

Evaluation of Information Poisoning Process and Its Effects on Individuals

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Abstract

Individuals need information in order to maintain their business and social lives, to satisfy their daily needs and at the same time to satisfy their curiosity about various subjects. In order to meet this need, they want to retrieve information in various ways. In addition to retrieving the information they really need during the retrieve process, individuals can also retrieve the information they need, if they do not know the retrieve techniques, or those who are not related to the information they need. This situation brings about information overload in individuals. However, if the individual obtains information about his need for the first time while meeting the need, he can accept the information without testing whether this information may be true or false. It is very difficult to destroy the judgment formed in the person depending on the conscious and / or unconscious information. Unfortunately, in the information retrieve process, individuals may experience information poisoning in case of not knowing retrieve techniques, filtering and filtering options, and not being able to retrieve from authority sources. The probability of people experiencing information poisoning is not only related to the information retrieve process they have experienced and/or will experience, but also to the reliability of the retrieve resources and channels. Information retrieve sources and channels may also present unproven information and/or deliberately direct people to false information. This situation undoubtedly paves the way for information poisoning in individuals. In this study, it is aimed to discuss the relationship between information overload and information poisoning and the effects of information poisoning on individuals by conducting a wide literature review. The data obtained in this context will be evaluated by descriptive analysis method.

Keywords: Information poisoning, information retrieval, information overload