Title: In fake news we trust: identifying individual, group, and narrative level characteristics driving trust in misleading content

Acronym: FEEDING-FAKES

Project leader: Jaume Suau

Host organisation: Universitat Ramon LLull, Facultat de Comunicació I Relacions Internacionals Blanquerna

Main purpose of the project (50 words max.): The main goal of FEEDING-FAKES is to identify the most relevant causes and their conditions leading to trust in fake content in Spain, as well as the effects of trust in people's actions such as believing, sharing or checking disinformation content.

Design/methodology/approach (50 words max.): A two-step quantitative design based on a survey representative of the Spanish population, and a set of randomized controlled experiments addressing the particular causal mechanisms related to trust in fake content. Structural Equation Modelling will be used in the analysis of the experimental data and the assessment of the model.

Potential results (50 words max.): Identify the most relevant causes and their conditions leading to trust in fake content, providing relevant insights into programs aimed at tackling the spread of disinformation, as well as guiding more compelling actions of social awareness about the risks in the amplification of unfounded rumors and misleading content.

Social relevance of the research (50 words max.): Results will be of high importance in the design of media literacy programs preventing disinformation, as well as for improving the self-perception of vulnerability to fake news. The project will team up with different stakeholders to ensure the transference of project results into media literacy programs and civil society campaigns.

Originality/value of the project (50 words max.): FEEDING-NEWS addresses disinformation from different disciplines like psychology, information science, communication, and sociology, offering an innovative methodological approach so far absent in most previous research in the field of disinformation. Its goal is to produce results that can be relevant by different stakeholders in the field of disinformation.