

The Influence of JOMO and Authenticating News Before Sharing on Fake News Sharing Behavior

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ABSTRACT

Easy access to the internet provides many conveniences for its users. Thanks to the convenience provided, information can spread quickly and widely. However, for every advantage there are disadvantages. The easy dissemination of this information can also have negative impacts, one of which is the spread of fake news. Currently, fake news is very easy to find, especially in online media. This research is based on behavioral reasoning theory, which discusses the reasons behind individual behavior and intentions. The purpose of this theory is to find out the factors that influence the spread of fake news. In this research, there are 2 factors studied, JOMO and authenticating news before sharing through perceived believability. By distributing questionnaires to students and analyzed using SmartPLS, it can be concluded that JOMO and authenticating news before sharing have a negative effect on fake news-sharing intentions either through mediation or directly. The results show that individuals will not have the intention to spread fake news even though the person believes that the source of the information they receive is credible. Based on this research, individuals tend to check the veracity of the news they receive before sharing it to avoid fake news-sharing behavior. Apart from that, there are also some individuals who feel happier and more relaxed when they are not connected to information that is being widely reported, this is their reason not to engage in fake news-sharing.

Keywords: misinformation; behavioral reasoning theory; JOMO; authenticating news before sharing; spread of fake news.

INTRODUCTION

We can find various kinds of social media today. Social media is a digital label that facilitates people to connect, interact, produce and share content. (Carr and Hayes 2015;

Hayes and Carr 2015) In recent years, the popularity of social media has shown a very rapid increase. (Harrigan et al. 2015) The use of social media can be considered as two sides of a coin that has advantages and disadvantages. The benefits obtained from using social media include socialization or communication, and can increase learning opportunities by the fact that social media facilitates users to communicate and share ideas with peers.(Kumar et al. 2023)

Social media actually makes it easier for people to access the latest information. However, the large amount of information received does not indicate that public knowledge has increased. (Pentina and Tarafdar 2014) Information shared via social media is of course not always correct. The spread of untrue or fake news is one of the most detrimental impacts of using social media. (Kumar et al. 2023) Fake news or fake news can be interpreted as online lies that are formatted and circulated in such a way that they appear authentic and legitimate to readers. (Mustafaraj and Metaxas 2017) Any fake news shared by readers can have bad consequences as it negatively impacts a party. This is a bigger concern considering the fact that any news, true or fake, can spread rapidly on online social media and go viral very quickly. (Bessi 2017; Popat et al. 2017)

In theory, reasons motivate someone to behave because they allow them to explain and defend their actions. Therefore, the reasons that encourage someone to do or not do something can indicate the individual's intentions and behavior. (Hajiheydari, Delgosha, and Olya 2021).Theories can help researchers understand and predict the relationships between various variables of a particular phenomenon. A recent study looked at the importance of behavioral reasoning theory to better understand attitudes and intentions towards all innovations. (Sahu, Padhy, and Dhir 2020)The use of behavioral reasoning theory is also important for understanding behavioral responses, because previous researchers have tried to understand "reasons" and "reasons not" in one framework. (Kumar et al. 2023)

In this research, there are two factors that will be examined to find out why someone has the intention not to spread false information. The factors that will be studied are JOMO (Joy of Missing Out) and authenticating news before sharing. JOMO or joy of missing out is an emotion of joy that is triggered by the ability to choose not to be involved in social activities or choose not to participate in any social action. (Crook 2014)Too frequent use of gadgets, electronic devices that can access the internet, or social media can actually affect physical and mental health. (Rautela and Sharma 2022) The stress caused by cyberspace has

a negative impact on human health and society as a whole. (Brinkmann 2019) Therefore, JOMO gives people the option to choose to live with pleasure rather than fear. Even so, JOMO is still a phenomenon that has not been widely researched in the academic literature.

Social media has become an important part of the lives of teenagers and adults, and the main function of these applications is so that users can stay connected with other users. However, there are some individuals on social media who share information in the hope of gaining reputation in return. (Sampat and Raj 2022) Therefore, people verify the news before sharing it with others and avoid spreading rumour that could damage their image and prestige. (Oh and Syn 2015) Additionally, people tend to verify news before sharing it as this can have positive outcomes, such as gaining the trust of other individuals on social networks and improving their reputation. (Talwar et al. 2020) Therefore, authentication can be a factor in someone's intention not to spread fake news.

Many people actively spread news without knowing the truth, however there are still a handful of people who choose not to carelessly share the news they get. There are many ways that can influence someone to disseminate information they get via the internet, one of which is a sense of trust in the information they receive. Previous literature related to fake news highlights that perceived trustworthiness can influence user activities, such as sharing and liking available content. (Deng and Chau 2021)

Previous research conducted by Kumar et.al (2023) examined what factors influence fake news-sharing behavior in society. The research was conducted using a questionnaire survey through a market research company, Prolific Academic. In this research there were 3 factors why someone should not engage in fake news-sharing behavior, namely JOMO, authenticating news before sharing, and government regulations. Based on 356 sample data from social media users aged 19 to 48 years, the results show that JOMO (effect = $\beta 0.116$, $p < 0.05$) and government regulations (effect = $\beta 0.160$, $p < 0.001$) have a significant negative influence against the intention of sharing fake news. However, the research results show that authenticating news before sharing (effect = 0.087 , $p > 0.05$) does not have a significant influence on the intention to share fake news.

Based on the literature review that has been carried out, the researcher developed a hypothesis that will be proven in this research, namely:

H1: JOMO has a negative effect on perceived believability.

H2: Authenticating news before sharing has a negative effect on perceived believability.

H3: Perceived believability has a negative effect on intention to spread fake news.

H4: JOMO has a negative effect on the intention to spread fake news through the mediation of perceived believability.

H5: Authenticating news before sharing has a negative effect on the intention to spread fake news through the mediation of perceived believability.

RESEARCH METHODS

Quantitative methods with a descriptive approach are the methods used in this research. Measuring variables, testing hypotheses, and explaining relationships are the main goals of quantitative methods. This method places great emphasis on the amount of numerical data, data classification, the principle of objectivity, deductive reasoning, representativeness, and generalization of results. (Scharrer and Ramasubramanian 2021) The sampling technique used in this research is a type of nonprobability sampling, namely convenience sampling. Convenience sampling is a sampling technique with respondents who are available or easy to contact. (Crano, Brewer, and Lac 2014) Researchers chose the convenience sampling technique because this technique tends to be easy to carry out while having a link to the questionnaire that has been created and in accordance with predetermined criteria.

The technique used in collecting data is using a survey method by distributing questionnaires. Survey-based research questionnaires contain several questions, also known as items, that are used to solve identified research problems. These questions were developed with the aim of collecting various types of data related to demographic information, personal opinions, facts and attitudes, health-related information, intangible information such as feelings, taste, satisfaction, etc. on a certain real scale from respondents. (Aithal and Aithal 2020)

A survey questionnaire was used to collect primary data, consisting of questions from existing literature on social media and fake news-sharing. However, there are slight differences to previous literature questions. In this study, the questions given were linked to information regarding the 2024 Election in Indonesia to clarify the context of the questions.

Students who actively use social media are the population used in this research. According to APJII 2017 data, students were chosen as the population because based on

demographic results, the majority of social media users based on demographics are aged 19–34 years. (Nurrahmi and Syam 2020) If the level of social media use is high, it does not rule out the possibility that the individual will be exposed to fake news. Currently, there has been no research regarding fake news-sharing behavior among students who actively use social media.

The sample can be interpreted as a portion of the population. (Saleh 2014) Based on the population mentioned, the sample that will be used as respondents has the following criteria: students who actively use social media. Based on calculations from G*Power which uses a statistical test linear multiple regression with an effect size value of 0.08, α error probability 0.05, power 0.80 and number of predictors of 6, the sample size was 177. Researchers rounded up the number of respondents to 180 samples and the results The final number of respondents obtained was 183 respondents.

To process the data obtained through the questionnaire, researchers used the Smart PLS application (3.2.9). In this study there is data with mediator variables so it is necessary to use the Smart PLS application to test the data via PLS-SEM (partial least square equation modelling).

RESULTS AND DISCUSSION

Research result

This research analyze measurement model approaches to assess reliability, composite reliability (CR) and average variance extracted (AVE) from existing models. To measure reliability, researchers used composite reliability, the results of which are presented in Table 1 for JOMO (0.853), authenticating news before sharing (0.793), fake news-sharing intention (0.819), and perceived believability (0.935). According to Hair et al., (2011), the CR value should be higher than 0.70, and this study found that this value is within the acceptable range. Apart from that, as suggested by Hanseler and Hubona, researchers checked convergent validity to get the AVE value, and all values were greater than 0.50 (AVE value from JOMO, authenticating news before sharing, fake news-sharing intention, and perceived believability are 0.719, 0.657, 0.603, 0.827. Researchers also conducted discriminant validity tests using the Fornell-Larcker and Heterotrait-Monotrait (HTMT) ratios. The Fornell and Larcker tests in Table 2 show values that are greater than the correlation between variables. Meanwhile the results of the HTMT ratio show that the value is lower than the threshold of 0.090.

Table 1. Measurement Model

Construct	Item Code	Loading	Outer Weights	CR	AVE
JOMO				0.853	0.719
	JOMO 2	0.928	0.733		
	JOMO 3	0.760	0.421		
Authenticating news before sharing (Authentication)				0.793	0.657
	Authenticatio n 1	0.810	0.616		
	Authenticatio n 2	0.811	0.618		
Fake news-sharing intention (Intention)				0.819	0.603
	Intention 1	0.826	0.520		
	Intention 2	0.771	0.384		
	Intention 3	0.728	0.377		
Perceived Believability (PB)				0.935	0.827
	PB 1	0.914	0.374		
	PB 2	0.932	0.393		
	PB 3	0.881	0.331		

Source: Researcher, 2023

Table 2. Discriminant Validity

	JOMO X1	X2 Authenticatio n	Y	Z
JOMO X1	0.848			
X2 Authenticatio n	0.650	0.811		
Y	-0.172	0.315	0.776	

Z	-0.186	0.226	0.507	0.909
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Source: Researcher Process, 2023

Table 3. HTMT (Heterotrait-Monotrait)

	JOMO X1	X2 Authenticatio n	Y	Z
JOMO X1				
X2 Authenticatio n	0.158			
Y	0.238	0.532		
Z	0.231	0.341	0.639	

Source: Researcher, 2023

Next, researchers tested variance inflation factor (VIF) to assess multicollinearity problems in the data. This research has a VIF result of 1,000, this figure shows the data is in the range that corresponds to the range suggested by Iqbal et al.(2021)i.e. <10. This shows that there is no multicollinearity problem in the data.

This research uses Smart PLS to calculate a structured equation model with 5000 bootstraps, the results of which can be seen in table 4. For samples larger than 100, the standardized root means square (SRMR) value must be below 0.08.This research obtained suitable results for a significant model with an SRMR value of 0.088. According to Iqbal et al. (2021), the value of Q2 must be more than 0. This value is in accordance with the results of this research, namely 0.144 for intention to spread fake news and 0.067 for perceived believability.

The value of R2 must be >0.1. After being tested, it turns out that this value is in accordance with the results of this study. There is 25.8% of the variance that occurs in the intention to spread fake news due to perceived believability and 0.92% of the variance that occurs in perceived believability is caused by FOMO and credibility of information. Therefore, the results of this study are within the level of significance and predictive relevance the research model has achieved. This research has an f2 value of 0.347, rounded

to 0.35, which means it has a big impact. According to Cohen(2013), an f^2 value of 0.02 indicates a small impact, 0.15 a medium impact, and 0.35 a large impact.

Table 4. Saturated model results

Construct	R2	Adj. R2	VIF	Q2	f^2	SRMR
Intention to spread fake news	0.258	0.253	1,004	0.144	0.347	0.088
Perceived believability	0.092	0.082	1,004	0.067		

Source: Researcher Process, 2023

Based on the PLS-SEM calculation results which can be seen in table 5, it was found that (H1) JOMO has a negative effect on perceived believability ($\beta = -0.202$, $t = -0.216$, $p < 0.001$). Then, (H2) Authenticating news before sharing has an effect negative and significant on perceived believability with $\beta = 0.239$, $t = 0.242$, $p < 0.001$. (H3) Perceived believability has a negative and significant effect on the intention to spread fake news ($\beta = 0.507$, $t = 8.059$, $p < 0.001$).

Previous research suggests that indirect relationships specifically include third variables, which act as intermediary variables in the relationship between the variable and the independent. So, the influence of the independent variable (X) on the dependent variable (Y) is mediated by the third variable (Y) (Iqbal et al., 2021). In this study, (H4) JOMO has a negative effect indirectly to the intention to spread fake news ($\beta = -0.102$, $t = 2.197$, $p < 0.001$). Then, (H5) Authenticating news before sharing has a negative and significant indirect effect on the intention to spread fake news ($\beta = 0.121$, $t = 2.329$, $p < 0.001$). Seeing the negative and significant direct effect of the results of all hypotheses, all hypotheses are accepted.

Table 5. Hypothesis constructs

Effects	Relationships	Beta	Mean	(STDEV)	t-Value	Decision
Direct Relations						
H1	JOMO $\rightarrow$ PB	-0.202	-0.216	0.084	2,404	Accepted
H2	Authentication $\rightarrow$ PB	0.239	0.242	0.088.	2,734	Accepted

H3	PB → Intention	0.507	0.514	0.063	8,059	Accepted
Indirect or Mediating						
H4	JOMO → PB → Intention	-0.102	-0.112	0.047	2,197	Accepted
H5	Authentication → PB → Intention	0.121	0.126	0.052	2,329	Accepted

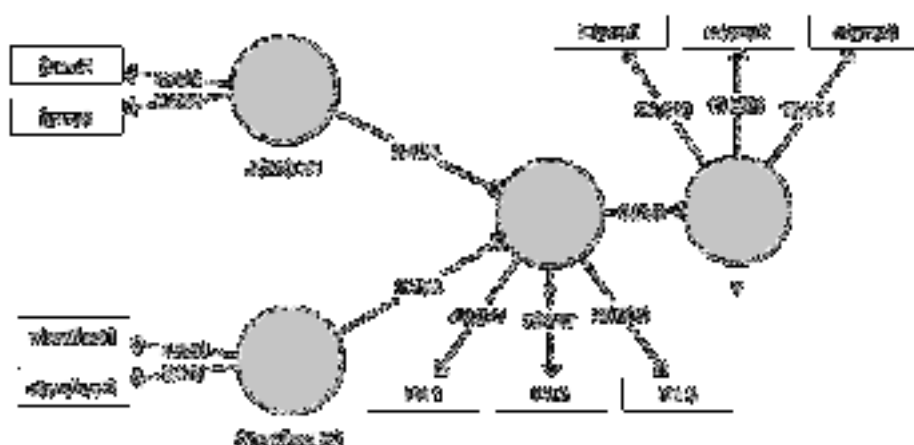


Figure 1. PLS-SEM calculation results

Source: Researcher Document, 2023.

Discussion

OnIn this study, researchers tested JOMO and authenticating news before sharing on intentions to spread fake news through the mediation of perceived believability. Departing from previous research conducted by (Kumar et al., 2023), the results obtained were not much different. JOMO and authenticating news before sharing have a negative influence with the intention of spreading fake news through perceived believability.

What differentiates this research from research conducted by (Kumar et al., 2023) is that this research was conducted at Prolific Academic. Not only that, this research only tests JOMO and authenticating news before sharing as supporting factors for intentions to spread fake news and does not include government regulations.

Looking at the results of the hypothesis that has been tested, it can be said that individuals will not have the intention to spread fake news even though the person believes that the source of the information they receive is credible. JOMO also influences someone

not to spread fake news even if that person believes that the source of the information they receive is authentic and credible.

CONCLUSION

In this research, 2 factors were examined to find out why someone does not spread fake news, namely JOMO (Joy of Missing Out) and authenticating news before sharing. In this research there is also a variable that mediates these two factors, namely perceived believability. This research was conducted based on behavioral reasoning theory because it was deemed appropriate to this research, behavioral reasoning theory discusses the reasons behind a person's behavior and intentions. It can be said that individuals tend to verify the news they receive before sharing it to avoid the spread of fake information or news. Apart from that, they also feel calmer when they are not exposed to busy news. This research produces the answer that individuals will not spread fake news even though they believe that the news they receive is credible.

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