

# **Fake News: The Vulnerable Consumers on Social Media**

**Sakshi Aggarwal**

*Indian Institute of Management, India*

## **Abstract**

Fake news implied news articles that are intentionally and verifiably false, and could mislead readers. The goal of the research is to identify consumers most vulnerable to believing fake news and misinformation on social media. The research considers individual factors like self-esteem and intelligence as well as relationship between individuals and the topics of fake news. The interplay between these factors need to be understood to determine vulnerability of consumers to fake news. The proposed research methodology is random effects model wherein different groups of subjects respond to different subsets of profiles, each subset having fewer profiles than complete design.

**Keywords:** Fake news, misinformation, social media, and the random effects model.