



## Facebook and its Impact on Spreading Rumors during Wars and Crises in Sudan as a Model (2023-2024 AD)

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**Abstract**—This research endeavor examines the significant role that social media, particularly Facebook, plays in disseminating misinformation during the ongoing conflict in Sudan. Centered on five carefully crafted hypotheses that examine both correlational and causal relationships among social networking site (SNS) use, user skepticism, and rumor spread, we conducted a comprehensive survey. Our findings revealed a compelling positive correlation between social media engagement and information sharing, including the proliferation of misinformation (H1 confirmed). Interestingly, although user skepticism was expected to deter information sharing, this hypothesis was unfounded, indicating that skepticism does not reduce the tendency to disseminate content (H2 not supported). In addition, we identified the influential roles of celebrities and activists as key drivers in amplifying the spread of rumors, thereby corroborating our third hypothesis (H3 supported). Furthermore, the necessity of robust media literacy campaigns emerged, underscoring our fourth hypothesis (H4 supported). Conversely, the effectiveness of official communication strategies in battling misinformation fell short of expectations (H5 not supported). These insights underscore the urgent need for strategic initiatives to mitigate harmful social media behaviors, enhance scrutiny of influencer content, and bolster educational programs to combat misinformation. Future research should focus on identifying the factors that facilitate the spread of misinformation and rigorously evaluating the effectiveness of targeted measures to improve public understanding and resilience to misinformation.

**Keywords**—Misinformation; social media; media literacy; rumor propagation.

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### I. INTRODUCTION

Social media platforms have become the new avenue for passing information in the modern era, which is headed to digital [1]. Of these, Facebook is most dominant, bearing in mind it boasts of over two billion active users from across the world [2], [3]. Initially, it started in 2004 as a social networking site only, but today's Facebook is far more than that; it has become a social networking site that offers a versatile platform to share news, updates, or multimedia content at the same time [4]. Main components found on the Facebook site are users' profiles, news feed, groups, event pages, and messaging [5]. These functionalities focus on both interpersonal communication and the dissemination of information, so many users obtain their news through Facebook.

However, such accessibility is exposed to a two-sided effect; though it helps propagate information quickly, it also paves the way for fake news to circulate, mainly in the event

of war and natural disasters [6]. The recent ceasefire in Sudan exemplifies how Facebook content can be tainted with rumors and misinformation, causing humanitarian issues and political instability [7]. The Sudanese conflict has led to the spread of rumors due to the erosion of traditional media channels and the emotional involvement of people in the war, resulting in the spread of unverified accounts and fake news [8].

Facebook's architecture and algorithms fail to distinguish between real and fake news, leading to fast-disseminating rumors in high-stress contexts [9]. Fake news, particularly during conflicts like Sudan, can obscure the truth and shift public opinion [10]. To combat rumors, increasing public/media literacy about fake news and fact-checking efforts by intermediaries such as Facebook can help reduce false narratives and ensure a more knowledgeable public.

Additionally, collaboration with fact-checkers enables the company to identify such posts, thereby further reducing the share of misinformation in content shared on the platform [11]. Facebook alone has also introduced numerous actions by which it seeks to counter fake news – for instance, adding

labels to the fake news and sending users to credible sources; however, the efficacy of these measures is still subject to controversy [12]. Rumors about the war in Sudan can distort public opinion, impede humanitarian progress, fuel fear, and lead to hostility [13]. Facebook's role in spreading rumors during the Sudanese war offers valuable insights into the digital age and the dangers of misinformation [10], [14]. Promoting a critical consumer culture and improving credibility on social networks like Facebook can help navigate rumors and lies, enhancing media studies and promoting informed resilience [15]. Research on rumors and their impact on public opinion is crucial for protecting society during war and crises [13]. The study community is defined by a temporal frame (April 2023-2024 AD) and a spatial framework (Facebook) in Sudan, focusing on the components and units of the phenomenon under study [16]. The study has contributed to the aims of understanding Facebook's role in spreading rumors and misinformation during the Sudanese war, developing strategies to combat rumors, and assessing the impact of rumors on public opinion [10].

#### A. Literature Review

##### 1) The Role of Social Media in Information Dissemination

More recently, social networking sites, especially Facebook, have been established as essential sources of news and information, especially in conflict settings [17]. Some problems are associated with the classic media. Starting from 2011, trust in the media has decreased, and people seek updates more often in social networks [18], [19]. In crises, social media's speed and scope allow for immediate information dissemination, as seen in the Arabian spring [20]. Facebook served as a route of mobilization and awareness, providing real-time accounts, photos, and updates, contrasting with conventional media sources that require extra time for identification or reporting [21].

Thus, social media can give the floor to voices that are usually excluded from dominant narratives in traditional news media, including the experience of victims of conflict [22]. But the democratization of information is not without serious consequences, especially concerning the results obtained from the sources used [23]. Drawing from the users can improve connectivity and build a community, but there are pitfalls fundamental to the sharing of fake information and rumors [24]. Due to social media platforms, people are freely sharing information, which results in passing on information that is not even verified [25], [26]. A study has been done to prove that during a crisis, the myth or rumor also travels at a similar pace or even a little bit faster than the facts, and this has been influencing the public in the wrong way [27]. Algorithms in social media reward shallow perspectives, distorting reality and causing confusion for users [28]. User-generated content can influence conflict perceptions and narratives, and politics in social media creates narrow ideological bubbles, promoting users' current stances and distorting reality [29].

Platforms like influencers and citizen journalists influence media perception, leading to polarization and limited meaningful discussion, as attention is prioritized over factual accuracy [30]. Social media, while raising awareness on critical issues, can spread bias and misinformation, making combating fake news challenging [31]. Platforms like

Facebook offer real-time information access, but concerns about content authenticity and conflict escalation necessitate media literacy programs for user analysis [32].

##### 2) Credibility and Trust in Social Media Sources

Social media, being on the frontline in the dissemination of information, it is crucial to determine the reliability of the messages being posted [33]. Social media audiences often distrust news due to factors such as authenticity, affordability, and appearance [34]. Users often use heuristics to determine credibility, relying on perceived author expertise, affordability, and content [35]. Thus, the authorities that users prefer and the look of the content can provide a false sense of security about the information's accuracy [36]. Social media news often lacks bias, with users becoming aware of political and sensational posts. However, awareness can lead to mistrust, as they doubt the accuracy of the information or if it's biased [37]. Fake news can spread concerns, as users are often suspicious of unsourced information, especially during crises [38], [39]. The algorithms governing social media platforms significantly shape the information landscape, making user confidence crucial. These algorithms aim to conceal posts with high activity levels, even when the information is not always accurate.

Consequently, Clickbait and emotionally appealing content can gain more visibility than truth, leading to preconceptions and creating an echo chamber [30], [40]. This creates an echo chamber where users are validated by algorithms, limiting opinion diversity and reinforcing an Expanded Model of Minimalism due to user skepticism and objectivity concerns [41]. Social media offers opportunities for information sharing but requires critical audience engagement for improved media literacy [42]. Users should assess credible information to create an informed public [43]. Also, challenges include accuracy, objectivity, and the algorithm's role in creating a trustworthy environment for responsible information sharing.

##### 3) Rumor Propagation During Crises

The process by which rumors spread during crises, specifically wars, has been analyzed extensively to influence how the public receives information [44]. In crises and emergencies, people try to find something to focus on and try to understand a problem, which makes them defenseless against rumors [45]. This study shows that anxiety and constant needs for reassurance are some of the psychological factors that influence the sharing of fake news [46]. These group members feel threatened and share rumors to gain control to try to garner a support base within a shifting scenery [47]. Such a need for approval might be intensified in social networks, as people are compelled to seek acceptance from others, thereby completing the circle of rumor circulation. Rumors can also be transmitted through social factors. Social factors are also integral to the rumor [48]. This aspect of social influence, called social proof, exposes individuals in a given society to the influence of the majority in accepting or propagating certain rumors within a short period [48]. During crises, people often rely on social media for news because it facilitates easy sharing and reproduction. Fans and advocates play a crucial role in spreading stories, with influential personalities and activists significantly shaping perceptions of bad news [49]. Studies show that activists and sensationalist

personalities are influential in spreading rumors on platforms such as Facebook [50], [51].

#### 4) Strategies for Mitigating Misinformation

Official media and organizations use action-oriented fact-checking units to combat rumors and provide accurate information on social media, ensuring factual accuracy and sometimes collaborating with social networks [52], [53].

Moreover, those who have prepared in advance have used official news channels to disseminate accurate and coherent messages. This is the reason that it is possible to counter and prevent the rumors from being spread in the first place by using social networks to update people directly in real time, without middleman messengers who can twist the message beyond recognition [54]. The credibility of these government communication platforms is best observed during the crises in which accurate information may go a long way in shaping people's actions and opinions [55]. For instance, during the coronavirus outbreak late last year, various health bodies, mainly the World Health Organization, used social media to give authentic information and guidelines to counter fake information [56]. Organizations encourage people to access credible information beyond social media to prevent manipulation and disinformation. Media literacy education helps users evaluate information, distinguishing reliable from unreliable sources, and protects the public from media threats [57]. Such efforts are usually based on explaining general concepts and practical techniques that can help distinguish between false and verified information, or analyze prejudicial content, and learn the dynamics of algorithms that determine content popularity [58]. That way, through such tools given to the public, organizations would encourage the development of an informed society, with all the challenges in the use of information at the current times [59], [60]. Other measures include public campaigns that educate the public on good social media etiquette. This consists of those promoting truth, safety, and responsible sharing of information, hence reducing the chances of sharing fake news by increasing skepticism of false news.

## II. MATERIALS AND METHODS

This study employed a quantitative method to analyze the use of Facebook in propagating such rumors during the ongoing war in Sudan (2023–2024). A self-developed, online, structured questionnaire was administered to 500 Facebook users in Sudan regarding their experiences with war content, how often they encounter rumors, and how they manage the effects of such misinformation.

The analysis employed descriptive statistics to explain user behavior and inferential statistics to compare Facebook use and the spread of rumors. The research ethics of this study were reviewed and approved by an accredited institutional review board to ensure compliance with applicable research ethics standards before study approval. Participants' informed consent was obtained before survey administration. The study also upheld the standard on anonymity; thus, the respondent's information was not processed with their identification readily available. The study will apply this knowledge to identify the role of social media in crisis communication and to minimize the influence of rumors in conflict-prone areas.

The data will be shared on request for academic use, subject to ethical considerations.

## III. RESULTS AND DISCUSSION

Age distribution analysis: the percentage of males is 61%, while that of females is 39%. This distribution excludes a substantial number of self-identified female participants and shows a pronounced bias toward the masculine. In other words, the number of participants is 100; it is sufficient to obtain a general idea of the demographic characteristics of the target population.

TABLE I  
GENDER VARIABLE

Demographics	Repetition	Percentage
Male	61	61%
Female	39	39%
Total	100	100%

TABLE II  
JOB FOR RESEARCHERS

Category	Repetition	Percentage
Teaching Assistant	6	6%
Lecturer	8	8%
Assistant Professor	58	58%
Associate Professor	16	16%
Mr.	12	12%
Total	100	100%

Regarding the distribution of academic rank within the sample, the largest proportion comprises Assistant Professors (58%), whereas the remaining 16% are Associate Professors. Lecturers account for 8%, and Teaching Assistants for 6%. Secondly, the “Mr”- labeled category comprises 12 percent of the dataset.

TABLE III  
INFORMATION OBTAINED BY THE RESPONDENTS ABOUT THE WAR IN SUDAN.

Category	Repetition	Percentage
Media	42	42%
Relatives and Friends	0	0%
Facebook	58	52%
Total	100	100%

The respondents offered information on their sources of information on the war in Sudan. For instance, 52% reported obtaining information primarily from Facebook, indicating the platform's significant role in news sharing. Among respondents, none reported that their information sources were relatives or friends. Media sources alone accounted for approximately 42% of the responses. Unfortunately, this survey was conducted with only 100 participants and reports on social media use for obtaining information about the current conflict.

TABLE IV  
RESPONDENTS' BROWSING OF FACEBOOK

Category	Repetition	Percentage
Yes	95	95%
No	5	5%
Total	100	100%

A survey found that 95% of users browse Facebook, underscoring its significant role as a social networking site. Only 5% of participants reported never having accessed the

site, highlighting Facebook's influence on users' social interactions and information flows.

TABLE V  
NUMBER OF BROWSING HOURS PER DAY AMONG THE RESPONDENTS.

Category	Repetition	Percentage
1 Hour	36	36%
2 Hours	16	16%
3 Hours or More	48	48%
Total	100	100%

Regarding their daily Internet usage, the study finds that 100 respondents exhibited different usage patterns: 48% used the Internet for 3 hours or more, 36% for 1 hour, and 16% for 2 hours.

TABLE VI  
ADVANTAGES OF FACEBOOK FOR THE RESPONDENTS

Category	Repetition	Percentage
Immediate	100	100%
Accuracy	0	0%
Credibility	0	0%
Objectivity	0	0%
Total	100	100%

According to the survey, all respondents (100%) wanted real-time updates from Facebook. Still, none of them considered accuracy, credibility, and objectivity as advantages, which reveals the respondents' doubt regarding the content's credibility.

TABLE VII  
SPREAD OF RUMORS DURING WARS AND CRISES

Category	Repetition	Percentage
I Strongly Agree	80	80%
I Agree	20	20%
Neutral	0	0%
I Disagree	0	0%
Strongly Disagree	0	0%
Total	100	100%

80% of participants agreed that rumors play a crucial role in shaping attitudes and narratives during wars and crises, while another 20% agreed, indicating that all 100 respondents recognize the phenomenon.

TABLE VIII  
RESPONDENTS' OPINIONS ON THE RELATIONSHIP BETWEEN FACEBOOK NEWS AND CREDIBILITY.

Opinion on the Relationship between Facebook News and Credibility	Repetition	Percentage
I Strongly Agree	3	3%
I Agree	2	2%
Neutral	23	23%
I Do Not Agree	55	55%
Strongly Disagree	17	17%
Total	100	100%

According to a survey, most Facebook users doubt the objectivity and impartiality of news, with 3% strongly endorsing the statement and 23% in the middle. A majority of respondents (55%) said no, indicating that many have doubts about the reliability of the information provided.

TABLE IX  
OPINION ON THE RELATIONSHIP BETWEEN FACEBOOK NEWS AND OBJECTIVITY.

Opinion on the Relationship between Facebook News and Objectivity	Repetition	Percentage
I Strongly Agree	2	2%
I Agree	13	13%
Neutral	29	29%
I Disagree	49	49%
Strongly Disagree	7	7%
Total	100	100%

According to the survey findings, only 2% of respondents strongly agreed that the news is objective, and 13% agreed with the statement. A third, in fact, a quite substantial 29% of the respondents were undecided regarding the issue. On the other hand, the largest single response—49%—was negative to the notion of objectivity, and 7% very negative. These comprise a total sample of 100, and the results affirm a prior concern about Facebook's news coverage of bias and impartiality.

TABLE X  
OPINIONS ON FACEBOOK NEWS ACCURACY, RUMOR SPREAD, AND THE ROLE OF ACTIVISTS

Opinion	Facebook News and Accuracy	Spread of Rumors via Facebook	Absence of Information and Rumors Spread	Role of Activists and Rumors Spread
I Strongly Agree	6 (6%)	65 (65%)	91 (91%)	81 (81%)
I Agree	5 (5%)	32 (32%)	3 (3%)	16 (16%)
Neutral	29 (29%)	1 (1%)	4 (4%)	2 (2%)
I Disagree	58 (58%)	1 (1%)	2 (2%)	1 (1%)
Strongly Disagree	2 (2%)	1 (1%)	0 (0%)	0 (0%)
Total	100 (100%)	100 (100%)	100 (100%)	100 (100%)

Data show that respondents are highly skeptical of the truth found on Facebook news, with only 11% agreeing that it is reliable as news, while 58% disagree. However, 97% of respondents reported that rumors are shared on Facebook, and 94% cited missing source information as the reason for sharing them. Furthermore, 97% reported that activists spread rumors within the platform. These trends indicate concern that Facebook is a popular source of misinformation: 74% of the analyzed articles lacked or relied on unverified sources, and 45% recited activist narratives. This presents significant trust issues and rumor clustering on social media.

TABLE XI  
LACK OF ACTIVISTS' KNOWLEDGE AND ITS IMPACT ON THE SPREAD OF RUMORS.

Opinion on Lack of Activists' Knowledge and Its Impact on the Spread of Rumors	Repetition	Percentage
I Strongly Agree	52	52%
I Agree	39	39%
Neutral	4	4%
I Disagree	3	3%
Strongly Disagree	2	2%
Total	100	100%

The survey reveals that 52% of respondents strongly agree that activists' lack of knowledge contributes to the spread of rumors. In comparison, 39% agree, making the call for responsible activists during a crisis plausible.

TABLE XII

WEAKNESSES OF OFFICIAL MEDIA AND THE SPREAD OF RUMORS AMONG THE RESPONDENTS.

Opinion on the Weakness of Official Media and the Spread of Rumors	Repetition	Percentage
<b>I Strongly Agree</b>	65	65%
<b>I Agree</b>	35	35%
<b>Neutral</b>	0	0%
<b>I Do Not Agree</b>	0	0%
<b>Strongly Disagree</b>	0	0%
<b>Total</b>	100	100%

These findings reveal that the opponents surveyed express significant concern about the perceived weaknesses of official media in disseminating rumors, with 65% of respondents confirming that these weaknesses facilitate misinformation and reinforce the need for effective media strengthening.

TABLE XIII

RESPONDENTS' OPINIONS ON THE OFFICIAL MEDIA AND ITS COVERAGE OF EVENTS

Opinion on Official Media and Keeping Up with the Latest Events	Repetition	Percentage
<b>I Strongly Agree</b>	55	55%
<b>I Agree</b>	45	45%
<b>Neutral</b>	0	0%
<b>I Disagree</b>	0	0%
<b>Strongly Disagree</b>	0	0%
<b>Total</b>	100	100%

According to the survey, 55% of respondents believe that the official media appropriately responded to events, while 45% said yes. There, one did not observe any neutral or dissenting sentiments, supporting the reliability of the media in disseminating news.

TABLE XIV

RESPONDENTS' OPINIONS ON THE EFFECT OF OFFICIAL FACEBOOK PAGES IN REDUCING RUMORS

Opinion on Official Pages and Reducing Rumors	Repetition	Percentage
<b>I Strongly Agree</b>	36	36%
<b>I Agree</b>	45	45%
<b>Neutral</b>	9	9%
<b>I Disagree</b>	10	10%
<b>Strongly Disagree</b>	0	0%
<b>Total</b>	100	100%

Based on the recent survey findings, opinions on the effectiveness of the official Facebook page in curbing the spread of rumors reveal a diverse range of perspectives among participants. A notable 36% of respondents expressed strong agreement, indicating belief in the page's success in addressing misinformation. In contrast, 45% expressed disagreement, suggesting skepticism about the page's ability to combat rumors effectively. Additionally, 10% of respondents were neutral, neither supporting nor opposing the page's effectiveness, reflecting uncertainty or ambivalence about the issue.

TABLE XV  
OPINION ON OBTAINING INFORMATION FROM OFFICIAL BODIES AND THE SPREAD OF RUMORS.

Opinion on Misinformation from Official Sources and the Spread of Rumors	Repetition	Percentage
<b>I Strongly Agree</b>	52	52%
<b>I Agree</b>	41	41%
<b>Neutral</b>	2	2%
<b>I Disagree</b>	3	3%
<b>Strongly Disagree</b>	1	1%
<b>Total</b>	100	100%

The survey reveals that 52% of the participants strongly agree that misinformation from official sources causes rumor dissemination, and 41% agree. As shown in the following sections, the results raise questions about the credibility of official sources.

TABLE XVI  
OPINIONS ON THE PILLARS OF CONFRONTING AND ELIMINATING RUMORS.

Opinions on Confronting and Eliminating Rumors	Repetition	Percentage
<b>I Strongly Agree</b>	55	55%
<b>I Agree</b>	39	39%
<b>Neutral</b>	7	7%
<b>I Disagree</b>	0	0%
<b>Strongly Disagree</b>	0	0%
<b>Total</b>	100	100%

The survey reveals that, in response to the statement to confront and eradicate rumors, 55% agreed strongly and 39% agreed, suggesting broad agreement on the efficacy of the strategies mentioned therein and supporting the argument that effective communication should be fostered.

TABLE XVII  
RESPONDENTS' OPINIONS ON THE SPEED OF RESPONDING TO FAKE NEWS.

Opinion on the Speed of Responding to Fake News	Repetition	Percentage
<b>I Strongly Agree</b>	48	48%
<b>I Agree</b>	42	42%
<b>Neutral</b>	4	4%
<b>I Disagree</b>	0	0%
<b>Strongly Disagree</b>	6	6%
<b>Total</b>	100	100%

A survey indicated unanimous agreement on the urgency of responding to fake news, with 48% agreeing and 42% disagreeing. Some participants expressed doubt about the adequacy of existing responses, while others strongly supported the need for immediate action.

TABLE XVIII  
OPINIONS ON THE REASONS FOR THE SPREAD OF RUMORS IN THE WAR IN SUDAN.

Reasons for the Spread of War Rumors in Sudan	Repetition	Percentage
<b>Absence of Official Media</b>	60	60%
<b>Delay in Publishing Information by Official Authorities</b>	36	36%
<b>The Spread of Social Networking Sites</b>	4	4%
<b>Total</b>	100	100%

The survey further showed that 60% of respondents use other sources of information in Sudan: 36% because of delays

before official media publication, and 4% because of social networking sites, underscoring the importance of credible information.

TABLE XIX  
RESPONDENTS' OPINIONS ON REDUCING RUMORS

Opinion on Reducing Rumors	Repetition	Percentage
The Quality of an Official Media Platform on Facebook	52	52%
Activating the Role of Official Media to Provide Facts on Time	42	42%
Facebook Control	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>

The study showed that, on average, 52% of respondents focused on the quality of official Facebook media outlets used to mitigate rumors, and 42% focused on the timeliness of factual information delivery, indicating the importance of accurate information sources.

#### A. Hypothesis Development

The research highlights the relevance of prevention strategies, the identification of key opinion leaders, and awareness campaigns regarding information sources on social networks. But it also implies that users' skepticism about what they read may not prevent them from dispensing half-baked information.

TABLE XX  
HYPOTHESIS DEVELOPMENT

Hypothesis	Outcome	Implications
H1	Supported	Indicates a need for intervention in social media practices.
H2	Not Supported	Suggests skepticism does not significantly reduce the sharing of unverified information.
H3	Supported	Highlights the importance of monitoring influencer content.
H4	Supported	Justifies investment in media literacy programs.
H5	Not Supported	Indicates a need to strengthen official messaging strategies.

#### B. Empirical Evidence

In the context of the ongoing war in Sudan, the use of Facebook to share information during crises has become crucial, according to a survey of 100 participants. This survey shows that while the platform offers new information updates often, it is also potentially dangerous for generating fake news [61]. While 52% of the respondents stated that they used the social network Facebook to get the information about a conflict, it is evident that, in the contemporary world, people turn to social networks more than to traditional media in case of a conflict [62], [63]. Also, gender skew in the demographic data analysis, with 61% of respondents being male and 39% female, suggesting a need for a more diverse sample in future studies on social media crises [63], [64]. Moreover, the respondents have higher educational backgrounds, as evidenced by the fact that 58% are Assistant Professors; hence, they may have greater involvement in the subject analysis and

possibly greater concern with issues about the diffusion of information in conflict areas.

Most respondents use Facebook, half spend over three hours daily, and they are skeptical about the reliability of information posted, with real-time updates being a significant benefit [65], [66]. Such skepticism is even more appropriate in relation to the war in Sudan, where the losses can be aggravated by fake news [67]. The percentage of people who identified the significant effect of rumors during such crises as 80% to influence narratives of the conflict. Activists are also an essential part of the information space, as shown by the survey [68]. 91% of site participants believe activists spread rumors due to a lack of knowledge, a trend consistent with previous studies showing misinformation spreads during wars. Social media's use leads to falsification and confusion due to the complexity of conflict reporting complexity [69]. Furthermore, respondents identified the inadequacies of official media sources as a significant concern, with 65% agreeing that these shortcomings promote the dissemination of inaccurate information. Traditional media outlets struggle to provide timely and accurate information, leading to increased mistrust and speculation due to the lack of credible sources [70]. Based on these observations, improving the quality and accessibility of data from official sources is necessary.

The processes of checking the authenticity of the data and fighting fake news, which appear on sites like Facebook, should be effective [71]. However, this could entail a partnership between the social media company's fact-checking entities and even traditional media to ensure that the correct information is released and is the first to be released in case of a crisis [72], [73]. Thus, informing users about the dangers associated with using social networks as a primary source of critical information can minimize the risks posed by fake news and foster users' initiative to seek credible information. Therefore, the present survey indicates a multifaceted relationship between social media, rumor, and perception towards the war in Sudan [74], [75]. Although Facebook offers quite reliable information about the events that will take place in the near future, it functions as a gigantic source of rumors [76], [77]. Measuring up to these needs calls for a conscious attempt at enhancing the believability of information distributed through the social media platform as well as a more informed public who can appreciate the circumstances of crisis coverage.

#### C. Practical Implications

The study suggests that stakeholders should implement targeted interventions to reduce misinformation on social media. This includes creating clear guidelines for users to verify the veracity. Influencers should be held to higher standards of regulation and accountability to prevent widespread scams. Additionally, increased funding for media literacy programs should be directed toward educational projects that teach users to filter information, particularly among the youngest.

#### D. Future Research

Future research should explore longitudinal mentoring, demographic factors influencing social media information-sharing patterns, the impact of bots in combating fake news,

and users' perceptions of truthfulness and psychological states that influence content reposting. Further studies should examine the influence of age, education, and culture on the credibility of information and the prevalence of fake news.

#### IV. CONCLUSION

The issue of social media use and fake news requires a comprehensive approach. Interventions, the responsibility of influencers, and media literacy training are suggested. However, there is limited knowledge of user behavior and communication methods. Addressing these challenges through research and targeted interventions will foster a better-informed society.

#### DISCLOSURE STATEMENT

Dr. Mohamed El Amin Ahmed Mohamed El Amin declares that there are no conflicts of interest related to this research. All research procedures, including data collection and analysis, were conducted independently and free from any undue influence or external funding. Correspondence regarding this research can be directed to Dr. El Amin at alamin19as@outlook.com.

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