FAKE NEWS AND INFORMING SCIENCE [ABSTRACT]

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ABSTRACT

Aim/Purpose	The goal of the paper is to consider how the informing phenomenon referred to as "fake news" can be characterized using existing informing science conceptual schemes.
Background	A brief review of articles relating to fake news is presented after which potential implications under a variety of informing science frameworks are considered.
Methodology	Conceptual synthesis.
Contribution	Informing science appears to offer a unique perspective on the fake news phenomenon.
Findings	Many aspects of fake news seem consistent with complexity-based conceptual schemes in which its potential for establishing or reinforcing group membership outweighs its factual informing value.
Recommendations for Practitioners	The analysis suggests that conventional approaches to combatting fake news, such as reliance on fact checking, may prove largely ineffective because they fail to address the underlying motivation for absorbing and creating fake news.
Recommendations for Researchers	Acceptance of fake news may be framed as an element of a broader information seeking strategy independent of the message it conveys.
Impact on Society	The societal impact of believing of fake news may prove to be less important than its long term impact on the perceived reliability of informing channels.
Future Research	A broad array of research questions warranting further investigation are posed.
Keywords	fake news, informing science, extrinsic complexity, conceptual scheme

BIOGRAPHY

Grandon Gill is a professor in the Information Systems and Decision Sciences Department of the University of South Florida. He is also the Academic Director of the Doctor of Business Administration Program at the Muma College of Business. He is Editor-in-Chief of the *Muma Business Review* and the past Editor-in-Chief of *Informing Science: The International Journal of an Emerging Transdiscipline* and the *Journal of IT Education: Discussion Cases*, also serving as a Governor and Fellow of the *Informing Science Institute,* where he was elected President in 2019. He was also the inaugural recipient of the *Zbigniew Gackowski Award* for informing science research