SOCIAL MEDIA FAKE NEWS AND THE DISRUPTION OF THE NEW WORLD INFORMATION AND COMMUNICATION ORDER IN NIGERIA

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Abstract
The NWICO debates are popular as people in the Third World countries advocated for a balanced news flow and proper representation of people and occurrences in the countries by the dominant Western media. The introduction of the social media is considered a unique phenomenon in the world; and for people in sub-Saharan Africa, it is another source of information and news. In Nigeria, it has gained followers in recent times with over 31 million Nigerian users of different social media platforms. The coming of social media was a collective "prayer answered" for people in Third World countries as in them was found the media so liberalised to the point that they are able to tell their story to the world unhindered. It promoted a greater participation in the news process; gathering, processing, and dissemination. However, there are disturbing trends about the platforms that suggest negativity; and that is the fact that social media are enablers of the spread of fake news. Therefore, it was argued in this study that the spread of fake news on social media platforms is disruptive to the positives that their introduction hold for the world news flow imbalance and reportage. The study concludes that social media fake news are negatives to the very positives of the use of platforms in the global news architecture – from the prism of the NWICO debates. This is because the agenda for liberalised news space seem to have been further disrupted by the phenomenon that encourages the spread of falsehood.
Keywords: Falsehood, fake news, new media, NWICO, social media,

Introduction

It is common knowledge that the social media necessitated by the Internet and the World Wed Web (www) are popular in Nigeria and beyond. This is so because Social Media Networks (SMNs) like Facebook, X (formerly Twitter), WhatsApp, Instagram, Messenger, to mention a few have contributed to the justification of the assertion that the world is a global village (McLuhan, 1962, as cited in Asemah *et al*., 2017). What this suggests is that social media (SM) platforms enable people to create, access, interact, and share news and information from any part of the world, regardless of distance between nations. In other words, with a click, anyone can access news and relevant information as well as world trend. Kerry (2016) aligns with this point of that we live today in a global fish bowl, and with the aid of a gazillion cameras coupled with the social media we are able to get more access, awareness, and data sources than ever before.

Accordingly, the social media are viewed in different perspectives by users, scholars and professionals. Kaplan and Haenlein (2010) define social media as all Internet-based groups of application built on the technological and ideological foundations, enabling the creation and distribution and dissemination of user

generated content. This position aligns with the standpoint of Pavlik and Melntosh (2011) who described social media as technologies combined with social interaction used to create or co-create value. To this extent, it is appropriate to describe the social media as online communication platforms that use Web 2.0 technology and facilitate downloading, uploading, interacting as well as collaborating with others regardless of distance and time.

However, it is a well-known fact that the term fake news has no straight jacketed definition. Fake news is seen as "news articles that are intentionally and verifiably false, and could mislead readers" (Allcott & Gentzkow, 2017, p. 4). This definition stands out among numerous others as it provides the clarity and wholistic view of the concept of fake news. This implies that any news and information that is deliberately orchestrated to mislead members of the public by the originator is tantamount to fake news in all sense of it. This is because the social media have provided unrestricted access to news and information, owing to technological advancement in the world of Internet and the World Wide Web (McGonagle, 2017). This presupposes that social media platforms such as: Facebook, WhatsApp, Twitter, Messenger, YouTube, among others have become vehicles used for propagating and spreading misinformation (Lazer *et al*., 2018).

Debates on whether or not there should be balanced and free flow of information predates the introduction of social media into the communication world. In fact, the New world Information and Communication order (NWICO) assumed center stage in the 1970s/1980s at the United Nations Educational, Scientific and Cultural Organization (UNESCO). The defining debate on NWICO was necessitated on the basis of the calls by stakeholders to see to major changes in media communication and

information flow (Buchanan, 2014). In view of this, 55 representatives of developing nations, otherwise known as the Non-Aligned Movement called for balance in the flow of information between the Global North and the Global South. This became necessary in order to put an end to the biased flow of news and information. The social media have revolutionised international news flow, news consumption, and communication in ways unimaginable (Ekeanyanwu & Kalyango, 2013; Mukherjee, 2022). In developing countries such as Nigeria and beyond, Facebook, WhatsApp, Twitter, Messenger, and YouTube among others are popular as they provide alternative sources of information to the citizens.

Beyond the phenomenon of fake news occasioned by social media networks, the platforms have enhanced citizens' access and participation in news gathering and sharing than ever before. Owuamalam (2016) aligns with this point of view and states that media platforms are undoubtedly powerful platforms that supply information in form of news on happenings and events around the world. And this is a pointer to powers possessed by the media through which they are able to encourage the audience to take certain actions as may be directed or guided by the source. It is common knowedge that the greater belief is that the advent of social and their widespread adoption will address the one-way flow of news and information between the Global North and South.

Though the platforms have numerous benefits, they also have shown areas of disruptive tendencies especially when used for the wrong purpose. One of such is the spread of fake news across the platforms. Therefore, this study attempts a look at whether these technologies largely helped the world to achieve what was envisioned by NWICO agenda despite its disruption. In addition, it takes on the dimension whether widespread availability of the Internet and

the phenomenon of citizen participation have changed the communication landscape significantly. Most specifically, the discourse centers on how social media fake news disrupts the news flow agenda envisioned by the new NWICO debates as seen through the prism of the emergence of the Internet.

Conceptual Review
The concepts of the social media, fake news, NWICO are reviewed under this section.

Social Media
Social media is a buzz word used by all and sundry in modern times to refer to all forms of media that rely on new media technologies such as the mobile phones, computer, the Internet and many more. With the social media platforms, people are able to interact with one another unhindered and in unique personalised styles of communication. Murphy (2014) notes that social media is the collection of web-based systems and sites that enable users to engage in mass interaction, conversation and sharing.

In this decade and the one before it, social media gained prominence as the first major source of information for young people. It reportedly outperformed the mainstream news source of television as the choice source of news for young persons in the UK and USA (Allington et al., 2020). A major reason that has been the case is due to the flexibility of platforms to be used as quick sources of information as well as avenues for dissemination. Put in another way, it is easier to gather information and disseminate news across online platforms than it is the case with traditional media (Shu et al., 2017).

Fake News
Fake news refers to any form of information manipulation often carried through the creation or manufacturing of false information or distortion of the truth (Aïmeur et al., 2023). This implies that when individuals or group manufacture and spread falsehood as though they are carrier of genuine information, fake news is the case. In another way, if there is distortion of truth to suit a particular purpose depending on the situation, it is another case of fake news. It is disruptive enough to cause social upheavals and chaos once the wrong motive is activated as the main purpose for its spread. In Nigeria, fake news has led to disruptive and chaotic situations in the past (Inobemhe et al., 2020).

Fake news spread more on social media, and this has given rise to the popular use of the term "social media fake news". It can also be simply described as fake news on social media. The concept of social media fake news is said to have gained prominence during the US presidential election of 2016 – when the leadings issues were people questioning science, true news, and social norms (Olan *et al*., 2022). Fake news on social media more than any other phenomenon greatly affects social values, while redefining belief, facts, and truths, and also changing people's opinions on critical issues and topics..

New World Information Order
This concept is one that describes the arguments on the need for a balance flow of information between countries in the first and second worlds and those described as Third World. Though now comatose (Ekeanyanwu & Kalyango, 2013), the debates are still relevant owing to issues and discourse that aligns with the arguments put forwards by both the new and the old order. One of such is the innovations in technology that birthed the social media. The marginalisation of the third world or developing countries of the world in the area of coverage in the media continued till date.

The domination of Western media and the reportage of everything negative about the developing and Third World countries is the primary philosophy that sparked the debates nicknamed the New World Information and Communication Order (NWICO). The news and one-sided

reportage gave a feeling that the Western countries were only concerned about cultural domination to the detriment of Third World countries. The idea of the debates was for there to be a balanced reportage of events taking place in the countries of Africa and Asia categorised as developing. This concept as clarified here is relevant to this study because it is the prism from which the spread of fake news on social media is seen. The disruptive impact of social media fake news is the central focus of this study.

Literature Review

Literatures have established how highly industrialised countries used communication as a vital tool, to assume political, cultural and economic control over developing countries of the world. In line with this, Okunna and Omenugha (2012) argue that since inception, communication has been related to social structure, culture and the economic organisation of society at large. In other words, nations who are technologically advanced have greater control of information and communication as well as the flow when compared to technologically backward nations of the world. This being the case, the First World controls virtually all the media giants that set agenda for public discourse globally.

In line with the above, Ekeanyanwu and Kalyango (2013) argued that the West is poised to quantitatively and qualitatively mar the effort of developing nations to popularise her cultural heritage to the world using their media channels. The duo maintains that quantitative imbalance refers to the amount of news that flow from industrialised nations to the developing nations and vice versa. This practice suggests that developing countries are always in the news for the wrong reasons. Western media demonstrates this conspiracy by only covering and reporting bizarre incident or disaster/crisis oriented events when such hit developing nations

(Ekeanyanwu, 2007; Ochogwu, 1987). It is all about reporting the negatives.

It is worthy of note that the discourse on New World Information and Communication Order (NWICO) assumed center stage because of the need to balance global flow of news and information between the two Worlds; First and Third. This suggests that the quest to ensure free or balanced flow of information between the North and South remain the primary objective of NWICO. Human beings are known to constantly thrive to improve and increase the speed as well as ability to receive and assimilate information about their surroundings for ease of information transmission (MacBride, as cited in Kenechukwu, 2015). Therefore, the quest for equitable and unbiased global information and communication flow necessitated the call for NWICO.

In a study conducted by Ekeanyanwu (2005) on the subject matter, it was observed that only 90 percent of news stories of developing nations of the world get coverage in the global news media, and such are those about events that portray these countries in the negative dimension. This is suggestive of a deliberate neglect of other positive or good news oriented stories of the Third world. On the other hand, qualitative conspiracy of the West connotes news about hunger, poverty, diseases, political struggles, coup d'états, wars, disasters and other forms of crises are heavily reported in Western media (Ekeanyanwu *et al*., as cited in Ekeanyanwu & Kalyango, 2013).

Another justification that proved the above claim right was found in the study conducted by Ekeanyanwu (2015) which provides a justification that communication imbalance is an extension of colonialism which presents industrialised nations as more superior than developing nations. The study took the position that the introduction of globalisation afterwards was a subtle way to

advance Western domination of the Third Worlds to make them dependent on the West in perpetuity. Therefore, the biased flow of information between the First and Second Worlds that also triggered the call for NWICO was premeditated and orchestrated to promote Western ideology via media platforms.

In a related development, Okigbo (1996) avers that though the world is a largely free marketplace of ideas where the flow of information should not be in any way hindered, the saturation of the Third Worlds with cultural artefacts and news reports of the West is far reaching. Hence, it constitutes setback to the stability of the progress and the preservation of the cultural heritage developing countries. This translates to a gradual elimination of complexity and sophistication of socio-cultural, economic and political wellbeing of the South Worlds (Kenechukwu, 2015). Interestingly, this supports the position that communication and information with their "attendant modern technologies" are instruments of political, cultural and economic domination to mention a few. In most cases, the instruments are in the hands of the West as they are supposedly products of their kind of civilisation.

Beyond the above stated drawback, Baran (2009) adds that global communication imbalance is a recipe for cultural imperialism through media technology and programming. This presupposes that two factors provide fertile ground for Western domination in information flow. First is advancement in media technology and media programming. In terms of media technology, countries of West own virtually all the media giants and as such are media-creator nations (Kenechukwu, 2015), thus they influence what is aired or published. This being the case, Nigeria, a developing nation and by extension Africa as well as Asia fall within the category of media-consumer nations.

Thus, this justifies the argument that media-consumers would normally remain at the mercy of the media-creators as far as media technology and programming are concerned.

Another is that developing nations depend on media-producers for media equipment, production and distribution except in local programming (Ekeanyanwu, 2015). This has created the imbalance on a number of fronts; ideation, creation, production, and dissemination of contents. The gaps do not just create the space and fertile grounds for underrepresentation and misrepresentation but also make the idea of subjugation fertile for the Western media to feed on. The overreliance on foreign media is the undoing of the people of the Third World. Therefore, unless this communication gap is bridged, absolute control and subjugation of media content of the developing nations remains unfettered. This is even in the face of the innovation in technology because there is still a demarcation between the new media and traditional forms.

Furthermore, Kenechukwu (2015) conducted a critical study on the subject matter and observed absolute domination of the media system of the developing nations by developed countries. The study further stressed how news and information about First World is always presented in a manner that suggests everything good about the West, and wrong with Nigeria and Africa at large. In this regard, Baran (2009) support the above claim and states that, the implications of global communication imbalance may lead to cultural imperialism. This presupposes that the Third World is presented haphazardly and lopsided by western media to belittle Africans and glorify the West. In this regard, Africa becomes portrayal of strife, poverty, terrorism and endless cases of child abuse, violation of human rights among others.

It is important to restate that the crux of this paper is the NWICO debates and the introduction of social media platforms

believed to be the main driving force behind the spread of untruths, half-truths, fakes news and misinformation in modern times. The idea for the now defunct or comatose new debates of NWICO surged because of the false and distorted reports of the Third World countries by the powerful and popular traditional Western media (Carlsson, 2003). In essence, countries categorised as the Third World wanted an end to that. With the advent of social media that was believed to have bridged the gap; again, fake news is also a challenge since it is one that discredits platforms and making it difficult for people to believe information they see online unless is from the mainstream media.

Another study conducted by Ekeanyanwu et al. (2012) sought to ascertain whether or not the U.S was still the global news leader even with the introduction of the social media. The study found out that though the media in the U.S is still of great influence, social media have made people in Third World news makers with greater access to information; which now puts them in a situation where the cry for marginalisation can no longer be justified. This implies that people are able to participate actively in the news process and liberalised platforms creating the window of opportunity for them to be heard on the global scale without restriction.

The gaps in literature are in scope; as the focus of the works reviewed are not specifically on the nexus between the social media, fakes and NWICO. Therefore, this study hopes to cover the gap by focusing on the noble idea of the debates that favoured balanced reportage and free flow of information between the Global North and Global South. However, its main focus is on the spread of fake news on social media and how that proves to be a challenge to the use of platforms to further the cause of the propositions of NWICO.

Theoretical Framework
This study is hinged on Disruptive Innovation Theory. Though the theory has a base in the business world, it is much relevant to this study as it seeks to understand the disruptive place of social media fake news within the context of the NWICO debates that pushed for a balance in the news flow of the media between the First and Third Worlds. Disruptive innovation was developed by Clayton Christensen which he popularised following the publication of the book "The Innovator's Solution" considered as a follow-up to "The Innovators Dilemma" pubilshed in 1997 (Twin, 2023). It was used to describe the situation whereby a company considered smaller and having fewer resources gets to successfully challenge and conquer another that is established and known to thrive in the incumbent business area. Disruptive innovations are there to serve what was not previously served by the incumbents thereby dislodging them in the process (Schaefer, 2022).

The case is similar in the introduction of social media to the newsgathering and dissemination space. Among many other things, the feedback in the traditional media sense is delayed; an area bridged by social media with its interactivity feature. Today, people are now able to comment on "live" sessions of traditional media forms with social media presence. In the same vein, these platforms enable the spread of information including falsehoods that now push people to limits; making them to switch from the traditional ones to the social media platforms as preferred choice in respect of news and information sources. It is mostly the case among young people (Allington *et al*., 2020; Kim *et al*., 2012). In line with the central focus of this paper, this theory explains how social media fake news disrupts the the agenda to have platforms as points of authentic news dissemination for countries in the Global South including Nigeria.

Discussion

NWICO Debates, Social Media Factor and the Spread of Fake News

The call for NWICO was understandably to balance the flow of global news and information in order to ameliorate communication realities in Africa. Max and Engels have been quoted to note that the First World which has the means of material production including information at its disposal has undue advantage over the means of mental production (Blakely & Jordan, 2023; Kenton, 2023; Rosen, 2011). Hence, nations who lack the means of mental production are relegated to the background leaving developed countries to define the extent of news and information that get to less developed countries.

In the same vein, Kenechukwu (2015) observed that Western domination in global information flow is traceable to advancement in media technology and media programming. It was further stressed that the media technology is the creation of the West while developing nations of Africa and Asia remain the consumer of media contents. This explains why media consumers are at the mercy of media creator when it comes to matters of media technology and programming. In a related study it was also established the existence of flaws in global flow of news and communication of messages (MacBride Commission, 1977). Hence, one of the major issues that was critically discussed during NWICO debate.

Social media on the other hand, have broadened the horizon of media space and by extension, fast-track access to news and information globally. Igbozuruike and Agwu (2016) submit that social media are comprised of Faceboo, YouTube among others. It noteworthy that social media are a creation of the Internet and the world wide web. Put in another way, social media are powered by the Internet which has been described as a "Network that connects computers around the world" (Nwabueze, 2011, p. 150). Thus, with a click, access to news and information from any part of the world is made possible via these platforms.

More so, it is equally important to stress that the preference for speed over accuracy created the phenomenon of social media fake news in Nigeria and beyond. Indeed false news across online platforms spread faster than contents considered to be truthful (Aïmeur *et al*., 2023). Promoters of fake news took advantage of the novel channels of sourcing news and information without restriction to push their perspectives. Hence, there has been poisoning of the information airspace through Facebook, Twitter, Instagram, WhatsApp, Imo, messenger, among others (Damien, 2017). As a result, the spread of fake news phenomenon has become an issue of global discourse as its impact on global affairs is far reaching.

Similarly, findings from a study by Vasy et al. (2018) concur that fake news spread has assumed a dangerous dimension and stands as a serious threat to official sources who are struggling to provide the public with measures and alternatives to counter false information available on social media. Undoubtedly, false information is misleading to the audience who depends on media sources to play the informative, educative and entertaining role for public consumption. Unfortunately, the Internet and the Web ensure unrestricted access and have provided opportunities for those seeking to destabilise the state or make money by spreading falsehood. In this connection, Angus (2018) argues on Channels Television programme "Sunrise Daily" and affirmed that the spread of fake news (as seen across social media platforms) can be tied to economic reasons. Hence, the struggle to get people to follow and like pages, contents and postings purposely to generate traffic and consequently earn money. This is so because

social media broadened the horizon of news and information gathering due to unhindered access. In agreement with this, Guanah (2009) avers everyone with a phone and data can leverage on the opportunity provided by social media channels to become an emergency journalist, blogger or online publisher.

Relatedly, Guo and Vargo (2018) add that two factors are responsible for the spread of fake news; first is the desire to get money by the promoters of such content through clicks emanating from viewers/readers. Thus, non-existing, non-factual information is posted just to trigger such clicks. The second factor that encourages the spread of fake news contents is the desire to change a particular notion. This they do to advance an agenda by manipulating people's mind to accept their views as expressed for the sake of one political motive or the other. Regardless of the motive behind the spread of fake news, it is always presented as being factually accurate.

Accordingly, Vargo et al. (2018) in a study demonstrated the power of fake news and showed that such content has penchant to twist and refocus public attention away from legitimate media, as well as real issues that might otherwise be more important than what is projected for public consumption. In which case, illegitimate content takes the place of the real issues simply because they fill into the gaps of what the people wants to hear and see; the bizarre, the odd, and the extremes.

Nevertheless, it is important to stress that the emergence of social media which also created the phenomenon of fake news to a large extent changed the narrative. The unhindered access to news and information via social media waters down the debate on NWICO. News and information is no longer filtered and controlled to favour the "First World" especially across platforms. This could be put in another from the perception of some scholars with opinion that social media has changed news distribution and has also challenged traditional beliefs of how news should look in this 21st century (Tandoc et al., 2019).

The use of social media for the wrong reasons did not deny the fact that their benefits are far reaching. Hence, the gap inherent in the distribution of media content between the two worlds that showcase apparent subjugation of media content of the developing nations like Nigeria has become a thing of the past. It is on the basis that access to social media platforms is unhindered and almost comes with zero cost. Agreeing to the foregoing, Dean (2023) posits that the most popular social networking site with more than 3.03 billion active users is Facebook. Social media presence is required in today's world to have a sense of existence for so many people. This made the restrictions which hitherto characterised free flow of information that prompted the debate on NWICO a forgotten issue.

Principally, social media bridged the gap or imbalance in the flow of information occasioned by the dominance or overbearing influence of media contents of highly industrialised nations over developing or underdeveloped countries. Beyond the phenomenon of fake news orchestrated by social media users, participates now have the opportunity to add their own voices and help clarify issues to enrich the process (Ekeanyanwu & Kalyango, 2013). This is sometimes referred to as the concept of citizen journalism which provides the people the platforms to report issues and events as they break, and from their own unique prism or perspective.

Therefore, reportage of news and information about the Third World's has been made easier, faster, cheaper and above all devoid of restrictions that tended to give the "First World" undue advantage in the past. Nwodu (2009) aligns with this line of thought and submits that with Internet services and

access, a computer, and a smartphone, one can actively engage in the news production and dissemination to the point of attracting an international audience without restrictions. Aside the one-off purchase of some required applications coupled with the need to get tools such as the computer/mobile technology, gathering and sharing of news and information on social media networks is affordable when compared to the traditional media like subscribing to pay TV. In fact, with social media, payment of taxes and license is not required.

How Social Media Fake News Disrupts NWICO Agenda in Nigeria
In Nigeria, the spread of fake news is unprecedented chiefly because spaces are unregulated. In spite of the several calls for regulation of social media space, the country has not successfully introduced legislation that may have direct bearing on the regulation of the platforms. One of the issues in contention is that such regulation will likely impugn on the right to free expression by citizens that are social media users. Lack of regulation is part of the reasons the social media factor and attendant freedom is seen in our world. Consequently, fake news and spread of misinformation has continued unabated (Baptista & Gradim, 2020; Inobemhe *et al*., 2020; Redline, 2023).

Originally, the design of the NWICO-oriented new debates centers on the need to ensure that there is equal flow of information between the developed countries of the North and the under-developed or developing countries of the South. However, the vision was not that social media would disrupt such arrangement. In a way, the introduction of social media in the fray is one of many angles. On one hand, newsgathering and dissemination from an international perspective is now made more mass participatory than what it was in the era of the earliest NWICO debates. In addition, the spread of fake news has caused more harm than good; playing the disruptive role as per the positive contribution of platforms to the realisation of the new debates of NWICO which favoured news flow that represent the yearnings and aspirations of people in the south.

The disruption of the NWICO agenda by social media is from the perspective of the fake news and the case of over-abundance of information (otherwise referred to as information overload) for which the platforms are known. The original arguments centers on the fact that Western news outlets are stuck on reporting negative occurrences from Third World countries; including hunger, starvation, wars, diseases, political instability, poverty, disasters, coup d'états while neglecting positive stories coming out therefrom (Ekeanyanwu & Kalyango, 2013). Indeed, the advent of social media coupled with the orientation of having citizens tell their stories to a global audience is commendable and constitute one positive take-away from the innovations. However, the susceptibility of the various platforms to fake news spread disrupts the very agenda to use platforms to launder the image of the countries of the South.

Relatedly, social media platforms are seen as polarising spaces where anything goes (Centola, 2020; Jacob & Banisch, 2023; Overgaard & Woolley, 2022; Shapiro et al., 2022). This has raised the question of who is actually a journalist, and who is allowed to provide information that can be accepted by the populace as genuine and factual. These questions are raised against the backdrop of individuals hiding under the greater level of anonymity possibly offered by social media platforms to peddle all types of information. This has been corroborated by Ekeanyanwu and Kalyango (2013) that questions have been asked as to whether carrying a smartphone and tweeting unconfirmed stories to an audience makes one a journalist. The effect of this angle is that platforms

continue to be discredited on this basis as audience may not be clear on what and what not to believe across platforms; disrupting the very positive take-away from the spaces.

Another point of disruption related to the point made in the foregoing is that of the credibility question arising from the multiple sources and platforms of news gathering and dissemination. In the social media era, people take advantage of the interactivity and instantaneous features to spread falsehood earning journalism profession poor image and reputation. According to Ekeanyanwu and Kalyango (2013) reputation is the bedrock of journalism, but the freedom to spread falsehood offered by social media has led to a damaged journalistic reputation. This has further been buttressed with the depiction of misinformation as a disaster for so many reasons (Muhammed & Mathew, 2022). Invariably, the spread of falsehood across platforms reduces the credibility of platforms and the individuals that seemingly aid the circulation. This aligns with the assumptions of the disruptive innovation theory that the negative use of technology in respect of fake news spread on social media upsets the structure of the noble use of platforms to launder the image of countries in the Global South.

Conclusion and Recommendation
This study concludes that the scenarios that birthed the NWICO debates that advocated the need for a balance of information flow were noble ideas. And it is specifically so since the crux of it was that the news items from Third World countries should not just be about the negatives – wars, instability, famine, poverty and many more. It also concludes that social media have bridged the gap in terms of the one-sided information flow as people in Third World are able to leverage on the speed and reach of social media platforms such as Facebook, Instagram, YouTube to tell their story their own way but not without the downsides. The spread of fake information across platforms is one of the disruptive sides of the innovation as the agenda of NWICO seems defeated on the basis that bad news spread more than good news.

In line with the arguments and the points advanced in this study and the conclusion, this study recommends that there is need for concerted efforts to leverage on the opportunities created by social media. In addition, people must ensure that fake news do not get to circulate through their pages across platforms by double-checking and fact-checking using different platforms before making use of the "share" option. That way, the use of the social media as platforms for news and information dissemination by people in the Global South will be for the positive and not the negative sharing of fake news; considered as a disruptive trend in respect of the news flow debates.

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