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**The Role of Media in facing Rumors in light of Information  
Revolution  
Facebook as a model**

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**Introduction:**

Rumor is an old social phenomenon, not a recent one, has haunted human life on earth, and has taken many forms throughout human history, and grown with the development of societies, in conjunction with the movement of conflict and difference, and accompanying economic, military ambitions, social changes, political and cultural transformations, but they are more common and prevalent with military movements and wars, especially if it is an occupation and not a colonization.

Rumor include - in its meaning, that it is portable and transmitted by volunteer or costly individuals and by various means and methods that make it an easy-to-spread material, quick to influence, it starts from a part of reality or news or talk away from the source or form in which it was said and transmitted by various traditional means of communication in social daily life, and therefore common (sometimes) is used in the measurement of public opinion, it is a poll that is the opinion of those interested in its dissemination and circulation on the nature of the direction of public opinion, and the identification of flaws and strengths in the structure of society, thus as a way to develop philosophy the general policy of the issue in which the rumor was about.

**The problem of the study:**

The problem can be crystallized by analyzing the factors affecting the spread of rumors on Facebook from December 1st, 2018 to March 30<sup>th</sup>, 2019

**Theoretical framework:**

The study relies on common theory and conspiracy theory as a theoretical framework for the study:

**1- The Rumor's Theory**, which represents an explanatory framework for the transmission of rumor in a particular society during a certain period of time, through three axes:

First: Constructive determines the nature of the rumor and the methods of its construction, classifications, goals and targets in society.

Second: procedural includes the characterization of factors spreading rumors and explanatory frameworks for the work of the common, and their effects in society.

Third: ethical and includes the standards and ethical principles that should be adhered to in the media work to face rumors and reduce its negative impact on society.

There are several ways to build rumors and promote them to the public as follows:

- Based on different or false information and promoted in the spatial and temporal frameworks appointed.
- Relying on a logical base of incomplete facts, and then developing the common within the framework of absent and desirable in those incomplete facts.

## **2. Conspiracy Theory**

### **Study Objectives:**

The study seeks to monitor the phenomenon of rumor that has spread in Egypt, and seeks to identify the factors that influenced the spread of rumors in that important period, the objectives of the study can be summarized as follows:

- Monitoring, analysis and interpretation of the quality of rumors that have spread on social networking sites.
- Monitoring, analysis and interpretation of psychological factors that influenced the spread of rumors on social networking sites.
- Monitoring, analysis and interpretation of political factors that have influenced the spread of rumors on social networking sites.
- Monitoring, analysis and interpretation of media factors that have influenced the spread of rumors on social networking sites.

### **Study Questions:**

- What are the most important rumors that have spread recently in Facebook?
- What psychological factors that influenced the spread of rumors?
- What social factors influenced the spread of rumors?
- How serious are the rumors on public security?
- How dangerous are the rumors to falsify the public awareness?

### **Methodological and procedural framework:**

The present study belongs to the quality of descriptive studies that are concerned with monitoring, analyzing and characterizing the phenomenon of rumors with the characterization and analysis of the relationships between the variables under study as well as to draw scientific results.

The study relies on an approach which is based on the survey methodology at two levels:

The first is analytical: to analyze the rumors that emerged in the second transition.

In-depth interviews: a sample of experts specializing in media, psychology, sociology and political science.

The study relies on an in-depth interview tool with experts specializing in psychology, sociology, politics and media to find out the factors affecting the spread of rumors on social media.

### **Results:**

The answers and responses of some studies to which the prevalence of the rumor is related to an issue within the social context and through a crisis suffered by the community and proved the validity of these results when a citizen wrote after the crisis of the train accident that Dr. Eng. Mohamed Abdelaziz Wagih is a great scientist in this field in Europe, especially France and Sweden, and was awarded with medals from France for his great achievements. The citizen alleged that this expert is a strong candidate to head the ministry of transportation and then in no time two talk shows after this tweet then announced that this expert is a strong candidate.

But the surprise was that it all was a rumor and the citizen admitted that this expert was his father who passed away 11 years ago and was neither an engineer nor a railway expert, tried to prove that Twitter was a powerful rumor center.

2 - The ability of Facebook to send news and information as well as rumors immediately to the point of making the website among the sources of reliable information.

3 - Social networking sites, especially Facebook is responsible for the spread of rumors in this exaggerated image as a result of ease of communication and speed of trading.

4 - Social networking sites (Facebook) on the lack of awareness of visitors to pages to accept the rumor without thinking about the validity.

5- Rumors tend to the magic method, which contains exaggeration and exaggeration far more than the truth.