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Fake news did not influence 2016 election, study finds

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Believe it or not, while fake news was more prevalent than ever during the 2016 election, it did not change the outcome, according to a new study.

In a [study](#) released on January 18, titled “*Social Media and Fake News in the 2016 Election*,” NYU economics professor Hunt Allcott and Stanford economics professor Matthew Gentzkow conducted a series of tests to

determine which fake news articles were being circulated, how much they were shared and viewed, and what impact they had on voters.

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[Google, Facebook purge fake news sites](#)

Allcott and Gentzkow conducted a 1,200-person post-election online survey and used previous studies and web browser data to conclude that social media was an important source of information, but it was not a dominant source of information.

Their survey found only 14 percent of Americans viewed social media as their “*most important*” source of election news

Allcott and Gentzkow tracked stories that were categorized as fake news by fact-checkers, and found that pro-Trump stories were shared over three times more than pro-Clinton articles. Pro-Trump stories were shared a total of 30 million times, compared to pro-Clinton articles, which were only shared a total of 7.6 million times

Researchers also polled the number of Americans who believed fake news articles by asking if they recalled fake news headlines, and if they thought they were true.

In their [survey](#), researchers found that 15 percent of Americans could recall seeing a fake news headlines, and 8 percent said they believed them.

At the same time, a separate [survey](#), conducted by Craig Silverman and Jeremy Singer-Vine, found that 10-22 percent of respondents said they recalled fake news stories.

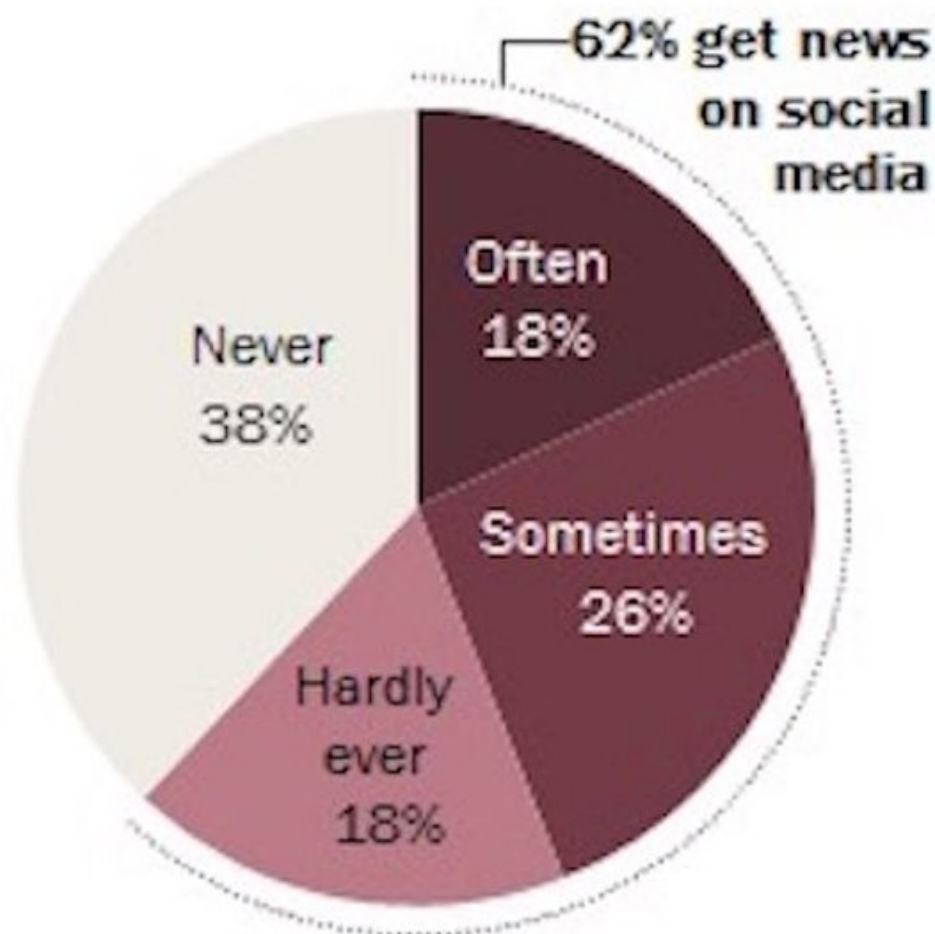
However, for their study, Allcott and Gentzkow also added their own fake news headlines as a placebo, and found that the number of people who remembered the placebo headlines were almost identical to the number of people who recalled the fake news headlines that were in circulation.

Subtracting the placebo recalls from the fake recalls, Allcott and Gentzkow suggest that the true recall and belief of fake news articles was quite low.

A recent survey from Pew Research Center showed that 62 percent of voters get their news from social media sites, however, of these, only 18 percent said they often do so. Another 18 percent said they never get their news from social media.

About 6-in-10 Americans get news from social media

% of U.S. adults who get news on a social networking site ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.

"News Use Across Social Media Platforms 2016"

PEW RESEARCH CENTER



Ian Jukes

@ijukes

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Nearly half of U.S. adults get news on Facebook - 62% get their news from social media, Pew says buff.ly/2fX98Wg

2:25 PM - 16 Nov 2016

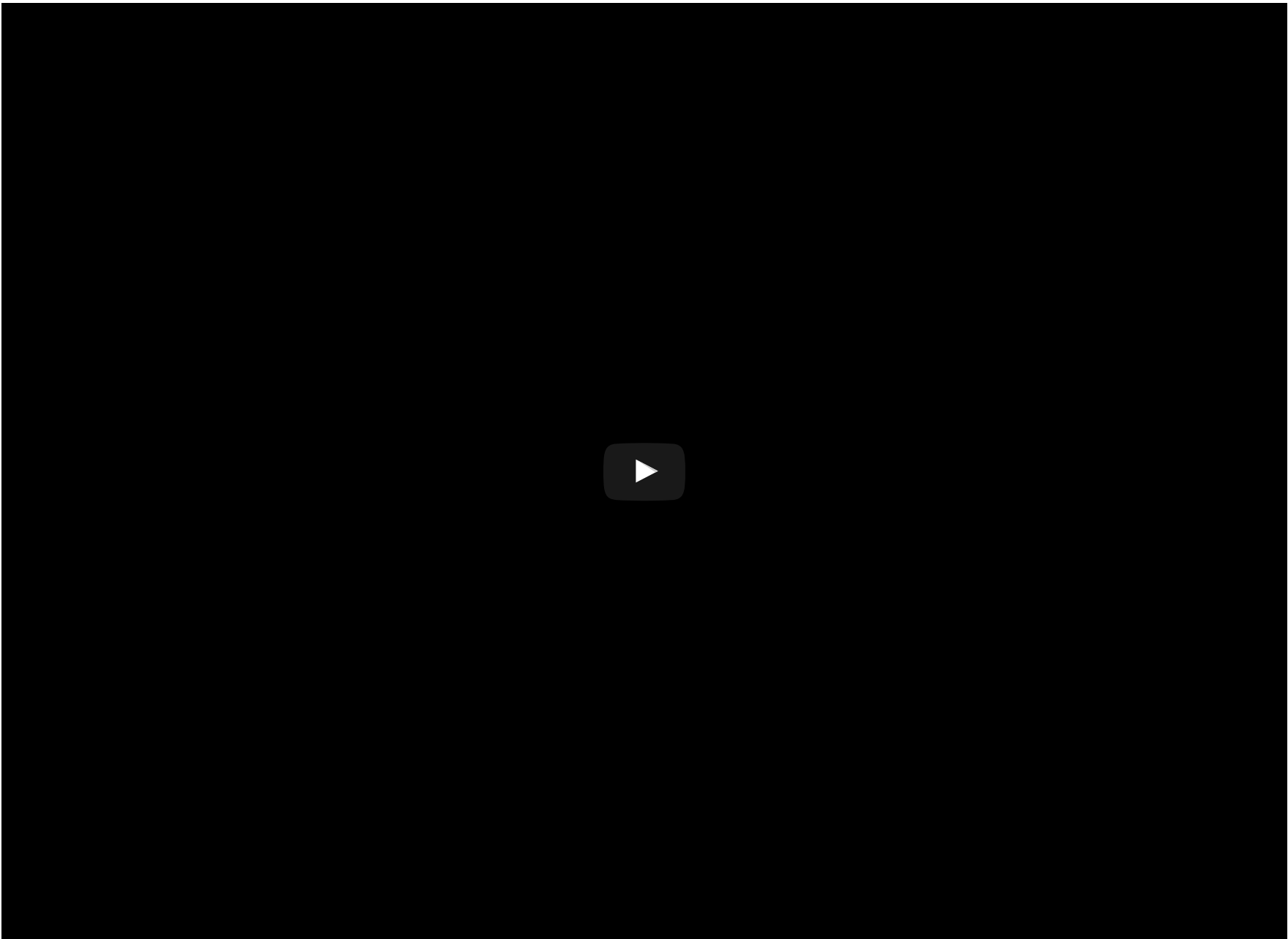
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By comparison, the survey showed that 46 percent of voters say they primarily get news from local television, and 31 percent from cable television. Only 34 percent of voters say they trust information they get from social media, while 76 percent have faith in national news organizations and 82 percent believe local news organizations to be credible.

When Allcott and Gentzkow asked which news source was the most important for voters during the election, the four most common responses were cable TV, network TV, websites, and local TV, with social media coming in as the fifth most common response.

Allcott and Gentzkow suggest that television still remains more important “*by a large margin.*”

The study concluded by stating “*for fake news to have changed the outcome of the election, a single fake article would need to have had the same persuasive effect as 36 television campaign ads.*”



The Flashlight That Won The Best of 2016

Gladiator Flashlights

1 million people have fallen in love with this language learning app

Babbel

Crazy Cheap Tracking Device - Selling Like Hotcakes!

TrackR Bravo

Watch: An Amazing 360 Experience Of Abu Dhabi's Sights And Sounds

CNN for Abu Dhabi Tourism

The Ultimate Cheap Flights Finder is Here!

Save70.com

Now You Can Track Your Car Using Your Smartphone

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Popular In the Community



Israeli MPs vote to legalize 4,000 settler homes in West Bank amid ‘annexation’ outcry







pgbinnz310 · 5h

Where is the moral outrage and sanctions from the HYPOCRITI...

‘Ukraine won’t make it into EU if Nazi collaborator’ – Poland’s Kac







RedSushi · 9h

Don't worry Ukraine, the EU won't be a

Muslim Brotherhood expands presence in...







OrangeFish · 7h

Here's an idea... DESTR...

Dako Pipel







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Facebook

Google

Twitter

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Hey guest, welcome to **RT!** Sign up and become a member.

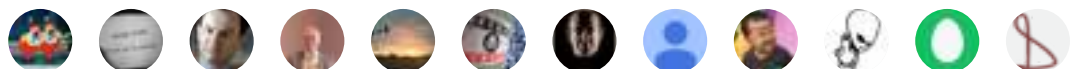
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Conversation (55)



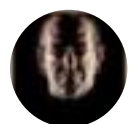
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Al Leotti ★ Leader



If it wasn't for the fake/dishonest reporting by the MSM Trump would have won by twice the number of votes he did get.

Reply · Share · 32 Likes ·



Gold Wrench ➔ Al Leotti



Yes twice the number of hates for trump and his trash trumptards

Reply · Share · 3 Likes ·



Orange Paw ➔ Al Leotti



I agree but Bernie Sanders may have won the Presidential election if the democrats had not decided on fixing THEIR election.

Reply · Share · 5 Likes ·



Cyan Sailboat ➔ Gold Wrench





Cyan Sailboat → Gold Wrench

I bet your a gay person wearing skinny jeans and fake eyeglasses eh? So hows the gay life? Do you clowns actually have a life?

Reply · Share · 2 Likes ·

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Purple Tag

You know what affected the outcome of the election?Exhibit A: Hillary Rodham Clinton.

Reply · Share · 20 Likes ·



Cyan Sailboat → Purple Tag

She didn't do anything but cry boarding her flight out of Wash DC lol...bye bye Felicia.

Reply · Share · 2 Likes ·



Cyan Sailboat → Purple Tag

The dog lost.

Reply · Share · 1 Like ·



tommo39 ★ Leader

WOW!!.... the Fake Demo-Rats will deny this report as False and Right Wing Propaganda.....

Reply · Share · 14 Likes ·



Tom Hunter ★ Leader → tommo39

They'll say Russian hackers tampered with the study.

Reply · Share · 7 Likes ·



Gold Wrench → tommo39

Of course trumptard animal planet news media will justify their unjustified illegal win by adding more lies.

Reply · Share · 1 Like ·



G_A_Schambers ★ Leader → Gold Wrench

You must nave recently flown in from Jewpiter.

Reply · Share · 2 Likes ·

Show 1 new ▾



Cyan Beer



Cyan Trumpet

This study didn't classify cable news as fake? What a flawed survey. What about FOX and CNN? Much of their news is fake or speculative or just right wing infomercials posing as news stories.

Reply · Share · 7 Likes ·



Cyan Trumpet

All the MSM are fake news.

Reply · Share · 7 Likes ·



Daxxi ★ Leader → Cyan Trumpet

Yes, so the study is correct.
Have to admit, they're brilliant.

Reply · Share · 4 Likes ·



Blue Car

Fake news did not influence 2016 election.. Because despite Fake News Trump won... That's why fake news didn't influenced election. Are Fake news Reality? YES, Who used Fake news to tack Trump? etc.. Those are real question. If Hillary won, what could be the Fake news relationship Today? I presume they argued that Fake news don't exist.

Reply · Share · 6 Likes ·



Aeolus ★ Leader

Shouldn't the newspapers and television news stations been included to give a more balanced opinion? They're just as bad at spreading fake news if not more so than social media.

Reply · Share · 4 Likes ·



Gold Wrench → Aeolus

The right wing trash ads are far more negative and liar prone. Breitbart trash needs to be burned in the landfill it fills.

Reply · Share · 1 Like ·



G_A_Schambers ★ Leader → Aeolus

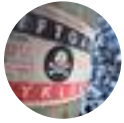
Just look at the history of ownership of the media and look who created and owns social media and you will see it is all the same.

Protocol 12:

4. Not a single announcement will reach the public without our control. Even now this is already being attained by us inasmuch as all news items are received by a few agencies, in whose offices they are focused from all parts of the world. These agencies will then be already entirely ours and

all parts of the world. These agencies will then be already entirely ours and will give publicity only to what we dictate to them.

Reply · Share · 1 Like ·  



G_A_Schambers ★ Leader

This is good news. Finally! First time since the 1912 Presidential election that fake news HASN'T influenced the election.

Reply · Share · 2 Likes ·  



trixie786 ★ Leader

We can blame the mass media for covering Trump 24 hours a day for the past 2 years. They treated him like a celebrity, and not a candidate. If they had only covered him when he was campaigning, or had something significant to say, like they covered the other candidates, he would have lost by a lot more than the 3 million, that he did lose by. As a candidate, he had a resume that included failed business man and reality show host. The votes he got, were because he was a household word, and a ce... [See more](#)

Reply · Share · 2 Likes ·  



camping_gaz

more fake news lol

Reply · Share · 2 Likes ·  



Count_Cash ★ Leader

The evil liberals simply can't understand why their tools like MSM who deploy their propaganda narrative didn't work. The answer why the evil liberals failed with Trump. Simple because people learned to spot the evil liberal fake news, not because there was other fake news. People work it out in the end!

Reply · Share · 2 Likes ·  



Olive Pretzel → Count_Cash

yep, they figured it out and it was simple, they just avoided the MSM completely because anything coming out from them were all fake news, just like all those fake polls they were manufacturing. The liberals believed their own fake news hook line and sinker. And when Trump won their jaws were on the floor and they were in denial ever after.

Reply · Share · 1 Like ·  



Purple Scooter

fake news only hugely jeopardised the lefts credibility and integrity, it was in fact the REAL news (truth) coming from the lying criminal that influenced hitlerr

the REAL news / truth ,exposing the lieing criminal that influenced nitierys
catastrophy

Reply · Share · 2 Likes ·  



Blue Air Balloon




 3d
CNN is CIA/Mossad controlled!

Reply · Share · 2 Likes ·  



Green Pin




 3d
From now on Kellyanne Conway will just be referred to as "Con." Conning people is the raison d'etre of her and her unstable child boss. In addition, she doesn't deserve the extra breath it takes to sold out the syllables of her name.

Reply · Share · 2 Likes ·  



Olive Pretzel Green Pin




 3d
whatever. No matter what they do, they will never ever be able to outdo the cons, lies and murders that Hillary and Obama did. No thanks to !!btards like you who empowered then just like Hillary empowered Bill.

Reply · Share · 1 Like ·  



Cyan Sailboat



 3d
Off the subject for a minute to clear something up - correct me if I am wrong but unless you were born in 2000 up until now you are NOT a millennial. The millennium began in 2000. Not before that. Get it right and please stop confusing people. Millennials are NOT older than 17 years of age. The very word "millennial" was never even heard of in the 90's.

Reply · Share · 1 Like ·  



Green Sailboat




 3d
Fake research. We all know Putin put Trump in the White House

Reply · Share · 1 Like ·  



Green Pin



 3d
If republicans care so much for their constituency, let them demand that every US citizen receives the exact same benefits they receive. If not, at a minimum, they should explain why not.

Reply · Share · 1 Like ·  



This message was deleted.



Gold Wrench → ET Baby

4d
Lots more university studies show how the right wing animal trash lied through its teeth.

Reply · Share · 2 Likes ·



ET Baby ★ Leader → Gold Wrench

3d
Awww look.....we have a vag1na hat snowflake doggie named Red.

Reply · Share · 4 Likes ·



Gold Flame

3d · Edited
of course it did influence, towards the end!

Reply · Share · 1 Like ·



Green Pin

3d
The most important national security issue facing the US is the national debt of the US. Republicans whine about health insurance because health insurance lobbyists bribe them. Hard working Americans can't afford to get a physical or take their children to the dentist. But Congress has world class health care for life.

Reply · Share · 1 Like ·



Green Pin

3d
Poor and middle income US citizens pay the majority of US tax revenue, since rich people receive tax breaks.

Reply · Share · 1 Like ·



Green Pin

3d
#Followthemoney

Reply · Share ·



Green Pin

3d
And what do these hard working Americans receive in return: Nothing.

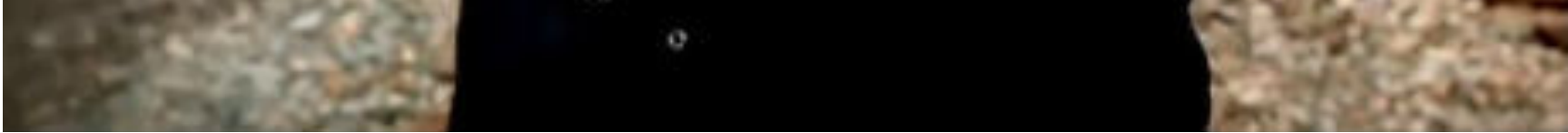
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Cyan Sailboat

3d
Regarding the title of this article - it's fake news.





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