

**PERCEPTION AND AWARENESS OF CASS STUDENTS FROM CENTRAL  
LUZON STATE UNIVERSITY TOWARDS FAKE NEWS ON  
SOCIAL MEDIA**

An Undergraduate Thesis Presented to the  
Faculty of the Department of Communication and Development Studies  
Central Luzon State University

In Partial Fulfillment  
of the Requirements for the Degree  
Bachelor of Science in Development Communication


by

ANGELO LEGASPI CORTADO

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**APPROVAL SHEET**

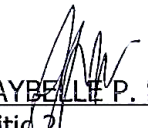
This undergraduate thesis entitled "**PERCEPTION AND AWARENESS OF CASS STUDENTS FROM CENTRAL LUZON STATE UNIVERSITY TOWARDS FAKE NEWS ON SOCIAL MEDIA,**" prepared and submitted by **ANGELO L. CORTADO** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION**, has been examined and is hereby accepted:


  
MARIA LOIDA D. IRABAGON  
Adviser  
6/13/2023  
Date Signed

**PANEL OF EXAMINERS**


APPROVED by the Committee on Oral Examination on April 19, 2023 with a grade of \_\_\_\_\_.

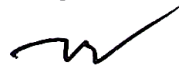
  
MA. BERNADETTE M. PAGUIO  
Critic 1  
June 13, 2023  
Date Signed

  
MAYBELLE P. RAMIREZ  
Critic 2  
June 13, 2023  
Date Signed

  
ZORILLE D. VILLAFLORES  
Department Research and Extension Coordinator  
June 13, 2023

Accepted in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION.**

  
MARIFE R. DE TORRES, PhD  
Department Head  
13 June 2023  
Date Signed

  
JAY C. SANTOS, PhD  
Dean, College of Arts and Social Sciences  
June 13, 2023  
Date Signed

## **THESIS ABSTRACT**

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7. Abstract:

### **7.1 Rationale/Background**

Social media has an essential role for every student. It is beneficial as it enables them to acquire information, communicate with other people, taking videos and photos, and developing their cooperative learning.

However, social media can also be used for distributing fake news to its users. It is an information that is purposely false and has the objective to mislead people. On the other hand, it is important to serve students with knowledge that fake news is one of the issues that can manipulate, mislead, and harm them. Generally, studies determining the strategies or approaches of students in verifying information and their awareness to fake news are lacking. Therefore, the study has determined the awareness level of students towards fake news, and their

strategies in verifying information. The study also determined how students define fake news.

## **7.2 Summary**

The study focused to answer the general question: what is the perception and awareness of College of Arts and Social Sciences (CASS) students in Central Luzon State University regarding fake news on social media? Specifically, the study aims to answer the following: what are the students' socio-demographic characteristics; what are the communication characteristics of respondents; what are the respondents of the study's definition of fake news; how do respondents verify the information they need; and what is the level of the awareness of students towards fake news.

The quantitative method was used to determine perception and awareness of students towards fake news. It also used descriptive statistics of quantitative to describe, interpret, and analyze the collected data. The study was conducted in CLSU, specifically in CASS. Additionally, the researcher employed the Convenience Sampling under Non-Probability Sampling. Data gathering was done through the utilization of google forms as survey questionnaires which contained five parts. Informed consent was used in the study to ask for the permission of the respondents if they were willing to participate or not, and to give them the assurance that their information would be kept confidentially.

### **7.3 Major Findings**

The reasons of respondents, as revealed, for using social media were to have communication with their family and friends, to be entertained, to gather and verify news/information, and to keep updated on latest events.

Furthermore, fake news, as students have defined it was fabricated or false information that can manipulate and mislead social media users. Almost all of the students also indicated that they knew the proper way of verifying information. In terms of strategies in verifying information, students checked if the author/publisher was real and credible, and checking if the date was updated. Moreover, the results revealed that students were fully aware in all of the provided information about fake news.

### **7.4 Conclusion**

As per respondents, their most used social media platform was Facebook. Also, it was the most frequently used to obtain and verify news/information. The study concludes that respondents used social media to communicate with their family and friends, to be entertained, to gather and verify news/information, and to keep updated on latest events.

Furthermore, fake news, as most of the respondents has defined it was fabricated or false information that can manipulate and mislead social media users. On the other hand, the strategies used by respondents to verify news/information were checking if the author/publisher is real and credible, and checking if the date is updated.

In the perceptions of students regarding fake news, it concludes that they do not view fake news as honest reporting mistakes, and only prevalent when national election comes. With this, the study agreed with them because fake news is created intentionally with the purpose of misleading individuals. Furthermore, fake news is not only prevalent when national elections comes because the study believes that this can be created anytime and by anyone just to mislead and manipulate individuals.

In addition to the perception, the students strongly disagreed that fake news is journalism they do not like, however, it can be seen on the result that there were still many respondents who agreed and strongly agreed on the said statement because their percentage was close to the number of respondents who strongly disagreed. Therefore, the study implies that there is still a misconception on the respondents' understanding of fake news, and which means they have a wrong perception of what journalism is. In journalism, news is always based on truth and facts, and is written objectively and with honesty while fake news mainly contains falsehood information.

Furthermore, as the results revealed that respondents were all fully aware on all of the provided information about fake news, the study concludes that they have a good knowledge about fake news. In line with this, the study concludes that students are fully aware because majority of them were already in their fourth year standing which could mean that throughout their education, they were being educated what fake news was all about. Additionally, the study also concludes that

respondents are aware because they are more likely to pursue in verifying information, which was also indicated in the results that majority of them knew how to verify information, to check its reliability and truthfulness, in order for them to be safe against fake news. In addition to the awareness of respondents, the study also implies that in their education such as in their Senior High School education, there were subjects which might have educated them about fake news such as the MIL which can teach them to evaluate sources of information and to be responsible in using social media. Moreover, the study also implies that respondents are aware because they often used social media as they are exposed to many information that the platform may have, and they have used it for many purposes such as to gather and verify news or information.

### **7.5 Recommendations**

Based on the findings of the study, the following are recommended by the researcher:

In raising awareness, integrating MIL subjects in education plays a significant role in educating students about fake news. In line with this, the study also believes that this can educate students to not just be dependable on using social media platforms to acquire and verify information. Instead, they should check and use other reliable sources to check the accuracy and truthfulness of their information.

For future researchers, the researcher recommends that they should consider determining the exposure level of fake news of students. It should also

consider conducting a study with other respondents such as members of a community, for instance, housewives in rural areas who are susceptible to being exposed to fake news due to their socio-economic background. In addition, future researchers should also consider doing a correlation in their study to determine the factors which may have contributed to their level of knowledge about fake news.

Initiating and strengthening of media information literacy education should be prioritized and continued by educational institutions. With this, they should educate students regarding information about fake news and what will happen if it spreads. They may continue to conduct seminars or webinars that will tackle about fake news. They should also educate students about other strategies of identifying real information that they can utilize, and recommends to them what other reliable platforms they can use to obtain and verify information.

Social media companies should make a step and consider solutions to resolve the prevalence of fake news wherein they could create features on their platforms such as flagging an information about fake news and what people should do for them to be safe, and strategies that users can use to identify fake information. Additionally, they should also do a control mechanism on how to easily detect fake news in order for individuals to avoid being victims of fake news, especially for those who are much prone to deceptions.

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## **LIST OF ABBREVIATIONS**

**CASS:** College of Arts and Social Sciences

**CLSU:** Central Luzon State University

**IRR:** Implementing Rules and Regulations

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