



IJRASET

International Journal For Research in
Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14

Issue: IX

Month of publication:

September 2026

DOI: <https://doi.org/10.22214/ijraset.2026.84841>

www.ijraset.com

Call: ☎ 08813907089

E-mail ID: ijraset@gmail.com

Algorithmic Persuasion and Political Campaign Ethics on TikTok: Challenges of Misinformation, Polarization and Influencer Disclosure

Zhang Junhao¹, Mohd Haizra²

Department of Mass Communication, INTI International University, Nilai, Negeri Sembilan, Malaysia

Abstract: *The rise of TikTok is giving political campaigns a new spice. TikTok's short-video format, personalization algorithm, and interaction features allow political messages to be disseminated at a high speed. Nevertheless, the same features enabling the fast spread of political messages can create ethical problems when motivations of engagement algorithms come into play. The objective of this paper is to analyze algorithmic persuasion, disinformation, political polarization and disclosure from a social responsibility perspective and the TARES test. By using a conceptual literature-based approach and analyzing, we evaluate the ethical responsibilities of political actors, influencers, social media platforms and the audience. This article argues that ethical issues occur when campaign tactics emphasize attention rather than communicating truthfully, when algorithmic amplification heightens exposure to false or polarizing information, and when political relationships with influencers are not adequately disclosed. The article introduces an Ethical Political Campaign Communication Framework with principles of transparent sponsorship, responsible algorithmic amplification, content verification, equitable political persuasion, and media literacy for audience. The aim of the framework is to support ethical political communication on TikTok while enabling political participation and freedom of speech.*

Keywords: *Algorithmic persuasion; influencer disclosure; media ethics; misinformation; TikTok*

I. INTRODUCTION

The phenomenon of social media has brought about a major shift in political communication from one that was largely reliant on traditional media institutions, to a more interactive and platform-based form. Political parties, candidates, campaign organizations, and individual communicator can reach out to people directly without necessarily going through newspapers, television, radio, or any of their other traditional gatekeepers. The emergence of hybrid media has also begun to erase the boundaries between institutional political communication, journalism, entertainment, and user-generated content [1]. TikTok has, in recent years, become especially significant as a social media platform, as it allows political communication to cross beyond the confines of established media networks, thanks to its short-video culture, level of interactivity among users, and algorithmic recommendation system. In contrast to conventional forms of campaign communication, where the visibility of content is heavily shaped by editorial choices or paid advertising, TikTok content can achieve widespread exposure through recommendation engines based on users' viewing and engagement behaviors [2]. This development presents opportunities for political participation, especially among younger demographics; however, it also raises new ethical dilemmas surrounding how political messages achieve visibility and persuasiveness.

This ethical dilemma does not stem from the subject matter alone, but instead from the very nature of the context in which the political persuasion takes place. Actors running campaigns might then mold political messages according to the engagement logic of the types of platforms upon which they were created, which creates an atmosphere of incredible amounts of emotionality, sensationalized information, and/or simplistic information, all because of the ensuing mechanisms of gaining attention from others on the platforms.

More than that, lies, misinformation, and all sorts of propaganda can spread quickly, and users may not even realize that they are being constantly exposed to political content similar to their previously established opinions [3], [4]. Additionally, if we account for political influencers, we must add another layer of complexity, since their communication is usually about who they are, their authenticity or perceived authenticity, and their relationships with followers instead of what traditional campaign marketing has to offer [5]. When political influencers are financially or strategically affiliated with political organizations but do not disclose this connection, audiences could mistakably see sponsored political persuasion as independent personal expression [6]. These factors raise serious concerns regarding the accountability of political actors, influencers, and platforms. Thus, this paper explores the ethical dilemmas associated with algorithmic persuasion, misinformation, political polarization, and influencer disclosure on TikTok based on Social Responsibility Theory and the TARES Test. It asserts that responsible political communication should be evaluated on criteria more extensive than just reach and engagement, but in terms of truthfulness, authenticity, respect, fairness and responsibility to the greater political community.

II. LITERATURE REVIEW AND RESEARCH GAP

The link between social media and political communication has evolved dramatically as digital platforms have emerged as key arenas for the dissemination and engagement with political information. Chadwick's hybrid media system highlights how modern political communication integrates existing media institutions with emerging forms of digital communication technology, and the associated access to multiple media spaces by different political actors [1]. TikTok is a notable development as it involves the embedding of political messages on a platform that is predominantly known for entertainment and short-form videos. Moreover, its recommendation algorithm serves to famously expose users to political content even in cases where they show no previous interest in political candidates or parties. Napoli contends that social media platforms belong to the public-interest communication space, as their choices regarding visibility, distribution and moderation could ultimately affect the quality of the publicly available information [2]. Such contention is particularly important for political campaigns since algorithmically determined visibility affects the subjects of the discussion, candidates, and political messages that are going to be publicly discussed. In addition to that, there is a significant issue of misinformation, which is another challenge for digital political communication. Vosoughi, Roy, and Aral showed that false news can easily circulate online, and that, Wardle and Derakhshan distinguish different types of information disorder, including misinformation and intentional disinformation [3] [4]. Thus, political campaigns in this situation are becoming conflicted between communication effectiveness and moral responsibility.

Another notable area of development is the rise of participation of political influencers. As Riedl, Lukito and Woolley observe, political influencers are critical players in today's social-media politics, as they use personal and engaging types of content to convey political concepts [5]. In contrast to regular political ads, influencer communication can take on a more conversational, personal, and socially engaged tone for audiences. Evidence from Harff demonstrates that influencers can employ perceived personal relationships to generate interest in political matters, indicating that influencer communication can lead to significant political effects [7]. There is more recent work that has drawn attention to transparency surrounding paid political influencer behavior, indicating that audiences desire to understand when influencers share a monetary connection with political movements [6]. These studies indicate that political communication on social media incorporates more than just the usual relationship between the political campaign and the voter; rather, it includes the platforms, recommendation systems, influencers, political organizations and audiences that all operate in the same media ecology. However, much of the research to date has examined algorithmic recommendation, misinformation, political influencers and political participation as separate topics. In comparison, less attention has been given to the interactions of these elements as an integrated media ethics issue in the social media field. This article helps to fill this gap by looking at algorithmic persuasion, misinformation, polarization and influencer disclosure in the same ethical analysis. Instead, the question is not just about the effectiveness of TikTok for political campaigning, but rather whether political communication remains ethically responsible, when the visibility of the political campaign is increasingly dictated by the engagement-focused mechanisms of the platform.

III. THEORETICAL FRAMEWORK

A. Social Responsibility Theory

The Social Responsibility Theory provides an effective basis for evaluating political communication on digital platforms because it acknowledges that freedom of communication comes with responsibilities to society. Media and communication institutions should not just use their freedom to promote their commercial, political or institutional interests, but they should also consider truthfulness, fairness and overall public interest [8]. While TikTok is a commercial platform, not an ordinary news outlet, social responsibility is still applicable due to its substantial role in distributing political information. Political institutions must act responsibly when communicating with the public by not deliberately misleading them, and influencers must also act responsibly when communicating their political affiliations to the public. It is equally important to put digital platforms in the context of responsibilities because they have a huge impact on determining which political information is going to be displayed, and what kind of systems are used to recommend or moderate that information. This does not mean that platforms should control political opinion or eliminate disagreement. Instead, social responsibility requires them to recognize the social consequences of communication systems that can amplify false, hateful or extremely polarizing content.

Social Responsibility Theory is significant in that it avoids the problem of ethical analysis being confined solely to individual communicators. One campaign may create an inaccurate political message, but algorithmic recommendation, influencer involvement, and audience sharing can amplify its effects. Thus, responsibility exists in all forms of communication. The theory proposes that political communication should create an informed public, as opposed to only maximizing attention. In accordance with TikTok, it implies that success of political campaigns cannot simply be quantified by views, likes, comments and shares as these are very limited forms of success. The theory holds that both the quality and social impact of political communication should be considered rather than narrowly considering the marketing output of political communication.

B. TARES Test

The TARES Test offers a more detailed framework for assessing persuasive communication. Baker and Martinson have identified five principles of ethical persuasion: truthfulness, authenticity, respect, equity and social responsibility [9]. These principles are particularly relevant to political communication because political campaigns involve some form of persuasive communication, making it important to act ethically.

Truthfulness calls for political communicators to avoid actions that are intentionally misleading to the audiences. Authenticity pertains to whether the communicator and persuasive interpersonal relationship, are presented in a truthful way. Respect calls for communicators to view audiences as individuals who are capable of judgment, as opposed to viewing them simply as targets for persuasion. Equity demands some form of fairness considerations to be factored into persuasive communication, while social responsibility requires an understanding of consequences on a broader scale.

The TARES Test effectively applies to the analysis of TikTok because it uniquely blends political persuasion with entertainment and interpersonal communication. In this case, a political influencer who fails to publicly disclose a financial connection to a campaign could present a real authenticity issue. A campaign that either forms misinformation as part of its strategy or distributes misinformation would certainly fail the test's principle of truthfulness. Content which embarrasses or dehumanizes political opponents would likely conflict with the principle of respect while ways purposely targeting certain audiences could make equity a concern in ethical deliberation. Overall, the TARES Test permits for the evaluation of political communication to be beyond asking the question of popularity or effectiveness of a message. The TARES Test in conjunction with the Social Responsibility Theory offers both an individual level and a broader social perspective for analyzing the ethical consequences of political campaigning on TikTok.

IV. CRITICAL ETHICAL ANALYSIS

A. Algorithmic Persuasion and the Ethical Problem of Political Visibility

The algorithm that TikTok uses to generate personalized recommendations makes a big difference in terms of ethics when it comes to political messaging compared to traditional campaign communication. Unlike the latter where followers can only see content that they actively choose to engage with, TikTok users are not confined only to the accounts that they follow. The algorithm leverages the behavioral signals of users including viewing, liking, commenting and sharing to assess what content to make visible to a given user. This has the potential to enhance the efficacy of political communication as political messages can find their audience even when the audience has never consciously followed a political candidate or organization [2]. At the same time, the same recommendation system can generate ethical issues since visibility and engagement are interconnected. Content that brings strong emotional reaction, provokes discussion and is sensational tends to generate greater engagement than content that gives thorough and balanced political information. Kietzmann et al. demonstrate the importance of interaction and participation within social media environments, while Napoli emphasizes that platform systems increasingly influence the distribution of public information [2], [10]. The ethical concern is therefore not simply that algorithms exist, but that political communication may become strategically adapted to algorithmic incentives.

According to Social Responsibility Theory, platforms must acknowledge that their communications system has effects on the public information environment. Specifically, if recommendation systems reward inflammatory political messages, thereby marginalizing careful explanations, then the platform may be indirectly incentivizing campaign actors to place greater importance on attention than public value. In the TARES context, this scenario represents issues of fairness and social responsibility because users may not have equal opportunities to encounter different political positions. Likewise, political actors bear some responsibility for their choices to engage these incentives. While a campaign can design to highlight content, we deem inflammatory because it will be likely to generate stronger engagement, it is the case that the algorithm would likely only respond to that type of content if it had an ethical responsibility to do so. Therefore, algorithmic persuasion should be understood as a shared ethical problem involving platform design and campaign strategy rather than simply a technical issue.

B. Misinformation, Disinformation and Campaign Responsibility

Misinformation and disinformation cause one of the most apparent ethical dilemmas for political discourse on TikTok. Misinformation is usually defined as misleading information that people share out of goodwill while disinformation means false information that people deliberately spread with bad intentions [4]. In political campaigns, misinformation and disinformation can be very important because people formulate their opinions after encountering social media content. Vosoughi, Roy and Aral have proved that false information disseminates exponentially, and this illustrates the reach of inaccurate content before the actual one becomes viral [3]. TikTok's short video format also worsens the situation because political claims may be delivered in the form of short false statements, edited visuals or emotionally stimulating stories. Users may therefore respond to the immediate emotional impression of a video without having enough context to assess the accuracy of the underlying claim. This creates a direct ethical conflict between campaign effectiveness and truthfulness.

Analyzing from a TARE'S perspective, intentional political misinformation contradicts the principle of truthfulness since it doesn't allow the audiences to make informed assessments. It may also infringe on the principle of respect as audiences are treated as possibilities for manipulation rather than active participants in the political communication process. Social Responsibility Theory demands that political communicators should also concern themselves with the possible implications of spreading untruths. In that regard, campaign organizations need to create systematic verification processes before publishing politically important claims, especially claims made regarding elections, public institutions, rivals, statistics and public policy. Platforms have an obligation to provide relevant and suitable mechanisms for recognizing and putting within context verifiably false political claims. Nevertheless, responsibility for this process should not be allotted entirely to the platforms.

Political organizations that deliberately produce misleading content should remain accountable for the communication decisions they make. Ethical political campaigning does not require political actors to become neutral or avoid criticism. It requires them to distinguish strong political advocacy from deceptive communication.

C. Political Polarization and Emotional Political Communication

Political disagreement is a typical aspect of democratic discourse. The ethical issues emerge when campaign communication purposely escalates disagreement into hostility. Social-media platforms offer political actors a medium to communicate with their audiences in an emotional fashion, which, indeed, is a powerful tool of communication. However, utilizing the "us versus them" discourse, and misrepresenting political disagreements as personal actions or making one party dangerous, makes constructive political discourse impossible. Sunstein argues that the use of digitally segmented communication environments leads to political division by limiting the viewers' experience with other opinions [11]. Bennett and Livingston highlight the wider significance of using disinformation and disruption in communication for political communication and democratic institutions [12].

As a result, the ethically problematic thing about emotional interaction in political campaigns is not whether the campaigns can involve emotional interaction. Emotion in the ordinary process of political persuasion; ethically questionable is enjoyment of emotional tactics that accomplish symbolism of hostility, spread false statements, or encourage the audience in rejecting the other side without regard to the other side's reasoning/argumentation. Applying TARES Test, it is questionable in terms of respect and social responsibility. Social Responsibility Theory claims that political communicators should think of the impacts of their communication beyond the immediate electoral benefit to the political communicators. Therefore, political campaigns should be inspired to criticize policies, arguments and political choices instead of attacking the political enemy or his/her supporters.

D. Influencer Political Communication and Hidden Persuasion

Political influencers create a different kind of ethical issue as they have a type of persuasion power based on perceived authenticity and personal connections to the audience. Riedl, Lukito and Woolley discuss that influencers are emerging political actors, while Harff shows in their work that parasocial relationships can affect the political interest of young people [5], [7]. Hence, an influencer may provide a political message in a contextualized and personal manner compared to traditional political advertising. This is valuable for the political involvement of audiences, because they may develop political interest via shared experiences and relatable communication. However, this perceived authenticity can become an ethical issue, when the influencer has a financial or strategic relationship with a political organization, but does not provide this information explicitly. Accordingly, the audience could consider persuading an audience on behalf of a political organization, as a genuine opinion.

This is particularly pertinent to the TARES Principle of authenticity. Authenticity does not imply that an influencer must be politically detached. They have the right to own and speak their minds about political opinions. The problem, though, comes when the type of relationship the influencer has, is concealed. There is great research around paid political influencers' role, which reveals elated interest in what type of effective transparency audiences desire guarantees influencer is involved in political persuasion [6]. Political campaigns must require the influencer discloses the sponsorship relationship of the campaign with the influencer, when the influencer is compensated, benefitted, or given an official campaign role. Disclosure does not eliminate the persuasive political model but rather provides motivation for the audience to make the most of the persuasion message.

V. RECOMMENDATIONS FOR RESPONSIBLE POLITICAL COMMUNICATION ON TIKTOK

The responsible political discourse on TikTok requires the cooperation of political organizations, influencers, platforms and audiences instead of solely relying on one agent. Political campaigns should identify ethical norms before going public with content, especially for political content which can potentially have an important effect on people's thinking and behavior. Verification processes should be implemented for statistics, quotes, electoral information, allegations made against candidates and claims related

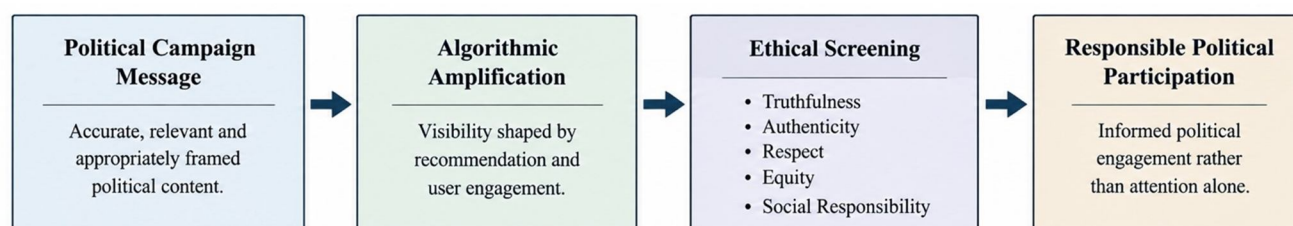
to public institutions. Same applies to political influencers, who should clearly indicate paid or coordinated activities involved in the campaign, to have the audience identify the ties behind the political messaging. Political persuasion should remain focused on communicating political values, policies and arguments rather than exploiting audience vulnerability.

Platforms have an obligation too, because the recommendation system and moderation systems affect political visibility. Increased transparency about the general principles behind political content recommendation would allow users and researchers to understand how political content is disseminated. Platforms should provide adequate context for demonstrably false political statements and have transparent processes for content moderation. The government and educational institutions need to simultaneously enhance media literacy such that the public can identify lies, differentiate sponsored political postings from authentic political content, and check political claims before disseminating them. While it is important to emphasize the accountability of audiences, there remains a need to ensure an institutional level of accountability for political communication. It is unreasonable to expect audiences to completely compensate for the dishonest strategies and the obscured systems of communication adopted by political campaigns. Hence, it is crucial to have a blend of responsible campaigns, sponsors, and active audience participation for ethical political communications.

VI. PROPOSED ETHICAL POLITICAL CAMPAIGN COMMUNICATION FRAMEWORK

Based on the preceding analysis, this paper proposes an Ethical Political Campaign Communication Framework for TikTok. The framework is designed to connect the production of political campaign messages with the technological environment through which those messages are amplified and the ethical standards that should guide their circulation.

Figure 1. Proposed Ethical Political Campaign Communication Framework



The phase of creating a political campaign message is the first stage. At this point, political actors and communicators must assess the accuracy, relevance and framing of the message. The second stage is algorithmic amplification, when the message enters TikTok's recommendation space, and the potential for its visibility to be impacted based on user interaction and platform mechanisms. Ethical screening is the third stage, which involves evaluating whether the communication adheres to the criteria of truthful, authentic, respectful, equitable and socially responsible communication. Responsible political participation is the last stage, where the communication contributes to informed political activity, not simply attention.

TABLE 1. Ethical Dimensions For Tiktok Political Campaign Communication

Ethical Dimension	Key Question
Truthfulness	Is the political claim factually supportable?
Authenticity	Is the communicator's political relationship transparent?
Respect	Does the message avoid unnecessary hostility or dehumanization?
Equity	Does the communication unfairly exploit audiences?
Social Responsibility	Could the message create broader harm to political communication?

The purpose of this framework is not to suppress political discussion or block legitimate political information. Instead, we will introduce an ethical review mechanism to be used before and during the digital election campaign. Any political communication should first check whether it is true and then consider whether it is easy to spread on the algorithm. If information relies on false claims, hides the source of funds, and carries out unnecessary attacks, it is necessary to further investigate moral issues before dissemination. In addition, the framework also determines the responsibility of the whole communication. Political groups have the responsibility to create their own things, social media celebrities have the responsibility to open political contacts, digital platforms have the responsibility to manage their own systems, and we the public have the responsibility to think carefully and spread political content. In this way, the framework strives to balance active political participation and moral obligations. I don't think that technological progress is completely good, nor do I think that technological progress is fundamentally bad.

VII. BROADER ETHICAL IMPLICATIONS

This paper has highlighted some key ethical challenges for modern political communication that make it impossible to examine its processes only in terms of the classic relationship between political organizations and citizens. New actors have emerged on digital platforms that affect political communication, shaping how it is produced, disseminated and consumed. For instance, political influencers can serve as intermediaries between political campaigns and potential voters. Algorithms, such as recommendation systems, determine which messages circulate within social media ecosystems and achieve social visibility. Citizens themselves can distribute political information by amplifying campaign content in their social circles. Thus, political communication now occurs in a networked environment where multiple actors exert varying degrees of power and influence [5].

One problem this poses for media ethics is that responsibility becomes diluted. Political organizations could say the platform is responsible for the reach of disinformation. The platform could claim that the user is ultimately responsible for what they view and share. Influencers might frame the political sponsorship as just their own opinion. Yet just because there are several different people involved does not mean that none of them is responsible. Each person should take responsibility for those aspects of the situation they can influence. Political organizations should be responsible for ensuring the veracity and morality of the messages they distribute to voters. Influencers should be responsible for making clear any relationships between themselves and political sponsors, which would otherwise bias the audience's reception of the message. Platforms should accept responsibility for the impact that algorithms have on determining which voices get heard politically. This aligns with the Social Responsibility Theory, since the evaluation of political communication depends on its role in the general informational climate, not just its success rate.

Ultimately, what this means is that we don't need to take the technology away from politics to create a more ethical version of political communication. TikTok can provide a platform for political education, participation, and engagement, particularly for younger generations. It's simply the case that we must make sure that the efficiency of the technology doesn't supersede the quality of our political discourse. The recommendation of algorithms, participation of influencers, and emphasis on emotion are not inherently unethical modes of communication; these techniques are problematic when they're employed with the intention of hiding persuasive motives, spreading misinformation, or amplifying interpersonal animosity. Therefore, the goal of ethical regulation is not to restrict the technology, but rather to regulate its use responsibly.

VIII. CONCLUSION

TikTok has altered the terms upon which political actors can communicate with citizens. Its short-form video format, personalized feed algorithm and interactivity all boost the likelihood that political messages will be seen and therefore increase chances for political engagement. But those same features pose ethical concerns when political campaigns are incentivized to prioritize engagement over other forms of communication. This can lead to the promotion of overly emotional political content, the viral spread of false information, the escalation of political polarization through hostile political rhetoric, and political endorsement by TikTok influencers who fail to disclose their financial ties to the political message they're promoting.

In this paper I have applied Social Responsibility Theory and the TARES Test to explore these issues. Through this application, I have shown that to assess the ethics of political communication, one cannot only measure reach, engagement or campaign effectiveness. Political communicators should instead consider truthfulness, authenticity, respect, equity and social responsibility. In addition, I have created the Ethical Political Campaign Communication Framework which brings together campaign message production, algorithmic amplification, ethical screening and responsible political participation. This framework offers an actionable model for political organizations, influencers, platforms and audiences to navigate their ethical responsibilities in digital political communication.

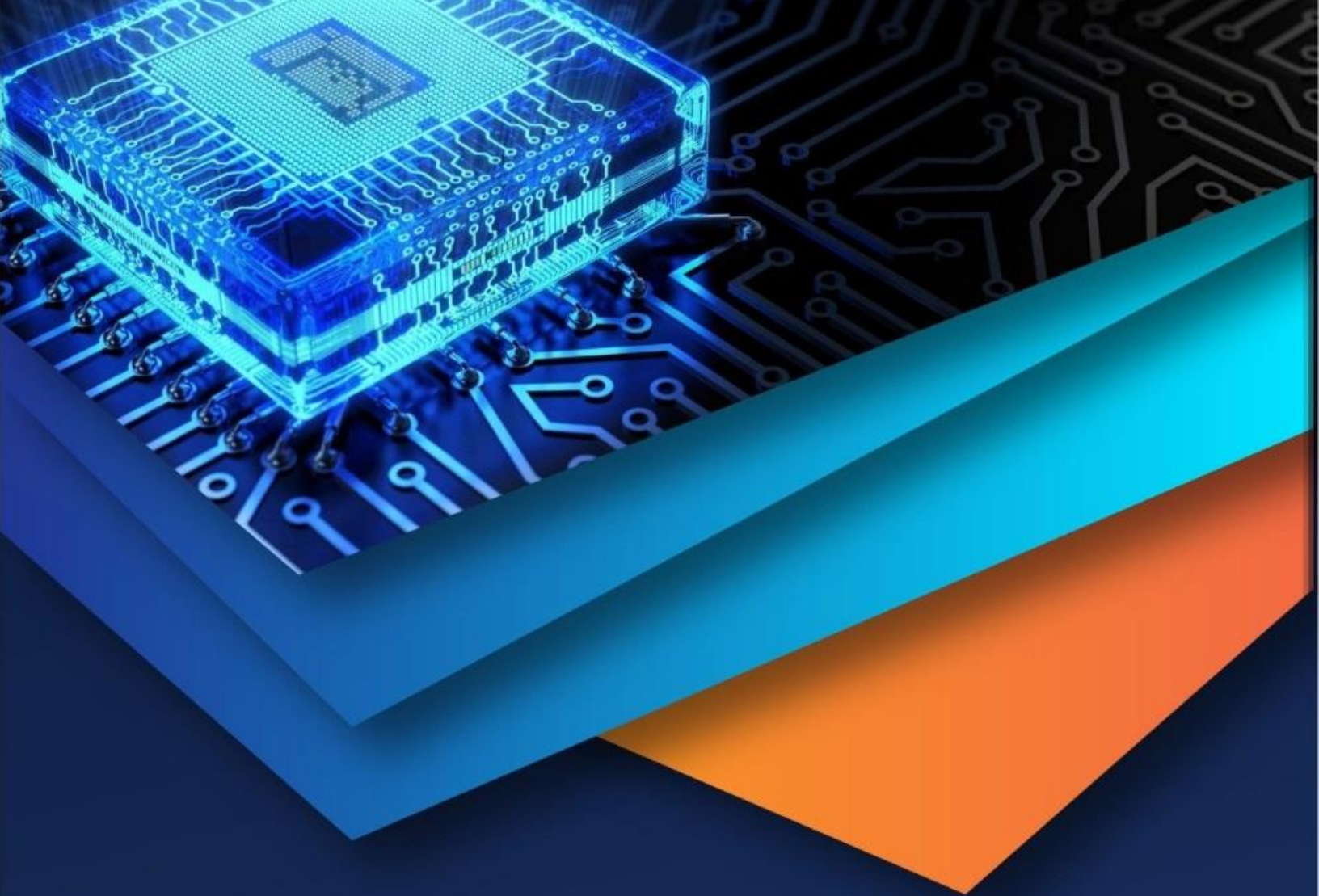
Ethical rules are meant not to prohibit political persuasion or end political disagreement, which are essential parts of democratic discourse. Rather, ethical rules are meant to stop persuasion from turning into manipulation, and to stop technological visibility from serving as an excuse for irresponsible communication. Empirical studies could next investigate how Malaysian TikTok users perceive political influencers' disclosures, the extent to which recommendations by the TikTok algorithm affect exposure to opposing political arguments, and how the content of different political campaign messages influences political trust and political engagement. These empirical findings would provide additional support to develop ethical guidelines for new modes of digital political communication.

IX. ACKNOWLEDGMENT

The authors acknowledge the academic guidance and institutional support provided by INTI International University during the development of this manuscript.

REFERENCES

- [1] A. Chadwick, *The Hybrid Media System: Politics and Power*, 2nd ed. New York, NY, USA: Oxford University Press, 2017.
- [2] P. M. Napoli, *social media and the Public Interest: Media Regulation in the Disinformation Age*. New York, NY, USA: Columbia University Press, 2019.
- [3] S. Vosoughi, D. Roy, and S. Aral, "The spread of true and false news online," *Science*, vol. 359, no. 6380, pp. 1146–1151, 2018, doi: 10.1126/science.aap9559.
- [4] C. Wardle and H. Derakhshan, *Information Disorder: Toward an Interdisciplinary Framework for Research and Policy Making*. Strasbourg, France: Council of Europe, 2017.
- [5] M. J. Riedl, J. Lukito, and S. C. Woolley, "Political influencers on social media: An introduction," *social media + Society*, vol. 9, no. 2, 2023, doi: 10.1177/20563051231177938.
- [6] M. J. Riedl, B. D. Horne, M. J. A. Craig, M. R. Kotowski, and C. A. Luther, "Antecedents of disclosure: What transparency measures social media users in the United States want from paid political influencers," *social media + Society*, vol. 12, no. 3, 2026, doi: 10.1177/20563051261480944.
- [7] D. Harff, "Political content from virtual 'friends': How influencers arouse young women's political interest via parasocial relationships," *The Journal of social media in Society*, vol. 11, no. 2, pp. 97–121, 2022.
- [8] C. G. Christians, M. Fackler, K. B. Richardson, P. J. Kreshel, and R. H. Woods, *Media Ethics: Cases and Moral Reasoning*, 9th ed. New York, NY, USA: Routledge, 2020.
- [9] S. Baker and D. L. Martinson, "The TARES test: Five principles for ethical persuasion," *Journal of Mass Media Ethics*, vol. 16, nos. 2–3, pp. 148–175, 2001, doi: 10.1080/08900523.2001.9679610.
- [10] J. H. Kietzmann, K. Hermkens, I. P. McCarthy, and B. S. Silvestre, "social media? Get serious! Understanding the functional building blocks of social media," *Business Horizons*, vol. 54, no. 3, pp. 241–251, 2011, doi: 10.1016/j.bushor.2011.01.005.
- [11] C. R. Sunstein, *#Republic: Divided Democracy in the Age of Social Media*. Princeton, NJ, USA: Princeton University Press, 2017.
- [12] W. L. Bennett and S. Livingston, "The disinformation order: Disruptive communication and the decline of democratic institutions," *European Journal of Communication*, vol. 33, no. 2, pp. 122–139, 2018, doi: 10.1177/0267323118760317.



10.22214/IJRASET



45.98



IMPACT FACTOR:
7.129



IMPACT FACTOR:
7.429



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089  (24*7 Support on Whatsapp)