JOURNAL OF ACADEMIC RESEARCH FOR HUMANITIES

ISSN 2663-192x

THE POLITICS OF MISINFORMATION: FAKE NEWS, ECHO CHAMBERS, AND PUBLIC PERCEPTION

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Paper Information

QR Code for the Paper:

Abstract

Social media is an effective communication tool, and this dramatically impacts public opinion in political, social, and regional discourse. This review study focuses on the role of social media in the broader debate of public understanding of political issues. It provides a framework for thinking about the problem of misinformation. Drawing from a sample of 47 research papers using rigorous inclusion and exclusion criteria and the PRISMA approach, the current study gathered and synthesised the findings of publications from the era of 2016–2025. The literature review points out that echo chambers, during which consumers are mainly exposed to content that repeats their prior beliefs, are a major cause of misinformation and fake news amplification, and thus, distorted narratives are further reinforced. This dynamic exacerbates political polarisation, undermines public confidence in institutions, and increases the polarisation gap of polarization in politics. The findings suggest that the complexity of misinformation in the digital age entails multi-disciplinary methods to address its societal impact to address its societal impact to effectively address its societal impact. The review emphasises that awareness-raising and providing critical tools for identifying misinformation are necessary and urges policymakers, media organisations, and social platforms to work together to lessen the negative impact of fake news on public perceptions and democracy. Such insights will provide a foundation for future research to design interventions to mitigate the spread of misinformation in political discourse.
Keywords: Misinformation, Polarisation, Digital, Perception, PRISMA

Introduction

Social media has emerged as the key forum for public discourse and information sharing among the masses in the contemporary digital world. The rapid evolution of social media changed communication dynamics and influenced public perception and trust. Social media provides unpretentious opportunities for connectivity and information sharing and poses serious challenges related to misinformation and deliberate manipulation of online communication. This study explores how public perception is affected by misinformation about politics, fake news, and echo chambers. Social media has grown to be a powerful tool for influencing public perception and policy around the globe in recent years. It has reshaped how people exchange information, interact, and form opinions (Li, 2023). As an information stream without the traditional gatekeepers, misinformation and "fake news" impact the global discourse. Few scholars argue that social media is such a powerful reality that it threatens the entire democratic structure, as people heavily rely on social media platforms for news and all the insight trends (Chai et al., 2024). Social media has fundamentally changed how we obtain information and make opinions. We need to understand this concept, mainly when information is reported and consumed differently due to the news cycle governed by the disintermediated transmission of information. According to recent studies (Vosoughi et al., 2018), fake news spreads more quickly than the actual news that is restricted to X. Moreover, wide-ranging factors influence the dissemination of information on social media, such as online polarisation, which might encourage the propagation of misinformation (Del Vicario et al., 2016). Social media platforms and echo chambers like Facebook, X (aka Twitter), and YouTube have become essential parts of the contemporary democratic political landscape. They provide users unprecedented opportunities to share opinions, mobilise political movements, and indirectly communicate with opinion leaders. Misinformation warnings are an increasingly common feature of the American political discourse. During the 2016 US presidential election, many people talked about the spread of misleading news through social media platforms. One in four Americans read the fact-checking story from the national fact-checking website during the 2016 presidential election (A. M. et al. Guess, 2018). The top 20 fake news items on Facebook were shared more often than the top twenty real news stories from online publications like The New York Times or legitimate news stories like Politico in the three months preceding the 2016 election (Silverman, 2016). However, these news stories are initially shared in political groups before they appear in political groups' newsfeeds (NRP, 2016). These fake articles are spread by political and highly active users and automated bots (Menczer, 2016). Social media assists two powerful forces to sustain the reach and disseminate fake news. One of these forces is the algorithmically driven filter bubble that operates in the background of social networking sites (Mims, 2017). This equation exposes users to agree on the content and the time people spend on these platforms by exposing themselves to the information they find appealing. Second, social media sites allow users to follow like-minded people who share their interests, leading to highly customised echo chambers. Even after correcting the news, directionally motivated reasoning continues to spread fake news (Lazer et al., 2018). Misinformation can be defined as information that is presumed to be accurate but later turns out to be false. The false reporting about an FBI agent who was looking at Hillary Clinton's email and was found dead in what appeared to be a murder-suicide is a known example of this from 2016 (Ecker et al., 2014). During the 2016

presidential election, Donald Trump supporters were more prone to consuming compared to Hillary Clinton supporters, who sought reliable fact-checking sources. Additionally, in the 2016 elections, the vast majority of misinformation painted Donald Trump in a favourable light and reliably attacked Hillary Clinton (A. Guess et al., 2017). People perceived the influence of fake news. It is essential to comprehend the effects of counterfeit news. Still, indirectly, those perceptions can influence their attitude and behaviour. An increasing amount of research has shown how people perceive fake news and how these perceptions and actions are related to fake news. In these considerations, studies have explored how people perceive fake news and what drives their perception of news. People perceive the significantly harmful effects of fake news on others rather than on themselves, this may cause a prominent change in their attitudes and behaviour (Cheng & Chen, 2021; Ferrara et al., 2016). The primary objective of this research is to study through the literature the extent to which echo chambers and social networking sites function as a mechanism for disseminating fake news. Additionally, to analyse the literature for strategies of addressing and countering the public perception influenced by misinformation.

Aim and Purpose

This research aims to examine the role of the politics of misinformation, fake news, and echo chambers that build public perception. The study aims to investigate the origins of misinformation and fake news as well as their impact on public discourse during the period of 2016 - 2025. Its primary objective is to provide a detailed synthesis, shedding light on many different angles of misinformation about political discourse that creates public perceptions. This study aims to contribute to understanding the prevailing misinformation, methods for countering it, and deficiencies in existing literature. This study applies PRISMA

to navigate the existing literature in response to the urgent need for a comprehensive understanding of the review. This address of current knowledge on misinformation and fake news in politics raises many public perception problems. The review study synthesises the existing body of research and weaves their results and reflections into action to overcome the fake news and misinformation dilemmas that create a deleterious effect on public perception. Our research tries to make a unique contribution by examining the matter and laying the groundwork for more effective interventions and support systems. It explores the following research questions based on the aims and objectives of the current research.

Rationale of the Study

The increasing occurrence of misinformation on social media platforms has significantly influenced public opinion and political discourse. The rise of fake news developed from the echo chamber, where individuals are exposed to biased or misleading information regarding politics. The phenomena pose serious challenges to the democratic process, as misinformation can shape political attitudes, distort the political narrative, and negatively influence electoral outcomes. Social media is the primary source of information, so it is essential to examine the mechanism through which misinformation is disseminated critically, and the echo chambers are creating false narratives. This study seeks to provide an in-depth analysis of the role of social media, the spread of fake news and misinformation regarding political discourse, and its impact on public perception to mitigate its influence on them by reviewing previous studies. By addressing these issues, the study aims to contribute to the broader narrative of media ethics, governance, and preservation of informed public debate.

Research Objectives

1. To examine the role of social media platforms and echo chambers in disseminating political misinformation.
2. To analyse how fake news influences public perception and political decision-making.

Research Questions

1. How do echo chambers contribute to the spread of political misinformation on social media platforms?
2. How does fake news influence public perception and political decision-making?

Review of Literature

A systematic literature review represents a clear, straightforward, precise, reproducible process of synthesising scientific data. This procedure comprises an effort to include all published evidence that is relevant to the subject matter and contains an assessment of the quality and reliability of the evidence(Lame, 2019). The increasing occurrence of misinformation and the role of social media platforms have significantly influenced public opinion and political discourse. To thoroughly synthesise the results of the existing research findings on this subject. This allows researchers to compile and integrate the findings of this research on this subject, guaranteeing that the review is comprehensive and covers its scope (Gusenbauer & Haddaway, 2020). A systematic review will also rigorously evaluate the quality and validity of individual studies. Evaluating this attribute is crucial when considering how social media and echo chambers disseminate misinformation regarding fake news in political discourse. This helps in determining the reliability of findings and allows the inclusion of high-quality studies while excluding studies with biases or methodological flaws (Jones & Evans, 2000). This review study helps identify the themes, patterns, and consistencies across the studies. This analytical approach uncovers all the primary themes and insights that may not be evident when examining the individual's

studies in isolation. Additionally, this process highlights the gaps in the existing literature, revealing gaps that require further investigation. Given the profound influence of political misinformation, fake news, and echo chambers, evaluate the public perception. By synthesising findings from multiple studies, the systematic review provides an evidence base to inform policymakers, government officials, and stakeholders. The findings of such reviews have greater credibility and authority than individual studies for shaping policies and research initiatives. Using the preferred reporting items for review study (PRISMA) method and articles from a scientific database such as SCOPUS and systematic review articles can provide better quality assurance than manual processes. Academically, these manual search patterns remain susceptible to bias and often difficult to validate, whereas PRISMA offers a structured and transparent approach to synthesising research findings (PRISMA, 2020).

Research Methodology

This study is undertaken through a methodology essential to understanding the changing patterns of the complexity of a field of research. This method not only offers information about current development through reviewing existing literature but also serves to bridge the gaps with it and ensure a more in-depth analysis of the same concerns.

Evaluation of Assumptions

Hence, given the complexity of the problem yet widespread awareness and research into it, the researcher manually selected these significant platforms: Sage Journal, Springer Nature, Taylor & Francis, and Elsevier. However, the eligibility criterion was not just age, sex, race, ethnic group, nationality and language. The search terms searched were 'Misinformation and echo chamber, echo chamber and fake news, Political fake news and public perception, politics and misinformation'. The researcher then used a PRISMA extension and Microsoft Excel to

tabulate the relevant data that was also useful for a systematic review as recommended by (Page et al., 2021). Table 1 summarises the Inclusion and exclusion criteria in the present research work based on the PRISMA methods of evaluation, screening , and selection, The researcher collected 90 records from the above database. After removing the duplicates, 80 total articles were screened. Further, for full text availability, 67. Finally, the researcher selected *n=47* articles following the criteria of the selection process were chosen by the researcher (Fig. 1).

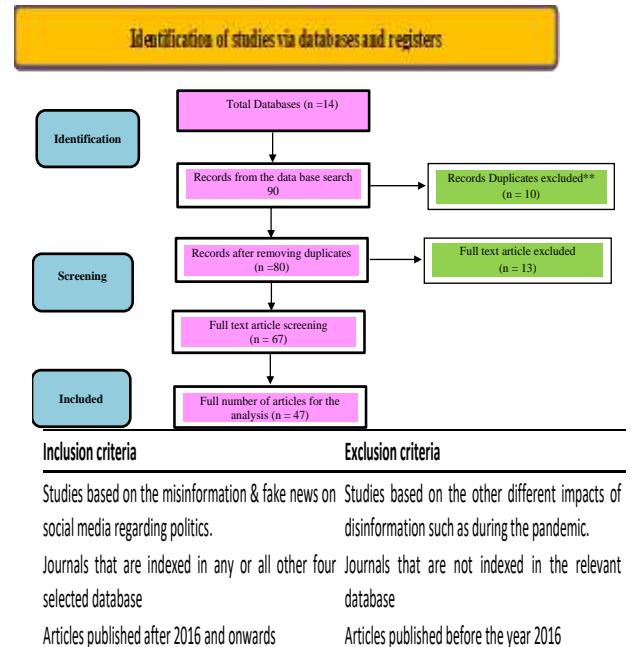| Repository (Data Base)	N	(%)
SAGE	9	18.8
Taylor & Francis	6	12.5
Springer	3	6.2
MDPI	2	4.2
PLOS	2	4.2
Elsevier	2	4.2
GGJ Govt. College	2	4.2
Universidad de MÃ¡laga	2	4.2
The JOAS	1	2.1
Malaysian Journal of Communication	1	2.1
De Gruyter	1	2.1
JELTL	1	2.1
ResearchGate	1	2.1
University of Passau	1	2.1
Journal of Cyberpsychology	1	2.1
Ypidathu Journal	1	2.1
University of Pretoria	1	2.1
ScienceDirect	1	2.1
HKS Review	1	2.1
ijor.co.uk	1	2.1
SSRN	1	2.1
Syracuse University	1	2.1
Alexander von Humboldt Institute, University of Bremen	1	2.1
Harvard University	1	2.1
Utrecht University	1	2.1
AB Journals	1	2.1
HUB4NGI	1	2.1
Quello Center	1	2.1
Total	47	

Table 1: Inclusion and Exclusion Criteria of the Study Literature

Inclusion and Exclusion Criteria

A rigorous review further clarified inclusion and exclusion criteria. Including these criteria meant that studies could be selected that directly focused on political misinformation, fake news, and echo chambers and shaping the public perception, which enhanced the internal validity of the synthesized results. Search Strategy: A comprehensive research method was conducted through Sage Journal, Springer, Taylor & Francis, Research Gate, Journal of Academic Sciences, Journal of Social

Sciences, SSOAR, and Journal of Psychology Research.

Fig. 1 PRISMA Flow Chart for the Articles Selection Process

Inclusion criteria	Exclusion criteria
Studies based on the misinformation & fake news on social media regarding politics.	Studies based on the other different impacts of disinformation such as during the pandemic.
Journals that are indexed in any or all other four selected database	Journals that are not indexed in the relevant database
Articles published after 2016 and onwards	Articles published before the year 2016

PRISMA Flow Chart

The PRISMA flow chart (Fig. 1) systematically illustrates the selection process and details how the specific studies were screened and included. This chart adds transparency and conformability to the methodology rigour applied in this study. Although systematic reviews cannot employ the same type of validation process as experimental studies, this review's credibility stems from adherence to established guidance, transparent article selection and reporting, and rigorous selection criteria in the review process. All these aspects provide rigour and ensure reliability in the methodology used in this study.

Table 2: Frequencies and Percentages of Literature According to Their Database

Table 2 summarises the frequencies and percentages of the literature according to their database. It is noticeable that most of the articles from Table 3 summarise the frequencies and percentages of the selected literature according to their publication years. As is visible, most of the studies (*n* = 14 or 29.7%) were published from 2016 to 2021, specifying that these years concentrated

mainly on research on fake news, echo chambers, and political bias. These results also reflect the occurrence of the primary significant concern demanding a strong consideration of misinformation and public perception towards politics through social media. Followed by 33 or 70.2% of studies published from 2021 to 2025. Concerning the frequencies and percentages of the cited literature according to their designs, most studies (12 or 25.5%) were based on a systematic review approach. Followed by mixed methods (*n*=1 or 2.1%) studies. Additionally, *n* 1 or 2.1% of studies were based on a qualitative approach, and *n* = 8 or 17.02% were based on the quantitative approach.

Table 3: Frequencies and Percentages of the Literature According to Publication Year

Study design	Experimental	Systematic Review	Review Perspective	Other
	05(10.4%)	12(25.5%)	08 (22.2%)	07 (14.8%)
Paradigm model	Qualitative	Quantitative	Mix Method	Empirical Study
	1 (2.1%)	8 (17.02%)	01 (2.1%)	05 (10.6)

Table 4: Frequencies and Percentages of the Literature According to Their Design and Paradigm

Validation of Selected Methodology

The methodology applied in this systematic literature review was subjected to a rigorous validation process for reliability and comprehensiveness. Common features of the validation process are under below.

Adherence to PRISMA Guidelines

The systematic review methodology strictly followed the preferred reporting items for the systematic review and Meta-analysis (PRISMA) approach (Page et al., 2021) It is a highly recommended framework to ensure a transparent, systematic, and structured approach to literature synthesis.

Table 5: Summary of the Cited Studies Defining Misinformation and the Echo Chamber

Source	Journal/Repository	Country	Definition
(Tsfati et al., 2020)	Annals of the International Communication Association	Israel, Sweden, Netherlands, Austria	Misinformation is unintentionally misleading or false information spread without ill intent.
(Nasery et al., 2023)	PLoS ONE	Russia	Misinformation is false information spread without intent to deceive; Echo Chamber refers to social media environments where users only interact with ideologically similar content.
(Lazer et al., 2018)	Journal of Social Science Utilizing Technology	India	Misinformation is defined as intentionally incorrect or misleading information presented as news, affecting public perception and trust in media.
(Braghieri et al., 2022)	Annals of the International Communication Association	Sweden	Misinformation is conceptualized as a belief in claims that are proven false or not substantiated by credible evidence, impacting individuals' behaviour.
(Luzsa & Mayr, 2021)	Cyberpsychology: Journal of Psychosocial Research	Germany	Echo Chamber refers to online spaces where users are exposed primarily to attitudinally congruent information, reinforcing their existing beliefs.
(Brashier & Schacter, 2020)	Current Directions in Psychological Science	USA	Public Perception is influenced by misinformation, with cognitive and social factors, such as cognitive declines in older adults, affecting the trustworthiness of information.

Table 6: The Politics of Misinformation: Fake News.

Year	N	%
2016 - 2021	14	29.7
2021 - 2025	33	70.2
2016 -2021	47	100

Source	Journal/Repository	Methodology	Consequences	Focus
Misinformation in Action: Fake News Exposure	*Harvard Kennedy School Misinformation Review*	Longitudinal survey data and online behaviour tracking from U.S. respondents (N=3000)	Lower trust in media, higher trust in government when aligned with one's political side	Fake exposure link to media governme...
Unmasking AI-Generated Fake News	*Preprints*	Machine learning models applied to datasets spanning politics, health, and other domains.	Detection of AI-generated fake news, highlighting concerns about AI's role in misinformation	AI-genera... fake detection... multiple...
The Polarizing Impact of Political Disinformation	*Information Systems Frontiers*	Cross-country analysis, complexity theory, and a configurational approach	Polarization across societies, the influence of disinformation and hate speech on public opinion	Disinform... and hate as cont... to polarizati...
Fake Claims of Fake News	*Political Behavior*	Experiments analysing the effects of misinformation warnings on memory and perception	Tainted truth effect, where false warnings reduce the credibility of accurate information	Examinin... impact misinform... warnings public pe...
Understanding Fake News: Technology, Affects, and the Politics of Untruth	*Historia y Comunicación Social*	Conceptual analysis of fake news drivers such as digital illiteracy, emotional biases, and populism	Weakening of trust and epistemic disorientation, contribute to societal instability.	Exploring factors the spr... fake new...
Social Media and Political Polarization	*Siddhanta's International Journal of Current Issues*	Review of literature on social media's role in polarization	Increased political polarization, reinforcement of ideological divides	Role of media in discourse chambers polarizati...
Perception of Fake News and Manipulative Content	*Societies*	Qualitative analysis of generational differences using focus groups in Bosnia and Herzegovina	Lack of digital literacy, and differing perceptions of fake news among generations	Generatio... difference perceivin... verifying news
Political Bias in Perceptions of Fake News	*Media, Culture & Society*	National sample survey in the U.S. examining associations between political bias and perceptions of fake news	Political bias increases perceptions of fake news, with partisans using the term to discredit opposing media.	Political b recognizi... perceivin... news
Perceived Exposure and Concern for Misinformation	*American Behavioral Scientist*	Survey of citizens from 27 European countries, analyzing concerns and perceptions of misinformation	Citizens' concern about misinformation varies based on political polarization and media accuracy.	Generatio... national differenc... concern political misinform...

A Harvard Misinformation Review Survey concludes that fake news weakens trust in mainstream media, irrespective of political affiliation. Interestingly, both moderates as well conservatives tend to cultivate more confidence in political institutions after being exposed to fake news (Ognyanova et al., 2020). Additionally, AI substantially contributes to generating realistic misinformation, especially in domains like entertainment, politics, and health. The research demonstrates how machine learning models trained to identify fake news provide a powerful tool to combat AI-fuelled disinformation (Nanabala et al., 2024). Misinformation and hate speech are progressively driving societal polarization, and the research highlights the importance of addressing this issue in a refined manner. While efforts to control polarization are

needed, they may unintentionally generate an environment where hate speech booms, further fuelling separation (Gronholm et al., 2024). Similarly, misinformation reveals that students exposed to incorrect cautions about accurate news supposed the information as much less credible. As a result, they were more likely to dismiss precise information, eventually weakening their political memory. Unlike warning of misleading news which allows individuals to obviate the return of a wrong concept but does so in a comparatively soft manner (Freeze et al., 2021).

Source	Journal/Repository	Methodology	Consequences	Focus
The Influence of Social Media, Misinformation, and Digital Communication	*Journal of Academic Science*	Qualitative literature review; synthesis of various studies	Social media plays a major role in shaping public perception, though misinformation erodes trust	Role of social media and misinformation on public perception and trust
The Role of Fake News in Shaping Public Perception and Trust in Media	*Journal of Social Science Utilizing Technology*	Analysis of 31 empirical studies on fake news dissemination	Increased belief in misinformation due to emotional processing, social media dynamics	Emotional processing and misinformation belief on social media
False Consensus in the Echo Chamber	*Cyberpsychology: Journal of Psychosocial Research*	Experimental study on exposure to biased online news feeds	Heightened perception of public support for one's views in echo chambers	Echo chambers and false consensus effect in social media
The Rise of Misinformation in the Digital Age	*Journal of English Language Teaching and Linguistics*	Web-based survey of Moroccan students on their attitudes toward misinformation online	Vulnerability to misinformation due to information overload, lack of digital literacy	Teenagers' susceptibility to fake news and the importance of digital literacy
Aging in an Era of Fake News	*Current Directions in Psychological Science*	Literature review; analysis of aging-related cognitive declines and media consumption	Older adults are more susceptible to fake news, highlighting cognitive and digital illiteracy challenges.	Impact of ageing and cognitive decline on belief in fake news
Causes and Consequences of Mainstream Media Dissemination of Fake News	*Annals of the International Communication Association*	Literature review and synthesis of fake news dissemination through mainstream media	Mainstream media unintentionally spread fake news, influencing public opinion	Paradox of mainstream media dissemination of fake news
Determinants of Belief in Fake News	*PLoS ONE*	A scoping review of experimental studies on individual susceptibility to fake news	Factors like cognitive styles, message characteristics, and media literacy determine susceptibility.	Cognitive and individual factors affecting belief in fake news
A Systematic Review on Fake News Research	*PLOS ONE*	The comprehensive survey from six primary publishers (2010–2020), categorizing fake news literature	Need for digital literacy; blurred lines between news creators and consumers.	News creation and consumption in the context of fake news
Social Media in Shaping Public Opinion	*Jurnal Komunikasi: Malaysian Journal of Communication*	PRISMA framework analysis of 19 articles from Scopus and Web of Science (2013–2023)	Misinformation distorts public understanding, hinders democratic decision-making.	Impact of social media platforms on public opinion
The Phenomenon of Disinformation and Misinformation	*Media and Communication*	A systematic review of 756 publications (2014–2022) on disinformation's impact across social and political life	Erosion of truth, political polarization, societal division due to misinformation	Critical review of disinformation and its democratic consequences

Table 7: The Influence of Social Media and Public Perception

Another study sums it up nicely for what the study is about and why it matters, as there are many factors behind the explosion of fake news. The paper categorises six key dynamic forces behind misinformation. These comprise characteristics of human psychology and emotional prejudices that make individuals more vulnerable to false information, the profit-driven motives behind generating and disseminating viral content, and cultural preferences that shape how information is received. Furthermore, varying levels of media literacy impact people's ability to estimate the causes of information critically. The role of fake news in shaping public perception and trust analysis is how emotional factors influence belief in fake news, which directly indicates its focus on exploring how emotions impact belief in fake news. Sensitive information shared on platforms such as social media can spread misinformation even more quickly than wildfire; therefore, biased media can affect public trust, and this paper highlights this through social media (Kem, 2024). This review investigates numerous issues, such as how disinformation fuels political polarization, the decline of public trust in institutions, and deepens ideological divides. It also highlights the need for collaboration across multiple disciplines, particularly civil engineering and social sciences, to tackle these challenges efficiently (Pérez-Escolar et al., 2023). Research evidence indicates that the influence of fake news and misinformation plays a significant role in how we perceive reality, especially in politics. The role of social media and digital platforms in propagating the rumours it has become an echo chamber, where people only receive the information that blends with the existing and preformed beliefs, strengthening such deviated stories. This not only confuses public perception but also increases political polarisation and further divides communities.

Digital-era misinformation illustrates how people can be covered with emotion-based misperceptions. Cognitive shortcuts can make individuals more susceptible to false statements, often supporting or ruling close to rational judgment (Firdaus et al., 2024). Consequently, the results of this study indicate the necessity of a multi-pronged approach towards the mitigation of fake news dissemination. Technology and algorithmic interventions alone will not be sufficient; the psychological, social, and political dimensions of misinformation need to be addressed. Efforts in public education, critical thinking movements, and promoting digital literacy are essential for better individual navigation of the digital environment. It is also accountable to be more transparent with what the media do and how the contents on social platforms are regulated to avoid misleading (Suryana et al., 2024). Ultimately, false news and the rise of echo chambers can undermine the integrity of informed democratic action. This study clarifies the urgent need not only to counter misinformation but also to rebuild media and public institutional trust. Through promoting awareness, efforts, and responsible consumption of information, we can aspire to build a society that is resilient to the destructive power of misinformation and political havoc (Guo et al., 2019).

Implications

The implications of this study are wide-ranging, with both societal and political implications. The pervasive influence of fake news and echo chambers threatens the fundamental basis of democracy, public trust, and informed decision-making. Dealing with misinformation is not just a matter for politicians, the media, or social media platforms.

1. This research highlights how fake news obstructs the political process by forming misperceptions among the public of voters based on untrue or deceptive data. It twists the public perception of major

political issues and can skew elections, public policies, and civic participation in ways that contradict the actual situation.

2. As misinformation circulates, scepticism about institutions spreads too, not just about media organisations, but about political parties, and even scientific institutions. It leads to a fragmented society where individuals may distrust information, hindering societal cooperation and progression.

3. Sharing information is a polarizing weapon, meaning that echo chambers promote social fragmentation, isolating groups of people into information bubbles. Such echo chambers hinder exposure to diverse perspectives, increasing political polarization and deepening ideological divides.

Limitations and Recommendations

Although this review has synthesised the existing literature about the politics of misinformation: fake news, echo chambers, and the influence of social media on awareness and public perception. Some limitations should be considered. There are many more review papers, however, this review study is more complete as it is based on a limited number of 47 review papers. While the research is mainly on the political aspect, another major criticism is that it does not encompass the full scope of its repercussions. As social media platforms and digital technologies change rapidly, the research may not adequately capture the broader impact of fake news. Misinformation and effects analysis are complicated, and therefore, this could pose a difficulty with data collection and analysis. Many factors can influence public opinion without being in the category of misinforming, which is why it is important to isolate the influence of fake news. This is understandable given that fake news has disrupted politics in recent years, but focusing solely on the political aspect is not enough to discuss the broader consequences of fake

news on other spheres like health, science, or social issues. Propaganda and news are complex phenomena that cannot be easily measured as positive or negative. The challenges of collecting or interpreting data regarding misinformation and its effects on public perception are becoming increasingly complicated. Misinformation is only one of many influences on public opinion, making it hard to measure the effects of fake news. Governments should work with social media companies to create more transparent algorithms and improve content moderation practices. This can decrease the growth of fake news, minimise the building of echo chambers, and ensure that consumers face diverse content origins. There needs to be greater accountability placed on media outlets for their reporting practices. So, implementing mechanisms like fact-checking, providing clarity on sources, and specifying context, particularly for sensitive or complex issues, will counter such developments and help the media combat misinformation and regain the public's trust. Combat misinformation fact-checking organizations funding and support. Independent fact-checking platforms need to be funded and supported by governments and private sectors to keep verifying the news and denying false claims. Political polarization calls for deliberate efforts to engage in political conversations across the corridor. Encouraging open dialogues that cross echo chambers and encourage understanding allows people to bridge gaps and make societies more organised. Future work must also remain attentive to the ever-changing characteristics of misinformation new technologies bring new challenges. This will ensure that strategies and policies are revised to more effectively address emerging tactics of misinformation and a shifting digital landscape.

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