to type the word 'Formal' by himself by use of a keypad or keyword.

2) Having a prefixed button 'FORMAL' available to publisher to tap or click select that makes publishing formal by prefixing content with 'FORMAL' text.

V.   EQUATIONS, MEANS AND METHODS

Following is the efforts required to implement recommendations made in this paper. Effort is based on the number of clicks or keypress.

a.   **Character text** typing of word FORMAL or

b.   **Single FORMAL button click** having to auto type FORMAL before the content.

A.   Character typing:

For N number of characters published. Where N is the number of characters to be published. The post will have $N + 6 + 1$ efforts inputs. 6 being 'FORMAL' characters and 1 being space ( ) character. This method can be lengthy but is up to publisher to implement it. 1 space character will also be required.

Effort without FORMAL Text type = N

Effort with FORMAL Text type = N + 6 + 1

B.   Prefixed formal button:
Providing further ease of implementation of recommendation made in this paper I suggest to have a button 'FORMAL' somewhere in the publishing window such that users can simply click on or tap on the button to make the FORMAL prefix text appear before the text to be published. Implementation by means of button method would require effort that is N + 1 where N is number of characters to be published and 1 being click or tap required on FORMAL button.

Effort without Formal button = N Effort with Formal button = N + 1

Method b by means of click on FORMAL button is suggested to show that content being published by author/write/publisher is formal and truthful.

Through below two figures, Figure 1 and figure 2, I have tried to show how implementation of FORMAL/INFORMAL post can be done.
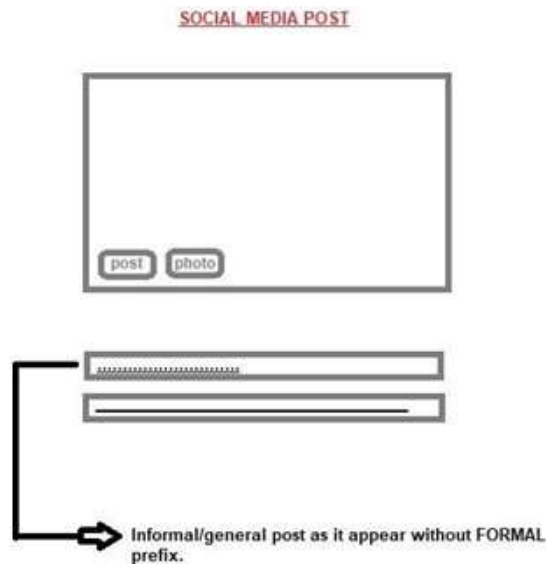

Fig - 1. General Social Media publishing

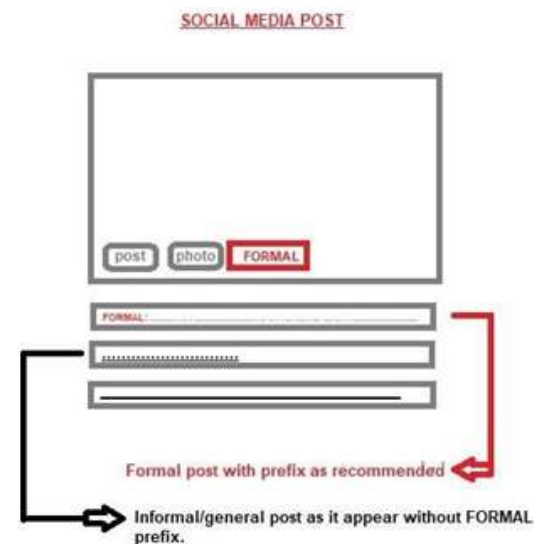Figure 1 is an image that shows general publishing without FORMAL.

Fig - 2. Formal button implementation example

Figure 2 is an image that shows publishing with FORMAL button implementation as recommended in this paper. It provides ease and just 1 additional click/tap to make the post FORMAL.

By clicking/tapping the FORMAL button, FORMAL prefix to content to be published will happen informing readers that it is not intended to be misinformation or fake news.

VI. BENEFITS/ANALYSIS

There are many benefits of preventing misinformation through this recommended (FORMAL) method of differentiating information. Some of them are listed as following:

● Awareness to authorities what content is actionable.

● Knowing to authorities what content is non- actionable.

● To the general public, it can distinguish jokes, expressions and general information from formal/truthful information.

● Publishers can be held accountable for the content published as FORMAL from authentic accounts.

● Preventing spread of Fake News, Misinformation.

Generally, it also provides easy use of social media by the general public as they can share information without legal implication in general without FORMAL prefix.

VII.   CONCLUSION

It is understood that distinguishing between content that is formal and informal by means of having the prefix word FORMAL can be beneficial in preventing spread of misinformation and fake news. The effort required to make the publishing content as FORMAL and actionable $n + 1$ click is required when implemented through means of button and $n + 6 + 1$ effort is required when implemented by means of character typing by publisher.

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