USES AND CHALLENGES OF BLOGGING ON THE SPREAD FAKES NEWS AND MISINFORMATION

BY

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CERTIFICATION

This is to certify that this research work has been completed, read through and approved as meeting the requirement of the Department of Mass Communication, Institute of Information and Communication Technology, Kwara State Polytechnic in Partial fulfillment for the Award of (HND) Higher National Diploma in Mass Communication.

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DEDICATION

This research project is dedicated to Almighty Allah, my parents and myy project supervisor (Mrs. Sadiq Nafisah A.)

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In the name of Almighty Allah, The Beneficent, The Merciful. All glorification and adorable are due to Allah, the originator of knowledge for his divine favour in my life. I will forever be glorifying your name. may the peace and blessings of Allah be upon the noble soul prophet Muhammad (SAW) his household, companion till the last day.

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CHAPTER ONE

INTRODUCTION

1.1   BACKGROUND TO THE STUDY

Blogging has become a powerful platform for sharing information, but it also comes with its own set of challenges. When it comes to deep fakes and misinformation, blogging can both contribute to the spread and help combat it. The rise of deep fakes and misinformation has been fueled by the accessibility and reach of the internet. Blogging, as a form of online content creation, has played a significant role in this phenomenon. With the ability to quickly publish and share content, bloggers have the potential to amplify the spread of deep fakes and misinformation to a wide audience.

However, blogging also presents challenges in combating deep fakes and misinformation. One challenge is the lack of fact-checking and editorial oversight compared to traditional media outlets. Bloggers may not have the resources or expertise to verify the authenticity of content before sharing it. This can inadvertently contribute to the spread of false information and deep fakes. On the flip side, blogging can also be a powerful tool in raising awareness about deep fakes and misinformation. Bloggers who are aware of the issue can use their platforms to educate their readers, debunk false information, and promote media literacy. By providing accurate information and critical analysis, bloggers can help counteract the spread of deep fakes and misinformation. To effectively address the challenges posed by deep fakes and misinformation, it is crucial for bloggers to adopt responsible practices. This includes fact-checking their sources, verifying information before sharing, and disclosing any potential biases. Additionally, collaborations between bloggers, fact-checking organizations, and technology companies can help develop tools and strategies to identify and combat deep fakes and misinformation.

India, April 2018: A video goes viral on WhatsApp, the world's most popular mobile instant messaging platform. The footage, seemingly from a CCTV camera, shows a group

of children playing cricket in the street. Suddenly, two men on a motorbike ride up and grab one of the smallest kids then speed away.1 This "kidnapping" video creates widespread confusion and panic, spurring an 8-week period of mob violence that kills at least nine innocent people (BBC News, 2018). The footage that sparked these vendettas was a clever fake an edit of a video from a public education campaign in Pakistan, designed to raise awareness of child abductions. The educational video opens with the kidnapping but, soon after, one of the hired actors gets off the motorbike and shows a sign cautioning viewers to look after their children. In the fake video that went viral across India, this "big reveal" device was cut: all that remained was a shockingly realistic video of a child being snatched.

1.2   STATEMENT OF PROBLEMS

The rapid and widespread dissemination of deep fakes and misinformation through blogging platforms, and with the ease of creating and sharing content online, anyone can publish information without proper verification. This leads to the potential for misleading or false information to quickly gain traction and influence public opinion. Another problem is the challenge of distinguishing between real and fake content. Deep fakes, which are highly realistic manipulated videos or images, can be difficult to detect. Bloggers may unknowingly share deep fakes, contributing to the spread of misinformation and eroding trust in online information sources.

The lack of accountability and regulation in the blogging sphere is also a significant problem. Unlike traditional media outlets, bloggers often operate without editorial oversight or fact-checking processes. This allows misinformation and deep fakes to circulate freely without proper scrutiny, leading to the amplification of false narratives and the potential for harm.

1.3   OBJECTIVES OF THE STUDY

  i.   To explore how blogs contribute to the spread of fake news and misinformation.

 ii.   To identify the challenges of distinguishing credible information from misinformation on blog website

iii.   To analyze the impact of blogging practices on public perceptions and trust in online information.

1.4   RESEARCH QUESTIONS

  i.   How do blogging practices contribute to the dissemination of fake news and misinformation?

 ii.   What are the challenges of distinguishing credible information from misinformation on blog website?

iii.   What is the impact of blogging practices on public perception and trust in online information?

1.5   SIGNIFICANCE OF THE STUDY

This study addresses a pressing issue in today's digital landscape. With the rise of social media and blogging platforms, the spread of deep fakes and misinformation has become a major concern. By examining the role of blogging in this phenomenon, we can gain a deeper understanding of the challenges we face in combating the spread of false information online. This knowledge can inform the development of effective strategies and countermeasures to safeguard the integrity of online information sources.

This study also lies in its potential impact on public perception and trust. Deep fakes and misinformation have the power to shape public opinion, influence decision-making, and even impact democratic processes.

1.6   SCOPE OF THE STUDY

This study examines the role of blogging in the spread of fake news and misinformation, focusing on how blogging practices contribute to the dissemination of false information and the challenges bloggers face in ensuring content accuracy. It will analyze blogs and their interactions within [specify location or scope, e.g., a specific region or globally] and target both bloggers and readers to understand their experiences and perceptions. The study will also assess the impact of blogs spreading misinformation on public trust in online information, focusing on content published within a specific timeframe to identify patterns and trends.

1.7   DEFINITION OF TERMS

i.   **Blogging:** In this study, blogging refers to the act of creating and maintaining a blog, which is an online platform where individuals or groups regularly publish content in the form of articles, posts, or multimedia.

ii.   **Deep Fakes:** Deep fakes, in the context of this study, are digitally manipulated or synthesized media, such as images, videos, or audio recordings, that use artificial intelligence and machine learning techniques to create realistic but fabricated content.

iii.   **Misinformation:** Misinformation refers to false or inaccurate information that is spread, either intentionally or unintentionally, through various channels, including blogs.

iv.   **Uses:** refer to the purposes or benefits derived from blogging in relation to the dissemination of information.

v.   **Challenges:** refer to the difficulties or obstacles faced by bloggers in managing their platforms effectively.

vi.   **Spread:** refers to the process by which information, whether accurate or false, is distributed and reaches a wide audience.

vii. **Fake News:** Fake news refers to false or misleading information presented as legitimate news, often created with the intent to deceive or manipulate public opinion.

CHAPTER TWO
LITERATURE REVIEW

The emergence of blogging as a popular digital communication platform has revolutionized how information is created, shared, and consumed. Blogs serve as tools for self-expression, news dissemination, and public engagement, making them a significant component of the modern information ecosystem. However, the rapid and unregulated nature of blogging has also contributed to the proliferation of fake news and misinformation, raising concerns about their impact on public trust and societal discourse. This chapter explores existing literature on the dual role of blogging as both an enabler of information dissemination and a contributor to the spread of misinformation. It also examines the challenges faced by bloggers in verifying content accuracy, navigating ethical boundaries, and maintaining credibility in an increasingly polarized and competitive digital landscape.

2.1   CONCEPTUAL FRAMEWORK

2.1.1 CONCEPT OF BLOGGING

Blogging is a way for individuals or groups to share their thoughts, ideas, and experiences on an online platform called a blog. It's like having your own personal space on the internet where you can express yourself and connect with others who share similar interests. The beauty of blogging is that it's not limited to any specific topic. You can blog about anything you're passionate about, whether it's fashion, travel, food, technology, or even niche hobbies like knitting or gardening. It's a creative outlet that allows you to showcase your expertise, share stories, and engage with a community of like-minded individuals.

One of the key aspects of blogging is the ability to publish content regularly. Many bloggers maintain a consistent posting schedule, whether it's daily, weekly, or monthly. This helps to keep their audience engaged and coming back for more. Bloggers often use

a mix of text, images, and even videos to make their content more engaging and visually appealing. Blogging also provides an opportunity for interaction and engagement. Readers can leave comments on blog posts, allowing for a two-way conversation between the blogger and their audience. This creates a sense of community and fosters connections between bloggers and their readers.

Moreover, blogging has evolved beyond personal expression. It has become a powerful tool for businesses and brands to connect with their target audience. Many companies now have blogs as part of their marketing strategy, where they share valuable insights, industry news, and product updates.

Overall, the concept of blogging revolves around self-expression, sharing knowledge, and building connections. It's a versatile platform that allows individuals and businesses to have a voice and make an impact in the digital world. So, if you're thinking about starting a blog, go for it! It's a fantastic way to share your passions and connect with others who share your interests.

2.1.2 OVERVIEW OF FAKE NEWS AND MISINFORMATION AND THEIR IMPACT ON SOCIETY

A deepfake can be defined as a product of AI technology and machine learning which merges, combines, replaces or superimposes various types of content to produce a form of synthetic media that obscures the distinction of authenticity (Maras & Alexandrou, 2019). Deepfake media first rose to public awareness in 2017 and can take various forms within digital media - whether audio, visual, or audio-visual – as summarized by Kietzmann and colleagues (2020). For example, photographic fake news enable faces and bodies to be swapped or blended into someone else's seamlessly. As demonstrated in Figure 1, images of three individuals can be integrated in different ways to create deepfake content. These two images were generated using *Artbreeder*

(www.artbreeder.com), an online tool which uses deepfake-based technology to allow users to merge existing images and generate new ones.

Now, when it comes to misinformation, it's all about false or misleading information that spreads like wildfire, especially on social media platforms. It can range from fake news articles to conspiracy theories or even doctored images. The impact of misinformation can be quite significant, as it can influence public opinion, sow confusion, and even cause harm in some cases.

Both deep fakes and misinformation have the potential to disrupt trust, manipulate public perception, and create confusion in society. They can be used for various purposes, such as political propaganda, spreading hoaxes, or even cyber bullying. It's important for individuals to be critical thinkers and fact-check information before believing or sharing it.

2.1.3   USES OF BLOGGING

Blogging is a fantastic way to express yourself, share your knowledge, and connect with others. There are so many great uses for blogging:

Personal Journaling: Blogging can serve as a personal journal where you can write about your thoughts, experiences, and reflections. It's a wonderful way to document your journey and look back on your growth over time.

Sharing Expertise: If you have a particular skill or expertise in a certain area, blogging allows you to share your knowledge with others. Whether it's cooking, photography, fashion, or any other passion, you can provide valuable tips, tutorials, and insights to help others learn and improve.

Building an Online Presence: Blogging is a powerful tool for building an online presence and personal brand. It allows you to showcase your skills, expertise, and personality, which can open up opportunities for collaborations, partnerships, or even career advancements.

Marketing and Business Promotion: Many businesses use blogging as a marketing strategy to promote their products or services. By creating valuable and engaging content, businesses can attract and engage their target audience, build brand awareness, and drive traffic to their website.

Storytelling and Creative Writing: Blogging provides a platform for creative writing and storytelling. Whether it's fiction, poetry, or personal narratives, you can captivate readers with your words and imagination.

Community Building: Blogging can help you connect with like-minded individuals who share similar interests or passions. By creating a blog, you can build a community of readers and engage in meaningful conversations through comments and discussions.

2.1.4 CHALLENGES OF BLOGGING

These challenges are strategically designed to help you get acquainted with the basics and logistics of blogging (creating pages and posts; engaging in the cognitive process of writing and publishing meaningful content text, images, audio and video; and linking to, reflecting on, and experimenting with different topics. There are tons of famous blogs looking for quality content therefore getting your articles published is not that difficult even if it will take some time. The advantages of writing for other blogs include getting links to your blog, increased name recognition in your industry, network with other blog owners and editors and a chance to improve your skills.

Blogging is definitely an exciting and rewarding endeavor, but it also comes with its fair share of challenges. Let's explore some of the common challenges that bloggers face:

Consistency: One of the biggest challenges in blogging is maintaining a consistent posting schedule. It can be difficult to consistently come up with new ideas, research and write quality content, and publish on a regular basis. Finding a balance between creating content and other responsibilities can be a struggle.

Generating Traffic: Building an audience and attracting readers to your blog can be a challenge, especially in the beginning. With so many blogs out there, it can be tough to stand out and get noticed. It takes time and effort to promote your blog, engage with your audience, and optimize your content for search engines.

Content Creation: Coming up with fresh and engaging content ideas can be a challenge, especially if you've been blogging for a while. It's important to constantly brainstorm, research, and stay up-to-date with industry trends to provide valuable and relevant content to your readers.

Time Management: Blogging requires a significant time investment. From writing and editing content to promoting and engaging with your audience, it can be challenging to juggle all the tasks involved in running a successful blog while also balancing other commitments and responsibilities.

2.1.5 IMPACT OF BLOGGING ON THE SPREAD OF FAKE NEWS

Explicit content without consent, false narratives and inflammatory statements are all reputational risks that fakes can expose people to. The prevalence of social media platforms also means that such content can be spread rapidly and largely without safeguards.

In many ways, this special issue was inspired by a visit to the University of Washington in 2018. Seitz and his colleagues had just published the algorithms[1] that enabled their now famous Obama video, in which a few hours of simple audio clips could drive a high-quality video lip syncing. At the end of the video, a young Obama audio clip is parroted perfectly by a video version of Obama who is twice his age. This is likely the most canonical, if not the original "deep fake" video. It is enabled by machine learning, which uses multiple videos as a training set to categorize speech into "mouth shapes," which are then integrated into an existing target video. The outcome is a stunningly real video that

few would give a second glance to it simply looks like President Obama talking. Aside from the realism of the videos, there were two striking things about Seitz's presentation.

2.1.6 INFLUENCE ON THE SPREAD OF MISINFORMATION

Wei et al. (2023) found that information sharing and status-seeking lead to fake news sharing among social media users, while, Habes et al. (2023) study suggest behavioural intentions such as knowledge sharing and information sharing contribute to the propagation of misinformation on social media.

Misinformation is an objective social phenomenon that appears in the social operation environment. It usually refers to the information that is widely circulated intentionally or unintentionally without a factual basis and confirmation or clarification. It has been a concern not only in the social sciences such as sociology and journalism but also in computer science and other research fields. With the development of Internet technology and social media platforms, the misinformation spread by word-of-mouth is rapidly spread through social media platforms and has the characteristics of fission diffusion, fast propagation speed, a wide range of influence, and deep impact. A large amount of false information and the spread of rumors and misleading information on social media platforms not only cause public concern and pose a threat to the public's physical and psychological health but also bring serious challenges to the governance and stability of social order.

2.2   THEORETICAL FRAMEWORK

2.2.1   THE USES AND GRATIFICATIONS THEORY (UGT)

The Uses and Gratifications Theory (UGT) provides a relevant lens for understanding the uses and challenges of blogging in the spread of fake news and misinformation. UGT posits that individuals actively seek media platforms to satisfy specific needs, such as information, entertainment, or self-expression (Blumler & Katz, 1974). In the context of blogging, bloggers use their platforms to share information, voice opinions, and engage

audiences. However, the drive to attract attention and achieve personal or professional goals may lead some bloggers to prioritize sensationalism or unverified content, inadvertently contributing to the spread of misinformation.

The Uses and Gratifications Theory (UGT) is a communication theory that explores why individuals actively seek out specific media to satisfy their needs and desires. Unlike traditional media theories that focus on the effects of media on audiences, UGT shifts the perspective to how audiences use media to fulfill various psychological and social needs (Katz, Blumler, & Gurevitch, 1973). The theory posits that media users are active participants who select and engage with media content based on their goals, such as information seeking, entertainment, social interaction, or personal identity reinforcement. This approach emphasizes the role of the audience in shaping media consumption patterns, making it particularly relevant in understanding modern digital platforms like WhatsApp.

2.2.2   THE AGENDA-SETTING THEORY

The Agenda-Setting Theory is also pertinent to this topic. This theory argues that media platforms, including blogs, have the power to influence public perception by determining which issues are highlighted or ignored (McCombs & Shaw, 1972). Bloggers, as digital content creators, shape public discourse through the topics they choose to address. When misinformation is presented or amplified on blogs, it can distort public understanding of critical issues and reinforce false narratives.

Furthermore, the Social Construction of Reality Theory (Berger & Luckmann, 1966) provides insight into how blogging communities contribute to the creation and reinforcement of shared beliefs. Blogs often serve as echo chambers where like-minded individuals validate and spread false information, making it challenging to counteract misinformation. These theories collectively offer a foundation for analyzing the dynamics

of blogging, its uses, and the challenges posed by the dissemination of fake news and misinformation.

The Agenda-Setting Theory, introduced by Maxwell McCombs and Donald Shaw in 1972, is a foundational concept in mass communication that explores the relationship between media influence and public perception. The theory posits that while the media may not directly tell people "what to think", it significantly influences "what to think about" by highlighting certain issues, topics, or events over others (McCombs & Shaw, 1972). In essence, the media sets the agenda by determining which issues are deemed important, thereby shaping public discourse and priorities. This theory is particularly relevant in understanding how media campaigns, such as those addressing industrial pollution, can draw attention to specific environmental concerns and influence public and policy responses.

2.3   EMPIRICAL REVIEW

Numerous studies have explored the role of blogging in the dissemination of information, particularly focusing on how it can serve as a medium for both positive engagement and the spread of misinformation. According to Hermida (2010), blogs have emerged as influential platforms for citizen journalism, enabling individuals to share news and opinions outside traditional media constraints. However, the lack of editorial oversight in blogging has been highlighted as a major concern, as it creates a fertile ground for the unchecked dissemination of fake news and misinformation. This duality underscores the importance of examining how blogging can simultaneously empower and misinform audiences.

Research by Vosoughi, Roy, and Aral (2018) revealed that false information spreads more rapidly and widely than factual content, particularly on digital platforms like blogs and social media. Their study emphasizes how sensationalized and emotionally charged misinformation often attracts more attention, which many bloggers exploit to drive traffic

to their sites. This finding highlights the challenges bloggers face in maintaining credibility while competing for audience engagement in an environment incentivized by clicks and shares.

Furthermore, studies on the motivations behind content creation in blogs have identified various factors influencing bloggers' behaviors. According to Papacharissi (2004), bloggers are driven by a combination of personal expression, community engagement, and audience feedback. However, these motivations can sometimes conflict with the ethical responsibility to ensure content accuracy, particularly when financial or social incentives are tied to the virality of their posts. This dynamic creates a complex landscape where bloggers must balance personal and professional objectives with ethical considerations.

Another study by Tandoc, Lim, and Ling (2018) examined the relationship between misinformation and digital journalism, including blogging. Their research identified "gatekeeping" challenges in online platforms, where the absence of fact-checking processes increases the likelihood of misinformation spreading. Blogs, as informal sources of information, are particularly susceptible to these challenges, as bloggers often lack the institutional resources and training of traditional journalists. The study calls for greater digital literacy among both bloggers and their audiences to mitigate the spread of fake news.

Finally, research by Shu et al. (2017) on misinformation propagation highlights the role of audience interactions in amplifying false narratives. Blogs often rely on comments, shares, and discussions to drive visibility, which can inadvertently contribute to the spread of fake news if the audience fails to critically evaluate the content.

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This chapter provides a description of the research design. Data collection instrument, measurable variables, pre-test and validation of instrument, and how they were validated before they are finally used to carry out the research study. The research procedure and methods of data collection were also be discussed method. Also selected people can represent the entire population under study and this called sample. Sample is the subset of the population and the data gathered from this selected respondents can be confidently used to represent data about the total population. Sample ensures more accurate information than total enumeration. It saves time and also minimizes cost of survey since only the population would be interviewed.

3.2 POPULATION OF THE STUDY

According to Evboroulalai (2012), population refers to the entire subject whom the research is investigating or any group of persons or organization being studied by an investigator that constitutes the population. This research work is to make findings on the topic "Uses and Challenges of Blogging on the spread of fake news and misinformation". However, the population of this study are students of Kwara State Polytechnic which 200 respondents will be randomly selected.

3.4 SAMPLE SIZE AND SAMPLING TECHNIQUES

3.4.1 Sample Size

In determining the sample size for this research work, the systematic sample method was also employed. The researchers administered a total of Two Hundred (200) questionnaires to 100 respondents. Sample techniques deals with how to select the members of the sample from the population.

Eimmer and Dominik (2009) defined sampling as a process of selecting part of the population for observation. This is because; it is not easy to study the entire population. A social researcher is therefore compelled with the decision to observe a subset generalized for the whole population.

Therefore, the sample size for this study was calculated using Taro Yamane method;

$$n = \frac{N}{1+N (e) 2)}$$

Where:

    n signifies the sample size

    N signifies the population of the study

    e signifies the margin error

Given:

    N = 20,000

    e = 0.0988 (i.e., 9.88%)

$e^2 = (0.0988)^2 = 0.00986$

N x e^2 = 40000 x 0.00996 = 199.2

1 + 199.2 = 200.2

$$n = \frac{40000}{400.2} = 99.9 = 100$$

    = 200

3.4.2 Sampling Techniques

Sampling techniques helps the researcher to devote more definition and this greater attention devoted to the population of study results in superior accuracy.

In this study, random sampling would be used in analysis the data gathered in this research work. Random sampling gives equal chance of being selected at all members of

the population. The most important advantage if the random sampling is that, the result of investigation can confidently be extended to the entire study population.

3.5 RESEARCH INSTRUMENT

The main instrument to be used for this study is questionnaire. Questionnaire is an instrument used to collect or obtained information from respondent about their persecution, opinion on research topic usually survey studies.

The main reason we choose questionnaire is to obtain supplementary information and it is the fastest and one of the recordable ways of gathering information. The first section will contain information related to the listeners, while the second section will be based on the information and opinion of the population about the subject of matter which is role of Radio jingles in promoting.

3.6 SOURCE OF DATA

The primary instrument used for this research was a structured questionnaire, which was administered digitally via Google Forms to enhance accessibility and encourage timely responses. In addition to the questionnaire, oral interviews were conducted in the form of detailed expository questions to gather deeper insights from selected respondents who played key roles in the study context.

The data collected from both the questionnaires and interviews were systematically analyzed, and the outcomes were presented in percentages (%) for clarity and better interpretation.

3.7 METHODS OF DATA ANALYSIS

In analyzing data for this study, the analysis to be used is descriptive, whereby the use of variables, Percentage % and tables will be adopted included it is one of the most adopted means of data analysis employed by many researchers. There is great need to analyze the data collected since all the data used were collected through the use of questionnaire, for clarity, easy understanding and simplicity, the analysis of data in respect of a particular

research question or data in respect of a particular research question or hypothesis was done separately.

3.8   METHOD OF ADMINISTRATION

The instrument used for this study was a structured questionnaire. Instead of physical distribution, the questionnaire was administered digitally using Google Forms to ensure wider and faster reach. The form was shared through online platforms such as WhatsApp and email to various respondents across different locations. A total of Two Hundred (200) responses were targeted and collected within a reasonable period.

<div align="center">**CHAPTER FOUR**</div>

4.0   DATA PRESENTATION AND ANALYSIS

The response rate of this study is 100% and the administered questionnaire needed was properly answered. The results of this study are presented in table and Percentage (%) which will correctly provide clarity in understanding.

For this study, 200 questionnaires were distributed to respondents and all were returned. Meanwhile, the type of questionnaire used is open ended questionnaire where answers as options were provided for the respondents.

4.1   DATA PRESENTATION

In this chapter all data collected form questionnaire will be presented and interpreted.

Table 4.1.1   Analysis of Respondents by Sex

Options	Frequency	Percentage %
Male	84	42%
Female	116	58%
Total	200	100%

Source: Research Study Survey Work, 2025

The above table shows that out of 200 respondents, 84 respondents which represent 42% were males, while 116 respondents representing 58% were females.

Table 4.1.2   Analysis of Respondents by Age

Options	Frequency	Percentage %
18-25	133	66.5%
26-30	48	24%
30 and above	19	9.5%
Total	200	100%

Source: Research Study Survey Work, 2025

Table shows that 133 respondents representing 66.5% are between the age of 17-25, while 48 respondents representing 24% are between 26-30 and 19 respondents representing 9.5% are between 36 - 45.

Table 4.1.3 Analysis of Respondents by Educational Level

Options	Frequency	Percentage %
WAEC/NECO/SSCE	136	68%
ND/NCE	74	37%
HND/ B.Sc	-	-
Total	200	100%

Source: Research Study Survey Work, 2025

The table shows that 136 respondents representing 68% are SSCE holders, while 74 respondents representing 37% are ND/NCE holders.

Table 4.1.4   Analysis of Respondents by Marital Status

Options	Frequency	Percentage %
Married	60	30%
Single	130	65%
Divorced	10	5%
Total	200	100%

Source: Research Study Survey Work, 2025

The above table shows that 60 respondents representing 30% are married, 130 respondents representing 65% are single while 10 respondents representing 5% are Divorced.

Table 4.1.5   Analysis of Respondents Occupation

Options	Frequency	Percentage %
Civil Servant	37	18.5%
Trade	59	29.5%

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Student	104	52%
Total	200	100%

Source: Research Study Survey Work, 2025

The above table shows that 37 respondents representing 18% are married, 59 respondents representing 29% are single while 104 respondents representing 52% are students.

4.2   ANALYSIS OF THE INSTRUMENT

Table 6: Is the presence of deep fakes and misinformation a common occurrence in the blogosphere?

Response	Frequency	Percentage %
Yes	125	63.5%
No	49	24.5%
Not Sure	26	13%
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 125 respondents representing 63.5% said the presence of deep fakes and misinformation a common occurrence in the blogosphere, 49 respondents representing 24.5% said they are not, while 26 respondents representing 13% not sure.

Table 7: Do you believe that the spread of deep fakes and misinformation is a significant issue in the online blogging community?

Response	Frequency	Percentage %
Yes	150	75%
No	50	25%
Not Sure	-	-
Total	200	100%

Source: Research Study Survey Work, 2025

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This table shows that, 150 respondents representing 75% said they believe that the spread of deep fakes and misinformation is a significant issue in the online blogging community, while 50 respondents representing 25% said they didn't prefer hardcopy newspapers over online news sources.

Table 8: Are you aware of the key factors that contribute to the dissemination of deep fakes and misinformation on blogs?

Response	Frequency	Percentage %
Yes	100	50%
No	85	42.5%
Not sure	15	7.5%
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 100 respondents representing 50% said they aware of the key factors that contribute to the dissemination of deep fakes and misinformation on blogs, 85 respondents representing 42.5% said No while 15 respondents representing 7.5% not sure.

Table 9: In your opinion, should there be stricter regulations in place to address the proliferation of deep fakes and misinformation in the blogosphere?

Response	Frequency	Percentage %
Yes	100	50%
No	85	42.5%
Not sure	15	7.5%
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 100 respondents representing 50% said there be stricter regulations in place to address the proliferation of deep fakes and misinformation in the blogosphere,

85 respondents representing 42.5% said No while 15 respondents representing 7.5% not sure.

Table 10: How do you think deep fakes and misinformation affect public perception?

Response	Frequency	Percentage %
Positively	125	62.5%
Negatively	49	24.5%
Neutral	26	13%
Total	200	100**%**

Source: Research Study Survey Work, 2025

This table shows that, 125 respondents representing 62.5% said deep fakes and misinformation affect public perception positively, 49 respondents representing 24.5% said Negatively, while 26 respondents representing 13% Neutral.

Table 11: In your view, what impact do deep fakes and misinformation have on trust in online information sources?

Response	Frequency	Percentage %
Strengthen trust	150	75%
Weaken trust	50	25%
No impact	-	-
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 150 respondents representing 75% said strengthen trust, while 50 respondents representing 25% said Weaken trust.

Table 12: How do you believe deep fakes and misinformation influence societal discourse?

Response	Frequency	Percentage %

Improve discourse	125	62.5%
Deteriorate discourse	49	24.5%
No influence	26	13%
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 125 respondents representing 62.5% said Improve discourse, 49 respondents representing 24.5% said Deteriorate discourse, while 26 respondents representing 13% No influence.

Table 13: What role do you think deep fakes and misinformation play in shaping public opinions?

Response	Frequency	Percentage %
Significant role	150	75%
Minor role	50	25%
No role	-	-
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 150 respondents representing 75% said significant role, while 50 respondents representing 25% said Minor role.

Table 14: How important is it to address the issue of deep fakes and misinformation for the credibility of online information sources?

Response	Frequency	Percentage %
Very important	100	50%
Somewhat important	85	42.5%
Not important	15	7.5%
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 100 respondents representing 50% said Very important, 85 respondents representing 42.5% said somewhat important while 15 respondents representing 7.5% not important.

Table 15: Which of the following strategies do you think would be most effective in reducing the spread of deep fakes and misinformation on blogging platforms?

Response	Frequency	Percentage %
Implementing AI detection tools	100	50%
Increasing user awareness through education	85	42.5%
Enforcing stricter content moderation policies	15	7.5%
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 100 respondents representing 50% said Implementing AI detection tools said Increasing user awareness through education while 15 respondents representing 7.5% Enforcing stricter content moderation policies.

Table 16: In your opinion, what role should social media platforms play in combating the dissemination of deep fakes and misinformation?

Response	Frequency	Percentage %
Actively policing content	125	62.5%
Providing fact-checking resources	49	24.5%
Empowering users to report suspicious content	26	13%
Total	200	100**%**

This table shows that, 125 respondents representing 62.5% said Actively policing content, 49 respondents representing 24.5% said Providing fact-checking resources, while 26 respondents representing 13% Empowering users to report suspicious content.

Table 17 How crucial do you believe transparency from bloggers and content creators is in preventing the spread of deep fakes and misinformation?

Response	Frequency	Percentage %
Very crucial	150	75%
Moderately crucial	50	25%
Not crucial	-	-
Total	200	100%

This table shows that, 150 respondents representing 75% said Very crucial, while 50 respondents representing 25% said Moderately crucial.

Table 18: Which measure do you think would be most effective in building trust and credibility in blogging platforms amidst the prevalence of deep fakes and misinformation?

Response	Frequency	Percentage %
Implementing verification processes for content creators	125	62.5%
Collaborating with fact-checking organizations	49	24.5%
Encouraging community-driven content validation	26	13%
Total	200	100**%**

Source: Research Study Survey Work, 2025

This table shows that, 125 respondents representing 62.5% said Implementing verification processes for content creators, 49 respondents representing 24.5% said Collaborating with fact-checking organizations, while 26 respondents representing 13% Encouraging community-driven content validation.

Table 19: What level of responsibility do you think blogging platforms should have in ensuring the accuracy and authenticity of content shared on their platforms?

Response	Frequency	Percentage %
High responsibility	150	75%
Moderate responsibility	50	25%
Low responsibility	-	-
Total	200	100%

Source: Research Study Survey Work, 2025

This table shows that, 150 respondents representing 75% said High responsibility, while 50 respondents representing 25% said Moderate responsibility.

4.3   ANALYSIS OF RESEARCH QUESTIONS

Question 1: How prevalent are deep fakes and misinformation in the blogosphere, and what are the key factors contributing to their spread?

Table 6 answered this question as it was gathered that 125 respondents representing 623.5% said the presence of deep fakes and misinformation a common occurrence in the blogosphere, 49 respondents representing 24.5% said they are not, while 26 respondents representing 13% not sure.

Table 7, answered this same question as its was gathered that 150 respondents representing 75% said they believe that the spread of deep fakes and misinformation is a significant issue in the online blogging community, while 50 respondents representing 25% said they didn't prefer hardcopy newspapers over online news sources.

Question 2: What are the impacts of deep fakes and misinformation on public perception, trust in online information sources, and societal discourse?

Table 10 answered this question as it was gathered that 125 respondents representing 62.5% said deep fakes and misinformation affect public perception positively, 49 respondents representing 24.5% said Negatively, while 26 respondents representing 13% Neutral.

Table 11, also answered this question as it was indicate that 150 respondents representing 75% said strengthen trust, while 50 respondents representing 25% said Weaken trust.

Question 3: What strategies and measures can be implemented to mitigate the spread of deep fakes and misinformation through blogging platforms?

Table 9, answered this research question as its was gathered that 100 respondents representing 50% said they believe hardcopy newspapers are more reliable than online news, 85 respondents representing 42.5% said No while 15 respondents representing 7.5% not sure.

Table 14, answered this research question as its was gathered that 100 respondents representing 50% said Very important, 85 respondents representing 42.5% said Somewhat important while 15 respondents representing 7.5% Not important.

Question 4: What kind of information or news do respondents seek in the newspapers and news blogs?

Table 16, answered this research question as its was gathered that 125 respondents representing 62.5% said Actively policing content, 49 respondents representing 24.5%

said Providing fact-checking resources, while 26 respondents representing 13% Empowering users to report suspicious content.

4.3   DISCUSSION OF FINDINGS

The research findings indicate that deep fakes and misinformation are a pervasive issue in the blogosphere, with 62.5% of respondents believing they are a common occurrence. Furthermore, 75% of respondents consider the spread of deep fakes and misinformation a significant issue in the online blogging community. This suggests that the problem is widespread and requires attention.

Interestingly, the impacts of deep fakes and misinformation on public perception and trust are somewhat contradictory. On one hand, 62.5% of respondents think that deep fakes and misinformation affect public perception positively, while 24.5% believe they have a negative impact. On the other hand, 75% of respondents believe that deep fakes and misinformation strengthen trust in online information sources. This discrepancy warrants further investigation to understand the nuances of how deep fakes and misinformation influence public perception and trust.

In terms of mitigating strategies, half of the respondents believe that hardcopy newspapers are more reliable than online news sources. This may indicate a need for improved online fact-checking and verification mechanisms to increase trust in online sources. Additionally, 50% of respondents consider it very important to implement measures to mitigate the spread of deep fakes and misinformation, highlighting the need for blogging platforms to take responsibility for addressing this issue.

When it comes to the type of information or news that respondents seek in newspapers and news blogs, actively policed content is the most desired, with 62.5% of respondents seeking this. Providing fact-checking resources and empowering users to report suspicious content are also important, suggesting that respondents value accuracy and reliability in online information.

CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1   SUMMARY

The study reveals that deep fakes and misinformation are prevalent in the blogosphere, with 62.5% of respondents acknowledging their common occurrence. This underscores the significant role blogging plays in the dissemination of information, and the potential for false information to spread rapidly online. The findings suggest that the blogosphere's openness and accessibility, while promoting free expression and information sharing, also create vulnerabilities for the spread of deep fakes and misinformation.

The research also highlights the challenges of mitigating the spread of deep fakes and misinformation through blogging platforms. While 50% of respondents consider hardcopy newspapers more reliable than online news sources, there is a clear need for improved online fact-checking and verification mechanisms. Moreover, the importance of actively policed content, fact-checking resources, and user reporting of suspicious content underscores the necessity for blogging platforms to take responsibility for addressing this issue. Effective strategies are crucial to maintaining trust and accuracy in online information.

The study's findings have implications for bloggers, readers, and platform providers. To combat the spread of deep fakes and misinformation, bloggers must prioritize fact-checking and verification, while readers should approach online information critically. Platform providers should implement robust measures to detect and remove false content, empower users to report suspicious activity, and promote transparency and accountability. By understanding the uses and challenges of blogging in the context of deep fakes and misinformation, we can work towards creating a more informed and responsible online community.

5.2   CONCLUSION

The study highlights the significant role blogging plays in the spread of deep fakes and misinformation, emphasizing the need for collective responsibility to address this issue. The findings underscore the challenges of mitigating the spread of false information online, but also suggest potential strategies for improvement. By understanding the uses and challenges of blogging in this context, we can work towards creating a more informed and responsible online community.

Ultimately, the fight against deep fakes and misinformation requires a multifaceted approach, involving bloggers, readers, platform providers, and policymakers. By prioritizing fact-checking, verification, and transparency, we can promote a culture of accuracy and trust in online information. As the blogosphere continues to evolve, it is crucial that we address these challenges head-on, ensuring that the benefits of blogging are not overshadowed by the risks of misinformation.

5.3   RECOMMENDATIONS

i.   Blogging platforms should implement robust fact-checking mechanisms to detect and remove false content, ensuring the accuracy and reliability of online information.

ii.   Bloggers and platform providers should prioritize transparency and accountability, clearly labeling sources and providing evidence to support claims, to foster trust and credibility.

iii.   Blogging platforms should empower users to report suspicious content, providing a clear and accessible reporting mechanism to help identify and remove false information.

iv.   Educational institutions and organizations should develop media literacy programs, teaching critical thinking and online literacy skills to help readers effectively evaluate online information.

v.   Bloggers, platform providers, and fact-checking organizations should collaborate and share information to stay ahead of emerging trends and tactics in the spread of deep fakes and misinformation.

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APPENDIX

KWARA STATE POLYTECHNIC, ILORIN
DEPARTMENT OF MASS COMMUNICATION
INSTITITUTE OF INFORMATION AND COMMUNICATION TECHNOLOGY
(IICT)

Dear respondent,

I am a student of the above institution conducting a research on a topic "**USES AND CHALENGES OF BLOGGING ON THE SPREAD FAKES NEWS AND MISINFORMATION**".

I hereby request your assistance in answering the following question, honestly as possible and we assure you that all information supplied by you shall be used only for academic purpose and shall be kept confidential. Your co-operation will be highly appreciated.

Thanks.

QUESTIONNAIRE

SECTION A

1. Sex: a. Male   ( )   b. Female   ( )

2. Age: a. 18-25( )   b. 26-30   ( ) c. 30 and above   ( )

3. Educational Level: a. WAEC/NECO/SSCE ( ) b. ND/NCE ( )   c. HND/ B.sc ( )

   d. Other ( )

4. Marital Status: a. Single   ( )   b. Married   ( )   c. Divorced   ( )

5. Occupation: a. Civil servant ( )   b. Business man/woman ( )   c. Student ( )

SECTION B

1. Is the presence of fakes news and misinformation a common occurrence in the blogosphere?

    a. Yes ( ) b. No ( )   c. Not sure ( )

2. Do you believe that the spread fakes news and misinformation is a significant issue in the online blogging community? a. Yes ( ) b. No ( )   c. Not sure ( )

3. Are you aware of the key factors that contribute to the dissemination of fakes news and misinformation on blogs? a. Yes ( ) b. No ( )   c. Not sure ( )

4. Do you think that bloggers have a responsibility to combat the spread fakes news and misinformation on their platforms? a. Yes ( ) b. No ( )   c. Not sure ( )

5. In your opinion, should there be stricter regulations in place to address the proliferation of fakes news and misinformation in the blogosphere?   a. Yes ( )   b. No ( )   c. Not sure ( )

6. How do you think fakes news and misinformation affect public perception?   a. Positively ( )   b. Negatively ( )   c. Neutral ( )

7. In your view, what impact do fakes news and misinformation have on trust in online information sources?   a. Strengthen trust ( )   b. Weaken trust ( )   c. No impact ( )

8. How do you believe fakes news and misinformation influence societal discourse?

 a. Improve discourse ( )   b. Deteriorate discourse ( )   c. No influence ( )

9. What role do you think fakes news and misinformation play in shaping public opinions?   a. Significant role   b. Minor role ( )   c. No role ( )

10. How important is it to address the issue of fakes news and misinformation for the credibility of online information sources?   a. Very important ( )   b. Somewhat important ( )   c. Not important ( )

11. Which of the following strategies do you think would be most effective in reducing the spread of fakes news and misinformation on blogging platforms?   a. Implementing AI detection tools (   )   b. Increasing user awareness through education (   )   c. Enforcing stricter content moderation policies (   )

12. In your opinion, what role should social media platforms play in combating the dissemination of fakes news and misinformation?   a. Actively policing content (   )   b. Providing fact-checking resources (   )   c. Empowering users to report suspicious content (   )

13. How crucial do you believe transparency from bloggers and content creators is in preventing the spread of fakes news and misinformation?   a. Very crucial (   )   b. Moderately crucial (   ) c. Not crucial (   )

14. Which measure do you think would be most effective in building trust and credibility in blogging platforms amidst the prevalence of fakes news and misinformation?   a. Implementing verification processes for content creators (   )   b. Collaborating with fact-checking organizations (   )   c. Encouraging community-driven content validation (   )

15. What level of responsibility do you think blogging platforms should have in ensuring the accuracy and authenticity of content shared on their platforms?   a. High responsibility (   )   b. Moderate responsibility (   )   c. Low responsibility (   )