Analysing the Dynamics of Information Disorder Spread on YouTube

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ABSTRACT

YouTube is a web-based video platform that enables users to publish, watch, distribute, and provide feedback on videos. It produces more than 500 hours of video content per minute and garners over two billion views monthly. Like other emerging media platforms, YouTube contains a substantial amount of erroneous and deceptive content. Posting deceptive content on YouTube has negative consequences. This study examines the factors that influence the audience's exposure to content containing misinformation and focuses on understanding how misinformation spreads in YouTube content. The Conceptual Framework of Information Disorder, developed by Laire Wardle, examines information disorder consumption, interpretation, and intention in YouTube videos. To gain a comprehensive understanding, this framework uses variables such as elements, categories, and stages of information disorder. Additionally, sentiment analysis examines the material's impact on the interpreter and the content's distribution by scrutinizing the comments on the content. The researcher used Laire Wardle Customers' Six Cognitive Biases to assess users' trustworthiness regarding the message or source, resulting in an overwhelming flood of disorganized data. The researcher selected five regional YouTube channels with over one million subscribers and used one of the most-watched videos as a sample. This study concludes that all of those selected videos actively disseminate misinformation or manipulate information for personal gain, resulting in an information disorder.

Keywords: Information disorder, YouTube, Media Influence, Misinformation, Tamil

1. **Introduction**

1.1. **Information Disorder**

The reality that humans make mistakes and occasionally lie is an unavoidable impediment to human intellect and social interaction (Ecker et al., 2022). Information disorder is an extensive range of terminology that consists of many aspects. Some of the most commonly used information disorders are misinformation, mal-information, disinformation, fake news, hoaxes, rumours, propaganda, etc. Among them, this study focuses on misinformation and disinformation. Fake information, sometimes known as "fake news," refers to intentionally produced or modified content designed to deceive or mislead audiences. The term "fake news" refers to "news articles that are intentionally and verifiably false and could mislead readers" (Allcott & Gentzkow, 2017, p. 213). There is often confusion between two related yet distinct concepts when discussing the issue of 'fake news': misinformation and disinformation. Someone spreading misinformation believes it to be true (Ireton & Posetti, 2018). Disinformation is untrue, and the individual propagating it knows it is false. It is a purposeful, intentional deception, indicating that hostile individuals deliberately disinform others (Ireton & Posetti, 2018). The third category is called "malformation." Malformation is information based on reality but used to inflict harm on a person, organization, or country. Throughout history, people have frequently utilized false information, disinformation, misinformation, and propaganda for various goals such as political, social, and ideological agendas. The fight to eliminate hoaxes, disinformation, propaganda, unverified rumours, lousy reporting, and hateful and divisive messages have inextricably linked the history of journalism and news dissemination (Ruffo et al., 2023). However, all these information disorders significantly impact consumers, leading to polarization and division in society, risks to public health and safety, and significant economic and political impacts, among others.

1.2. Role of Information Disorder in Media

Information naturally loses its purpose for a functioning democracy when framed as entertainment (Derakhshan, 2020). Traditional media sources' efforts to preserve accuracy, fact-check material, and adhere to journalistic ethics continue to be critical in limiting the spread of misleading information and maintaining public faith in their reporting, comparatively to new media. Moreover, agencies from various countries, like the Press Trust of India, have played an essential role in disseminating news material.

Video games, the internet, social networking sites, and gadgets such as MP3 players and tablets are relatively new media forms in popular culture (Sundar & Limperos, 2013). New media is the medium for people. Google and Facebook create a market for people to act as creators and consumers. Among other new media, social media plays a vital role. It provides everyone with a voice and a platform to participate. However, it also gives voice to intruders, felonies, and delinquents. Social media and the internet have drastically altered how information is created, shared, and disseminated (Wardle & Derakhshan, 2017, p. 11). Since there is no evident power to control every individual's content in the new media, the possibility of information disorder is also huge. With the advent of internet news came a new set of worries, one of which was that an excess of a variety of ideas would make it easier for like-minded persons to construct "echo chambers" or "filter bubbles" where they would be sheltered from opposing viewpoints (Allcott & Gentzkow, 2017, p. 211). When news or information from a trusted source is shared on social media, it does not mean everyone receives the same information. In between, many layers of information are mixed and added to the original content by the other creators. As a result, users must traverse a plethora of information supplied by many sources, which can be interpreted as a set of layers with varying degrees of proximity to the reader (Kang et al., 2011, p. 721). Apart from that, social media platforms enable anybody to post whatever they believe, which opens the door to creating disinformation or false content. Furthermore, the fact-checking process is more complex because much technological advancement, such as deep fakes, morphing, and video audio editing techniques, help to create disinformation content that closely resembles the original content.

1.3. YouTube and Information Disorder

YouTube is a video-sharing platform that allows users to watch, upload, share, and comment on videos. It is one of the most popular social media in the world, offering a wide range of material such as entertainment, education, music, news, vlogs, tutorials, and more. As much as the information has, there is also a high probability and possibility of information disorders. Similar to other social media platforms, YouTube serves as more than just a platform for social connections. YouTube is the social media for everyone. While the site primarily caters to literate users, many videos on YouTube cater to illiterate or limited reading abilities (Sunny Lenarduzzi, 2018). The YouTube platform lets producers monetize their content and interactions based on statistics (Hua et al., 2022). Creators use exaggerated and misinformative content to increase their content's statistical value. Identity-performative motives and negative emotional orientations toward news on social media amplify exaggerated or fake news (Chadwick et al., 2022). Search trends for disinformation have already reached an all-time high in India in 2023, indicating how much of an impact this issue has on the minds of the Indian people (Fighting Misinformation in India through Our Products, Programs, and Partnerships, 2023). With millions of views worldwide, over 25% of the most popular COVID-19 YouTube videos contained false information (Li et al., 2020). YouTube guidelines are strictly against these kinds of misleading content. YouTube uses machine language and a combination of content reviewers to detect this issue, given the hundreds of hours of content uploaded every minute (YouTube et al., How YouTube Works, n.d.). Moreover, the flagging feature is also available on YouTube for any user to complain about video content (YouTube et al. & Policies: How YouTube Works, n.d.). YouTube began collaborating with multiple organizations, such as Fact Shala and Meedan, to promote media literacy and fact-checking. In 2023, YouTube initiated the "Hit Pause" campaign to combat misinformation and eliminate information disorder on its platform (Fighting Misinformation in India through Our Products, Programs, and Partnerships, 2023). Nevertheless, it is still impossible to control the misinformation and disinformation from the platform.

1.4 Purpose of the Study

The exponential expansion of user-generated content platforms such as YouTube has resulted in a surge of information on diverse subjects, presenting opportunities and difficulties in interpreting user conduct and content patterns (Characterizing Videos and Users in YouTube: A Survey, 2012). Especially, These Disseminating false,

misleading, and harmful material via video-sharing platforms can lead to significant repercussions, particularly in mental well-being (Nguyen et al., 2023). This study aims to analyze the dissemination of false information in YouTube videos and explore the factors that influence the audience's acceptance of such content. Additionally, it aims to assess how viewers actively engage with this content.

2. **Methodology**

Laire Wardle's Conceptual Framework of Information Disorder employs variables like elements, types, and phases to understand the consumption, interpretation, and intended use of information disorder in YouTube videos. Claire Wardle and Hossein Derakhshan developed the concept of information disorder, which has gained widespread recognition. The UNESCO book "Journalism, 'Fake News' and Disinformation: A Handbook for Journalism Education and Training" features it (Ireton & Posetti, 2018). This framework covers three distinct categories of information disorder, such as misinformation, which refers to the spread of false information without any malicious intent; disinformation, which refers to the intentional dissemination of incorrect information to deceive or manipulate others; and misinformation, which refers to the accurate information deliberately disseminated to cause harm.

Agent
- Is the agent acting officially (e.g., intelligence services, politicians, news organizations) or unofficially?
- What motivates the agent—financial gain, political motives, social connections, or psychological factors?
- Is the agent human, automated, or a combination of both?
- Who is the intended audience for the agent's message?
- Is the agent's intent to mislead or harm?

Message
- Is the message short-term or long-term in intent?
- How accurate is the information conveyed?
- Does the message comply with legal standards, or does it include hate speech or privacy infringements?
- Is the message posing as an official source to appear credible?
- Who is the Intented audience for the message?

Interpreter
- How do they perceive and interpret the information?
- Are they critical thinkers who verify sources, or are they susceptible to manipulation?
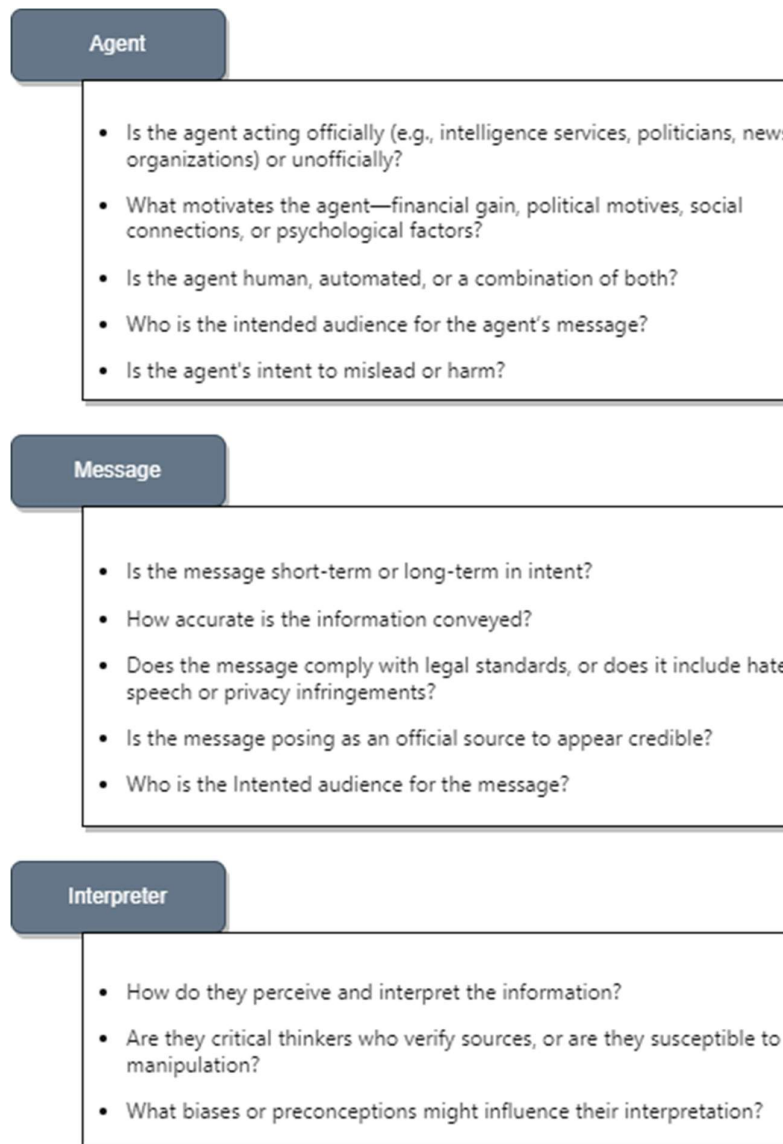- What biases or preconceptions might influence their interpretation?

Figure 1.1 Conceptual Framework of Information Disorder

To examine the disordered flow of information within the local YouTube landscape, the researcher randomly

selected five regional (Tamil) YouTube videos from channels with more than one million subscribers using random sampling techniques. Furthermore, the sentiment analysis involves classifying the top 100 comments from each video into supporters and dissenters to assess the video's influence on the viewer. The researcher analyzes three additional categories for both supporters and dissenters to comprehend the impact the video is having on the audience.
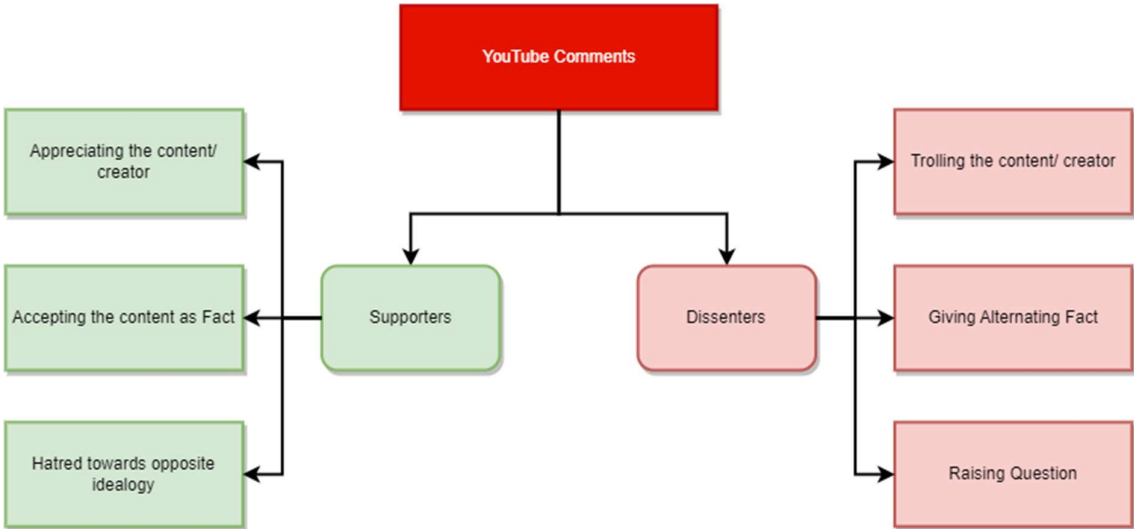

Figure 1.2 Categorisation of YouTube Comments

Additionally, Laire Wardle's six cognitive heuristics are applied to assess why users trust this YouTube content.

3. Analysis

3.1. Title: Qutb Minar - Is India's First Muslim Monument a Hindu Temple?
Channel: PraveenMohan
Date: Oct 26, 2017
Views: 4.4Million
Source: https://youtu.be/Lens-aiSXqg?feature=shared

Type of Information Disorder: Dis-Information

Elements and the Phases of Information Disorder:

Agent						
Type of Actor	**Motivation**	**Level of Organization**	**Use of Automation**	**Intended Audience**	**Intent to Harm**	**Intent to Mislead**
Unofficial	Financial & Social	Unidentified	No	Hindus	No	Yes

Message					
Format	**Durability**	**Level of Accuracy**	**Imposter**	**Legality**	**Target of Message**
Video	Long-Term	Fabricated & False Connection	Yes	Yes	Pride of Religion

Interpreter		
How is the message Interpreter	**What action is Taken?**	**Is the Message being Re-Produced?**
Hegemonic	Shared in Support	Yes

Table 3.1 Analysis of Qutb Minar - Is India's First Muslim Monument a Hindu Temple?

Proof of Information Disorder

The video's creator is a history enthusiast (Unofficial). The video above discusses the Qutb Minar monument. After outlining its introduction, the content creator asserts that different religious groups constructed the monuments. In order to substantiate this claim, the creators employ ambiguous or misleading connections. Furthermore, the information is skillfully faked and lacks reliable proof, thereby influencing viewers' religious beliefs. The video aims to capture the attention of viewers who hold strong religious pride and beliefs, and it has achieved this admirably. According to UNESCO (UNESCO World Heritage Centre, n.d.) and ASI (Archaeological Survey of India, n.d.), the construction of Qutb Minar involved the destruction of a Hindu temple. However, the builder of the monument asserts that there is no concrete evidence to support the claim that Hindu rulers established it. In addition to distorting the truth, the creator of the content has deliberately concocted a fictitious link to provoke the viewers' anxiety.
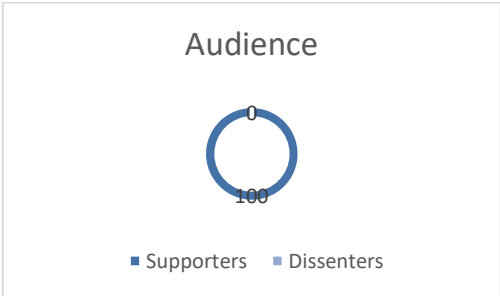
Impact on the Interpreter

Figure 3.1 Audience Reception of Qutb Minar - Is India's First Muslim Monument a Hindu Temple?
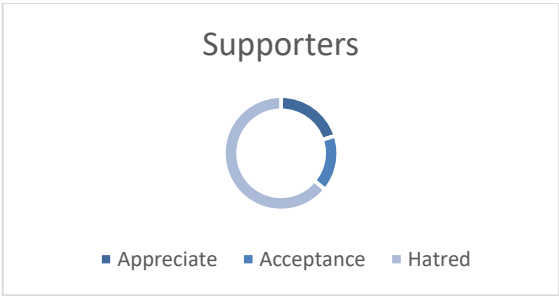
Figure 3.2 Supporters of Qutb Minar - Is India's First Muslim Monument a Hindu Temple?
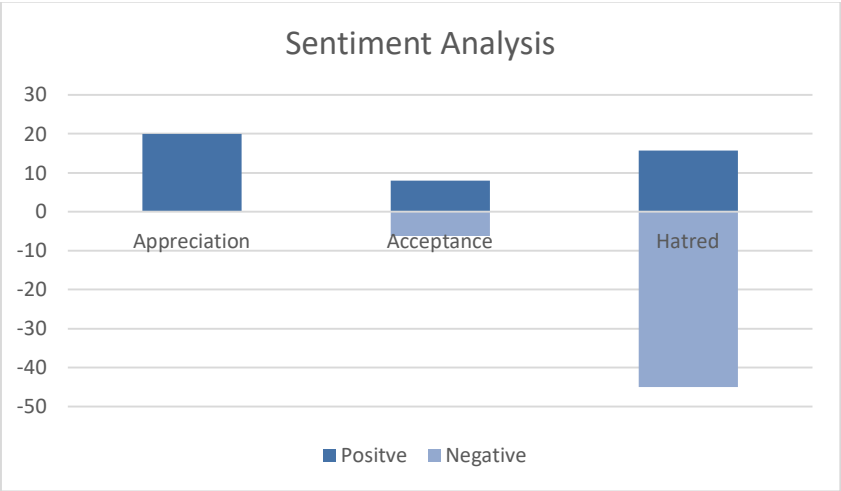
Figure 3.3 Sentiment Analysis of Qutb Minar - Is India's First Muslim Monument a Hindu Temple?

Comment Analysis

Based on the comment analysis, the researcher discovered that 100% of the audience supports the material, with

20% of them specifically expressing appreciation to the content creator or the content itself. 16% of the audience considers the message to be factual, while 64% express hatred towards the opposing philosophy.

Sentiment Analysis

Out of the 20% of comments in the category of appreciation, all sound positive. Out of 16% of the comments in the acceptance category, around 7.942% sound positive and 6.215% sound negative. In the category of hatred towards opposing ideologies, out of 64% of the comments, 15.690% are positive and 44.957% are negative.

Explanation

Based on the study, it is evident that most comments are expressions of hatred. This indicates that the purpose behind creating deceptive information is to encourage hatred toward opposing ideologies within the audience. Given that the subject matter refers to Hindu architecture, the target audience is Hindus. However, the existence of false information has led to animosity towards Muslims.

3.2. Title: What to do if you get a fever during the lockdown period?
Channel: Healer Baskar
Date: May 3, 2022
Views: 1.04 Million
Source: https://youtu.be/UEyEPXWal_4?feature=shared

Type of Information Disorder: Misinformation

Elements and the Phases of Information Disorder:

Agent						
Type of Actor	**Motivation**	**Level of Organization**	**Use of Automation**	**Intended Audience**	**Intent to Harm**	**Intent to Mislead**
Self-acclaimed professional	Financial	Non-Profitable Organisation	No	General Audience	No	No

Message					
Format	**Durability**	**Level of Accuracy**	**Imposter**	**Legality**	**Target of Message**
Video	Long-Term	Misleading	Yes	Yes	Views & Clients

Interpreter		
How is the message Interpreter	**What action is Taken?**	**Is the Message being Re-Produced?**
Hegemonic	Shared in Support	Yes

Table 3.2 Analysis of What to do if you get a fever during the lockdown period?

Proof of Information Disorder

The content creator is a renowned expert in their field. The video above discusses how to stay healthy during the COVID-19 lockdown. The information provided by the creator is generally factual. However, during the Covid incident, there was a diversion among the spectators. Individuals experiencing fever or sickness should seek medical assistance, since these symptoms may indicate the presence of COVID-19 (World Health Organization: WHO & World Health Organization: WHO, 2023). Indeed, the government has taken decisive action by arresting the individual responsible for disseminating misinformation (Reporter, 2020).

However, the creator's intention was to normalize disease and instil a fear of modern, contemporary medicine. Furthermore, the author is disseminating deceptive material that instils fear and discourages people from receiving the COVID vaccination. The WHO has conducted rigorous testing and determined that the COVID vaccine

provides robust protection against serious disease and death (COVID-19 Vaccines Advice, 2024). Everything in this video is against modern medicine, from telling the audience not to take flu medication to refusing vaccinations. The video's goal is to educate the general, illiterate audience about the pointlessness of contemporary science and medicine so that they can participate in the creator's therapy session. The innocent use of false conspiracies to explain the factual data creates fear of modern medicine.

Impact on the Interpreter
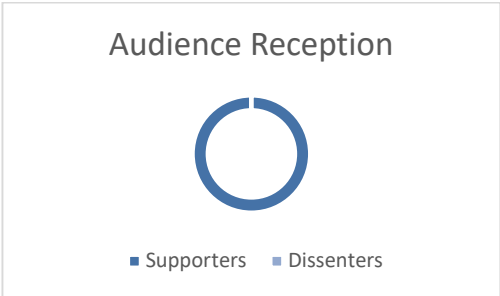
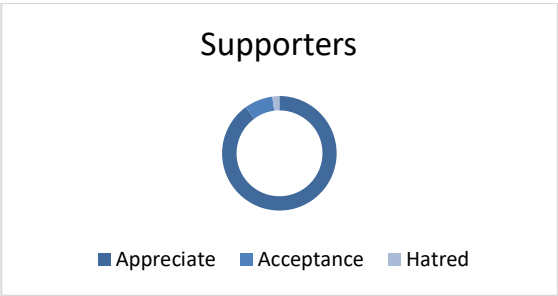Figure 3.2.1 Audience Reception of What to do if you get a fever during the lockdown period?

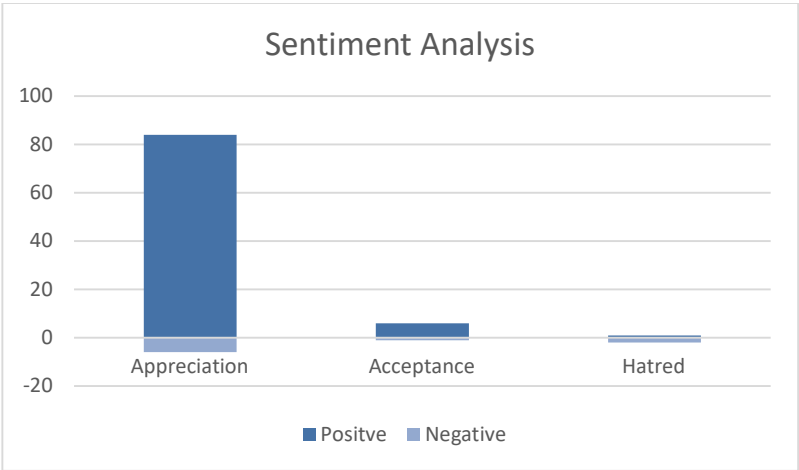Figure 3.2.2 Audience Reception of What to do if you get a fever during the lockdown period?

Figure 3.2.3 Sentiment Analysis of What to do if you get a fever during the lockdown period

Comment Analysis

Our study reveals that the entire audience, with 100% agreement, supports the material. Out of the entire audience, 90% expressed their approval for the content creator's work. 8% of the audience consider the content to be factual, while 2% have posted hateful remarks targeting those with opposing ideologies.

Sentiment Analysis

Within the category of appreciation, 90% of the audience expresses good sentiments, with 83.95% of comments reflecting positivity and 5.97% conveying negativity. In the acceptance category, 5.99% of the audience responded positively and 0.97% responded negatively out of a total of 7%. In the area of hate, 0.99% expressed good

sentiments and 1.97% expressed negative sentiments, out of a total of 3% of the audience.

Explanation

According to the research, a large audience supports the author and values the content. The audience's innocence is evident in their firm backing and overwhelmingly positive feedback for the content creator, despite the presence of deceptive content.

3.3. Title: Science is the cause of the diseases (வியாதிகள் வளர விஞ்ஞானம் தான் காரணம்)

Channel: OmSaravanaBhava

Date: Dec 30, 2022

Views: 880k

Source: https://youtu.be/dDXvX4NaVws?feature=shared

Type of Information Disorder: Dis-Information

Elements and the Phases of Information Disorder:

Agent						
Type of Actor	**Motivation**	**Level of Organization**	**Use of Automation**	**Intended Audience**	**Intent to Harm**	**Intent to Mislead**
Professional	Financial	Small Group	No	General Audience	No	No

Message					
Format	**Durability**	**Level of Accuracy**	**Imposter**	**Legality**	**Target of Message**
Video	Long-Term	Misleading	Yes	Yes	For views & Clients

Interpreter		
How is the message Interpreter	**What action is Taken?**	**Is the Message being Re-Produced?**
Hegemonic	Supported by commenting	No

Table 3.3 Analysis of வியாதிகள் வளர விஞ்ஞானம் தான் காரணம்

Proof of Information Disorder

This video's creator is an authorized medical professional. The video's main idea is to blame technological advancement and its consequences. The video aims to raise viewers' awareness of the alternate methods used by traditional pulse-balancing specialists to treat a wide range of illnesses and attract new patients. This content raises some nebulous questions regarding energies and how they treat prevalent diseases without using contemporary medications. The confidence in treating all diseases and illnesses with this unproven method seriously challenges modern medicine (Mathur et al., 2022), (Flatscher et al., 2023) (Hu, Man, Sun, & Xue, 2021) (Strauch, Herman, Dabb, Ignarro, & Pilla, 2009).
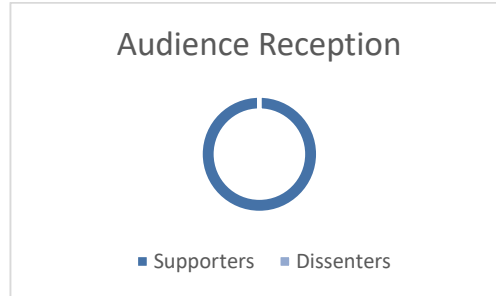
Impact on the Interpreter

Figure 3.3.1 Audience Reception வியாதிகள் வளர விஞ்ஞானம் தான் காரணம்
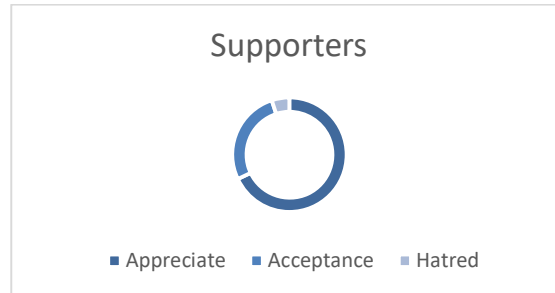

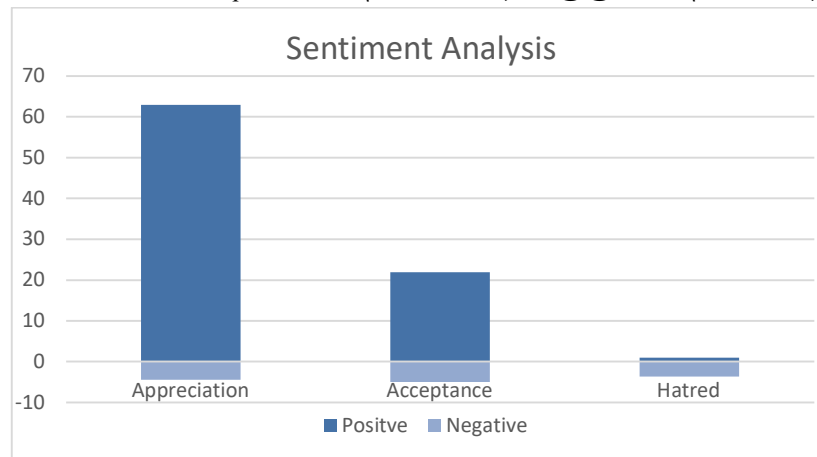Figure 3.3.2 Audience Reception வியாதிகள் வளர விஞ்ஞானம் தான் காரணம்

Figure 3.3.3 Sentiment Analysis of வியாதிகள் வளர விஞ்ஞானம் தான் காரணம்

Comment Analysis

The observation shows that all audience members like the creator's work. 68% of the audience expressed appreciation for the material, 27% acknowledged the message as factual, and 5% expressed hatred towards the opponents.

Sentiment Analysis

The observation reveals that 68% of the audience values the material or content producer. Out of this group, 62.98% express positive sentiments, while 4.40% express negative sentiments. In the acceptance category, 22% of the material is perceived positively, while 5% is perceived negatively, out of a total of 27%. Out of a total of 5%, 0.99% perceive hate positively and 3.63% negatively.

Explanation

Based on the data, it is evident that most of the audience expresses their support for the creative via appreciation. Overall, most comments are favourable, indicating the audience's strong belief in the material and the creator.

3.4.   Title: மாரிதாசுக்கும் பாண்டேவிற்கும் என்ன தொடர்பு

Channel: Sattai

Date: Jul 14, 2020

Views: 539K

Source: https://youtu.be/qqsjtzfxMqA?feature=shared

Type of Information Disorder: Mal-Information

Elements and the Phases of Information Disorder:

Agent						
Type of Actor	**Motivation**	**Level of Organization**	**Use of Automation**	**Intended Audience**	**Intent to Harm**	**Intent to Mislead**
Politician	Social	Political party	No	Thamizh Desiyam Followers	Yes	No

Message					
Format	**Durability**	**Level of Accuracy**	**Imposter**	**Legality**	**Target of Message**
Video	Long-Term	Hate Speech	Yes	Yes	Hatred

Interpreter		
How is the message Interpreter	**What action is Taken?**	**Is the Message being Re-Produced?**
Hegemonic	Shared in Support	Yes

Table 3.4 Analysis of மாரிதாசுக்கும் பாண்டேவிற்கும் என்ன தொடர்பு

Proof of Information Disorder

The content author is a local political party member and politician. The video above shows the creator's animosity toward the opposing ideological figures. The purpose of the video is to incite audience hatred toward those individuals. The connections and factual information are understandable. However, the manner in which the content is presented is inappropriate. In addition to the ideological chaos, the author has infringed upon the opponent's personal space.

Impact on the Interpreter

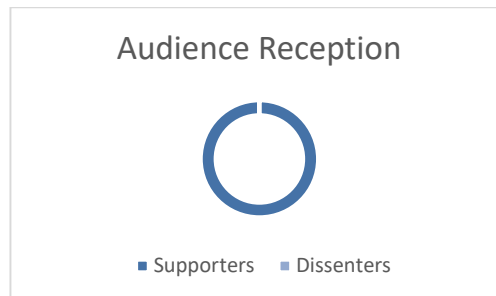Audience Reception

■ Supporters ■ Dissenters

Figure 3.4.1 Audience Reception of மாரிதாசுக்கும் பாண்டேவிற்கும் என்ன தொடர்பு
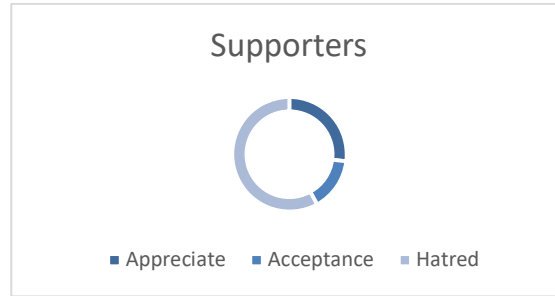

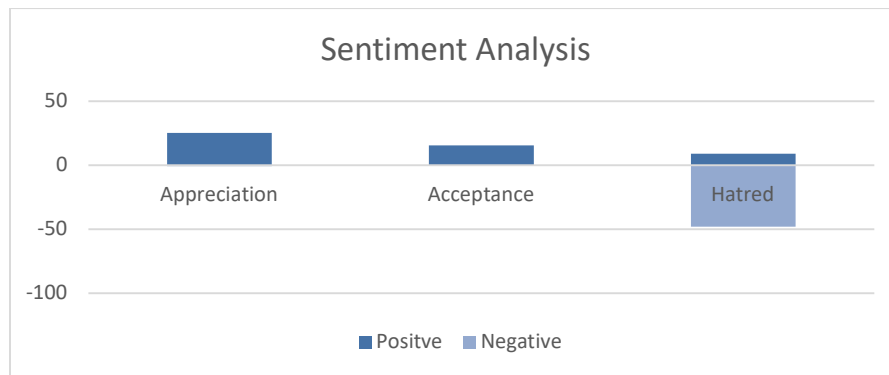Figure 3.4.2 Audience Reception of மாரிதாசுக்கும் பாண்டேவிற்கும் என்ன தொடர்பு

Figure 3.4.3 Sentiment Analysis of மாரிதாசுக்கும் பாண்டேவிற்கும் என்ன தொடர்பு

Comment Analysis

Based on the observations, it is evident that all members of the audience are in favor of the material. Of the respondents, 27% expressed appreciation for the creator or material, 15% acknowledged the content as factual, and 58% made negative remarks against those with opposing ideologies.

Sentiment Analysis

The study reveals that in the appreciation category, 25.05% of the data express a positive sentiment, while 0.76% express a negative sentiment, out of a total of 27%. In terms of acceptance of fact, a percentage of 14.57% is considered positive within a group of 15%. Out of the total audience, 58% expressed their opinions, with 8.922 expressing positive sentiments and 47.99% expressing negative sentiments in the form of hateful remarks.

Explanation

Given the creator's intention to spread hate speech against their opponents, the analysis has revealed that this type of disinformation incites intense feelings of hatred and negativity in the audience.

3.5. Title: Chidambara Ragasiyam
Channel: Madhan Gowri
Date & Time: Oct 28, 2017
Views: 960K
Source: https://youtu.be/0PCzFAWxncI?feature=shared

Type of Information Disorder: Misleading and False Connection

Elements and the Phases of Information Disorder:

Agent						
Type of Actor	**Motivation**	**Level of Organization**	**Use of Automation**	**Intended Audience**	**Intent to Harm**	**Intent to Mislead**

Unofficial	Economic	Individual	No	General	No	No

Message						
Format	**Durability**	**Level of Accuracy**	**Imposter**	**Legality**	**Target of Message**	
Video	Long-Term	Misleading	Yes	Yes	Views, Regional emotion	

Interpreter		
How is the message Interpreter	**What action is Taken?**	**Is the Message being Re-Produced?**
Hegemonic	Shared in Support	Yes

Table 3.5 Analysis of Chidambara Ragasiyam

Proof of Information Disorder

The content was made by an unofficial YouTuber. The video above covers the fascinating conspiracy surrounding the Chidambaram temple. The video aims to pique the audience's interest and boost its view count. Tamil Nadu is highly familiar with the myth known as Chidambaram Ragasiyam, or Secrets of Chidambaram. On the other hand, the linking of myths to science is commonly known as pseudo-science. The pseudo-sciences covered in this video include ancestors, Hinduism, cosmic energy, time travel, dimensions, and Tamizh culture. There is insufficient empirical evidence to substantiate the claim made by the content provider.
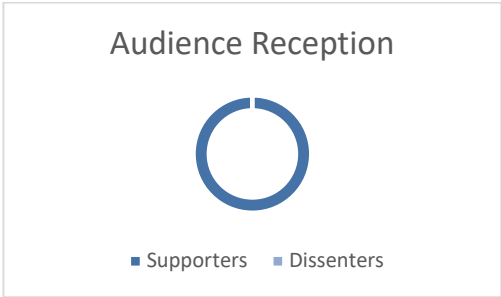
Impact on the Interpreter

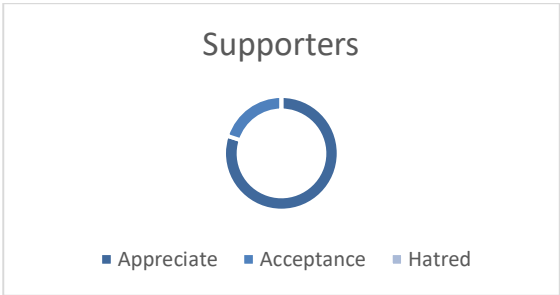Figure 3.5.1 Audience Reception of Chidambara Ragasiyam

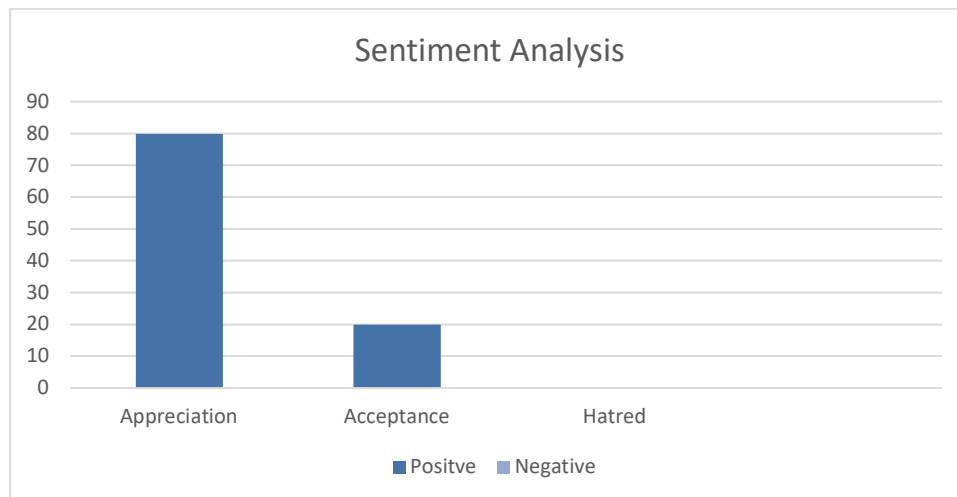Figure 3.5.2 Audience Reception of Chidambara Ragasiyam

Figure 3.5.3 Sentiment Analysis of Chidambara Ragasiyam

Comment Analysis

Based on the observation, it is evident that all supporters are in Favor of the content creator. Out of the audience, 80% have a positive opinion of the content, which leads to appreciation, while 20% consider the content to be factual and have no hateful opinions.

Sentiment Analysis

According to the study, 79.93% of comments in the appreciation category are positive, while 19.97% of comments in the acceptance as fact group are favourable. Notably, the sample did not contain any negative emotional remarks.

Explanation

The selected sample does not contain any remarks that express hatred or negativity, indicating that there is no deliberate desire to harm or deceive anyone. However, the audience has wholeheartedly supported the creator by expressing their appreciation.

4. **Findings and Discussion**

The data analysis illustrates the creation, audience reception, and interpretation of information flow disorders. There are six evident mental shortcuts consumers use to evaluate the credibility of a source or message (Wardle & Derakhshan, 2017).

- **Reputation:** Based on recognition and familiarity
- **Endorsement:** Whether others find it credible
- **Consistency:** Whether multiple sites echo the message
- **Expectancy violation:** Whether a website looks and behaves in an expected manner
- **Self-confirmation:** Whether a message confirms one's beliefs
- **Persuasive intent:** The intent of the source in creating the message

The samples used in the present study have a substantial subscriber count of over one million, indicating that they exhibit all six characteristics of conspicuous mental heuristics, thus establishing the shared material as a credible and well-recognized source. This instils confidence in the audience because it makes them believe that the source is reliable.

Removing dislike counts and the creator's ability to manage comments on YouTube are two significant updates that have significantly changed the endorsement factor used to assess credible sources. According to YouTube CEO Susan Wojcicki, the concealment of the dislike count occurred because users disliked videos for a variety of reasons, some unrelated to their content (Southern, 2022). However, since this is the only place where users can leave reviews for the content, both comments and dislikes suggest it is credible. The fact that all of the comments that used for analysis were creator-preferred suggests that content creators can control endorsement.

According to the theory of nonverbal expectancy violations, positive violations result in more favourable communication outcomes (Burgoon & Hale, 1988). All content creators know their audience and provide material

based on their expectations rather than actuality. The audience does not have time to double-check information when it is presented to them based on expectations.

The association between conspiracy theories and misinformation depends on people's inclinations to believe that certain events result from conspiracies (Enders et al., 2021). After forming an opinion, the researcher accept information that supports it and reject or ignore information that calls into question it (Science of Choice, 2015). The goal of Design with Intent, which encompasses persuasive technology, is to influence user behaviour through various disciplines (Lockton et al., 2008). Each of our samples aims to fulfil a specific purpose be it boosting viewership, drawing in new clients, or exposing their intended audience to diverse ideologies. They have opted to persuade their audience through persuasive content to achieve this goal.

5. Conclusion and Suggestions

Individuals can publicly express their personal thoughts and beliefs without fear of government coercion through freedom of speech and expression (Boskin, n.d.). Every individual has the freedom to express their personal views, opinions, and beliefs within society through the medium of media. However, when a person or a group has millions of followers, they bear the obligation to carefully consider their actions, as even a minor piece of information might result in significant societal consequences.

This is the digital era. Social media have become one of the significant tools for entertainment, communication, and information. Behaviour, objectives, feelings, and expectations influence how people use social media, which affects how long social media apps and services last and how often people use them in the future (Hu et al., 2017). A 2020 Pew Research Center study found that many Americans get news from YouTube, where independent producers and news organizations coexist peacefully (Atske, 2021). Other mainstream television channels also have their own YouTube channel because of its high viewership. Mainstream channels began producing unlawful content to increase viewership and compete with unofficial news YouTube channels. As a result, viewers consume more information-disorder content on a daily basis. Features that remove the warning sign before revealing the information disorder include hiding the dislike counts and allowing the creators to edit the comment sections.

Cognitive, motor, sociological, and emotional skills are all part of digital literacy, which helps people use digital environments efficiently (Eshet-Alkalai et al., 2004). For someone to survive in the medium, digital literacy is essential. One of the leading causes of information disorder and the reason people expose and trust it is a lack of understanding or proficiency with the medium from which the content is learned. In addition to mental shortcuts, the user is ignorant of how to verify the accuracy of the information before accepting it. The algorithm for echo chambers and filter bubbles is another significant effect of the information disorder. This algorithm is essential for limiting users' exposure to various ideas and viewpoints. When users watch misleading content or concepts, this algorithm continually presents them with similar ideological and thought content, limiting their exposure to different points of view. All things considered, these elements play a critical role in revealing and creating within the same information disorder environment.

In space, like a digital medium, information disorder is inevitable. YouTube has launched several initiatives, including fact-checking campaigns and partnerships with nonprofits for digital literacy. The researcher employs human and machine learning-created technology to reduce information disorder. Occasionally, the government suggests or indicates that YouTube should ban certain websites due to information disorder (Pti, 2023). It is a more critical medium, though, as it generates more than 500 hours of video every minute. According to a report by Statista in 2023, YouTube generates more than 500 hours of video every minute. However, as users, that needs to be wary of the content's subject matter and creator before believing anything. Furthermore, fact-checking websites allow you to double-check the content before proceeding.

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