JOURNAL OF STRATEGIC MARKETING
https://doi.org/10.1080/0965254X.2023.2253815

Routledge
Taylor & Francis Group

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.

ARTICLE HISTORY
Received 11 April 2022
Accepted 24 August 2023

KEYWORDS
False news; effective strategies; organisational level; regulatory level; scoping review; Arksey and O'Malley framework

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

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