Akademi
Pengajian Bahasa *Unleashing Potentials*
Shaping the Future

UNIVERSITI
TEKNOLOGI
MARA

EDISI 10

JUN 2023

BULETIN
APB

AKADEMI PENGAJIAN BAHASA
UNIVERSITI TEKNOLOGI MARA
CAWANGAN NEGERI SEMBILAN
KAMPUS SEREMBAN

Fighting The Fake News

**MOHD FAIZAL MOHD RAMSI, SUFY RABEA ADAWIYA
& SITI KHAIRIYAH NORDIN**

KOLEJ PENGAJIAN PENGKOMPUTERAN, INFORMATIK DAN MEDIA
UITM CAWANGAN NEGERI SEMBILAN, KAMPUS REMBAU.

In the present age of communication technology, we are surrounded by various digital platforms that enable us to keep informed about the latest updates around the world we live in. The use of social media as a tool for professional communication has been increasing. Nowadays, the context and the source of information being shared on digital platforms, especially social media platforms, most of the time remain unidentified. It can lead to confusion, conflict, and misunderstandings and sometimes spread tension and hatred among members of different social, religious and ethnic. Getting the right and most accurate information is important in this 21st century. With the explosion in citizens' information creation and distribution and the rise of fake news, we all need to verify all information before passing it to other people.

If we look at the good side of social media, we can see that there are countless benefits. The most important one is that they are an excellent educational tool. All the information you need is just a click away. Students can use social media to educate themselves on a variety of topics. Also, thanks to social media, live lectures are now possible. You can sit in your place and listen to a lecture that is taking place somewhere else. And as people rely less and less on newspapers, they increasingly rely on social media for news. That way, you are always updated on the latest news from around the world.
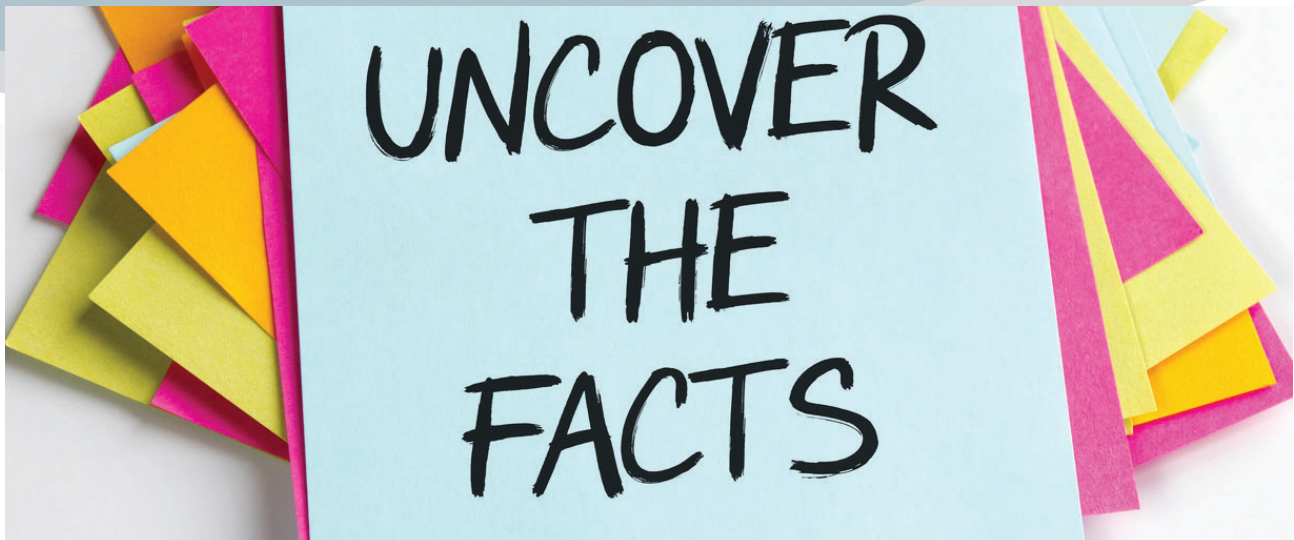
Fake news can be defined as news that conveys or incorporates false, fabricated, or deliberately misleading information or that is characterized as or accused of doing so. It also can be information that is actually untrue, or it can be used as a term, as propaganda, by people who disagree with, and who want to discredit, the real facts. For students, fake news can affect the way they learn and interpret information. As educators, we need to promote lifelong learning and discussion among students, rigorous training in the scientific method, diversity of the activity in the classroom, and broad cross-disciplinary education.

False information has done a lot of damage to our society. It has ruined families and careers, and created a widespread lack of trust. Evaluating information from websites has become an essential skill for web developers, information professionals, marketers, and users alike. Authenticating information is crucial where misinformation and fake news can spread rapidly. Authenticating information involves verifying its accuracy, reliability, and credibility. In this article, we will look at the key elements to consider when evaluating a website. So, here are some tips for verifying the authenticity of any information:

1. Check the source: Before accepting any information, ensure that it comes from a credible and reliable source. Look for reputable websites, authors, and organizations that have a track record of providing accurate information.
2. Verify the information: Verify the information by cross-checking it with other sources. Compare the information with what you already know and other trusted sources to see if it is consistent.
3. Consider the tone and language: The tone and language used in the information can also provide clues about its authenticity. Look for inconsistencies in grammar, spelling, punctuation, and overly emotional or biased language.
4. Consult experts: If you are still unsure about the authenticity of the information, consider consulting with experts in the field. Experts can provide additional insights and help you make informed decisions.

In Malaysia, we can verify any information published on websites through a special portal. There is one portal named SEBENARNYA.MY can verify anything related to Malaysia issues. The SEBENARNYA.MY portal was launched for the public to check the authenticity of news spread through social websites. This portal, developed by the Malaysian Communications and Multimedia Commission (MCMC), is among the efforts taken by the government of Malaysia to prevent the spread of false news and ensure the public receives real news.

In conclusion, authenticating information is essential in today's digital age, where misinformation and fake news are prevalent. With the existence of this portal, it is hoped that the phenomenon of the online spread of fake news, which can have an impact on society and the country, can be effectively addressed.

Reference

Keshavarz, H. (2014). How Credible is Information on the Web: Reflections on Misinformation and Disinformation. *Infopreneurship Journal, 1*(2), 1-17.

Keshavarz, H. (2015). Web Literacy for Evaluating Credibility of Web Information:Issues and Considerations. In International Conference on Web Research, Tehran, 15-16 April 2015.

Liu, C., Tian, Q., & Zhu, X. (2021).Social media emergency information assessment of major emergencies: a case study of additional emotional characteristics, Library Hi Tech, Vol. ahead-of-print No. ahead-of- print. https://doi-org.ezaccess.library.uitm.edu.my/10.1108/LHT-08-2021-0288

Sebenarnya.my. www.sebenarnya.my. Accessed March 4, 2023.