

## **Social Outcomes Related to the Intentional and Unintentional Sharing of Fake News**

Although fake news has existed for many years in a variety of forms, the manner in which it spreads and the extent of its impact are still not well-understood, especially in this age of increasing social media use. This research proposes a *Framework for Understanding INtentional and UNintentional IMpacts (INUNIM) of Fake News*, derived from information manipulation theory and the continuum of truth, that focuses on the social outcomes of fake news. The INUNIM framework can be used to: classify the sharing of fake news as intentional or non-intentional, depending upon the reasons for sharing or the cognitive biases of the person who shares; and to evaluate the impact of a fake news story on society. The usefulness of the framework is demonstrated by applying it to two real-life cases to assess the impact of fake news. This is followed by a qualitative survey to evaluate social media users' perceptions of fake news and sharing behaviors in order to garner insights into intentionality. The survey results identify five cognitive biases as the most important factors in the unintentional sharing of fake news. Based on application of the framework and the survey results, recommendations are then provided for managing the sharing of fake news on social media.