

Fake Viral Videos: The Delusion of Infotainment

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Abstract

Fake viral videos are a global problem for people who could not ponder the difference between real and fake information. Viral Videos claimed to be foreshadowing, a hot exclamation, and an open interrogation for discussion. The consequent need for information and entertainment on various social media platforms is nothing but a delusion; misinformation manipulates users, leading to social abuse and Violence. A social media fuss is a matter of concern to working on because the current scenario shows that every opinion of an individual is a debate to be concluded by every other social media user (SMU), which is a possibility of strategic thought out by the disseminator of fake news. This study will help us discover the revelations to stop the fake news content through viral videos by analyzing the SMU behavior on the segmented categories of fake viral videos. This research paper reflects the analytical review on the thoroughgoing and far-reaching effect of 'fake Viral videos and information warfare tools.

Keywords: Fake content; Information warfare; Social media; Viral videos.

Introduction

1.1 What professed fake Viral Videos to anticipate among social media users?

Propaganda, Disinformation, and false description can encourage violent extremism despise speech and frame people's opinion, which undermines democracy and reduces trust in democratic approaches.

'Misinformation' and 'Deep fakes' Raise the concern not knowing the difference between 'propaganda,' as they often overlap in meaning, which

refers to a motley of ways in which sharing information induces harm, Intentionally or inadvertently promoting a certain moral or political cause or point of view.

(Dictionary.com, 2020) It is possible to disentangle the information usage patterns that descend into

‘Mis-information’ - misleading information disseminated with no intent to cause harm.

‘Dis-information’ - Incorrect information is knowingly disseminated in order to cause harm. In this, Users purposefully mislead with false information.

Deep fakes - are the altered videos to spread false information by anyone who has access to a computer and internet (Toews, 2020).

(Davis et al., 2020) Over the past few years, the dissemination of information creating false content has increased. People can easily develop and spread fake information and hoaxes because of modern information technology, such as social media platforms. It allows real-time communication, potentially reaching a large audience. It could negatively impact politics, society, and business.

The impact is developing more rapidly, and It will eventually become impossible to identify deep fakes, thus finding alternatives should be a priority.

“Hao li”

statement explains that social media platforms are just a delusion and not a source of information and entertainment. As we have a lot of sources dependent or independent, but we are whom to believe, in which data holds manipulation, it isn't easy to be identified. Sooner or later, we could not identify the gap between authentic and fabricated stories

1.2 Does the consequent need for information and entertainment create delusion?

A social media fuss is a matter of concern to working on because the current scenario shows that every opinion of an individual is a debate to be concluded by every other social media user (SMU), which is a possibility

of strategic thought out by the disseminator of fake news.

In the infotainment version, three narrative tactics were initiated:

- (1) Frame the content with storytelling,
- (2) tailoring, and
- (3) the practice of mockery

(Pennycook et al., 2018)we show that even a single exposure increases subsequent perceptions of accuracy, both within the same session and after a week. Moreover, this “illusory truth effect” for fake-news headlines occurs despite a low level of overall believability and even when the stories are labeled as contested by fact checkers or are inconsistent with the reader’s political ideology. These results suggest that social media platforms help to incubate belief in blatantly false news stories and that tagging such stories as disputed is not an effective solution to this problem. It is interesting, however, that we also found that prior exposure does not impact entirely implausible statements (e.g., “The earth is a perfect square”). **First**, a plot may present peril, resulting in a conflict that eventually leads to viewers becoming familiar with the matter while also simultaneously acting as a guiding thread that keeps them orientated.

Second, Personalized interest allows the audience to connect with the characters on the screen. are becoming an important part of the entertainment. It aids in depicting human actions to which the general public may relate.

Third, humor is an important aspect of infotainment, with audio-visual material containing components meant to improve ‘entertainment,’ such as incidents, oddities, and amusing phrases.

Literature Review

Social Media Platforms - The Battle Ground

Disruption among SMUs who are dissatisfied with substituted data obtained through online platforms.

(Jiang et al., 2014) In the video's analogy, finding real vs. fake is as challenging as finding out about the natural diamonds in simulated diamonds. People disseminate their every second on social media platforms claiming one thing or the others. To decide what to choose- what not, what to hear-what not to, what to believe, what not to, the main motive of the users or the influencers is to inform, entertain and persuade people to think what they are communicating is right. The entertainment level has reached the next level, people creating the meme content involving the actors, political parties, players, etc.

(Westerlund, 2019) We may expect more and more funds for AI utilization to make and convey counterfeit political videos to online media users' particular predispositions. Fake videos are additionally progressively shared by fraudsters to direct market and stock manipulation and other monetary violations – the concept of the approach.

(Jiang et al., 2014) Unpretentious fakes made with bad quality recordings with somewhat doctored genuine substance are now wherever because low-evaluated equipment, for example, uses readily available apps to edit the video. Programming for making high-quality, plausible spoof videos for disinformation is becoming more widely available as open source. It allows users with proficient abilities to change recordings, tracks, trade faces, modify appearances, and then combine the conversations and present the manipulated information.

People use social media by posting false information that they are not even fully aware of, and sharing it further leads to arguments and hatred bypassing abusive comments.

(Kulpati, 2017), A well-established name in Indian Journalism, Nidhi Kulpati, her work on Prime Time, Mukhyamantri Chale Gaon, Yuva Sansad, and Dilli Durbar made her a household name. Get inspired by one of India's most powerful media personalities, Senior Editor and Senior News Anchor at NDTV, and recipient of the Pandit Haridutt Sharma Award for Excellence in Journalism.



Figure 1: Source (YouTube)

In ted talk, she discussed “Role of media in nation-building,” Where she enumerated the relationship of media and development by noticing how the transformation started with the effective print medium of media and reached to the new media who have worldwide access to information from anywhere to everywhere. So, this shift of 360 degrees broadening and advancement under media organizations led to another bar to set media as a representative of the nation. where the wide range of social media platforms like Facebook, WhatsApp, Twitter has the reach equal to the population and another term to focus on the generations accepting social media as a habit and a part of their daily life named as netizens “the citizens of the net.”

The platforms considered themselves a source of information where they have been sharing all kinds of information and opinionated. They are highlighting facts about how people became part of the international media. If people are not accepting the facts mentioned by them, they get bitter with the usage of abusive or foul language. The linkage of new media is the source of information used by the political leaders internationally by trump to reach and connect with many people. India showcased it during the Lok Sabha elections by creating an IT cell through which they disseminated the goal of “ sabka sath or sabka Vikas “ over social media. They think too that social media is also one of the mediums to connect with people covering the most comprehensive population. People trusted the fact, and they won the elections.

But now, with limitations, we are fighting over the people’s opinions and losing the focus of development via new media. “Troll army’s” has been created on social media platforms where people are not happy with others’ opinions using the terminologies like fake, prostitutes, and so on.

Talking about how the dissemination is booming with all kinds of information on social media platforms, Nidhi kulpati stated that one viral video of gingers washed with acid. In this, they warned people to be careful while buying ginger, so this video got viral with her anchor link and on various platforms like Facebook and WhatsApp. After that, she started getting phone calls to prevent herself from acidifying ginger's; She concluded that ginger could also connect people with these platforms on how one opinion ginger.

"Nidhi kulpati denoted these loopholes as the disease under the media causing development ."Social media has become a platform where talking about lynching and content fabricated information. Diving our people into a group of two, one sharing information with reliable resources and the other only with opinions in which the development of a nation is just the term and people are living in the fearful environment of riots with various examples of mob lynching.

(Westerlund, 2019) Deep fakes are inventions on artificial intelligence and its applications that integrate, consolidate, To construct authentic false recordings, alter and superimpose photos and video segments. Deep fake innovation can create an entertaining, explicit, or political video of an individual saying anything without the individual's consent, whose picture and voice included.

(TechTarget, 2019) A web-based media influencer also plays a major in setting up believability in a specific industry or content that approaches a wide crowd. The Kinds of web-based media forces to be reckoned with the presence of various types of influencers:

Celebrity-influencers- These are the most prominent forces to be reckoned with, as their popularity stems from their celebrity. Because of individual celebrities' behavior and personal demography, and ideal interest groups, businesses that want to reach those customers might ask the big-name celebrity to promote or subsidize products to their admirers. Web-based media influencers also play an essential role in establishing credibility in a given area or content that appeals to a large audience.

Consumer-influencers are ordinary people who have gained followers because of their personality and attraction. Because their audience regards them as "authentic" or "appealing," they will frequently consider their recommendations seriously, for example, when they volunteer for assistance. They are often dynamic online through text writing, blog posting,

or photo sharing.

Micro-influencers, also known as master significances to be reckoned with, are ordinary people who have risen to dominance as a result of their knowledge of a respective field; when they suggest or praise an item, their audience merriments, their masses will presumably trust their viewpoint.

Content-makers- Their task entails a continuous approach by Skilled bloggers, vloggers, and photographers who create new elements that readers want to know curiously. Some of an organization’s promotion tactics may include delivering content to a maker with the expectation that they will survey and enthusiastically discuss it with their adherents. Another possibility is to write supporting posts for their organization.

Case Study 1

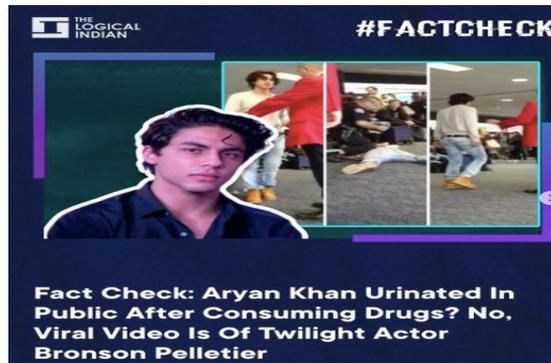


Figure 2: Source (Instagram)

(TheLogicalIndian, 2022) A video of a man peeing in broad daylight has circulated the web, recorded at an air terminal. The man has a far-off appearance all over and is by all accounts intoxicated before he pees on the air terminal floor. The video is being imparted to the case that the individual in the video is Shah Rukh Khan’s child Aryan Khan. The video has become viral in the Aryan Khan Drugs case, where Khan was captured by the Narcotics Control Bureau on October 03, 2021, following a late-night strike at an extravagant voyage off the shoreline of Mumbai.

The viral case is bogus—consistent Indian separated distinctive key-frames from the viral video and directed a Google invert picture search. It prompted a report of Eonline.com dated January 04, 2013, in which the

stills of the viral video can see. As the report indicates, the man in the viral video is Bronson Pelletier, a 25-year-old entertainer of *Twilight* distinction.

“The data-title peruses, *Sundown Star Bronson Pelletier Pees at Airport Before Getting Arrested – Watch the Video.*” Later he was captured for public tipsiness and peeing at Los Angeles

Global Airport terminal. They likewise observed a few different media reports dependent on this episode.

Case Study 2



Figure 3: Source (Alt News)

(patel, 2020) Alt News broke Melodramatic A video of a police officer being thrashed by a priest was widely circulated as authentic. A video of a priest choking a man dressed as a cop has gone popular on social media. The footage shows the priest grabbing the police officer by the neck and visibly choking him. “The video, along with the statement, was broadcasted on the ‘Jago India’ Facebook page. “Anda bokth, police बाले को मार क्यू रहे हो (Why are ‘and bhakts’ beating the policeman -translated).” More than 18,000 people have shared the post.

The video displayed on the stages is shooted from various camera points and made expertly. Besides, we observed numerous recordings on CWE highlighting a similar person, “Singham Dubey,” Manish Dubey is the entertainer’s name. In his Facebook bio, he describes himself as an accomplished grappler. who has been assumed in the role of a cop.

Research Objectives

The purpose of initiating this study is to,

- Develop real vs. fake understanding
- find out the impact and purpose of fake viral videos
- To identify how viral videos can create delusion.

Research Questions

- Q1. Do people know the difference between real news and fake news?
- Q2. How infotainment misinformation is the delusion of dissemination?
- Q3. How can people be aware to verify sources to avoid deepfakes?
- Q4. What is the spreading propaganda of fake viral Videos?

Methodology

- Qualitative
- Quantitative

Tools of Data Collection

To understand and evaluate the effect of fake news becoming viral via social media and with the help of questionnaire method & case study method. We will find the impact on social media users by finding out how they analyze the content on social media platforms. The following points have been identified to study each case closely.

1. How to bring awareness & stop intoxicated delusion and the spread of fake videos?
2. Motivation for social media users and
3. To know the purpose of fake dissemination is infotainment or misinformation.

Case Study 3



Figure 4: Source (Alt News)

(Jha & Kinjal, 2020) a video was released with the claim “Here is the Mumbai Karni Sena’s convoy in support of Kangana Ranaut,” however it was outdated video, shared to validate these assertions being made on-line.

Alt News gathered some evidence and concluded that the video was not filmed recently because no one is wearing a mask. Few further facts about its origins have been identified:

1. On a billboard towards the right side of the photograph, words such as ‘Jammu Kashmir National Panthers Party’ can be seen. The political party has a cycle as its election symbol of Jammu & Kashmir.
2. ‘Yuva Rajput Sabha is written on the bonnet of an automobile.
3. On another banner on the truck, ‘Maharaja Hari Singh’ is inscribed.

The Jamma Yuva Rajput Sabha, a regional group, annually organizes these rallies. According to some reports, these protests take place every year on Maharaja Hari Singh’s birthday in Jammu. The images and recordings in question do not depict Kangana Ranaut leading a convoy of automobiles transported off the coast of Mumbai by the Karni Sena. These photos are no longer current and may be many years old. While the Karni Sena is believed to have sought Ranaut for help, Alt News has not received any new information concerning the alleged 1000-car convoy.

Area of Study: Delhi-NCR

Data Analysis

The following pie charts are used to evaluate demographic variables:

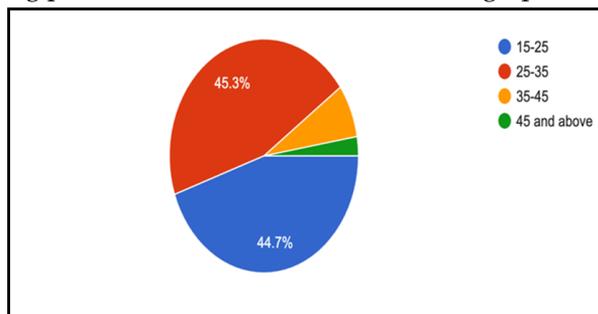


Figure 5: Age

According to the above graphic, 67 of the 150 respondents were between the ages of 15 and 25, 68 were between the ages of 25 and 35 (45.3%), 11 were between the ages of 35 and 45 (07.3%), and 4 were between the ages of 45 and above (2.7%).

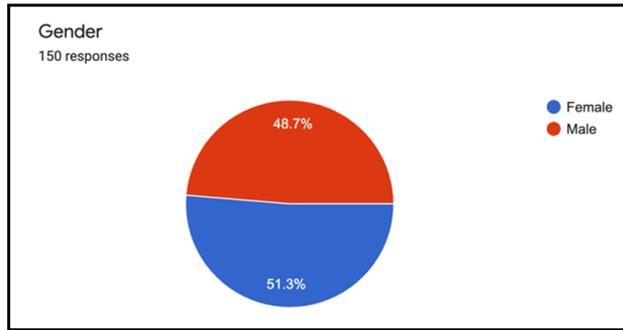


Figure 6: Gender of the respondents

According to the graphic above, 73 of the 150 respondents were males (48.7%), and 77 were females (51.3%).

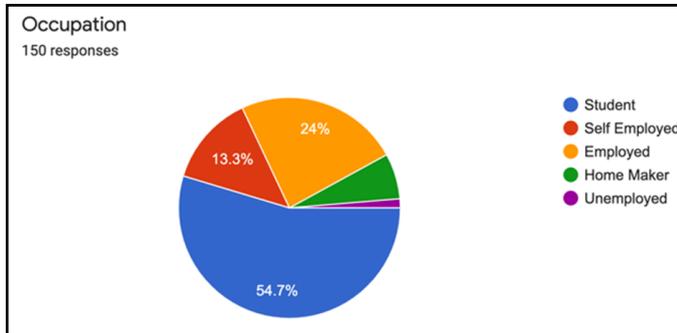


Figure 7: Occupation of the respondents

According to the data, 82 of the 150 respondents (54.7%) were students, 20 were self-employed (13.3%), 36 were employed (24%), 10 were homemakers (6.7%), and 2 were jobless (1.3%).

The following elements have been included in the paper to show the situational specificity of the individuals:

Lack of research

Ignorance of the correct fact & Information

Less use of pragmatic approach

These aspects were highlighted while keeping the study's field in mind. These elements lead to situational specificity and increase the misleading factors in Delhi and Delhi-NCR residents.

The statistical tool of correlation was applied to reach the intended objectives,

Degree of Correlation

	Difference/w fake viral & viral videos	Identify	Kind of fake videos see	Misleading for infotainment factor	Videos led to social abuse and violence	Manipulation & Misinformation is supplied
Difference/w fake viral & viral videos	1					
Identifiable	0.46480704	1				
Kind of fake videos seen	0.193005836	0.02957144	1			
Misleading for infotainment factor	0.240489161	0.21102879	0.28603154	1		
Videos led to social abuse and violence	0.18512559	0.29779463	0.08029656	0.220962877	1	
Manipulation & Misinformation is supplied	0.208613217	0.09479586	0.04740658	0.307053697	0.31195476	1

Figure 8: Results

Results

The data collected were from the individuals belonging to the age group of 18-45 years, divided between the genders equally. In the demographic variables, the preponderance of the respondents was employed, students or homemakers.

It was seen After the correlation that explicatory variables/ factors affect misleading information and have a significant positive relationship.

It shows the immaculate correlation as the value is near ± 1 , and then it is said to be an immaculate correlation. When one variable rises, the other tends to rise as well.

Findings

The Controversy-Fake videos are itself a controversy because in a day it can make you an eye of the people or create hatred against you among

people.

Anger -The anger has been developed by sharing information, leading to riots. The immediate and continuous sharing influences people to change their behavior based on the video shown.

The Point of Delusion (POD) has people verify the information before being affected.

Conclusion

The Person is required to develop an interest in watching the video. Because this is a need to understand that vies on counterfeit information can make us famous but can harm individuals or society, leading to complicated results. For that, the need for storytelling or humor to be built in a story does not give commoners or influencers a right to manipulate the information for their benefit.

Self-Enhancement is being a responsible citizen of the society taking responsibility to inform and disseminate informative videos of good sources and aware people from deepfakes and do not persuade people with the wrong or biased information for the sake of views and to earn money by manipulating the content of the videos.

This research paper reflects the analytical review on the thoroughgoing and far-reaching effect of 'fake Viral videos and information warfare tools.

Limitations

1. The study's sample size is diminutive, so the results do not apply to the whole country.
2. The results cannot be compared based on geographic segmentation except in Delhi NCR, or the comparison can be made with the studies initiated in the same area.
3. The analysis results only lead to the observations within the sample. It does not bode the observations beyond the sample size.

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