WHAT'S NOT TO ♥ LIKE?

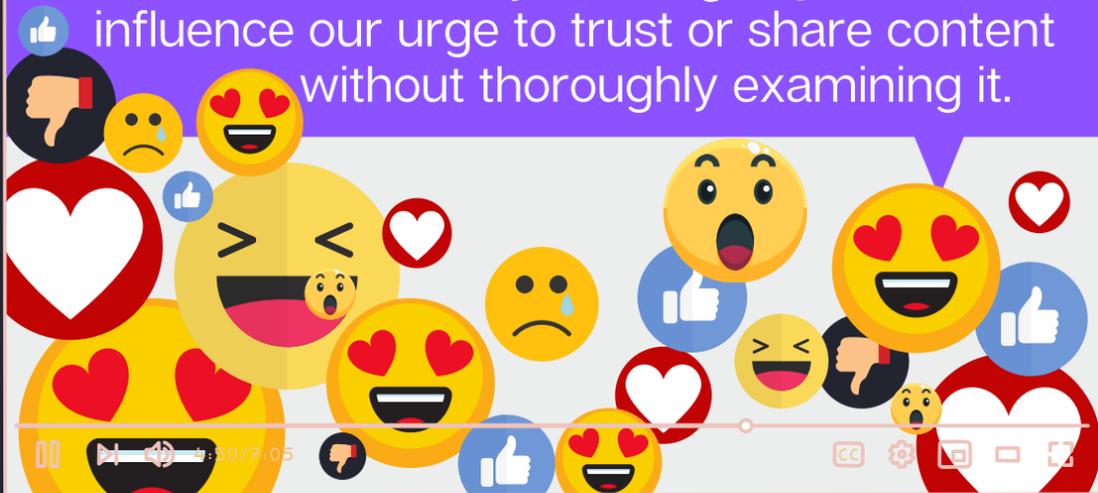## HOW TRUSTING THE CROWD CAN CAUSE US TO TRUST FALSE INFORMATION

Many apps enable users to share their reactions to information while also seeing the reactions of others. This *community reading experience* can influence our urge to trust or share content without thoroughly examining it.
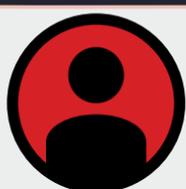
Welcome to my VLog!
3,197,155 views · May 30, 2017

👍 114K 👎 1K ↪ SHARE ≣+ SAVE •••

Haliwood
8.3M subscribers

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Like and View Counts: The number of likes a post receives can influence whether or not we view the content as positive or negative.[2]

Share Counts: Share buttons make it easy for us to pass on information with just a few taps. Share counts can add to that urge. The more content has already been shared, the more comfortable we feel doing the same.[3]

Follower Counts: Large numbers of followers can feel like an endorsement. On the other hand, very few followers can feel like a warning.[2]

Comments: Many apps sort comments based on the number of likes they receive or by how many followers the commenters have on the platform. Repeated comments can be especially influential.[1]

QUESTIONS DIGITAL DETECTIVES ASK:

① Would removing the like, view or share counts on this information change my initial view of it?

② Have my interactions with others in this community influenced how I view the information being shared?

③ Has the app/site manipulated the way I see comments to influence my response? Can I change those settings?

④ As a member of this community, what responsibility do I have to make sure my likes, shares and comments don't contribute to the spread of false information?

Works Cited:
1. Hudgins & LaGarde (2018): Fact VS Fiction: Teaching Critical Thinking In The Age of Fake News. bit.ly/3h2KUWa
2. Owens, Laura Hazard (2020): "Lots of Visible Likes and Shares on Social Lead People to Spread More Misinformation." bit.ly/2Rlx697
2. Rosenthal, Tom. Et al (2017): "'Who shared it?': How Americans Decide What News To Trust On Social Media." bit.ly/2Rs48tO

This resource was created by Jennifer LaGarde and Darren Hudgins