A Future Vision for Strategies to Combat Disinformation on Social Media Platforms: A Comparative Study between the Elite in American Society and the Arab Society

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ABSTRACT

The researcher formulated the study problem in the following question "What are the future plans and strategies to combat or confront disinformation on social media platforms, according to the vision of the elite in the American and Arab societies?", so the study depends on Technological determinism theory, and the field study is applied to a sample of the elite in American and Arab societies, it is 200 persons.

The study highlights widespread concerns about disinformation on social media platforms, with 83.6% of Arab respondents and 64.4% of Americans believing that such disinformation is widespread, especially on trending topics. Statistical analysis confirms statistically significant differences between the perceptions of the two communities ($\chi^2 = 11.413$, $p = 0.003$), with a moderate correlation ($C = 0.232$). Officials (89.0), political figures (87.0), and businesspeople (86.0) are the most targeted, reflecting their influential roles in policymaking, public opinion, and economic activities. Social activists, civil society leaders, athletes, artists, and security leaders are also affected, but to varying degrees. This underscores the urgent need to develop strategies to combat misinformation, especially those targeting influential groups.

The results of the Pearson correlation test indicate that there is a statistically significant negative relationship between the study sample's reliance on social media sites to publish community issues and their trust in what these sites publish about these issues, as the correlation coefficient reached -0.417, which means that the more individuals rely on social media sites as a source of information about community issues, the lower their trust in the content of these sites. The results also showed that there is no statistically significant relationship between individuals' reliance on these sites and their ability to distinguish between true and false news, as the correlation coefficient reached 0.129 and the significance was 0.068, which means that the use of these sites is not directly related to improving the ability to distinguish between reliable and unreliable news, which reflects the need to enhance users' critical thinking skills and source verification.

KEYWORDS: Fake news, Misinformation, Anti-Disinformation, Online social networks, Social media platforms.

Introduction:

The proliferation and prevalence of social media in almost every facet of human lives have made the consumption of news and information extremely convenient to the users of such technology. The ease with which information, alerts, and warnings can be broadcasted to millions of people in a very short amount of time, has made social media a brilliant platform for information diffusion, especially for time-sensitive situations, for example, during natural disasters and crisis events. Given that a considerable fraction of individuals across the world use social media as a source of news, and thus letting such news affect their opinions and actions, directly and indirectly, checking the veracity of such news becomes an important task **(Shu, K., Bhattacharjee, A., Alatawi, F., Nazer, T. H., Ding, K., Karami, M.,**

& Liu, H. 2020). Social media has become the leading platform for individuals to communicate. In particular, social media is immensely popular for news dissemination, information sharing, and event participation due to its capacity to rapidly spread information at scale. While this massive capacity can promote social trust and enhance social connectivity, it can also facilitate the rampant propagation of disinformation. Such rampant disinformation often leverages the trust and social connectivity of social media users, spreads manipulated information to foment hatred, and inficts damages on individuals or groups. With disinformation growing at unprecedented volumes on social media, disinformation is now viewed as one of the greatest threats to democracy, justice, public trust, freedom of expression, journalism, and economic growth. Hence, there is a pressing need to tackle digital disinformation for social good **(Shu, K. 2023).** Online social networks (OSNs) are rapidly growing and have become a huge source of all kinds of global and local news for millions of users. However, OSNs are a double-edged sword. Although the great advantages they offer such as unlimited easy communication and instant news and information, they can also have many disadvantages and issues. One of their major challenging issues is the spread of fake news. Fake news identification is still a complex unresolved issue. Furthermore, fake news detection on OSNs presents unique characteristics and challenges that make finding a solution anything but trivial. On the other hand, artificial intelligence (AI) approaches are still incapable of overcoming this challenging problem. To make matters worse, AI techniques such as machine learning and deep learning are leveraged to deceive people by creating and disseminating fake content. Consequently, automatic fake news detection remains a huge challenge, primarily because the content is designed in a way to closely resemble the truth, and it is often hard to determine its veracity by AI alone without additional information from third parties **(Aïmeur, E.,**

Amri, S., & Brassard, G. 2023). "Misinformation is worse than an epidemic: It spreads at the speed of light throughout the globe and can prove deadly when it reinforces misplaced personal bias against all trustworthy evidence" in a joint statement of the National Academies1 posted on July 15, 2021. Indeed, although online social networks (OSNs), also called social media, have improved the ease with which real-time information is broadcast; its popularity and its massive use have expanded the spread of fake news by increasing the speed and scope at which it can spread. Fake news may refer to the manipulation of information that can be carried out through the production of false information, or the distortion of true information. Therefore, social media has become nowadays a powerful source for fake news dissemination. According to Pew Research Center's analysis of the news use across social media platforms, in 2020, about half of American adults get news on social media at least sometimes,5 while in 2018, only one-fifth of them say they often get news via social media.6 Hence, fake news can have a significant impact on society as manipulated and false content is easier to generate and harder to detect, and as disinformation actors change them. In 2017, Snow predicted in the MIT Technology Review that most individuals in mature economies will consume more false than valid information by 2022 **(Aïmeur, E., Amri, S., & Brassard, G. 2023).** Facebook and YouTube have often come under strong criticism for allowing certain fake information on their platforms. Also, while there is conflicting information regarding two different parties, it becomes difficult to authenticate the facts. Fake news, especially in countries with highly centralized partisan politics such as the USA, political discourse within the ranks of Republicans and Democrats will always spark backlash unless since contents favouring one party will be deemed authentic and vice versa and this

one of the challenges for these social media owners to deal with. Therefore, the use of an independent fackchecker in such a case will always be required which are als o expensive and time-consuming **(Collins, B., Hoang, D. T., Nguyen, N. T., & Hwang, D. 2020)**. However, detecting disinformation and fake news with computational approaches poses unique challenges that make it nontrivial (Shu et al. 2017; Shu and Liu 2019). First, the data challenge has been a major roadblock because the content of fake news and disinformation is rather diverse in terms of topics, styles and media platforms; and fake news attempts to distort truth with diverse linguistic styles while simultaneously mocking true news. Thus, obtaining annotated fake news data is non-scalable, and data-specific embedding methods are not sufficient for fake news detection with little labeled data. Second, the evolving challenge of fake news and disinformation is another obstacle in this task—fake news is usually related to newly emerging, time critical events, which may not have been properly verified by existing knowledge bases due to the lack of corroborating evidence or claims. Third, the explain ability challenge is concerned with the development of machine learning algorithms for disinformation that are explainable. Existing disinformation detection techniques are often machine learning black boxes that provide little or no explanation on the detection process. Explain ability ensures that the developed algorithms are transparent, ethically responsible and trustworthy. However, deriving algorithmic explanations useful for domain experts and enhancing transparency by understanding and incorporating prior expert knowledge to prediction models has been challenging **(Shu, K. 2023).**

Literature review:

1-Disinformation on Social Media Platforms

This introduction to the special issue considers how independent research on mis/disinformation campaigns can be conducted in a corporate environment

hostile to academic research. They provide an overview of the disinformation landscape in the wake of the Facebook-Cambridge Analytica data scandal and social platforms' decision to enforce access lockdowns and the throttling of Application Programming Interfaces (APIs) for data collection **(Walker, S., Mercea, D., & Bastos, M. 2019).** Drawing on data collected from the Computational Propaganda Project's 2017 investigation into the global organization of social-media manipulation, they examine how governments and political parties around the world are using social media to shape public attitudes, opinions, and discourses at home and abroad. They demonstrate the global nature of this phenomenon, comparatively assessing the organizational capacity and form these actors assume, and discuss the consequences for the future of power and democracy **(Bradshaw, S., & Howard, P. N. 2018).** There is a study examines social media as a tool for misinformation and disinformation. Been qualitative, the paper relies on secondary data such as published materials and personal observations to make deductions and inferences about the use of social media for fake news. This study examines misinformation and disinformation as a kind of fake news, as well as the many sorts of misinformation that may be found on social media. It adds to the idea of fake news by addressing the problem of users' interactions with news and cooperation in the information age. To add credibility to the study, the idea of misinformation and disinformation was investigated **(Hilary, I. O., & Dumebi, O. O. 2021).** Drawing from the actor-network theory (ANT), this study investigates human and non-human actors' roles in social media, particularly Twitter. They use text mining and machine learning techniques, and after applying different pre-processing techniques, they applied the bag of words model to a dataset of 30,000 English-language tweets. The present research is among the few studies to use a theory-based focus to look, through experimental research, at the role of social bots and

the spread of disinformation in social media. Firms can use our tool for the early detection of harmful social bots before they can spread misinformation on social media about their organizations **(Hajli, N., Saeed, U., Tajvidi, M., & Shirazi, F. 2022).** This review aims to (a) investigate the characteristics of both the research community and the published research on health-related fake news on social media platforms, and (b) identify the challenges and provide recommendations for future research on the subject. They reviewed 69 journal articles found in the main academic databases up to April 2021. The studies extracted data mainly from Twitter, YouTube, and Facebook. Most articles aimed to investigate the public's reaction to fake health information, concluding that health agencies and professionals should increase their online presence. The articles also suggest that future work should aim to improve the quality of health information on social media platforms, develop new tools and strategies to combat fake news sharing, and study the credibility of health information. Nonetheless, those in control of the platforms are the only ones which can take effective measures to ensure that their users receive reliable information **(Melchior, C., & Oliveira, M. 2022).** This work aims to provide a comprehensive and systematic review of fake news research as well as a fundamental review of existing approaches used to detect and prevent fake news from spreading via OSNs. They present the research problem and the existing challenges, discuss the state of the art in existing approaches for fake news detection, and point out the future research directions in tackling the challenges **(Aïmeur, E., Amri, S., & Brassard, G. 2023).**

2- Combating Disinformation on Social Media Platforms:

Recently, social media has witnessed a reverberation amid the proliferation of fake news which has made people reluctant to engage in genuine news sharing for fear that such information is false. Consequently, there is a dire need for these fake

content to be detected and removed from social media. This study explores the various methods of combating fake news on social media such as Natural Language Processing, Hybrid model. They surmised that detecting fake news is a challenging and complex issue, however, it remains a workable task. Revelation in this study holds that the application of hybrid-machine learning techniques and the collective effort of humans could stand a higher chance of fighting misinformation on social media **(Collins, B., Hoang, D. T., Nguyen, N. T., & Hwang, D. 2020).** So, the creation, dissemination, and consumption of disinformation and fabricated content on social media is a growing concern, especially with the ease of access to such sources, and the lack of awareness of the existence of such false information. In this paper, they present an overview of the techniques explored to date for the combating of disinformation with various forms. They introduce different forms of disinformation, discuss factors related to the spread of disinformation, elaborate on the inherent challenges in detecting disinformation, and show some approaches to mitigating disinformation via education, research, and collaboration. Looking ahead, they present some promising future research directions on disinformation **(Shu, K., Bhattacharjee, A., Alatawi, F., Nazer, T. H., Ding, K., Karami, M., & Liu, H. 2020).** However, this exploratory study seeks to understand the diffusion of disinformation by examining how social media users respond to fake news and why. Using a mixed-methods approach in an explanatory-sequential design, this study combines results from a national survey involving 2501 respondents with a series of in-depth interviews with 20 participants from the small but economically and technologically advanced nation of Singapore. This study finds that most social media users in Singapore just ignore the fake news posts they come across on social media. They would only offer corrections when the issue is strongly relevant to them and to people with whom they share a strong and close interpersonal

relationship **(Tandoc, E. C., Lim, D., & Ling, R. 2020).** Also, results of the analysis show that the proliferation of disinformation on social media has developed from a socio-technical mix of platform design, algorithms, human factors and political and commercial incentives. Actors and technologies involved provide a starting point for targets of governance within an accountability network. In practice, national governance responses are uneven across the EU, but individual countries pressing for stronger regulation of internet platforms and a weakening of liability protections. In addition, the European Commission has intensified its efforts to combat disinformation and put additional pressure on platforms to act and provide some level of transparency. However, clarity about the effects of these measures is blurred by contradicting evidence and barriers for research to access platforms and relevant data **(Saurwein, F., & Spencer-Smith, C. 2020).** On the other hand, this study aims to (a) provide a systematic and structured overview of the factors that influence the spread of misinformation by analyzing the four vital elements of information communication, namely, source, message, context, and receiver and (b) summarize the current state of research on strategies against the spread of misinformation on social media from various perspectives and discuss their advantages, disadvantages, and effectiveness. Following the process of a systematic literature review, this study identifies and analyzes 423 relevant articles. Finally, we highlight research gaps in the existing literature and recommend directions for future research **(Chen, S., Xiao, L., & Kumar, A. 2023).** Disinformation, such as fake news, hoaxes, and conspiracy theories, has increasingly become a hindrance to the functioning of online social media as an effective channel for trustworthy information. Therefore, it is imperative to understand disinformation and systematically investigate how to improve resistance against it. They highlight relevant theories and recent advancements of detecting disinformation from a

computational perspective, and urges the need for future interdisciplinary research **(Shu, K. 2023).**

Commenting on previous studies:

After reviewing previous studies, a number of indicators can be drawn as follows:

1- There are many studies that have addressed combating misinformation on social media in general, and social networking sites in particular, but what distinguishes this study is the comparison on the elite in American and Arab societies.

2- We also note that many previous studies have been content with establishing a theoretical framework for combating misinformation on social media platforms. What distinguishes this study is the questionnaire that will be applied to the elite in American and Arab societies.

The Problem Statement

The problem of the study is to identify the manifestations or features of disinformation on social media platforms such as Facebook, Twitter, Instagram, and Tik Tok. How can it be confronted and eliminated by surveying the opinions of the elite in American and Arab societies for their future vision of strategies and plans to combat disinformation on social media platforms. Trying to identify possible scenarios in the future that can be followed in order to confront disinformation on various social media platforms. In addition to identifying the correct methods of dealing with social media platforms so that we can identify false or misleading news spread in the vast electronic space.

Based on the above, the researcher formulated **the study problem in the following question**

What are the future plans and strategies to combat or confront disinformation on social media platforms, according to the vision of the elite in the American and Arab societies?

The importance

The importance of the study is due to the importance of the subject itself, i.e., the importance lies in the fact that it is a prospective study of the future to address a very important topic in the modern era; which is disinformation and misleading on social media platforms. In order to develop specific plans and strategies from the perspective of Western society, represented by the United States, and Arab society, represented by Arab countries, by applying it to the elite category.

The importance of the study also stems from the importance of the results that we will reach, which can be used in the future so that we can confront the problem of misleading and false news on various social media platforms.

Theoretical framework of the study:

Technological determinism is a modern theory that attempts to explain the causal relationship between technology and the nature of society, as it examines the extent to which technological factors influence human thought and behavior. This theory aims to clarify the aspects that influence control over human affairs, making it essential for understanding the impact of technological developments on societies. This is related to the issue of combating disinformation, as social media platforms greatly influence the formulation of public opinion and influence societal decisions.

Weiner believes that technological changes often lead to unexpected results and effects, which he called "technological drift", where individuals are forced to adapt to a technological environment that imposes unexpected changes on them. This concept is closely related to the phenomenon of the spread of misinformation through social media platforms, where users are imposed on a digital environment that sometimes lacks controls, which leads to the spread of fake news and its negative impact on individuals and societies **(Nahy Al-Sayed, 2022: pp. 327-387).**

Marshall McLuhan's Theory: Medium and Message

Marshall McLuhan links the message to the media, as he believes that the nature of the media shapes society more than the importance of the content presented. While some researchers focus on the effect of the medium on the quality of communication, McLuhan asserts that "the medium is the message," indicating that technology itself determines cultural and social patterns.

McLuhan divided communication media into two types:

Cold media: require positive effort from the recipient to participate and interact, such as writing, telephone, and television.

Hot media: are complete and do not require effort from the recipient, such as print, radio, and cinema.

This division refers to how the media affect the reception and dissemination of information, which is crucial to understanding how to address misinformation. "Cold" media require broader participation from recipients, which provides an opportunity to verify information. In contrast, "hot" media facilitate the spread of information without accountability, making it more vulnerable to being used to spread fake news **(Hassan Makkawi, Laila Al-Sayed, 2006: p. 60).**

Electronic Media and the Global Village

McLuhan emphasized that electronic media contributed to reducing the time and space gap between individuals, describing the world as having turned into a "global village". However, this has led to an increase in individual awareness of responsibility, which has sparked a state of "an age of anxiety". This development is directly related to the challenges facing strategies to combat misinformation, as information has spread very quickly via the Internet, posing new challenges to communities and media institutions **(Ang, Peng, Hwa, 1999).**

With the spread of modern communication technologies, the trend has shifted towards decentralization in communication, as media messages have become individually directed, which has contributed to fragmenting the audience rather than uniting it. This fragmentation makes the treatment of misinformation more complex, as fake news senders target specific groups with messages tailored to them **(Sherif Darwish Al-Labban, 2005: p. 41).**

Basic assumptions of technological determinism theory:

Media as an extension of human senses: McLuhan believes that media extends to human senses, influencing human thinking and behavior. For example, the microphone extends to enhance the role of the ear, while computers expand mental perception. In the context of combating misinformation, technology can be said to act as a mediator that changes the way individuals understand and analyze information **(Heeks, R., & Bailur, S., 2010).**

Media is the message: This assumption suggests that the importance of the medium goes beyond the content it presents, as the medium directly affects the way individuals absorb information. This concept highlights the need to develop strategies to combat misinformation that take into account the nature of different media **(Feenberg, A., 2017).**

Cold and hot media: The effectiveness of media in communicating messages depends on the degree of interaction of the recipient with them. While "cold" media require deeper interaction, "hot" media reduce the need for the recipient to participate. In combating misinformation, "cold" media are considered more effective tools for promoting awareness and active participation in fact-checking (Jackson, P., & Philip, G., 2012).

Criticisms of the Theory

The theory of technological determinism has been subject to several criticisms, most notably Richard Dabalak, who argues that the concept of the "global village" proposed by McLuhan no longer exists in the modern era. Instead, technological development has fragmented the world into small, isolated communities, which contradicts the idea of cultural integration.

In addition, modern technology has contributed to the creation of interactive media such as "participatory television," where viewers can choose the angles from which they view events. This development reconsiders McLuhan's classification of media into "cold" and "hot," as media have become more capable of engaging the audience in innovative ways.

Apply the theory to the subject of the study:

In the context of "A Future Vision for Countering Misinformation on Social Media Platforms," the theory of technological determinism can be linked to the idea that technology is a central tool that can be used to enhance collective awareness and cooperation between different communities. Comparing elites in American society and Arab society, we find that the conscious use of technology can contribute to reducing disinformation by enhancing individuals' engagement in interactive and targeted ways that reflect their cultural and social needs.

The future of countering disinformation depends on strategies that employ technological capabilities to enhance credibility, while developing policies that link technological influence to diverse social contexts that consider cultural differences between communities.

Methodology

Research objectives:

1- Evaluating the degree of reliance on social media platforms as a source of information and the reasons for that.
2- The study sample's confidence in social media platforms' information.
3- Identifying the manifestations of media disinformation of news via social media platforms.
4- Identifying the nature of the social media platforms that most spread misleading news.
5- Revealing the strategies that are employed to combat misleading news via social media platforms.
6- Determining future scenarios to confront misleading news via social media platforms.

Research Questions:

1- To what extent does the study sample rely on social media platforms to obtain information from them?
2- What are the reasons for the study sample's reliance on social media platforms to obtain information from them?
3- To what extent does the study sample trust social media platforms in what is published regarding the societal issues raised by them?
4- To what extent is the study sample able to distinguish between true and false news on social media platforms?
5- What are the manifestations of media disinformation through social media platforms?
6- What are the journalistic forms that can be used to spread misleading news through social media platforms?

7- What are the manifestations of media disinformation on the level of each social media platform?

8- What are the most common topics of media disinformation on social media platforms?

9- How can media disinformation be combated on social media platforms?

10- What strategies can be followed to confront media disinformation through social media platforms?

11- What is the study sample's vision for the future of employing modern digital technologies in building strategies to combat misleading news through social media platforms in light of adopting the scenario of optimism, pessimism, and stability of the situation?

Research Hypotheses:

- **The first hypothesis:** There is a statistically significant correlational relationship between the study sample's reliance on social media for the information published regarding societal issues raised on these platforms and the trust in what social media publishes regarding these societal issues.
- **The second hypothesis:** There is a statistically significant correlational relationship between the study sample's reliance on social media for the information published regarding societal issues raised on these platforms and the ability to distinguish between true and false news on social media platforms.
- **The third hypothesis:** There are significant differences between the study sample's members based on their demographic characteristics regarding the manifestations of media misinformation across social media platforms.

Research type:

This study belongs to the prospective studies of the future; through the field study using the electronic questionnaire tool that was distributed to the elite in both the American and Arab societies. The main goal of the study is to develop specific scenarios according to the opinions of the elite through which we can anticipate the future to eliminate misleading, deceptive, and false news on social media platforms.

Research Approach

For an in-depth understanding and a comprehensive description of the study, the researcher adopted mainly the quantitative approach through explanation and analysis, as well as collecting information and achieving a better understanding of it.

According to the researcher's explanation and interpretation of how to employ the theoretical and explanatory frameworks used in this study, based on the goals she seeks to achieve and in order to answer her questions, the researcher adopted what she calls the "integrated approach" that combines several methods.) and research methods (Techniques), as follows:

1- Field study:

2- Systematic comparison method.

It mainly aims to compare (Comparison) between two or more aspects, and there are many topics for comparison, it may be a comparison between individuals, groups, societies, behaviors, attitudes, time periods, media, or otherwise. The study relies on the unrestricted method of comparison, which is concerned with comparing two or more groups in terms of characteristics or behavior at the present time. In this study, the comparison method was used on two levels (horizontal - vertical) in order to subject the research phenomenon as a whole to comparison processes.

In this study, the researcher seeks to answer the questions of the study and achieve its objectives by examining the rehabilitation of the elite in American and Arab societies.

Study community:

The study population is represented by the elite in American and Arab societies.

The study sample:

The field study is applied to a sample of the elite in American and Arab societies, it is 200 persons, and its characteristics is:

Table no (1)- the characteristics of the American and Arab sample

demographic data		frequency	%
Gender	Male	149	74.5
	Female	51	25.5
	Total	200	100.0
Age	30 to 45	6	3.0
	46 to 55	93	46.5
	56+	101	50.5
	Total	200	100.0
Educational qualification	Bachelor's/Licentiate.	36	18.0
	Master's	40	20.0
	PhD.	124	62.0
	Total	200	100.0
Country of the applicant	Arab society	110	55.0
	American society	90	45.0
	Total	200	100.0
	Government.	103	51.5

demographic data		frequency	%
Ownership of the institution to which the applicant belongs	Private.	97	48.5
	Total	200	100.0
Work experience	Less than 5 years.	4	2.0
	5 to less than 10 years.	7	3.5
	10 years and more.	189	94.5
	Total	200	100.0

The previous table show the characteristics of the sample, as the following results:

1. Males make up the majority of participants at 74.5% compared to females who constitute 25.5%.
2. The vast of sample are between the ages of 46 and 55 at 46.5%, followed by those in the 56 years and older category at 50.5%. The age group between 30 and 45 years represents a small percentage of only 3%.
3. The majority of participants hold a doctorate degree at 62%, while those who hold a master's degree represent 20%, and a bachelor's degree or licentiate degree represent 18%.
4. The majority of participants work for government institutions at 51.5%, while the rest work in private institutions at 48.5%.
5. The data indicates that the majority of participants have more than 10 years of experience at 94.5%, while those with less than 5 years of experience represent only 2%, and the experience category from 5 to less than 10 years represents 3.5%.

Data collection tools:

The survey, is employed as tools to collect the required data, through the electronic survey, the researcher relied on it to reach what achieves the objectives of the current study by collecting predetermined data from the sample.

Measure of validity and reliability:

Honesty means the validity of the method or data collection tool to measure what was set to measure it, and thus the high level of confidence in the results of the study and the reproducibility of scientific findings and discoveries, so that it is possible to move to generalization.

The experts judged the data collection tool (the survey), who examined it and assessed its validity and identified the extent to which it covers aspects of the phenomenon, and in the light of their directives, some questions were modified and others were added, and thus the apparent validity of the data was achieved. To ensure the validity of the study tool, several professors who have extensive research practices reviewed it, verified its validity, and judged its validity for application.

Table no (2)- Cronbach's Alpha Reliability Coefficients for the Questionnaire Dimensions and Overall Score

Dimension	Alpha Coefficient (Reliability Coefficient)
Reasons for using social media to obtain information.	0.703
Manifestations of media disinformation through social media platforms.	0.835
Mechanisms for combating media disinformation on social media platforms.	0.643
Strategies that can be followed to confront media disinformation through social media platforms.	0.833

Dimension	Alpha Coefficient (Reliability Coefficient)
Your vision for the future of using modern digital technologies in building strategies to combat misleading news through social media platforms in light of adopting the optimistic scenario.	**0.874**
Your vision for the future of using modern digital technologies in building strategies to combat misleading news through social media platforms in light of adopting the scenario of stable conditions.	**0.792**
Your vision for the future of using modern digital technologies in building strategies to combat misleading news through social media platforms in light of adopting the pessimistic scenario.	**0.803**
Overall Questionnaire	**0.817**
Self-Reported Validity	**90.3%**

The previous table reveals the high values of the alpha coefficient (reliability) for the study scales, all of which aim to describe "a future vision for strategies to combat media misinformation through social media platforms within the framework of being a comparative study between the elite in American society and Arab society." All study scales were characterized by high values of reliability between their phrases in measuring their goal, as the reliability of the questionnaire with all its scales came at a value of (81.7%), and the reliability values of the scales were arranged from the highest value to the lowest as follows:

• The value of the reliability coefficient for the Reasons for using social media to obtain information scale came at (0.703).

• The value of the reliability coefficient for Manifestations of media disinformation through social media platforms scale came at (0.835).

• The value of the reliability coefficient for Mechanisms for combating media disinformation on social media platforms scale came at (0.643).

• The value of the reliability coefficient for Strategies that can be followed to confront media disinformation through social media platforms scale came at (0.833).

• The value of the reliability coefficient for The sample vision for the future of using modern digital technologies in building strategies to combat misleading news through social media platforms in light of adopting the optimistic scenario scale came at (0.874).

• The value of the reliability coefficient for The sample vision for the future of using modern digital technologies in building strategies to combat misleading news through social media platforms in light of adopting the scenario of stable conditions scale came at (0.792).

• The value of the reliability coefficient for The sample vision for the future of using modern digital technologies in building strategies to combat misleading news through social media platforms in light of adopting the pessimistic scenario scale came at (0.803).

Statistical processing of the study:

The statistical analysis program (SPSS) was relied upon to analyze the field study data. The level of significance adopted in the current study in all tests of hypotheses and correlations is represented in accepting the results of statistical tests at a confidence level of 95% or more, i.e. at a significance level of 0.05 or less. The statistical methods used in the study were:

First: Descriptive measures: which were represented by simple frequencies and percentages, the arithmetic mean, and the standard deviation, which determines the extent of divergence or convergence of readings from their arithmetic mean, as well as the relative weight calculated from the equation: (arithmetic mean x 100) ÷ the maximum degree of the statement.

Second: Statistical tests: which were represented by the (t) test for independent groups (Independent-Samples T-Test), as well as the one-way analysis of variance (Oneway Analysis of Variance), known in short as ANOVA.

Third: Correlation coefficients, which were represented by Pearson Correlation Coefficient.

The Terminology

Misinformation has been described in the literature as "false, mistaken or misleading" information, often considered as an "honest mistake."

On the other hand, ***Disinformation*** is false information, spread deliberately with the intention to mislead and/or deceive. **Fake news** has been defined as "news articles that are intentionally and verifiably false, and could mislead readers", and most researchers follow this definition. So fake news is an example of disinformation. In this paper, we use the terms "disinformation" and "fake news" interchangeably. Many researchers also use the term "hoax" (originating from hocus, which means to trick or deceive), to refer to deliberate false information.

Hoaxes are messages created with the intention of being spread to a large number of people, to "persuade or manipulate other people to do or prevent preestablished actions, mostly by using a threat or deception". There has also been some work in the modeling of the spread of "rumors." According to (Rosnow, 1991), "rumors" are "public communications that are infused with private hypotheses about how the world works." Although we do not cover it in much detail, "conspiracy" and "conspiracy theory" are also terminologies that researchers have used in related works. According to (van der Tempel & Alcock, 2015), conspiracy theories are beliefs that are largely disregarded by society. A conspiracy theory "involves not only the denial of official, commonly-held explanations about the causes of an event, but also the attribution of the event to a plan devised by a group of agents

with hidden, unlawful, and malevolent intent". For details on how conspiracy theories spread and government responses so far, we direct readers to **(Shu, K., Bhattacharjee, A., Alatawi, F., Nazer, T. H., Ding, K., Karami, M., & Liu, H. 2020).**

Wardle and Derakhshan (2017) distinguish between misinformation, false information that is not created to cause harm; disinformation, false information that is created to cause harm; and malformation, information that is not false but is intended to cause harm. Disinformation by this classification includes fabrication, but also content that has been manipulated, given a false context or comes from a source posing as someone else **(Saurwein, F., & Spencer-Smith, C. 2020).**

Results and discussion

The first axis: Relying on social media platforms:

The sample rely on social media platforms regarding what is published about the societal issues raised there:

Table no (3)- The sample relies on social media platforms regarding what is published about the societal issues raised there

	Arab		American		Total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
depend heavily	53	48.2	18	20	71	35.5
depend somewhat	43	39.1	69	76.7	112	56
depend rarely	14	12.7	3	3.3	17	8.5
Total	110	00	90	100	200	100
Chi-Square: 28.694 df :2 Sig: 0.000 **Contingency Coefficient : 0.354**						

According to the previous table, a large percentage of Arabs rely heavily on social media platforms regarding societal issues, at 48.2%, compared to Americans who rely on them in the same way at only 20%. This large difference reflects a greater

tendency among Arabs to consume information from these platforms, perhaps as a result of their increasing role as a primary source of news and information in Arab societies.

The largest percentage in both groups relies on social media platforms partially, at 39.1% among Arabs and 76.7% among Americans sample. This shows that Americans sample tend to consume information from multiple means, with only partial reliance on social media, which may reflect a more diverse media culture in American societies compared to Arab societies.

As for the rare reliance on social media platforms, it represents 12.7% among Arabs and only 3.3% among Americans. This lower percentage among Americans reflects a difference in media behavior, as Arabs appear to be more inclined to engage with traditional or other media outlets compared to Americans.

The Chi-Square test indicates a statistically significant relationship between nationality (Arab/American) and the level of reliance on social media to address societal issues, with a value of 28.694 and with a degree of freedom of 2 and a significance level of 0.000. The contingency coefficient also shows a value of 0.354, indicating a moderate correlation between the two variables.

The data reflect substantial differences between Arabs and Americans in their levels of reliance on social media. Arabs tend to rely heavily on these media, perhaps due to a lack of traditional media alternatives or greater trust in these platforms, while Americans show a tendency toward partial reliance with reliance on other sources. These results highlight the need to understand different cultural and media contexts when analyzing the role of social media in shaping awareness of societal issues.

The social media platform that the sample rely on to obtain information about various societal issues:

Table no (4)- The social media platform that the sample rely on to obtain information about various societal issues

	Arab		American		total	
	frequency	%	frequency	%	frequency	%
Facebook	80	72.7	42	46.7	122	61.0
YouTube	43	39.1	45	50.0	88	44.0
Twitter	29	26.4	35	38.9	64	32.0
Instagram	28	25.5	30	33.3	58	29.0
TikTok	15	13.6	17	18.9	32	16.0
Total	110		90		200	

The previous table reveals the nature of the social media platforms that the sample relies on to obtain information about societal issues, and it shows that Facebook is the most relied upon platform among Arabs at 72.7%, compared to 46.7% among Americans. This large disparity reflects the prevalence of Facebook in the Arab world as a primary tool for obtaining news and information, perhaps due to its features that include ease of access and diversity of content. In contrast, Americans' lower use of Facebook may be due to the greater diversity of their communication platforms. YouTube ranks second in reliance, with 39.1% of Arabs and 50% of Americans relying on it. This indicates that YouTube is a distinct source of multimedia information, with a greater preference among Americans, perhaps due to the explanatory and educational content it provides.

The percentage of Arab sample 26.4% rely on Twitter, compared to 38.9% of Americans sample, this disparity reflects the different roles that Twitter plays in societies, as it is used in American societies as a primary source of breaking news

and public discussions more than it is in the Arab world. Instagram is used by 25.5% of Arabs and 33.3% of Americans. This slight difference reflects a trend toward visual platforms, with Instagram being used to get news and information in a visual and engaging way, with relatively higher adoption among Americans. Tik-Tok is the least used platform among all categories, with 13.6% of Arabs and 18.9% of Americans using it. This suggests that Tik-Tok still holds a lower position in terms of obtaining information about societal issues, despite its growing popularity as an entertainment platform.

The data reflects clear differences in platform preferences between Arabs and Americans. Arabs clearly lean toward Facebook as a primary source, while Americans show greater diversity in their use of other platforms such as YouTube and Twitter. These differences reflect the influence of cultural and media contexts and digital infrastructure in determining which platforms are most used to obtain information about societal issues.

the reasons for using social media platforms to obtain information from the sample:

Table no (5)- the reasons for using social media platforms to obtain information from the sample:

	Agree		Neutral		Disagree		Mean	std	Relative weight
	frequency	%	Frequency	%	frequency	%			
Provides continuous updates on current events in real time.	178	89.0	20	10.0	2	1.0	2.88	0.355	96.0
Provides information quickly and	169	84.5	31	15.5	0	0	2.85	0.363	95.0

	Agree		Neutral		Disagree		Mean	std	Relative weight
	frequency	%	Frequency	%	frequency	%			
instantly, helping to follow events moment by moment.									
Enables the user to access diverse content covering different fields and specializations.	169	84.5	31	15.5	0	0	2.85	0.363	95.0
Provides the opportunity to view different points of view through open discussions between users.	132	66.0	66	33.0	2	1.0	2.65	0.499	88.3
Contributes to facilitating access to the opinions and analyses of experts and specialists through trusted accounts.	131	65.5	66	33.0	3	1.5	2.64	0.512	88.0
Provides free information, making it an economical option compared to	131	65.5	64	32.0	5	2.5	2.63	0.533	87.7

	Agree		Neutral		Disagree		Mean	std	Relative weight
	frequency	%	Frequency	%	frequency	%			
paid sources.									
Provides local and international news in one place without the need to navigate between multiple sources.	129	64.5	62	31.0	9	4.5	2.6	0.576	86.7
Contributes to building community awareness through awareness campaigns launched by digital platforms.	110	55.0	78	39.0	12	6.0	2.49	0.61	83.0
Enhances individuals' ability to analyze information due to the links and resources attached to the content.	115	57.5	56	28.0	29	14.5	2.43	0.733	81.0
Helps communicate directly with news content creators or	98	49.0	72	36.0	30	15.0	2.34	0.726	78.0

	Agree		Neutral		Disagree		Mean	std	Relative weight
	frequency	%	Frequency	%	frequency	%			
officials to obtain additional clarifications.									

The previous table reveals the reasons for the sample's reliance on social media as a source of information. The study sample indicated that social media sites provide continuous updates of current events in real time, and this reason received a relative weight of 96.0 points, indicating that users rely primarily on the speed provided by these platforms to keep up with developments, especially in cases of breaking news that require instant follow-up. In addition, the high speed of transferring information and following events moment by moment occupies a prominent position, coming in second place and receiving a relative weight of 95.0 points. This highlights the importance of timing for users who rely on these platforms as a means of obtaining information immediately, which helps them make informed decisions. With the same previous weight, comes the reason for the sample's ability to access diverse content covering multiple fields and specializations, which reflects the extent of users' interest in the availability of diverse information in one place without the need to move between multiple sources. These platforms also contribute to meeting the needs of individuals interested in various issues, whether political, social, cultural, or economic. In addition to the above, the reason for providing an opportunity for open discussion among the members of the study sample, which helps to present different points of view on the issues raised, and this reason received a relative weight of 88.3 points, indicating that users appreciate community interaction and constructive discussions that help them understand the dimensions of issues from multiple angles, followed by a very small difference in the reason for social media sites

gaining users' trust thanks to providing access to the opinions and analyses of experts and specialists through trusted accounts, with a relative weight of 88.0 points, which reflects the role of these platforms in providing high-quality content that can be relied upon, which enhances their position as a reliable source of information. By a small difference, the reason for the economic aspect of these platforms was an influential factor in their preference, as the feature of providing information for free received a relative weight of 87.7 points. This is one of the reasons that make social media sites an economical choice compared to paid sources, especially for individuals looking for rich content without additional costs, followed by the reason for users' ability to obtain local and international news in one place, which recorded a relative weight of 86.7 points. This feature provides convenience for users who can easily follow developments without having to navigate between multiple sources.

It is worth noting that social media sites play a pivotal role in building community awareness through the awareness campaigns they launch, which received a relative weight of 83.0 points. This highlights the importance of the role of these platforms in promoting community values and raising awareness about important issues. These platforms also help enhance users' ability to analyze information thanks to the links and sources attached to the content, which received a relative weight of 81.0 points. This reflects the role of social media in promoting critical thinking and enabling users to verify the accuracy of information.

Finally, social media sites contribute to enhancing direct communication with news content creators or officials, which helps in obtaining additional details or accurate clarifications. They received a relative weight of 78.0 points, indicating their importance as an effective means of communication between the public and the responsible authorities. The results thus highlight that social media sites as a multi-

dimensional platform provide users with many advantages, starting from the speed of news transmission and the diversity of content, all the way to enhancing critical thinking and building community awareness. These features contribute to making it the first source of information for many individuals, considering their different needs and diverse preferences.

From the previous sample answers, a general scale was developed regarding What are the reasons for using social media platforms to obtain information from them, and the results are:

Table no (6)- the results of the scale about the reasons for using social media platforms to obtain information from them

	Arab		American		Total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Low.	2	1.8	0	0	2	1
Mid.	22	20	24	26.7	46	23
High.	86	78.2	66	73.3	152	76
Total	110	100	90	100	200	100
Chi-Square: 2.746			**df : 2**			**Sig: 0.253**

The data shows that the vast majority of both Arab and American participants rely heavily on social media platforms for information, with 78.2% of Arabs and 73.3% of Americans choosing the category indicating high use. While 20% of Arabs and 26.7% of Americans chose the category indicating medium use, no Americans chose the low category, while 1.8% of Arabs chose it. This indicates a high reliance on social media platforms as a primary source of information in both Arab and American societies. As for the results of the Chi-Square test (Chi-Square = 2.746, df = 2, Sig = 0.253), they indicate that there are no statistically significant differences

between the two groups in the use of social media platforms for information. The significance value is greater than 0.05, which means that the differences between Arabs and Americans in the use of these platforms for information are considered statistically insignificant, and therefore any differences may be due to chance.

The sample trust on social media platforms regarding in what is published about the societal issues raised there:

Table no (7)- The sample trust on social media platforms regarding in what is published about the societal issues raised there

	Arab		American		total	
	frequency	%	frequency	%	frequency	%
Very confident.	10	9.1	0	0	10	5
Somewhat confident.	77	70	72	80	149	74.5
Rarely confident.	23	20.9	18	20	41	20.5
Total	110	100	90	100	200	100
Chi-Square: 8.866 df : 2 Sig: 0.012 Contingency Coefficient : 0.206						

The data in the previous table reveals clear differences between the Arab and American sample regarding the level of trust in social media platforms as a source of information on societal issues. It appears that 9.1% of Arabs expressed "a great deal of trust" in what is published on these platforms, while Americans did not register any percentage in this category. This reflects a disparity in the level of absolute trust between the two groups, as Arabs appear to be more inclined to have high trust compared to Americans. As for those with "medium trust," this category was the most common among both groups. 70% of Arabs and 80% of Americans expressed a level of medium trust in social media platforms. This indicates that the

majority of participants, regardless of their cultural background, place their trust in these platforms with some reservations.

In contrast, the results showed that 20.9% of Arabs and 20% of Americans have "rare trust" in the published content. This closeness between the percentages indicates that there is a group of individuals in both societies who remain skeptical about the credibility of the information provided by social media platforms.

The Chi-Square test result indicates that there are statistically significant differences between the Arab and American samples regarding the level of trust in social media platforms regarding societal issues (Sig = 0.012, which is less than the significance level of 0.05). This result reflects that the differences between the two groups are not random, but rather show real differences in trust. It is noted from the data that medium trust is prevalent among the sample, reaching 70% for Arabs and 80% for Americans, while high trust was exclusive to Arabs at 9.1%, and was not recorded among Americans. This reflects a clear cultural difference in the level of trust in social media platforms.

The results reflect cultural differences in absolute trust levels, with Arabs showing a greater willingness to trust highly. However, Arabs and Americans converge in other categories, indicating that medium trust is the most prevalent, while skepticism remains among a certain segment of participants in both societies. These results are an indication of the need to improve the credibility of content posted on social media platforms to gain broader trust among users from different cultures.

The second axis: The ability of the study sample to distinguish between true and false news and media disinformation.

The sample ability to distinguish between true and false news on social media platforms:

Table no (8)- The sample ability to distinguish between true and false news on social media platforms

	Arab		American		Total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
To a great extent.	47	42.7	21	23.3	68	34
To a moderate extent.	56	50.9	69	76.7	125	62.5
To a rare extent.	7	6.4	0	0	7	3.5
Total	110	100	90	100	200	100
Chi-Square: 16.458 df : 2 Sig: 0.000 Contingency Coefficient : 0.276						

The data reveals significant differences between the Arab and American sample regarding the ability to distinguish between true and false news on social media platforms, as the results showed that the majority of the sample in both groups confirmed that they have an average ability to distinguish between news, with the percentage reaching 50.9% among Arabs and 76.7% among Americans. This higher percentage among Americans indicates that most of them rely on a moderate assessment when dealing with news, which may reflect their doubts about the accuracy of the content or a desire to constantly verify sources.

It was also reported that 42.7% of Arabs reported that they were able to distinguish between true and false news "to a great extent," compared to only 23.3% of Americans. This difference reflects greater confidence among Arabs in their ability

to evaluate the accuracy of information published on platforms, which may be related to factors such as experience or heavy reliance on these platforms as a source of information.

Regarding the "rare" ability to distinguish, the percentage reached 6.4% among Arabs, while no American participant was recorded in this category. This suggests that a small segment of Arabs have difficulty distinguishing between true and false news, while all Americans appear to have minimal ability to do so.

The Chi-Square test result indicates that there are statistically significant differences between the Arab and American samples in the ability to distinguish between true and false news on social media platforms (Sig = 0.000, which is less than the significance level of 0.05). This result means that the differences between the two groups are not random, but rather represent real differences in the ability to discriminate. It is noted that Arabs showed a higher percentage of high ability to discriminate (42.7%) compared to Americans (23.3%), while average ability was more common among Americans at 76.7% compared to 50.9% for Arabs. In addition, the data indicate that the inability to discriminate was very limited among Arabs at 6.4%, and no cases were recorded among Americans in this category, reflecting clear cultural and experiential differences between the two groups.

The results reflect a clear cultural difference in levels of confidence in the ability to distinguish between news. Arabs appear to tend to rate their own abilities more highly than Americans, with those who believe they are highly capable more prominently. In contrast, Americans tend to rate their abilities more moderately, suggesting a more conservative approach to dealing with news on social media platforms. These findings highlight the importance of enhancing critical thinking skills in both groups to improve their ability to deal with news in the digital age.

The sample knowledge about techniques for distinguishing between true and false news on social media platforms:

Table no (9)- The sample knowledge about techniques for distinguishing between true and false news on social media platforms

	Arab		American		Total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Great knowledge.	42	38.2	21	23.3	63	31.5
Medium knowledge.	55	50	66	73.3	121	60.5
Rare knowledge.	13	11.8	3	3.3	16	8
Total	110	100	90	100	200	100
Chi-Square: 12.374 df : 2 Sig: 0.000 Contingency Coefficient : 0.241						

The results indicate a clear discrepancy between the Arab and American samples in the level of knowledge of techniques for distinguishing between true and false news on social media platforms. For the Arab sample, we find that 38.2% of participants have a great deal of knowledge of techniques for distinguishing between true and false news, reflecting a high level of awareness about this issue in Arab society. In contrast, the percentage of Americans who have the same level of knowledge was lower, reaching only 23.3%, which may indicate that American society may be less familiar with advanced discrimination techniques or face challenges in expanding this knowledge.

On the other hand, we find that intermediate knowledge is the most common in both groups, as the percentage of Arab participants who have intermediate knowledge reached 50%, while this percentage was higher in the American sample, reaching 73.3%. This indicates that Americans tend to have intermediate

knowledge in distinguishing news on social media more than Arabs. This may be a result of increased training programs or awareness in American society about how to deal with digital news. As for rare knowledge, its percentage was very low in both groups, reaching 11.8% among Arabs and 3.3% among Americans. This reflects a reasonable degree of general awareness in both groups, as it appears that the largest number of participants in the Arab sample have at least limited knowledge about discrimination techniques, while Americans show a relative paucity in this category.

The Chi-Square test result showed statistically significant differences between the two groups in the level of knowledge of news discrimination techniques (Sig = 0.000, which is less than the significance level of 0.05). This result indicates that the differences between the Arab and American samples are not random, but rather reflect real differences in knowledge and awareness about news discrimination techniques on social media.

These differences may be related to cultural or educational factors that affect the degree of individuals' knowledge of this topic, which highlights the importance of improving awareness and training programs in different societies to raise awareness about how to distinguish between true and false news.

The sample opinion, about the manifestations of media disinformation on social media platforms:

Table no (10)- The sample opinion, about the manifestations of media disinformation on social media platforms:

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Sensational and inaccurate headlines are used to grab attention without providing credible content.	188	94.0	12	6.0	0	0	2.94	0.238	98.0
Breaking news is published on social media platforms without verifying its sources.	181	90.5	15	7.5	4	2.0	2.89	0.377	96.3
Certain parts of events or statements are cherry-picked without providing full context.	178	89.0	22	11.0	0	0	2.89	0.314	96.3
Emotions such as fear and anger are used to influence audience response to content.	175	87.5	24	12.0	1	.5	2.87	0.352	95.7

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Rumors spread quickly on platforms before they are verified.	158	79.0	41	20.5	1	.5	2.79	0.424	93.0
Images and videos are manipulated to present a false or misleading narrative of events.	154	77.0	43	21.5	3	1.5	2.75	0.465	91.7
Fake or unverified information is promoted by fake or unverified accounts.	145	72.5	55	27.5	0	0	2.72	0.448	90.7
Statistics are misleadingly used to support specific or misleading views.	137	68.5	62	31.0	1	.5	2.68	0.478	89.3
False information is intentionally spread for political or economic gain.	137	68.5	60	30.0	3	1.5	2.67	0.502	89.0
News is presented in a vague or ambiguous manner with the	134	67.0	61	30.5	5	2.5	2.64	0.53	88.0

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
aim of distracting from the facts.									

The results show that the study participants identify several prominent manifestations of media disinformation on social media platforms, and the high relative weight of these manifestations reflects the great awareness of the effects of disinformation on individuals and societies.

One of the most prominent manifestations of media disinformation is the use of sensational and inaccurate headlines to attract attention without providing reliable content, as this item received a relative weight of 98.0 points, reflecting the participants' awareness of the importance of headlines in influencing public perceptions. This is followed by the publication of breaking news on social media platforms without verifying its sources (96.3 points), a practice that indicates that the media rushes to publish news before verifying its accuracy, which enhances the spread of rumors and disinformation.

It was also noted that some parts of events or statements are selectively chosen without providing the full context (96.3 points), a technique used to direct the audience towards a particular interpretation of the event. This reflects content manipulation techniques that contribute to the presentation of inaccurate or misleading narratives.

The use of emotions such as fear and anger to influence the audience's response was also a prominent manifestation of media disinformation (95.7 points). This suggests that social media content is often designed to manipulate people's emotions and influence their attitudes towards issues.

Another feature identified was the rapid spread of rumors on platforms before they are verified (93.0 points), reflecting a social media environment that accelerates the

spread of unverified information. The manipulation of images and videos to present a false or misleading narrative of events had a relative weight of 91.7 points, indicating that visual media plays a significant role in promoting media disinformation.

The results also showed the spread of false or unverified information through fake or unreliable accounts (90.7 points), making it more difficult to verify the information being published. The misleading use of statistics to support certain points of view had a relative weight of 89.3 points, highlighting the manipulation of numbers by some parties to present certain positions as facts. Finally, the intentional dissemination of false information for political or economic purposes was confirmed (89.0 points), which reflects the use of media disinformation to achieve specific gains, and the presentation of news in an ambiguous or unclear manner (88.0 points) contributes to distorting the true picture and paves the way for directing false narratives. In general, these results indicate a deep awareness among participants of the various methods of media disinformation on social media platforms, as the results showed that participants have a high awareness of the practices of news disinformation and information manipulation that affect their understanding of events.

From the previous sample answers, a general scale was developed regarding the **sample opinion, about the manifestations of media disinformation on social media platforms and the results were:**

Table no (11)- The scale about the sample opinion, about the manifestations of media disinformation on social media platforms

	Arab		American		total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Mid	12	10.9	3	3.3	15	7.5
high	98	89.1	87	96.7	185	92.5
Total	110	100	90	100	200	100
Chi-Square: 4.095 df : 1 Sig: 0.043 Contingency Coefficient : 0.142						

The data indicate that the vast majority of participants from both Arab and American communities see significant manifestations of media disinformation on social media platforms, with 89.1% of Arab participants and 96.7% of American participants indicating high manifestations of media disinformation on these platforms. The percentage of participants who saw moderate manifestations was much lower, at 10.9% among Arabs and 3.3% among Americans.

These percentages reflect a deep appreciation of the phenomenon on social media platforms by participants in both communities. As for the Chi-Square test (Chi-Square = 4.095, df = 1, Sig = 0.043), it indicates a statistically significant difference between Arab and American participants in their assessment of media disinformation on social media platforms, as the significance value is less than 0.05, which reflects that the disparity between the two communities in their assessment of these manifestations is a real difference and not just a coincidence. The contingency coefficient (Contingency Coefficient = 0.142) also indicates a slight association between the sample and the studied phenomena.

The third axis: Evaluation of the study sample's engagement with the information provided by social media platforms and its types:

The social media platforms spread that the most misleading news about various societal issues:

Table no (12)- The social media platforms spread that the most misleading news about various societal issues

	Arab		American		total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Facebook.	91	82.7	74	82.2	165	82.5
TikTok.	54	49.1	39	43.3	93	46.5
YouTube.	53	48.2	15	16.7	68	34.0
Instagram.	46	41.8	16	17.8	62	31.0
Twitter.	50	45.5	6	6.7	56	28.0
Total	110		90		200	

The results of the study, as presented in the previous table, show that Facebook is considered the main platform that spreads misleading news about societal issues, as 82.7% of Arabs and 82.2% of Americans reported that it is the most widespread source of this type of news, reflecting Facebook's dominance as a major tool for spreading information, whether accurate or misleading. This indicates that Facebook remains at the heart of the debate on media disinformation on a global level, with a noticeable impact in both the Arab and American contexts. As for other platforms, TikTok came in second in terms of spreading misleading news, with a percentage of 49.1% of Arabs and 43.3% of Americans. This reflects the wide spread of short video content on TikTok and its ability to interact with users quickly, making it a fertile environment for the spread of distorted news.

These results also show a slight difference between the Arab and American sample in the extent of TikTok's influence in spreading misleading news. For YouTube, misinformation rates were significantly lower among Americans, with 16.7% reporting that YouTube is a platform that spreads misinformation, compared to 48.2% of Arabs. This difference suggests that Arabs may view YouTube as a more influential source of misinformation than Americans, perhaps due to the type of content or different usage preferences between the two cultures.

As for Instagram, the results showed that the percentage of participants who saw it as a platform that spreads misinformation was 41.8% among Arabs and 17.8% among Americans, indicating that Arabs tend to believe that Instagram is a greater source of misinformation than Americans.

Finally, for Twitter, misinformation rates were significantly lower, with 45.5% of the Arab sample believing that Twitter spreads misinformation, compared to only 6.7% among Americans. This large difference reflects cultural differences in the use and appreciation of Twitter, suggesting that Arabs may face greater challenges in verifying information on this platform than Americans. Overall, it can be said that Facebook remains the most influential platform in spreading misleading news among the Arab and American sample, while the results show a disparity in the influence of other platforms such as TikTok, YouTube, Instagram, and Twitter between the Arab and American sample.

The journalistic forms that can be used to spread misleading news via social media platforms:

Table no (13)- the journalistic forms that can be used to spread misleading news via social media platforms

	Arab		American		Total	
	frequency	%	frequency	%	frequency	%
News.	86	78.2	22	24.4	108	54.0
Digital Stories.	25	22.7	71	78.9	96	48.0
Reports.	41	37.3	35	38.9	76	38.0
Infographics.	33	30.0	36	40.0	69	34.5
Investigations.	33	30.0	23	25.6	56	28.0
Articles.	29	26.4	3	3.3	32	16.0
Total	110		90		200	

The results of the study, as presented in the table, show that news is the most widely used journalistic form for spreading misleading news on social media platforms, with 78.2% of Arabs and 24.4% of Americans reporting that news is primarily used to spread misleading information. This large disparity between the Arab and American sample reflects the difference in the prevalence of traditional news as a means of media misinformation in the two cultural contexts, as Arabs appear to be more affected by misleading news on social media than Americans. As for digital stories, the results showed that 78.9% of Americans consider them an effective means of spreading misleading news, compared to 22.7% of Arabs.

This difference indicates that Americans prefer to use digital stories as a tool for conveying misleading news and information, which may be related to the more flexible use of digital media in American society, where the dissemination of stories via means such as Instagram, Facebook, and Twitter are very common. In terms of

reports, the percentages of using reports to spread misleading news were close between Arabs and Americans, reaching 37.3% among Arabs and 38.9% among Americans. This reflects that in both contexts, the press report is a popular tool for conveying news, whether true or misleading, which reflects the ability of reports to present information in a reliable or questionable manner.

As for infographics, the percentages of misleading news spread through this tool were 30% among Arabs and 40% among Americans, reflecting the increasing use of infographics as a means of presenting information in an attractive way, but they may also include false or biased information to pass misleading messages.

In terms of journalistic investigations, the percentages were also close, as 30% of Arabs and 25.6% of Americans reported that journalistic investigations are used to convey misleading news, indicating that investigations can sometimes be used in an inaccurate or distorted manner on social media platforms.

Finally, the results show that articles are less frequently used to spread misinformation, with 26.4% among Arabs and 3.3% among Americans, suggesting that newspaper articles are not as frequently used on social media platforms to spread misinformation as other forms of journalism. Overall, news is the most common tool for spreading misinformation in the Arab context, while digital stories are most common in the American context, reflecting differences in media and social media diffusion methods between the two cultures.

The topics that are most frequently misled by media on social media platforms:

Table no (14)- the topics that are most frequently misled by media on social media platforms

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Political.	160	80.0	39	19.5	1	.5	2.8	0.417	93.3
Social.	130	65.0	69	34.5	1	.5	2.64	0.49	88.0
Crises.	126	63.0	74	37.0	0	0	2.63	0.484	87.7
Corruption issues.	111	55.5	84	42.0	5	2.5	2.53	0.548	84.3
Economic.	93	46.5	106	53.0	1	.5	2.46	0.51	82.0
Artistic.	108	54.0	72	36.0	20	10.0	2.44	0.67	81.3
Sports.	87	43.5	64	32.0	49	24.5	2.19	0.804	73.0

The data indicates that social media platforms show a great interest in spreading misleading news about officials, as they received the highest relative weight of 89.0 points. This focus reflects the importance of officials in the public arena and their influence in decision-making, making them a prime target for misleading news aimed at influencing public opinion or undermining confidence in them.

Political figures come in second place with a relative weight of 87.0 points, reflecting the great interest in spreading misleading news about political activists due to their influential role in raising political and social issues. These results indicate that misleading content targeting this category may be part of deliberate campaigns to distort their image or reduce their influence.

As for businessmen, they received a relative weight of 86.0 points, indicating their exposure to misleading news that may aim to affect their reputation or economic interests. This reflects the sensitivity of the economic field and its role in directing public policies and societies.

The results show that social activists with a relative weight of 83.3 and civil society leaders with a weight of 79.0 are also targets of misinformation, albeit to a lesser extent than officials and politicians. This suggests that these groups may be targeted to influence social movements or advance certain agendas against them.

As for athletes and entertainers, their relative weights were 78.7 and 78.0 respectively, reflecting that they are relatively less targeted compared to other groups. Misinformation about these groups may be aimed at tarnishing their personal reputation or influencing their fans, but they are often less influential in the political or social arena.

Finally, security leaders received the lowest relative weight of 72.0, suggesting that misinformation targeting them may be less common, but may focus on tarnishing the reputation of security institutions or undermining public confidence in them.

Overall, these results show that disinformation targets different social groups to varying degrees, with a greater focus on officials and politicians due to their prominent influence in society.

From the previous sample answers, a general scale was developed regarding the topics that are most frequently misled by media on social media platforms, and the results are:

Table no (15)- a general scale was developed regarding topics that are most frequently misled by media on social media platforms

	Arab		American		Total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Low	1	0.9	0	0	1	0.5
Mid	17	15.5	32	35.6	49	24.5
high	92	83.6	58	64.4	150	75
total	110	100	90	100	200	100
Chi-Square: 11.413, df : 2, Sig: 0.003, Contingency Coefficient : 0.232						

The data indicates that the vast majority of participants from both Arab and American communities believe that there are topics that are heavily manipulated on social media platforms. 83.6% of Arab participants and 64.4% of American participants indicated that there is a high level of media misinformation regarding the most popular topics on these platforms. The percentage of participants who saw media misinformation as being at an average level was significantly lower, at 15.5% among Arabs and 35.6% among Americans. As for those who felt that media misinformation on these topics was low, the percentage was very small (0.9% among Arabs and 0% among Americans). As for the Chi-Square test (Chi-Square = 11.413, df = 2, Sig = 0.003), it shows a statistically significant difference between the Arab and American communities in their perceptions of the topics most exposed to media misinformation on social media platforms, as the significance value is less than 0.05, indicating that this disparity is not random but rather significant. The contingency correlation coefficient (Contingency Coefficient = 0.232) also reflects a moderate correlation between the sample and the studied aspects.

the sample that social media platforms are most interested in spreading misleading news about:

Table no (16)- the sample that social media platforms are most interested in spreading misleading news about

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Officials.	141	70.5	53	26.5	6	3.0	2.67	0.53	89.0
Political activists.	124	62.0	74	37.0	2	1.0	2.61	0.509	87.0
Businessmen.	124	62.0	67	33.5	9	4.5	2.58	0.58	86.0
Social activists.	104	52.0	91	45.5	5	2.5	2.5	0.549	83.3
Civil society	99	49.5	77	38.5	24	12.0	2.37	0.69	79.0

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
leaders.									
Athletes.	110	55.0	53	26.5	37	18.5	2.36	0.778	78.7
Artists.	101	50.5	67	33.5	32	16.0	2.34	0.741	78.0
Security leaders.	61	30.5	110	55.0	29	14.5	2.16	0.653	72.0

The data indicates that social media platforms focus heavily on spreading misleading news about officials, as they received the highest relative weight of 89.0 points. This focus reflects the importance of officials in directing public policies and making decisions, making them a target for misleading news that aims to undermine public trust or affect their credibility.

Political figures come in second place with a relative weight of 87.0 points, indicating that political activists are often targets of misleading news. This may be due to their influential role in directing public opinion and raising issues that affect societies, which makes targeting them an attempt to influence their positions or limit their influence.

As for businessmen, they received a relative weight of 86.0 points, reflecting their targeting with misleading news that may aim to tarnish their reputation or affect their economic interests. This targeting is usually related to economic competition or seeking to influence policies related to the economic field.

In fourth place, social activists received a relative weight of 83.3 points, indicating that this category is also exposed to misleading news, especially regarding the social issues they espouse. The aim of this news may be to affect their credibility and undermine their influence on social movements.

Civil society leaders received a relative weight of 79.0 points, indicating that they are exposed to misleading news, especially those aimed at weakening their role in promoting community dialogue or influencing policies that affect communities.

As for athletes and artists, they received close relative weights, 78.7 and 78.0 points, respectively. This indicates that they are also targeted, but to a lesser extent than political and social categories. The targeting of these categories is often related to their personal reputation and an attempt to stir up controversy around them to have a greater impact on their audiences.

Finally, security leaders received the lowest relative weight of 72.0 points. However, targeting them with misleading news can be dangerous, as it often aims to undermine public confidence in security institutions or distort their image to achieve political or social goals.

In general, these relative weights show that misleading news targets multiple groups with varying emphasis, with priority given to officials and political figures as those with the most influence in societies, while targeting other groups for reasons related to economic, social or entertainment interests.

From the previous sample answers, a general scale was developed regarding the sample that social media platforms are most interested in spreading misleading news about, the result are:

Table no (17)- a general scale was developed regarding the sample that social media platforms are most interested in spreading misleading news about

	Arab		American		total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
low	2	1.8	0	0	2	1
Mid	19	17.3	35	38.9	54	27
high	89	80.9	55	61.1	144	72
Total						
Chi-Square: 12.897 df : 2 Sig: 0.002						
Contingency Coefficient : 0.246						

The results indicate that the vast majority of study participants from both Arab and American communities believe that social media platforms focus heavily on spreading misleading news about certain individuals or groups. 80.9% of Arab participants and 61.1% of American participants indicated that this misleading news is largely focused on certain groups. While the lowest percentage of those who believe that media misinformation is at an average level (17.3% among Arabs and 38.9% among Americans), the percentage of those who believe that misinformation is low was small (1.8% among Arabs and 0% among Americans). As for the Chi-Square test (Chi-Square = 12.897, df = 2, Sig = 0.002), the result shows that there is statistical significance between the perceptions of participants from Arab and American communities about the groups targeted by misleading news, as the probability value (Sig) is less than 0.05, which means that the difference between the two communities is not a coincidence and is significant. The contingency coefficient (CCO) = 0.246 also reflects a moderate association between perceptions and sample characteristics.

The sample opinion about combating disinformation on social media platforms:

Table no (18)- The sample opinion about combating disinformation on social media platforms

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Verify the accuracy of news and information before republishing or sharing it.	192	96.0	5	2.5	3	1.5	2.94	0.287	98.0
Beware of sharing overly	188	94.0	11	5.5	1	.5	2.94	0.267	98.0

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
emotional content without verifying its credibility.									
Use tools and techniques to detect manipulation of images and videos.	188	94.0	9	4.5	3	1.5	2.92	0.316	97.3
Enhance digital skills to analyze content and detect fake news.	181	90.5	19	9.5	0	0	2.9	0.294	96.7
Raise awareness of the importance of critical thinking when dealing with digital content.	170	85.0	30	15.0	0	0	2.85	0.358	95.0
Rely on official and reliable sources to obtain information.	169	84.5	31	15.5	0	0	2.84	0.363	94.7
Raise awareness of the dangers of media misinformation through awareness campaigns on various platforms.	163	81.5	37	18.5	0	0	2.82	0.389	94.0

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Interact with content based on its credibility rather than its appeal or popularity.	157	78.5	43	21.5	0	0	2.79	0.412	93.0
Report fake accounts or misleading content on platforms.	153	76.5	46	23.0	1	.5	2.76	0.44	92.0
Follow fact-checking initiatives launched by independent organizations.	150	75.0	47	23.5	3	1.5	2.74	0.475	91.3

The data shows that confronting media disinformation on social media platforms requires a variety of measures that can work together to achieve maximum impact . Verifying the accuracy of news and information before republishing or sharing it came in first place with a relative weight of 98.0 points, reflecting the importance of this step as a basic measure to combat media disinformation. Verifying sources and the credibility of news helps prevent the spread of false information that negatively affects individuals and societies.

Also, in first place was the importance of being careful not to share emotional content excessively without verifying its credibility with the same relative weight of 98.0 points. This indicates the role of emotions in influencing quick decisions to share content, which calls for increasing awareness of the danger of this step without verifying the accuracy of information.

The use of tools and techniques to detect manipulation of images and videos came in second place with a relative weight of 97.3 points, which confirms the importance of taking advantage of technological developments to confront visual disinformation, as this type of manipulation is used to spread misinformation in very influential ways. This was followed by enhancing digital skills to analyze content and detect fake news, which received a relative weight of 96.7 points, indicating the importance of investing in digital education and developing individuals' analytical capabilities to effectively confront disinformation. In fourth place came raising awareness of the importance of critical thinking when dealing with digital content, which came with a relative weight of 95.0 points, reflecting the importance of enhancing the public's critical thinking skills to evaluate the credibility of information instead of automatically accepting it, followed by relying on official and reliable sources to obtain information, with a relative weight of 94.7 points, which shows the importance of identifying reliable sources as a primary reference for obtaining documented and correct information, especially when controversial news spreads.

Then in sixth place came launching awareness campaigns on the dangers of media disinformation, which received a relative weight of 94.0 points, indicating the importance of enhancing public awareness through awareness activities on various platforms to educate the public about the dangers of misleading news, followed by interacting with content based on its credibility rather than its attractiveness or popularity, with a relative weight of 93.0 points, reflecting the need to change the pattern of media consumption from focusing on likes and shares to focusing on the validity and accuracy of the content.

Then in eighth place came reporting fake accounts or misleading content on platforms, which received a relative weight of 92.0 points, confirming the role of

users in supporting communication platforms in combating disinformation by immediately reporting suspicious cases. Finally, following up on fact-checking initiatives launched by independent institutions came with a relative weight of 91.3 points as a supportive means that enhances individual and institutional efforts to confront misleading news. These results indicate that confronting media misinformation requires joint efforts that include enhancing individual skills, increasing community awareness, and activating technical tools, in addition to the role of independent institutions and organizations in promoting a reliable media environment.

From the previous sample answers, a general scale was developed regarding the sample opinion about combating disinformation on social media platforms, the results are:

Table no (19)- a general scale was developed regarding the sample opinion about combating disinformation on social media platforms

	Arab		American		total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Mid	4	3.6	0	0	4	2
High	106	96.4	90	100	196	98
Total	110	100	90	100	200	100
Chi-Square: 3.340		**df :**	**1**		**Sig: 0.068**	

The results show that the majority of participants from both the Arab and American communities believe that there are effective ways to combat disinformation on social media platforms. 96.4% of Arab participants and 100% of American participants indicated that they believe there are effective methods to combat this type of disinformation. The percentage who believe that these methods are limited or average was very small (3.6% among Arabs and 0% among Americans).

Although a large percentage of participants confirm the importance of combating disinformation, the Chi-Square test (Chi-Square = 3.340, df = 1, Sig = 0.068) showed that the results do not carry strong statistical significance as the probability value (Sig) is greater than 0.05, which means that there is no fundamental difference between the perceptions of the Arab and American communities on how to combat disinformation.

The sample strategies that can be followed to confront media disinformation through social media platforms:

Table no (20)- The sample strategies that can be followed to confront media disinformation through social media platforms

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Specialized educational curricula can help enhance critical thinking and the ability to recognize misinformation.	164	82.0	35	17.5	1	.5	2.81	0.402	93.7
Improving mechanisms for reporting misleading content on social media platforms can help reduce the spread of fake news.	152	76.0	46	23.0	2	1.0	2.75	0.457	91.7
Social media platforms that	136	68.0	53	26.5	11	5.5	2.63	0.588	87.7

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
are lenient in dealing with misinformation can be subject to financial or legal penalties.									
Independent fact-checking centers can help enhance trust in information published on digital platforms.	118	59.0	77	38.5	5	2.5	2.57	0.545	85.7
Blockchain technologies can provide solutions to ensure that news sources are tracked and verified.	117	58.5	77	38.5	6	3.0	2.56	0.555	85.3
AI technologies are a key tool for detecting and analyzing disinformation in real time.	111	55.5	88	44.0	1	.5	2.55	0.509	85.0
Comprehensive awareness campaigns can enhance users' ability to verify information.	127	63.5	53	26.5	20	10.0	2.54	0.672	84.7

	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Strict international legislation can be developed to punish those responsible for spreading disinformation.	126	63.0	52	26.0	22	11.0	2.52	0.687	84.0
Cooperation between governments and technology companies is essential to develop effective strategies to combat misinformation.	119	59.5	57	28.5	24	12.0	2.48	0.701	82.7
National units specialized in combating misinformation are an effective tool to reduce its spread.	96	48.0	97	48.5	7	3.5	2.44	0.564	81.3

The results reflect the importance of adopting comprehensive and diverse strategies to confront media disinformation on social media platforms. Specialized educational curricula to enhance critical thinking and the ability to recognize misleading news come first with a relative weight of 93.7 points, confirming the pivotal role of education in enhancing community awareness. This investment in

education is a necessary step to build individuals' capacity to differentiate between facts and fake news.

In addition, a relative weight of 91.7 points to improve mechanisms for reporting misleading content indicates the urgent need to develop platforms that facilitate users' effective reporting of fake news. These mechanisms enhance users' trust and encourage them to engage positively with digital content.

On the regulatory level, financial or legal sanctions on lenient platforms with a relative weight of 87.7 points stand out as an effective tool to motivate technology companies to take strict measures against media disinformation. This is complemented by the proposal for strict international legislation to punish promoters of fake news, which received a relative weight of 84.0 points, reinforcing the need for international coordination to combat this cross-border phenomenon.

From a technical perspective, blockchain technologies with a relative weight of 85.3 and artificial intelligence with a relative weight of 85.0 appear as powerful future tools for tracking news sources and detecting digital manipulation. This highlights the importance of investing in innovative technical solutions that can operate in real time to detect media disinformation.

Furthermore, independent fact-checking centers, with a relative weight of 85.7, are an important means of enhancing public trust in published information, while comprehensive awareness campaigns with a relative weight of 84.7 contribute to raising users' awareness on how to deal with questionable news.

Finally, a relative weight of 82.7 points to the importance of collaboration between governments and technology companies to develop joint strategies to combat disinformation. National specialized units for combating disinformation with a relative weight of 81.3 also show a vital role in reducing the spread of misleading content at the local level.

These findings suggest the need for an integrated approach that combines education, technology, legislation, and collaboration to ensure a reliable and safe media environment.

From the previous sample answers, a general scale was developed regarding the strategies that can be followed to confront media disinformation through social media platforms, the results are:

Table no (21)- a general scale was developed regarding the strategies that can be followed to confront media disinformation through social media platforms

	Arab		American		Total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
low	1	0.9	0	0	1	0.5
Mid	11	10	39	43.3	50	25
high	98	89.1	51	56.7	149	74.5
total	110	100	90	100	200	100
Chi-Square: 29.804 df : 2 Sig: 0.000 Contingency Coefficient : 0.360						

The results indicate that most participants from both the Arab and American communities believe that there are effective strategies that can be followed to combat media disinformation on social media platforms. The vast majority of participants, 89.1% of Arabs and 56.7% of Americans, confirmed that they have perceptions of effective strategies to combat media disinformation. In contrast, the percentage indicating that these strategies are average was significantly lower, reaching 10% in the Arab community and 43.3% in the American community. The results of the Chi-Square test (Chi-Square = 29.804, df = 2, Sig = 0.000) showed a strong statistical significance between the perceptions of the Arab and American communities about the strategies followed to combat media disinformation, as the probability value (Sig) is less than 0.05. Therefore, it can be concluded that there

are significant differences between the opinions regarding the appropriate strategies to combat media disinformation between the two communities.

Forth axis: The future of using modern digital technologies in strategies to combat misleading news on social media platforms:

The scenarios for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms:

Table no (22)- The scenarios for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms

	Arab		American		Total	
	frequency	**%**	**frequency**	**%**	**Frequency**	**%**
Optimistic scenario.	62	56.4	57	63.3	119	59.5
Pessimistic scenario.	14	12.7	18	20	32	16.0
Stability scenario.	34	30.9	15	16.7	49	24.5
total	110	100	90	100	200	100.0
Chi-Square: 6.139 df : 2 Sig: 0.046						
Contingency Coefficient : 0.173						

The results indicate that the most likely scenario for the future use of modern digital technologies in building strategies to combat disinformation is the optimistic scenario, with a total percentage of 59.5%. The data shows that the American sample was more optimistic compared to the Arab sample, with 63.3% of Americans supporting this scenario compared to 56.4% of Arabs. This reflects a difference in levels of trust in digital technologies between the two cultures, perhaps as a result of differences in policies and technical awareness in their societies.

On the other hand, the pessimistic scenario shows a percentage of only 16.0%, which is the least likely scenario, but it was more common among the American sample at 20.0% compared to the Arab sample at 12.7%. This indicates that some

Americans may be more cautious about the potential challenges of digital technologies, or that they are influenced by previous experiences related to misinformation.

The stability scenario received 24.5%, with a clear tendency among the Arab sample (30.9%) to expect the situation to be stable compared to the American sample (16.7%). This is attributed to the fact that Arabs may see the shifts in the use of digital technologies as more gradual than optimistic or pessimistic.

The analysis using the Chi-Square test showed a significance value of 0.046 at 2 degrees of freedom, indicating a statistically significant relationship between cultural background (Arab and American) and their expectations of future scenarios. However, the coefficient of agreement value of 0.173 indicates that the relationship between the two variables is weak. This reflects that the differences in future perceptions between the two samples are not large enough to be significant, but they remain noticeable in some aspects, especially in the optimistic scenario.

The sample vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting the optimistic scenario:

Table no (23)- The sample vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting the optimistic scenario

Optimistic scenario.	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Educational content is being disseminated in schools and universities on how to deal	95	79.8	23	19.3	1	0.8	2.79	0.429	93.0

Optimistic scenario.	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
with fake news.									
There are social media platforms specifically designed to enable users to verify information.	85	71.4	34	28.6	0	0.0	2.71	0.454	90.3
Trust is being built between the public and trusted media outlets through organized media efforts.	86	72.3	32	26.9	1	0.8	2.71	0.472	90.3
Governments are adopting strict laws to combat fake news across social media platforms.	74	62.2	44	37.0	1	0.8	2.61	0.506	87.0
Artificial intelligence is being used effectively to detect fake news in real time.	75	63.0	42	35.3	2	1.7	2.61	0.523	87.0
Regular awareness campaigns are being organized	72	60.5	46	38.7	1	0.8	2.6	0.51	86.7

Optimistic scenario.	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
for users on how to verify news.									
Tech companies are collaborating with governments to promote an effective reporting system.	72	60.5	42	35.3	5	4.2	2.56	0.577	85.3
Blockchain is being used to ensure that news is documented and reviewed transparently.	67	56.3	52	43.7	0	0.0	2.56	0.498	85.3
Punishments are being imposed on platforms that tolerate the spread of fake news.	75	63.0	29	24.4	15	12.6	2.5	0.712	83.3
Independent government units are being formed to combat media disinformation.	53	44.5	61	51.3	5	4.2	2.4	0.572	80.0

The optimistic scenario reflects a positive vision for the future of using modern digital technologies in building strategies to combat fake news on social media

platforms. By analyzing the relative weights, it appears that education and awareness are at the forefront of priorities, as the idea of publishing educational content in schools and universities on how to deal with fake news received the highest relative weight (93.0 points). This reflects a strong belief in the importance of investing in early awareness to enhance critical thinking among younger generations.

In addition, another promising vision is to develop social platforms dedicated to verifying information and building trust between the public and reliable media institutions, each of which received a relative weight of 90.3 points. These results reflect the need to enhance media transparency and provide tools for users to help them deal directly with fake news.

The scenario also indicates the importance of governments adopting strict laws to combat fake news and effectively using artificial intelligence to detect fake news in real time, as each of them received a relative weight of 87.0 points. These efforts highlight the role of governments and technology in confronting the phenomenon in an integrated manner.

In addition, regular awareness campaigns play an important role in enabling users to verify news, with a relative importance of 86.7. The vision also calls for enhanced cooperation between technology companies and governments to develop an effective reporting system (85.3) and the use of blockchain technology to ensure that news is documented transparently (85.3). In terms of penalties, the scenario highlights the importance of imposing penalties on platforms that tolerate the spread of misleading news, which received a relative weight of 83.3, indicating that legal accountability is an effective tool to enhance credibility. Finally, the scenario calls for the formation of independent government units to combat media disinformation, which received a relative weight of 80.0, to provide a dedicated and

organized response to this issue. The optimistic scenario focuses on the importance of integrating awareness and education, enhancing transparency and trust, and activating the role of technology and governments in combating media disinformation. This vision emphasizes the need for comprehensive cooperation between various stakeholders to ensure a more credible and reliable digital environment.

From the previous sample answers, a general scale about the vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting the optimistic scenario and the result are:

Table no (24)- a general scale about the vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting the optimistic scenario

	Arab		American		total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Mid	8	12.9	36	63.2	44	37.0
high	54	87.1	21	36.8	75	63.0
Total	62	100	57	100.0	119	100.0
Chi-Square: 33.450 df : 2 Sig: 0.000 Contingency Coefficient : 0.379						

The results indicate that most participants from both the Arab and American communities have positive views on the use of modern digital technologies in building strategies to combat misleading news on social media platforms in the future. The results showed that 87.1% of Arab participants and 36.8% of American participants believe that these technologies will play an important role in improving these strategies. While the percentage of participants with average views was lower in the Arab community (12.9%) compared to the American community.(٪٦٣,٢)

The results of the Chi-Square test (Chi-Square = 33.450, df = 2, Sig = 0.000) indicate that there is a strong statistical significance between the opinions of the two communities regarding their vision of using modern digital technologies to combat misleading news, reflecting a significant difference in their perceptions. The probability value (Sig) is also less than 0.05, which reinforces the conclusion that there are significant differences between the two communities on this topic.

The sample vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting the pessimistic scenario:

Table no (25)- The sample vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting the pessimistic scenario

Pessimistic scenario.	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Disinformation continues to spread at a rapid pace, eroding users' trust in information.	32	100.0	0	0.0	0	0.0	3	0	100.0
Fake news continues to spread online with impunity.	29	90.6	3	9.4	0	0.0	2.91	0.296	97.0
Social media platforms continue to allow disinformation to spread without any effective measures.	29	90.6	3	9.4	0	0.0	2.81	0.592	93.7
Platforms involved in spreading disinformation are not punished.	29	90.6	0	0.0	3	9.4	2.81	0.592	93.7
Awareness campaigns fail to have the desired impact due to limited	18	56.3	14	43.8	0	0.0	2.56	0.504	85.3

Pessimistic scenario.	Agree		Neutral		Disagree		mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
engagement.									
Governments and tech companies lack effective collaboration to combat disinformation.	18	56.3	14	43.8	0	0.0	2.56	0.504	85.3
AI technologies are unable to keep up with the speed at which disinformation spreads.	17	53.1	0	0.0	15	46.9	2.06	1.014	68.7
There are no effective laws to curb disinformation on social media platforms.	0	0.0	32	100.0	0	0.0	2	0	66.7
Users are not adequately instructed on how to distinguish true news from disinformation.	3	9.4	14	43.8	15	46.9	1.63	0.66	54.3
Social media platforms continue to lack clear mechanisms for reporting fake news.	0	0.0	17	53.1	15	46.9	1.53	0.507	51.0

The pessimistic scenario reflects a negative perception of the future of using modern digital technologies to combat misleading news on social media platforms. This scenario is topped by the continued spread of misleading news at a rapid rate that erodes users' trust in information, as it received the highest relative weight (100.0 points), indicating the exacerbation of challenges related to credibility and trust in the digital environment.

The continued spread of fake news without deterrence comes in second place with a relative weight of 97.0 points, reflecting the lack of accountability and the

recurrence of fake news on digital platforms. The relative weight of 93.7 points also shows both social media platforms allowing the spread of misleading news without taking effective measures and the absence of penalties for platforms that contribute to the spread of misleading news, which reinforces the bleak picture of the failure of the concerned parties to assume their responsibilities.

In addition, the scenario indicates the failure of awareness campaigns to achieve the desired impact due to limited interaction with them, and the absence of effective cooperation between governments and technology companies to confront misleading news, as each received a relative weight of 85.3 points. This situation highlights the lack of collective efforts in terms of coordination and the will to comprehensively address the problem.

At the technical level, the scenario shows that AI technologies are unable to keep up with the speed of the spread of misleading news, with a relative weight of 68.7 points, reflecting the technical challenges in proactively combating misinformation. The scenario also highlights the absence of appropriate legislative frameworks, with the idea of the absence of effective laws to limit misleading news on social media platforms receiving a relative weight of 66.7 points.

In terms of user interaction, the scenario shows that users are not sufficiently guided to differentiate between real and misleading news with a relative weight of 54.3 points, with the continued absence of clear mechanisms on platforms to report fake news, with a relative weight of 51.0 points, leading to an unregulated digital environment that makes combating misinformation more difficult.

The pessimistic scenario paints a worrying picture of the future of combating misleading news, characterized by the ineffectiveness of technical and awareness efforts, the lack of legal accountability, and the absence of cooperation between

governments and technology companies. This scenario emphasizes the urgent need to change the current path to avoid falling into this negative outcome.

From the previous sample answers, a general scale about the vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting the pessimistic scenario, and the results are:

Table no (26)- a general scale about the vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting the pessimistic scenario

	Arab		American		total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Mid	0	0	18	100	18	56.3
High	14	100	0	0	14	43.8
Total	14	100	18	100	32	100.0
Chi-Square: 33.766 df : 2 Sig: 0.000						
Contingency Coefficient : 0.380						

The results indicate that opinions on the use of modern digital technologies to combat misleading news in the pessimistic scenario differ significantly between the Arab and American communities. No participant from the Arab community believes that these technologies will contribute moderately to combating misleading news (0%), while 56.3% of American participants believe that technologies will contribute moderately to this. On the other hand, 100% of Arab participants believe that these technologies will have a significant contribution to combating misleading news, while no American participant agrees with this. The results of the Chi-Square test (Chi-Square = 33.766, df = 2, Sig = 0.000) indicate a strong statistical significance between the opinions in the two communities, which illustrates the clear difference in perceptions between Arabs and Americans

regarding the effectiveness of modern digital technologies in combating misleading news in the pessimistic scenario. The probability value (Sig) is less than 0.05, which supports the conclusion that there are significant differences in opinions between the two communities.

the vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting a scenario of stable conditions:

Table no (27)- the vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting a scenario of stable conditions

Stability scenario.	Agree		Neutral		Disagree		Mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
Technologies such as blockchain are still used to a limited extent to ensure news verification.	41	83.7	8	16.3	0	0.0	2.84	0.373	94.7
No firm decisions have been taken on imposing sanctions on social media platforms.	39	79.6	10	20.4	0	0.0	2.8	0.407	93.3
There are no new laws on combating misinformation, but the status quo is	37	75.5	5	10.2	7	14.3	2.61	0.731	87.0

Stability scenario.	Agree		Neutral		Disagree		Mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
maintained.									
Cooperation between governments and technology companies continues, but without significant progress in combating disinformation.	33	67.3	9	18.4	7	14.3	2.53	0.739	84.3
Users still have difficulty distinguishing between real and misleading news.	25	51.0	24	49.0	0	0.0	2.51	0.505	83.7
Fact-checking centers remain in place, but they are not comprehensive or able to cover all news.	24	49.0	25	51.0	0	0.0	2.49	0.505	83.0
Artificial intelligence technologies are still used to detect misleading news, but without achieving significant	20	40.8	29	59.2	0	0.0	2.41	0.497	80.3

Stability scenario.	Agree		Neutral		Disagree		Mean	std	Relative weight
	frequency	%	frequency	%	frequency	%			
results.									
Awareness campaigns continue, but their impact is limited and insufficient.	22	44.9	20	40.8	7	14.3	2.31	0.713	77.0
Current measures to combat disinformation remain unchanged, without improvement or deterioration.	10	20.4	30	61.2	9	18.4	2.02	0.629	67.3
Social media platforms report misleading news, but they are not addressed quickly.	19	38.8	10	20.4	20	40.8	1.98	0.901	66.0

The stable scenario reflects a state of relative stability in dealing with misleading news on social media platforms, where current technologies and policies are being adopted without significant progress or noticeable decline. The use of technologies such as blockchain in news verification is limited, with a relative weight of 94.7 points, indicating that there are attempts to benefit from this technology, but it has not reached the stage of maturity or sufficient expansion.

In terms of policies, the scenario shows that no firm decisions have been taken to impose penalties on social media platforms, as this item received a relative weight of 93.3 points. Also, the current laws related to combating misleading news have not witnessed any updates, while maintaining the status quo, as reflected by the relative weight of 87.0 points.

In terms of cooperation, cooperation between governments and technology companies continues, but it does not make significant progress in combating misleading news, with a relative weight of 84.3 points. Users continue to face difficulty in distinguishing between real and misleading news, with a relative weight of 83.7 points, indicating continued gaps in awareness and the ability to distinguish between news sources.

Fact-checking centers remain in place, but they are not comprehensive and unable to cover all news, with a relative weight of 83.0 points, highlighting the need to expand these centers and increase their efficiency. As for technologies, artificial intelligence technologies are used to detect misleading news, but they do not achieve noticeable results, with a relative weight of 80.3 points, highlighting challenges in developing these technologies to improve their effectiveness.

Awareness campaigns continue, but with limited and insufficient impact, with a relative weight of 77.0 points, indicating weakness in the strategies used to attract users' attention and increase their awareness. At the same time, current measures to combat misleading news remain unchanged, without improvement or deterioration, with a relative weight of 67.3 points, with misleading news continuing to be reported by platforms, but without dealing with it quickly enough, with a relative weight of 66.0 points.

The stable scenario indicates a state of stagnation in efforts to combat misleading news, as existing tools, technologies, and policies are relied upon without radical

development or improvement. This scenario reflects an urgent need to foster innovation and increase collaboration between different parties to achieve more effective results in combating digital disinformation.

From the previous sample answers, a general scale about the vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting a scenario of stable conditions, the results are:

Table no (28)- a general scale about the vision for the future of using modern digital technologies in building strategies to combat misleading news on social media platforms in light of adopting a scenario of stable conditions

	Arab		American		total	
	frequency	**%**	**frequency**	**%**	**frequency**	**%**
Mid	11	22.4	0	0	11	22.4
High	23	46.9	15	100	38	77.6
Total	34	69.4	15	100	49	100.0
Chi-Square: 10.799		**df :**	**2**		**Sig:**	**0.005**
Contingency Coefficient : 0.226						

The results indicate a significant difference in the opinions of participants from the Arab and American communities regarding the vision of using modern digital technologies to combat misleading news under the stable scenario. Whereas 22.4% of Arab participants believe that these technologies will contribute moderately to combating misleading news, while no American participant believes that technologies will contribute moderately to this. On the other hand, 46.9% of Arab participants believe that these technologies will have a significant impact in combating misleading news, compared to 100% of American participants who believe that they will contribute significantly. The results of the Chi-Square test (Chi-Square = 10.799, df = 2, Sig = 0.005) indicate a strong statistical significance

between the opinions in the two communities, reflecting a clear difference in perceptions between Arabs and Americans regarding the effectiveness of modern digital technologies in combating misleading news under the stable scenario. The probability value (Sig) is less than 0.05, indicating that the difference in opinions between the two communities is statistically significant.

The study hypothesis:

The first main hypothesis: There is a statistically significant correlational relationship between the study sample's reliance on social media for the information published regarding societal issues raised on these platforms and the trust in what social media publishes regarding these societal issues.

Table no (29)- the result of the relationship between the study sample's reliance on social media for the information published regarding societal issues raised on these platforms and the trust in what social media publishes regarding these societal issues

extent / trust	Pearson's correlation	coefficient significance
	0.417-	0.000

The results of the Pearson correlation coefficient between the study sample's reliance on social media sites in publishing on societal issues and trust in what social media sites publish on societal issues indicate a negative correlation with a clear statistical significance, as the correlation coefficient reached -0.417, which means that there is an inverse correlation between these two variables. In other words, the more individuals rely on social media sites as a source of information related to societal issues, the lower their trust in these sites in covering those issues. The statistical significance (0.000) is less than 0.05, which indicates that the result is strongly statistically significant. These results highlight that the intensive use of social media sites may lead to a decline in trust in the content provided by these

platforms on societal issues, indicating a growing concern about misleading information or bias on these platforms.

The second main hypothesis: There is a statistically significant correlational relationship between the study sample's reliance on social media for the information published regarding societal issues raised on these platforms and the ability to distinguish between true and false news on social media.

Table no (30)- the result of the relationship between the study sample's reliance on social media for the information published regarding societal issues raised on these platforms and the ability to distinguish between true and false news on social media

extent / distinguish	Pearson's correlation	coefficient significance
	0.129	0.068

The results of the Pearson correlation coefficient between the study sample's reliance on social media sites in what is published regarding societal issues and the ability to distinguish between true and false news on social media sites indicate that there is no statistically significant correlation between the two variables, as the correlation coefficient reached 0.129 and the significance was 0.068, which is a value greater than 0.05, which means that the result is not statistically significant. Therefore, it cannot be concluded that there is a significant correlation between the increased reliance on social media sites in societal issues and individuals' ability to distinguish between true and false news. This may indicate that the use of these sites is not directly related to improving the ability to distinguish between reliable and unreliable news, which reflects the need to enhance users' critical thinking skills and source verification.

The third main hypothesis: there are significant differences between the study sample's members based on their demographic characteristics regarding the manifestations of media misinformation across social media platforms.

Table no (31)- the result of the differences between the study sample's members based on their demographic characteristics regarding the manifestations of media misinformation across social media platforms

demographic data		N	mean	std	Statistical indicators		
					test	df	sig
Gender	Male	149.0	2.906	0.29276	T=3.043	198	0.051
	Female	51.0	2.9804	0.14003			
Age	30 to 45	6	2.8333	0.40825	F=0.616	2 197	0.541
	46 to 55	93	2.914	0.28192			
	56+	101	2.9406	0.23756			
	Total	200	2.925	0.26405			
Educational qualification	Bachelor's/Licentiate.	36	3	0	F= 1.813	2 197	0.166
	Master's	40	2.9	0.30382			
	PhD.	124	2.9113	0.28548			
	Total	200	2.925	0.26405			
Country of the applicant	Arab society	110	2.8909	0.31318	T= 4.139	198	0.043
	American society	90	2.9667	0.18051			
Ownership of the institution to which the applicant belongs	Government.	103	2.9029	0.29752	T= 1.490	198	0.224
	Private.	97	2.9485	0.22226			
Work experience	Less than 5 years.	4	2.5	0.57735	F=5.781	2 197	0.004
	5 to less than 10	7	3	0			

demographic data		N	mean	std	Statistical indicators		
					test	df	sig
	years.						
	10 years and more.	189	2.9312	0.25376			
	Total	200	2.925	0.26405			

The results of the statistical analysis indicate that there are significant differences in some characteristics of the study sample according to the manifestations of media disinformation through social media platforms.

As for the gender of the participants, the results showed that there is a significant difference between males and females, as the coefficient of variation was T=3.043 and the significance was 0.051, indicating that the differences between males and females in their perception of media misinformation through social media platforms are statistically significant, with women tending to show a higher level of awareness of this type of misinformation compared to men.

As for age, there are no significant differences between the different age groups (30 to 45, 46 to 55, and 56 and above), as the significance reached 0.541, which is not significant, which means that age is not an influential factor in the perception of media misinformation among sample members.

As for the academic qualification, the results showed that there were no significant differences between individuals according to their educational levels (bachelor's, master's, and doctorate), as the significance was 0.166, indicating that the academic qualification does not significantly affect the level of perception of media misinformation via social media platforms.

With regard to the country, there were significant differences between the Arab community and the American community in the perception of media misinformation, as the significance was 0.043, indicating that individuals in the

American community may have a higher degree of awareness of the manifestations of media misinformation compared to individuals in the Arab community.

As for the type of institution (governmental or private), the results did not show significant differences between individuals working in governmental and private institutions, as the significance was 0.224, which means that the type of institution does not affect the perception of media misinformation.

Finally, the analysis results showed that there were significant differences based on years of practical experience, with the significance being 0.004, indicating that individuals with less practical experience (less than 5 years) were more affected by the manifestations of media misinformation compared to those with more practical experience. Based on these results, it can be concluded that there are some demographic factors that affect individuals' perception of the manifestations of media misinformation via social media platforms, while others do not show a clear effect.

Discussion:

The study reveals significant cultural differences between Arabs and Americans in their reliance on social media for information about societal issues. Arabs show a greater reliance on these platforms, perhaps due to a lack of alternative media options or increased trust in social media, while Americans show partial reliance, using multiple sources for news. These findings highlight the importance of taking cultural and media contexts into account when analyzing the role of social media in shaping awareness of societal issues.

The findings also highlight clear differences in platform preferences. Arabs prefer to use Facebook as their primary source of information, while Americans use a variety of platforms such as YouTube and Twitter. These differences reflect the influence of cultural factors and the digital infrastructure that shape the most widely used

platforms in each society. Additionally, social media platforms are seen as important tools for direct communication with officials, helping users quickly obtain accurate information, reinforcing their role as a primary source of news.

Trust levels in social media platforms vary significantly between the two groups. While average trust is most common among both Arabs and Americans, Arabs show a greater tendency toward high trust in social media, while Americans take a more moderate approach. These differences point to cultural differences in how trust is built on social media and highlight the need to improve content credibility to foster trust across cultures.

In terms of distinguishing between true and false news, Arabs demonstrate a higher ability to distinguish between true and false news, although both groups show a significant number of individuals with average or limited ability to accurately evaluate news. This suggests a cultural disparity in levels of trust in news judgment and calls for strengthening critical thinking skills and news literacy in both societies.

The study also reveals awareness of media disinformation practices. Arab and American participants show a high awareness of how misinformation is spread for political or economic purposes. Facebook remains the primary platform for disinformation, followed by TikTok, YouTube, Instagram, and Twitter, with significant cultural differences in how each platform is perceived in terms of media disinformation. These findings suggest that efforts to combat misinformation should be tailored to the unique challenges and usage patterns of platforms in different cultural contexts.

Regarding the relationship between the previous results and the results of previous studies on disinformation campaigns and the use of social media in shaping public opinion, these results complement the results of the studies presented in the previous paragraphs. The study that focuses on how governments and political

parties use social media to influence public attitudes and opinions at home and abroad directly reflects the global nature of the phenomenon of disinformation, as emphasized in the results of previous studies (Bradshaw, S., & Howard, P. N. 2018). This study highlights the ability of these parties to organize campaigns on multiple platforms, which are the same points that previous studies have addressed on the role of social media in spreading fake and misleading news. In addition, studies that used actor network theory (ANT) indicate that there is a complex interaction between human and non-human actors in spreading misinformation through platforms such as Twitter. This study contributes to understanding how social bots interact with misleading news on social media platforms, which partly reflects the differences between countries in their handling of misleading information discussed in previous studies (Hajli, N., Saeed, U., Tajvidi, M., & Shirazi, F. 2022).

On the other hand, studies that have addressed fake health news on social media indicate the importance of improving the credibility of health information on the Internet, which reflects the need to improve mechanisms for detecting fake news and enhancing information quality across social networks. These results are consistent with the results of a previous study that showed the importance of social media confronting media misinformation and achieving users' trust in its platforms (Melchior, C., & Oliveira, M. 2022).

Finally, studies that focused on reviewing the tools and methods used to detect fake news and limit its spread across social networks illustrate the challenges facing these processes and future opportunities for improving them. These results are in line with the findings of a study on the role of social media in shaping awareness of societal issues, emphasizing the need for advanced tools and technologies to combat the widespread spread of misinformation (Aïmeur, E., Amri, S., & Brassard, G. 2023).

The study results indicate that news is the most widely used form of journalism to spread misleading news on social media platforms, with data showing that 78.2% of Arabs and 24.4% of Americans consider news to be the primary means of spreading misleading information. This large disparity between the Arab and American sample reflects a difference in the prevalence of traditional news as a means of media misinformation in the two cultures, as Arabs appear to be more influenced by misleading news on social media than Americans. In contrast, the results showed that 78.9% of Americans consider digital stories to be an effective means of spreading misleading news, compared to 22.7% of Arabs. This indicates that Americans prefer to use digital stories as a tool to spread misleading news, which is linked to the widespread use of digital media in American society. As for press reports, the percentages were close between Arabs and Americans, reaching 37.3% among Arabs and 38.9% among Americans, reflecting that press reports are a common means of conveying news, whether true or misleading. As for infographics, the percentages were 30% among Arabs and 40% among Americans, indicating that infographics are increasingly used as a means of attracting attention but may also contain false or biased information.

For investigative journalism, the percentages were also close, with 30% of Arabs and 25.6% of Americans reporting that investigative journalism is used to spread misleading news, indicating that investigations may sometimes be exploited in an inaccurate or distorted manner. Finally, the results showed that articles are less often used to spread misleading information, with the percentage reaching 26.4% among Arabs and 3.3% among Americans, indicating that newspaper articles are not the primary means of spreading misleading news on social media platforms.

Regarding the most frequently reported topics of misinformation on social media platforms, the data showed that misinformation largely focused on officials, who

received the highest relative weight of 89.0 points, reflecting the importance of officials in the public arena and their influence on decision-making, making them a prime target for misinformation aimed at influencing public opinion or undermining trust in them. Politicians came in second place, with a relative weight of 87.0 points, reflecting the great interest in spreading misinformation about them due to their influential role in raising political and social issues.

As for businessmen, they received a relative weight of 86.0 points, indicating that they are exposed to misinformation that may aim to affect their reputation or economic interests. The results also showed that social activists and civil society leaders are also exposed to disinformation, although they are less targeted than officials and politicians. As for athletes and celebrities, their percentage was lower, indicating that they are less exposed to disinformation compared to other groups.

As for the sample's opinion on combating disinformation on social media platforms, the results showed that the vast majority of participants from both Arab and American communities believe that there are effective ways to combat this type of disinformation, with 96.4% of Arabs and 100% of Americans indicating that there are effective ways to combat misinformation. However, the results of the chi-square test showed that the differences between the two communities in this regard were not statistically significant.

Regarding the strategies that can be followed to combat disinformation, the results showed that most participants from both communities believe that there are effective strategies to combat disinformation, with 89.1% of Arabs and 56.7% of Americans confirming that there are effective strategies in this area. The results of the chi-square test showed strong statistical significance between the two communities regarding the strategies followed to combat disinformation, indicating

that there are significant differences in opinions about effective methods to combat disinformation between the two communities.

The results of previous studies can be linked to the paragraphs presented in the research on the spread of disinformation on social media by emphasizing the overlap of different factors that contribute to the spread of disinformation and the challenges associated with combating it. Studies indicate that social media has become a major arena for the spread of fake news, which is consistent with the results of the study that showed that news is the most used to spread disinformation in the Arab and American contexts.

Other studies, such as the study (Collins et al., 2020), show that combating fake news requires advanced technologies such as natural language processing and hybrid models, which is in line with what was found in the first study that indicates the importance of using technological tools to combat disinformation online. In addition, combining human efforts with advanced technologies is an essential element in improving the effectiveness of combating disinformation on social media platforms.

In addition, Tandoc et al. (2020) suggests that most social media users in Singapore choose to ignore fake news unless the issue is directly relevant to them, reflecting similar behavior in many Arab countries, where fake news appears to primarily target officials and politicians, who are prime targets of misinformation aimed at influencing public opinion.

On the other hand, Saurwein & Spencer-Smith (2020) emphasizes the major challenges in government response to the challenge of fake news, which is consistent with the study's findings that strategies to combat fake news require collaboration between governments, civil society, and the private sector, with the use of technological tools such as artificial intelligence and fact-checking tools. This

also highlights the disparity in combat strategies between Arab and American societies, as different strategies are implemented to combat fake news in each culture.

Finally, in light of the results of the study (Chen et al., 2023) on the factors that influence the spread of disinformation, we find that this study highlights the importance of understanding the context and factors that contribute to the spread of misinformation, which complements the results of the study that indicate that political news and public figures are the most vulnerable to misinformation on social media. This highlights the need to improve methods of detecting and combating misinformation through comprehensive strategies that link technology and community awareness. Based on these studies, it becomes clear that combating disinformation requires a multi-dimensional approach that includes improving technological tools, increasing community awareness, developing effective government policies, and cooperation between all stakeholders in society to ensure a reliable and safe media environment.

The study results indicate that the optimistic scenario is the most likely to use modern digital technologies in building strategies to combat misleading news, with a total percentage of 59.5%. The data shows that the American sample was more optimistic compared to the Arab sample, with 63.3% of Americans supporting this scenario compared to 56.4% of Arabs, reflecting a difference in levels of trust in digital technologies between the two cultures, perhaps due to differences in policies and technical awareness in their societies.

In contrast, the results of the pessimistic scenario showed a percentage of only 16.0%, which is the least likely, but it was more common in the American sample at 20.0% compared to the Arab sample, which reached 12.7%. This suggests that some Americans may be more cautious about the potential challenges of digital

technologies or that they have been affected by previous experiences related to misleading news.

As for the stable scenario, it received a percentage of 24.5%, with a clear tendency in the Arab sample (30.9%) to expect the situation to stabilize compared to the American sample (16.7%). This is because Arabs may see shifts in the use of digital technologies as more gradual than optimistic or pessimistic.

The Chi-Square test results showed a statistically significant relationship between cultural background (Arab and American) and their expectations regarding future scenarios, as the agreement value was low (0.173), reflecting the weak relationship between the two variables, but the differences between the two groups are still noticeable in some aspects, especially in the optimistic scenario.

With regard to the pessimistic scenario, the results indicate a worrying picture for the future of combating misleading news, as this scenario is represented by the weak effectiveness of technical and awareness efforts, the absence of legal accountability, and the absence of cooperation between governments and technology companies. The Chi-Square test results showed a strong statistical significance between the opinions of societies about the effectiveness of digital technologies in combating misleading news in this scenario, highlighting the clear differences between Arabs and Americans in their perceptions.

As for the stable scenario, the situation reflects a state of stagnation in efforts to combat misleading news, as current tools, technologies, and policies are relied upon without radical improvements. The Chi-Square test results indicate a strong statistical significance between the opinions of the Arab and American sample, reflecting a clear difference in perceptions regarding the effectiveness of digital technologies in this scenario.

Overall, the results confirm the existence of clear differences in the perceptions of both Arab and American societies regarding the use of digital technologies to combat misinformation, which highlights the need for greater cooperation between governments, technology companies, and civil society to achieve a more reliable and secure digital environment.

Conclusion:

The results of the study indicate widespread concern about media disinformation on social media platforms, which is a concern for many individuals in both Arab and American societies. The most striking finding is that most study participants, both Arab and American, believe that media disinformation is widespread on these platforms, especially on topics that are very popular. This result reflects an increased awareness of the problem of disinformation and its impact on public opinion, with a clear difference between perceptions in the two societies, suggesting that perceptions of disinformation may be influenced by different cultures or social and political contexts.

Furthermore, the results of the Pearson correlation test between reliance on social media platforms and trust in published content reflect a negative relationship, indicating that increased reliance on these sites as a source of information may lead to decreased trust in the credibility of what is published on them. This highlights a major challenge in using social media as a primary source of news and information. At the same time, the lack of a significant relationship between reliance on these platforms and individuals' ability to distinguish between true and false news reflects the urgent need to enhance users' critical thinking skills. This suggests that the problem lies not only in the content of information but in the ability to evaluate it correctly, which calls for educational measures aimed at enhancing media

awareness and training individuals to examine information accurately and objectively.

Recommendations

Based on the results that showed widespread concern about disinformation on social media platforms, especially among influential figures such as officials, politicians, and businessmen, it is recommended to develop awareness and educational strategies aimed at enhancing users' ability to distinguish between correct and misleading information. These strategies should include training programs that focus on the importance of verifying sources and motivating the public to use fact-checking tools available on the Internet, which contributes to building critical awareness among users and limits the spread of fake news.

In addition, the results showed a negative association between reliance on social media platforms as a source of information related to societal issues and the reliability of the content published on them. Therefore, it is recommended to develop control systems and technologies on these platforms to ensure improving the quality of content provided to the public. Platforms can cooperate with institutions specialized in verifying information and news in order to limit the spread of misleading content and achieve a higher level of transparency and credibility.

In light of these results, it is suggested to conduct a future research study that focuses on evaluating the effectiveness of awareness and training programs in enhancing individuals' ability to distinguish between correct and misleading news on social media platforms. This study could include field experiments in multiple communities to analyze the impact of these programs on improving critical thinking and verifying the credibility of information, which would contribute to

reducing the impact of disinformation on the public and enhancing public awareness in dealing with online news.

To combat disinformation on social media platforms in the future, it is necessary to develop comprehensive strategies that rely on cooperation between governments, technology companies, and academic communities. These strategies should include enhancing transparency in platform algorithms, allowing users to understand how content is classified and displayed. Advanced technologies such as artificial intelligence should also be adopted to analyze content and effectively filter fake news. In addition, fact-checking mechanisms should be improved and cooperation with reliable media institutions should be established to enhance the credibility of information. On the other hand, it is necessary to focus on community awareness, by enhancing users' critical thinking skills and motivating them to verify information sources before sharing. Training programs targeting the public can be implemented, including workshops and online courses, to improve awareness of the risks associated with disinformation. Collaboration between individuals and platforms to report misleading content should also be encouraged, contributing to a safer and more reliable digital environment.

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