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Organisational and regulatory strategies to combat false news circulation on social media

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ABSTRACT

False news has the ability to cause financial harm to organizations by having a negative impact on the consumer purchasing decisions. This paper explores useful organizational and regulatory strategies in response to false news circulated through social media based on five-stage framework for scoping reviews. The purpose of this paper is to advance current knowledge of false news circulation through social media in three distinct ways. It highlights 1) a wide variety of areas in which false news has been examined, emphasising the rising popularity of the topic, 2) the distinct attributes or characteristics that characterise false news and can be utilised to aid consumer detection, 3) a collection of themes that summarise the organisational-level and regulatory-level strategies in responding to false news circulation through social media. This study helps government agencies, marketing agencies, and senior management to explore organizational-level and regulatory-level solutions for responding to social media-based fake news circulation.

1. Introduction

False news is widely disseminated on social media platforms, and research provides little insight into its motives (Talwar et al., 2019). False news purposefully persuades consumers to embrace false views to further certain agendas (Martens & Maalej, 2019). False news poses enormous challenges to organizations and companies (Mills & Robson, 2019). False information has the potential to harm businesses by negatively affecting consumers' purchasing intentions (Martens & Maalej, 2019). False reviews, which are known to be an example of Internet fraud, can also lead to people being misled into making purchases (Martens & Maalej, 2019).

The prevalence of false news caused by disinformation and misinformation in the digital era, including in times of crisis such as the Ukraine and Russia conflict (Lim et al., 2022), has serious repercussions on shaping societal perceptions and must be addressed with informed strategies. Those who spread disinformation are motivated by the desire to go viral, make money, or spread an agenda, while those who spread misinformation are

reliant on social media rather than official news outlets, making it difficult to determine what is real and what is not (Lim et al., 2022; AjaoAjao, 2022).

Consequently, this scoping review becomes unique by focusing on false news circulation on social media through identifying dual aspects of organisational- and regulatory-level strategies using Arksey and O'Malley (2005) five-stage framework. Recent research has also indicated that false news has an impact on companies and organizations (Cheng & Chen, 2020). Providing false information has the potential to negatively affect consumers' purchasing intentions and threat the business image (Fedeli, 2020; Jahng, 2021). In the discussion section, the authors describe effective organizational and regulatory responses to false news circulation.

2. Methodology

In this study, a scoping review was conducted based on Arksey and O'Malley's (2005) five-stage framework. The five stages of Arksey and O'Malley's framework which utilized in this review are as follows: (2.1) identifying research questions; (2.2) identifying relevant studies; (2.3) selecting studies; (2.4) charting the data and (2.5) summarizing and reporting the results. The applicability of this method can be further justified based on the precedent of reviews which facilitated to summarize and communicate findings and to determine the need for systematic reviews or other types of research in the topics which has a focus on dual aspects similar to organisational and regulatory levels (Arksey & O'Malley, 2005).

2.1. First step: identifying the research questions

As a first step, this scoping review will identify the research questions to be investigated. A critical component of the organisational- and regulatory-level strategies to respond to false news circulation through social media was examined as part of our investigation. Researchers developed algorithms that detect false news, and they recommended interventions that teach users about false news through rhetorical studies, helping them to become more critical of their online reading (Fedeli, 2020; Mishra & Samu, 2021). The sharing of fake news content is influenced by negative emotions such as surprise, disgust, fear, and anger (Mishra & Samu, 2021).

While research has been published about generational use of social media (Mishra & Samu, 2021), few research has been done on multigenerational use of social media in the setting of false news. To ensure that a wide range of literature relevant to the topic of interest was gathered, authors presented the following initial research questions of; (1) What is the present status of scholarly research in false news circulation through social media? (2) What are the effective organisational-level strategies to respond to false news circulation through social media? and (3) What are the effective regulatory-level strategies to respond to false news circulation through social media?

2.2. Second step: identifying relevant studies

The second step is to identify the research that are relevant for this scoping review. To acquire 'broad coverage' of current literature, Arksey and O'Malley (2005) advocate using a broad definition of search keywords. To discover effective strategies to respond to false

news circulation through social media, key topics and search terms were developed. There are various types of systematic literature reviews including framework-based reviews (Paul & Benito, 2018), bibliometric reviews (Kumar et al., 2021), and meta-analysis (Paul & Benito, 2018). As a result, scoping reviews are the most appropriate review type for this study as scoping reviews examine the extent, variety, and nature of research activity before undertaking a full systematic review.

2.3. Third step: selection of the studies

Authors examined the literature for a period of ten years from 2011 to 2021. This can be further justified based on the precedent of studies as follows: Lim et al. (2022) and Shaw et al. (2020). Authors reviewed studies published in top management and marketing fields in 'web of science' database using the 'publish or perish' software. Authors conducted the database search using several keywords including 'organisational level strategies'; 'regulatory level strategies'; 'discovery of effective organisational and regulatory level strategies': 'responding to false news circulation through social media'; 'false news on products or brands'. All results were confined to peer-reviewed studies in English. After three months of work, the literature evaluation was completed on 25 December 2021.

2.4. Forth step: data charting and collation

The charting of selected articles constitutes the fourth stage of Arksey and O'Malley's (2005) scoping review process. An article summary included information on the author, year, context, theory, and limitations of the study. Inclusion criteria included studies that focused on marketing aspects of false news circulation through social media, and non-marketing aspects were excluded (Lim et al., 2022). We also included a study published between 2011 and 2021. Unlike false news, disinformation can also influence people's reasoning even after it has been corrected, an effect known as continued influence. Based on the inclusion and exclusion criteria of marketing aspects of false news circulation, 32 studies were selected for the scoping review.

The following studies have been incorporated. A total of 246 publications were found. A further 12 publications were categorized as duplicated materials after careful categorization using Endnote. A screening method based on abstracts was used to select papers. Among the abstracts evaluated, articles that did not mention circulation with special reference to social media (82) were eliminated from the study (Lim et al., 2022). Academic literature that has been rigorously peer reviewed is mainly composed of conceptual and empirical 'articles' published in 'journals'.

Usage of alternative keywords such as publications on problematic contents in marketing; the effects of false news marketing; false news circulation in other platforms excluding social media were eliminated due to out-of-scope issues (Lim et al., 2022). Consequently, 120 articles were found to be out-of-scope out of 152. The remaining articles were evaluated using the inclusion criteria based on the higher impact factor of the journals and scope criteria including computer science, education, and non-marketing context (Lim et al., 2022). The selected studies include thirty-one (32) journal articles. The next section discusses the classification of the selected studies.

2.5. Fifth step: summarising and reporting findings

Arksey and O'Malley's (2005) scoping review framework's fifth and final step summarises and reports findings. Table A1 (Please refer Appendices) presents the summary of the studies as follows.

3. Discussion of the findings

Using Arksey and O'Malley's (2005) five-stage framework, this scoping review addressed the pre-determined research questions of: identifying the present status of scholarly research in false news circulation through social media? identifying the effective organisational-level strategies to respond to false news circulation through social media? and identifying the effective regulatory-level strategies to respond to false news circulation through social media. Based on the literature identified, the following answers are provided for these three study constructs.

3.1. The present status of scholarly research in false news circulation through social media

Organizational strategies for addressing false news circulation on social media include phoney materials presentation, assaulting the accuser, and verbal brand communication. Regulatory strategies target consumer reactions to fake news and brand responses to false news. Moreover, our findings highlighted the importance of the internet, particularly social media, in the dissemination of false information. Based on the Table A1scoping review framework's fifth and findings, it was identified that false news is amplified by social media, which allows it to spread quickly and widely in the internet world (Di Domenico et al., 2021). However, there is still confusion and disagreement about what constitutes false news (Martens & Maalej, 2019). Some writers use a more specific definition (Di Domenico et al., 2021), while others choose a wider one (Martens & Maalej, 2019). There is a need for future research to provide a precise definition of fake news and an understanding of what constitutes false news. Further, Table 1 explains the major strategies at the organizational and regulatory levels.

Table 1. Organisational- and regulatory-level strategies.

Identified strategies	Sources
Organisational level	
Cause-related marketing strategy for phoney materials	Di Domenico et al., 2021; DiDomenico & Visentin, 2020; Wisker, 2020; Wisker & McKie, 2021
Denial response strategy	Appel et al., 2020; Borges-Tiago et al., 2020; Kumar et al., 2021a; Obadă, 2019; Vafeiadis et al., 2019; Visentin et al., 2021; Kumar et al., 2021b; Wisker, 2020
Assaulting the accuser strategy	Mills & Robson, 2019; Vafeiadis et al., 2019; Kumar et al., 2021a; Obadă, 2019; Vafeiadis et al., 2019; Bardan, 2013; Visentin et al., 2021; Talwar et al., 2019; Berthon et al., 2018; Flostrand et al., 2019; Paschen, 2019 Spohr, 2017
Regulatory level	
Narrative response strategy	Mills & Robson, 2019; Mishra & Samu, 2021; Pundir et al., 2021; Talwar et al., 2019; Aldwairi & Alwahedi, 2018; Mishra & Samu, 2021; Rampersad & Althiyabi, 2020; Wisker, 2020; Berthon et al., 2018; Chen & Cheng, 2019; Bardan, 2013
Brand response strategy	Chen & Cheng, 2019; Cheng & Lee, 2019; Peterson, 2019; Mills & Robson, 2019; Graham, 2017; Fedeli, 2020; Jahng et al., 2020

3.2. The effective organisational-level strategies to respond to false news circulation through social media

Through this scoping review, authors were able to identify three organisational-level strategies, namely, avoiding phoney materials presentation strategy; denial response strategy and verbal brand communication strategies.

3.2.1. Cause-related marketing strategy for phoney materials

To be effective, false news must appear legitimate and trustworthy to readers (Di Domenico et al., 2021; Wisker, 2020). By strategically presenting phoney materials, fake news creators achieve this appearance of legitimacy, a process called 'fabricated legitimacy' (Di Domenico et al., 2021). Its effectiveness depends on several factors. The first step in earning credibility and trust from its target audience is to portray their information with sources (Di Domenico et al., 2021). Second, false news is frequently presented in the same format as genuine news, for example, by employing headline fonts and colours that resemble actual news outlets' articles (Wisker, 2020; Wisker & McKie, 2021). Third, false news is based on themes covered by the mainstream media (Di Domenico et al., 2021; Wisker, 2020).

False news articles and tweets have similar characteristics to legitimate news (DiDomenico & Visentin, 2020). Domain and style are the first features. A trustworthy news website has nothing in common with a casual one (Petty, 2013). The most dangerous aspect which was identified was that young people seem to find it especially difficult to separate facts from fictions due to phoney materials presentation strategy (Di Domenico et al., 2021; DiDomenico & Visentin, 2020). Therefore, cause-related marketing strategy which links the organisation and consumer through credible sources were identified as an appropriate method to avoid the inclusion of phoney materials.

3.2.2. Denial response strategy

Unfounded accusations about an organization are false news (Appel et al., 2020; Borges-Tiago et al., 2020). A video showing a changed label on a Kraft food product, for example, implied that the company's products included GMO wheat. Depending on the nature of the crisis, organisations may deny or refuse any responsibility for the crisis (Kumar et al., 2021; Obadă, 2019). During a false news crisis, institutions should deny the material by emphasizing its unreliability and stating that the claims are ludicrous or false (Vafeiadis et al., 2019). For example, the company Kraft once defended themselves against false information concerning GMOs by showing a label from a country where Kraft does not sell the food (Vafeiadis et al., 2019). By using the denial response strategy, government, business, and consumers can correct false news and disinformation and build public trust (Wisker, 2020).

3.2.3. Assaulting the accuser strategy

A recent study examined how false news can affect brands, recommending several reaction tactics for businesses (Mills & Robson, 2019; Vafeiadis et al., 2019). The organization's assaulting the accuser approach comprises demonising the person or group who makes and/or distributes false charges (Obadă, 2019; Vafeiadis et al., 2019). An assault reaction would involve an organisation retaliating against the source of the false claim

and discrediting both the source and its false claim (Vafeiadis et al., 2019). Denial and assault both try to demonstrate that there is no 'genuine' problem (Bardan, 2013). In addition to protecting an organization's reputation, denying the existence of a crisis also reduces negative attitudes and behaviors among stakeholders (Appel et al., 2020; Borges-Tiago et al., 2020).

People may change their minds if presented with facts, according to some writers (Talwar et al., 2019). Visentin et al. (2019) found that self-perceived fraud detection efficacy had no influence on brand attitudes when false news was combined with a brand commercial. Other researchers look at various indicators that encourage sharing, including media trust (Berthon et al., 2018; Flostrand et al., 2019), self-efficacy, information accessibility, and convergence (Berthon & Pitt, 2018; Spohr, 2017). By using advanced social media management resources on social networks and blogs, brand managers can find the false news through blogs and social media proactively (Spohr, 2017).

3.3. The effective regulatory-level strategies to respond to false news circulation through social media

Through this scoping review, the authors were able to identify two regulatory-level strategies to respond to false news circulation through social media as strategies targeting consumer reaction towards false news and strategies targeting brand response towards false news.

3.3.1. Narrative response strategy

In addition to increasing brand awareness, brand leaders should also protect their brands against false news spread on social networks and traditional media (Mills & Robson, 2019; Talwar et al., 2019). Communication errors, editorial errors, or poor internal decisions can damage a brand's reputation (Mills & Robson, 2019). There is a need for research on the advertising response behaviour of Facebook users, the nature of fake news, and how users perceive false news based on their demographics and political affiliations (Talwar et al., 2019). Further, it was identified that individual-level information processing of false news is often clouded by confirmation bias (the tendency to believe in what is consistent with their prior attitude) and desirability bias (the tendency to believe in what pleases them) (Aldwairi & Alwahedi, 2018; Chen & Cheng, 2019). Further, it was identified that public reviews of brands and products are mainly found on social media platforms (Berthon et al., 2018; Chen & Cheng, 2019).

3.3.2. Brand response strategy

Brand response strategy is also referred to as false news response strategy (Chen & Cheng, 2019; Cheng & Lee, 2019). Firstly, brand managers should ensure that the company website is legible and accessible to all customers and other stakeholders to analyse relevant knowledge connected to news items (Peterson, 2019). Secondly, brand managers must regularly check the infosphere to identify misinformation and disinformation about the company (Graham, 2017; Peterson, 2019). As a third step, the brand manager should keep a record of fake news reports about the company on the company's website (Graham, 2017; Jahng et al., 2020). Fourth, the company's website should identify the significant satires (humorous news articles) in which the brand has appeared, as well as
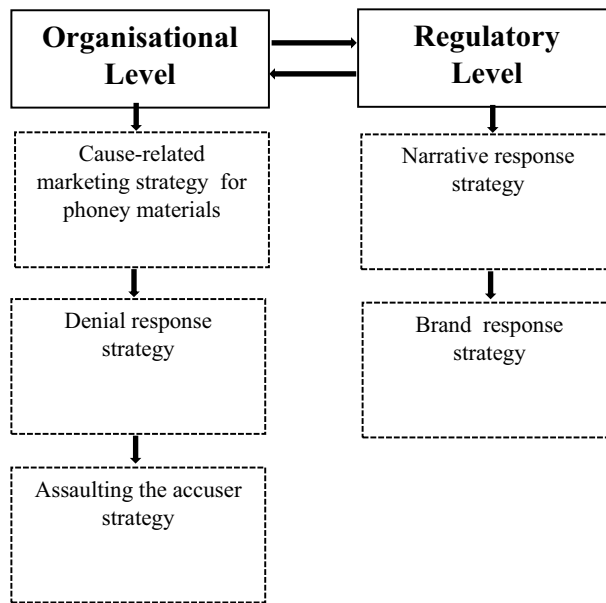
Figure 1. Integrative framework of the review.

the prominent parodies (fictional news stories that the intended audience is aware are not true) in which the brand has appeared (Fedeli, 2020; Graham, 2017; Jahng et al., 2020). As shown in Table 1, the major strategies at the organizational and regulatory levels are as follows.

Figure 1 further illustrates the two strategies of suitable for organisational and regulatory levels, respectively, as follows:

4. Future research directions

The final section of this paper includes the gaps in the existing literature as identified by the current review. These future research recommendations were further categorised based on the Theory, Context, Methodology (TCM) framework by following the guidelines of the previous studies.

4.1. Future directions – theory

Our study revealed a lack of strong theoretical underpinnings in the current literature as existing studies on false news regarding social media context focused on referential theory (Di Domenico et al., 2021) and priming theory (Di Domenico et al., 2021). Construal-level theory was used to examine problematic information resulting after false news formulation (DiDomenico & Visentin, 2020). Despite the fact that situational crisis communication theory (Vafeiadis et al., 2019), source credibility theory (Visentin et al., 2019), stimulus-organisation-behaviour-consequence theory (Kumar et al., 2021) and flow theory (Obadă, 2019), there is little application to organisational psychological mechanisms influencing false news belief.

However, the generic theory of the Brand (Peterson, 2019); theory of human exchange in marketing (Mills & Robson, 2019); social comparison theory; self-determination theory; rational choice theory (Talwar et al., 2019) was used to identify brand storytelling in reaction to false news. Conspiracy theory (Nyilasy, 2019); consumer behaviour theory (Chen & Cheng, 2019); hierarchy of effects theory, elaboration likelihood model and theory of planned behaviour (Wisker, 2020) were identified as successful to explore how consumers digest false news and how it relates to marketing messages (Talwar et al., 2019).

4.2. Future directions – context

Through social media research, contextual analysis helped differentiate environmental factors that affect false news circulation. According to Table A1, majority of the work has been conducted in developed countries such as USA, Sweden, Canada, Italy, Portugal, UK, Romania, New Zealand, and Saudi Arabia (Flostrand et al., 2019; Paschen, 2019). The emphasis of these studies in the United States and Canada was primarily based on the source of false news and the message credibility. The researchers in the European context such as Sweden, Italy, UK concentrated on powerful emotional differentiator between false and real news (Borges-Tiago et al., 2020; Vafeiadis et al., 2019; Wisker, 2020). Further, collective strategies to mitigate the spread of disinformation were investigated by Asian and European researchers with more emphasis on consumer opinions about false news (Borges-Tiago et al., 2020). The dark side of social media use, gossip-sharing behaviour, fear of missing out, and social media fatigue are important for future researchers.

4.3. Future directions – methodology

Firstly, most of the studies were qualitative (Please refer Table A1) with the data collection methods of survey, interviews, and experiments. Majority of the qualitative studies used survey-based data collection methods that raises the questions concerning the longevity and persuasive knowledge in relation to false news posts (Chen & Cheng, 2019). Therefore, it is necessary to use more qualitative exploratory methods such as Delphi, focus groups and semi-structured interviews which are less representative (Jahng, 2021; Khairunissa, 2020; Mishra & Samu, 2021). Secondly, authors could not find any longitudinal study conducted on false news sharing on social media platforms. Existing literature has explored a variety of communication formats such as unboxing videos with attractive visual effects (Fedeli, 2020; Khairunissa, 2020). Therefore, the presentation of false news in rich-media formats is another exciting way to study its impact on consumers (Khairunissa, 2020) through more empirical studies.

5. Managerial implications

The study provides two key areas for brand managers and policymakers in addition to organisational and regulatory levels. Firstly, findings revealed that consumer attitudes towards false news circulated within social media was the least studied theme in the literature. Secondly, the need to understand psychological mechanisms that influence people's belief in false news (for instance, confirmation bias, referential theory, priming theory) so that the determinants and effects of Electronic Word-of-Mouth (eWOM) surrounding a firm can be assessed (Mishra & Samu, 2021). Future research questions are presented in Table 2.

Table 2. Potential research areas and questions to advance the field of false news circulation through social media.

Topics	Major themes	Future research questions
Future directions based on the Theory		
Theoretical foundation	Interlink with social psychology theories to evaluate persuasion, memory, recall, and recognition skills in order to assess the factors and effects of electronic word-of-mouth when a firm suffers false news or untruthful advertising	- How can social psychology theories be extended to explain consumer social cognition stages like (persuasion, memory, recalling, and recognition) to evaluate the effects of electronic word-of-mouth?
Future directions based on the Context		
False news circulation through social media	There is a need for more research on false-news sharing on social media platforms, including gossip-sharing behaviour, fear of missing out, and social media fatigue	- Does false news circulation through social media affected by factors such as gossip-sharing behaviour, fear of missing out, social media fatigue, and the dark side of social media use?
Future directions based on the Method		
Nature of method applied	Need for more research based on quantitative techniques	- Can empirical researchers expand the current knowledge of false news typology into brand messaging and dimensions?

6. Conclusion

Based on the findings of this scoping review, we were able to identify several effective organizational and regulatory practices for responding to false news circulation through social media. This study contributes to government agencies, marketing agencies and senior management personnel by supporting to examine the reasons for effective organisational- and regulatory-level strategies in responding to false news circulation through social media derived both from management perspectives and consumer perspectives (Fedeli, 2020; Jahng, 2021). Using Arksey and O'Malley (2005) framework and scoping review, this study assessed effective organizational and regulatory strategies for responding to social media false news circulation.

Disclosure statement

No potential conflict of interest was reported by the author(s).

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Appendices

Table A1. Summary of the studies.

Source	Key concepts	Theory	Method	Context	Findings
Organisational level strategies					
Di Domenico et al. (2021)	Fabricated legitimacy	Referential theory; Priming theory	Review Paper	None	Findings indicated five aspects of false news as: dissemination, spreading channel attributes, consequences, faked legitimacy, and attitudes
DiDomenico and Visentin (2020)	Fabricated legitimacy	Construal-level theory	Review Paper	None	False news and problematic information study in the areas of consumer behaviour, marketing strategy, and marketing ethics were discussed
Berthon and Pitt (2018)	Brand communication strategies	None	Conceptual paper	None	False news typology changed as dimensions and brand messaging
Paschen (2019)	Brand communication strategies	None	Database analysis	Sweden	True news titles are much more positive than false news titles, which are much more negative.
Flostrand et al. (2019)	Brand communication strategies	None	Delphi study	Canada	- Researchers found substantial differences of opinion on several variables (such as whether brands should fund false news sources)
Vafeiadis et al. (2019)	Collective strategies in fighting the spread of disinformation	Situational Crisis Communication Theory	Experiments	USA	– The message's credibility is undermined more by attacking the source (as a crisis reaction) - It is more likely that a deeply committed individual will absorb information centrally and establish good support intentions for afflicted non-profits
Visentin et al. (2019)	Brand communication strategies	Source credibility theory	Experiments	Italy	A brand that is promoted by false news may suffer a variety of negative consequences
Borges-Tiago et al. (2020)	Collective strategies in fighting the spread of disinformation	None	Structural Equation Modelling	Portugal	-Millennials and tech-savvy people are better equipped to spot false news and evaluate digital information sources without government intervention
Bardan (2013)	Brand communication strategies	None	Interviews	Romania	Introduced the concept of 'national linguistic intimacy', which refers to the show's attempt to naturalize its ties with Romanian culture through comedic and satirical elements and language play
Petty (2013)	Fabricated legitimacy	None	Conceptual Paper	USA	Identified practices in the United States that obscure the marketing substance of consumer messages and public policy responses
Berthon et al. (2018)	Brand communication strategies	None	Essay	None	Provided recommendations for managing brands in a post-factual world
Spohr (2017)	Brand communication strategies	None	Case study	None	Developed a theory of ideological polarization on social media by considering a range of relevant factors about fake news on products
Appel et al. (2020)	Collective strategies in fighting the spread of disinformation	None	Survey	None	Lack of human involvement and miscommunication can occur during communication when bots are present on social media

(Continued)

Table A1. (Continued).

Source	Key concepts	Theory	Method	Context	Findings
Kumar et al. (2021)	Collective strategies in fighting the spread of disinformation	Stimulus-Organism-Behaviour-Consequence	Survey	None	Purchase intentions are linked to perceived advantages and system trust, which are linked to the likelihood of believing and acting on false news
Obadă (2019)	Collective strategies in fighting the spread of disinformation	Flow theory	Interviews	Romania	Proposed a new conceptual model to measure false news spread on brand-based communication
Visentin et al. (2021)	Collective strategies in fighting the spread of disinformation	Grounded theory approach	Survey	None	Evaluated the kind of language used in tweets to discover which phrases, linguistic styles, and emotions influence virality and relate to customers' privacy concerns
Regulatory level strategies					
Peterson (2019)	Brand response to fake news	Theory of the Brand	Conceptual paper	USA	The necessity of context for news and involvement of institutions such as companies and government were discussed
Mills and Robson (2019)	Brand response to fake news	Theory of human exchange in marketing	Conceptual paper	USA/Canada	The successful brand storytelling in reaction to false news requires authenticity and emotional involvement.
Talwar et al. (2019)	Consumers' response to fake news	Social comparison theory	Model testing	None	Online trust, self-disclosure, fear of missing out, and social media weariness, are all linked to the spread of fake news
Nyilasy (2019)	Consumers' response to fake news	Conspiracy theory	Conceptual paper	None	Explored how consumers digest false news and how it relates to marketing messages
Chen and Cheng (2019)	Consumers' response to fake news	Consumer behaviour theory	Structural Equation Modelling	USA	Discussed the potential antecedents, consequences, and persuasive knowledge in relation to a false news post
Wisker (2020)	Consumers' response to fake news	Hierarchy of effects theory and elaboration likelihood model	Experiments	New Zealand	An angry public may dislike a company that spreads false news against their moral code. The association between rage and brand hatred is moderated by religiosity
Wisker and McKie (2021)	Consumers' response to fake news	None	Experiments	New Zealand	The association between rage and unfavourable word-of-mouth is moderated by religiosity and conservatism
Rampersad and Althiyabi (2020)	Consumers' response to fake news	None	Surveys	Saudi Arabia	Examined how demographics and culture affect the dissemination of bogus news on social media
Aldwairi and Alwahedi (2018)	Consumers' response to fake news	None	Surveys	None	Introduced a system that consumers may use to detect and filter out websites that contain inaccurate or misleading information

(*Continued*)

Table A1. (Continued).

Source	Key concepts	Theory	Method	Context	Findings
Fedeli (2020)	Brand response to fake news	None	Review Paper	None	The opacity and ambiguity introduced by 'false news' can have a significant impact on consumers, their expectations, and the overall experience in the travel and tourism industry
Jahng (2021)	Brand response to fake news	Situational crisis communication theory	Experiments	USA	False news with political motivation, on the other hand, was not recognised and judged as a significant organisational issue
Graham (2017)	Brand response to fake news	Post-Fordist theory	Interviews	UK	Google's two main advertising systems, AdWords, and AdSense, have a significant impact on online conversations
Jahng et al. (2020)	Brand response to fake news	Grounded theory approach	Surveys	USA	To verify content, public relations professionals use both traditional news media and crowdsourcing
Pundir et al. (2021)	Consumers' response to fake news	Theory of reasoned action	Structural Equation Modelling	India	Awareness, knowledge, perceived behavioural control, attitudes towards news verification, and fear of losing out are significant indicators of intention to check news before sharing
Khairunissa (2020)	Consumers' response to fake news	None	Interviews	Indonesia	Participants in most real news pieces and most fraudulent news pieces were able to identify them properly
Mishra and Samu (2021)	Consumers' response to fake news	Self-enhancement theory; Information diffusion theory	Experiments	India	Explored how consumers' preferences for receiving and sharing bogus news are influenced by the relevance of the material

Source: Developed by authors.