The Truth About Fake News

Fake news is **not** new. It can be traced back to the 1440's with the invention of the printing press!

The rise of social media has made it possible to create content and share it **instantly** with a large audience.

Attention surrounding the influence of fake news reemerged following the 2016 presidential election.


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**Total Facebook Engagements for Top 20 Election Stories**

![Graph showing total Facebook engagements for top 20 election stories.

- **Mainstream News**:
  - Feb.-April: 12 million
  - May-July: 9 million
  - Aug.—Election Day: 8.7 million

- **Fake News**:
  - Feb.—April: 3 million
  - May—July: 6 million
  - Aug.—Election Day: 7.3 million

Engagement refers to the total number of shares, reactions, and comments for a piece of content on Facebook.

Source: Facebook data via BuzzSumo