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Fake News in the Alpaquero Textile Business System in Arequipa-Peru During the New Normality

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Abstract

In the COVI-19 pandemic, the dissemination of Fake news increased, increasing in the different business sectors, the alpaca textile sector in Peru, to which the Arequipa Region belongs, considered the second city after Lima, is no stranger to this fact. The present study is of a quantitative level of cross-sectional experimental design, the Fake news that is disseminated in the pandemic and the participation of the alpaca business sector of the Arequipa Region are analyzed, the dimensions of production, sales and consumption in the pandemic were taken into account. of the COVI-19. The survey and the interview have been applied as techniques, the instruments being the questionnaire of questions and the interview questionnaire, this work has been carried out in person using the different institutions and people directly related to the study sector , for which executive personnel of institutions that represent the alpaca textile sector have been considered, concluding that 89% receive false information, the personnel representing and directing associations of the alpaca sector have also been considered, concluding that 99% receive false information , in the analysis of the health area, medical personnel and nurses have been considered participant in the care and treatment of COVI-19, who work for the Ministry of Health, concluding that 90% receive false information.

Keywords: fake news, business system, technological advance, alpaca textile, new normality

INTRODUCTION

The effect that false information has on the business sector and the economy in general is enormous, this is no stranger to textile companies in the alpaca sector and put into practice in the COVI-19 pandemic that is immersed in the world, as Technology advances, Fake news manages to be more elaborate and difficult to discern, technological progress has been the key piece in the expansion and proliferation of false news worldwide. Information that is not true, false news and lies are as old as humanity, but it is in recent years that its expansion has reached a dimension never seen before.

Fake news are practices that are carried out on social networks where it is extremely easy to publish any opinion, true or false without any complications, approximately 65% of the population of the United States and Europe regularly use social networks as a source of information, in Peru these publications are also given, in these media.

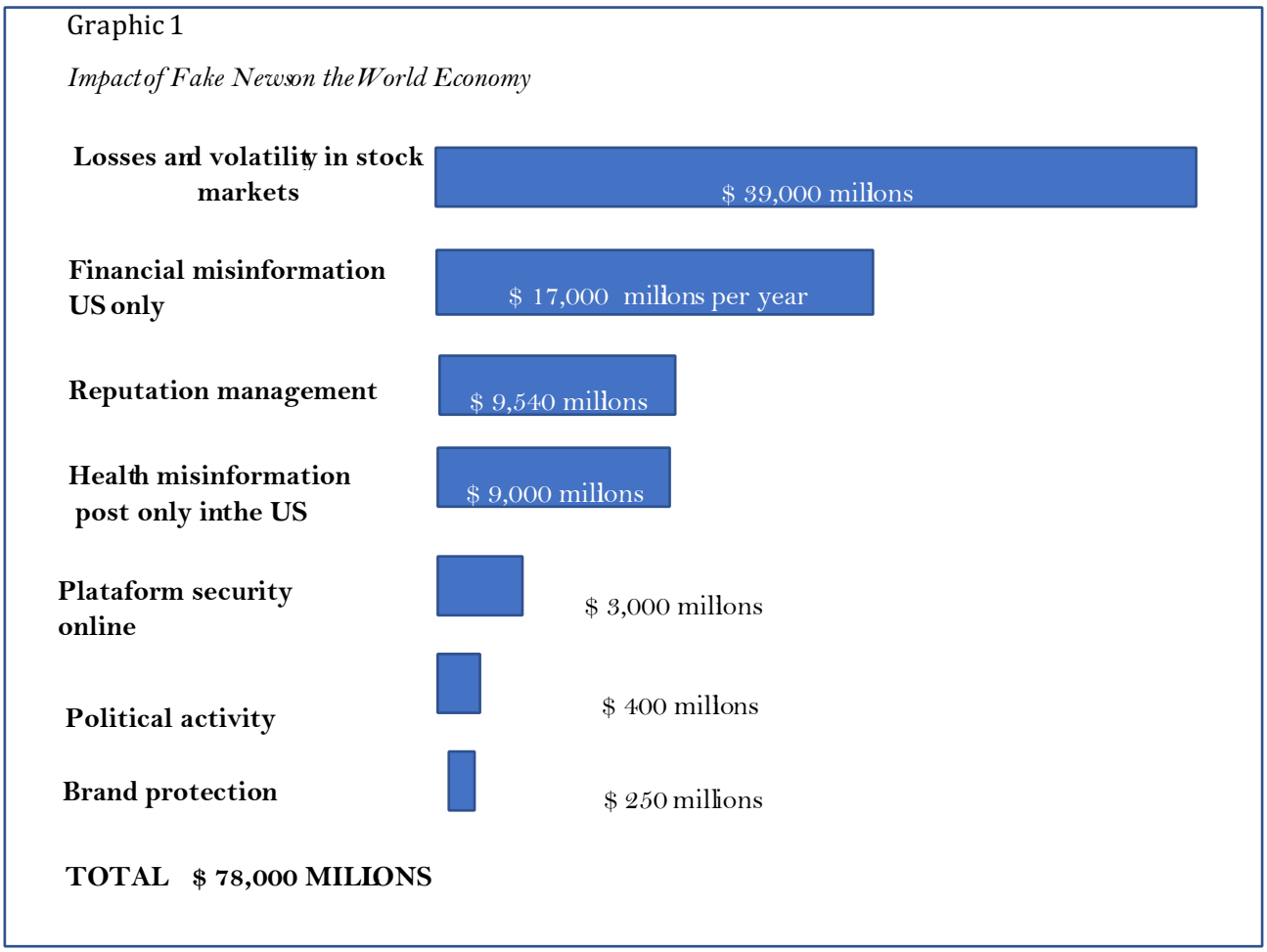
The spread of fake news is currently one of the biggest problems in the current information circuit due to its consequences on the business system and in modern societies, proliferating more widely and globally from the COVID-19 pandemic.

Tik Tok, Zoom, Facebook, WhatsApp and Instagram, occupied the top 5 installations on smartphones during the months of confinement, according to a Sensor Tower report from June 2020 (CNN in Spanish, 2020).

According to a report from the "University of Baltimore", the impact of Fake news on the world economy is more than seventy-eight billion dollars. Of these, 39,000 million would be due to losses in stock value caused by false news.

Graphic 1

Impact of Fake News on the World Economy



Note: Cavazos, R. The Economic Cost of Bad Actors ON THE internet: Fake News. Universi ty of Baltimore 2019

METHODOLOGY/APPROACH

Approach and Research Techniques

The present investigation is of a quantitative approach, with a cross-sectional experimental design, the fake news that is disseminated in the pandemic and the participation of the alpaca textile business sector in the Arequipa Region centralized in production, sales and consumption in the COVI pandemic are analyzed. -19. Business participation includes the dimensions of production, sales and consumption, as well as dissemination of false news.

The production is the participation of the alpaca textile business sector and the information that is disseminated on social networks. Sales is the participation of the business sector in the pandemic and dissemination is the participation in information through social networks.

Consumption is the acquisition of garments produced by the alpaca textile sector in Peru. The techniques used were the survey and the interview, the instrument used for the survey was a questionnaire containing 30 items structured based on the variable Fake news and business system its three dimensions, production, sales and consumption, for which has considered the alpaca textile sector and the COVI-19 pandemic.

In order to develop the instrument, the questionnaire of Catalina-García, Sousa and Silva (2019) has been taken as a basis, the validity of the instrument was determined by the criteria of expert judgments in the alpaca textile sector, the medical area and communications through social networks.

The second technique used is the interview, it has been carried out with administrators and executives of the alpaca textile business sector and personnel from the Honorio Delgado Espinoza Hospital, an institution that belongs to the Ministry of Health, the instrument being the interview form validated by experts from the textile and Health.

Population and Sample

The population was made up of 50 representative people, of which are: executive personnel (managers and administrators) who work in the alpaca textile sector of Arequipa, a total of 18, and representatives of associations in the province of Caylloma, a total of 12. Health personnel from the Honorio Delgado hospital (20) who have and have had to do with the care of COVI-19, taking into consideration that health personnel are essential to have knowledge of the real information to those who have been affected by the virus, giving rise to identify false information that may exist in the media.

Study Approach

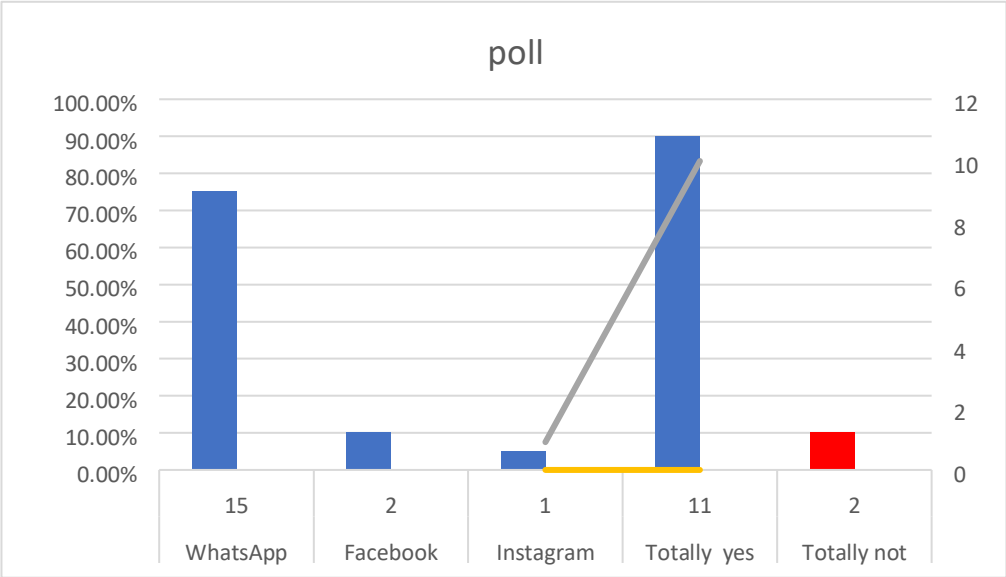
To carry out the present investigation, it has been necessary to organize it based on the techniques and instruments that had to be applied, two stages were considered, the first stage has been carried out for the survey, which has been organized in 3 moments. , firstly, to carry out the survey of personnel from the alpaca textile business sector, considering the Managers and Executives of companies in the sector, the second moment directed to representative personnel of alpaca fiber breeding and production associations in the province of Caylloma and the third health personnel considering the Honorio Delgado Espinoza Hospital.

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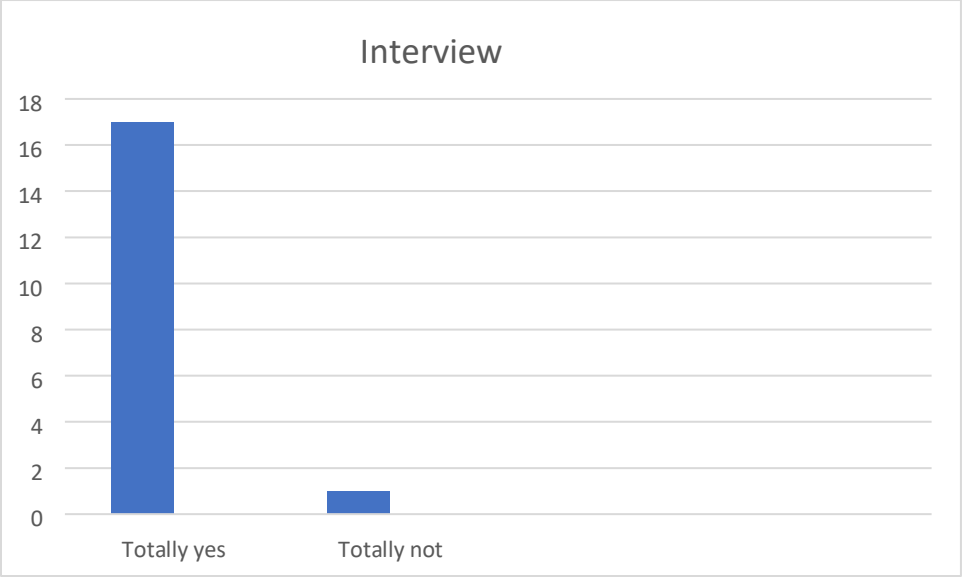
The second stage has been directed to the interview, it has been considered to conduct interviews with Managers and Administrators of the business system of the alpaca fiber sector and authorities and personnel of doctors and nurses from MINSA and Es SALUD, who have to do with patient care. COVID-19

Results

From the survey carried out to the Managers and Administrative staff of the companies in the alpaca textile sector of the Arequipa Region, it was determined that 88.9% of the 18 respondents received false news 16 through social networks, with 7 people via WhatsApp, representing 38.9%. 6 people representing 33% and Instagram 3 people representing 17%, while of those surveyed 2 people representing 11.1% did not receive false news. In the interviews, 17 people, representing 94%, stated that they received false news from the alpaca textile business sector, while one person representing 6% stated that they did not receive false news.



Graph 2 Managers and Administrative Survey
Note: Own elaboration

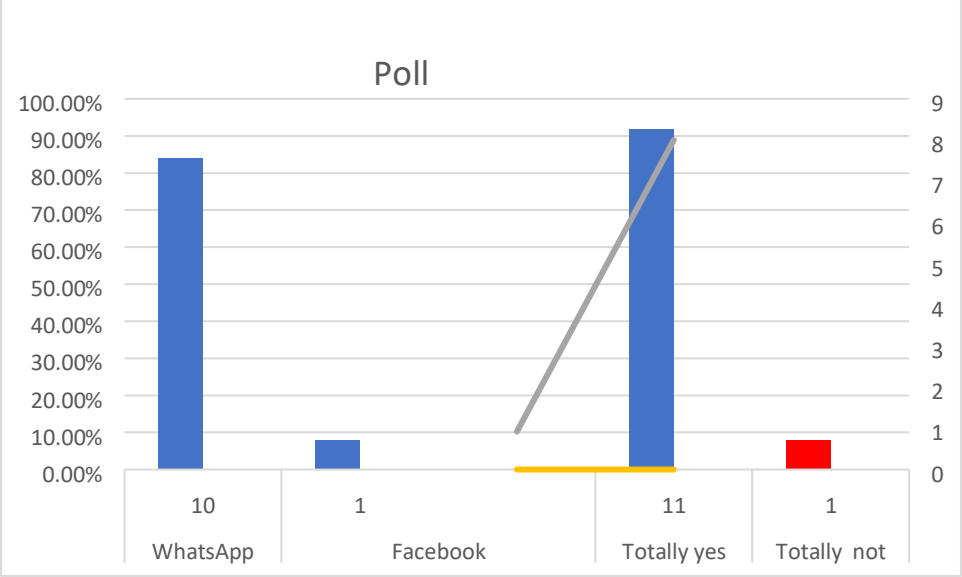


Graph 3 Interview Manangers and Administrative
Note: Own elaboration, the mumber of people has been considered.

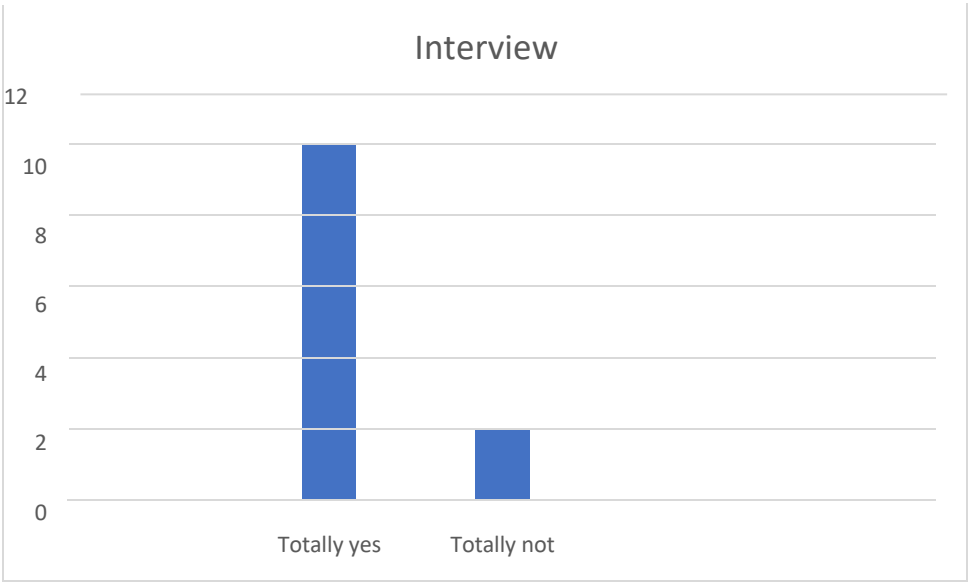
The frequency with which the information was received was sent daily by friends, alpaca fiber producers and people involved in the business sector of the alpaca textile industry, counting and reviewing every Saturday of each week, sharing on social networks received with all the people who are in the group, concluding that the social networks most used by Managers and Administrators are WhatsApp, Facebook and Instagram.

From the survey carried out to the leaders and representatives of the companies of the alpaca textile sector of the Arequipa Region, it was determined that 92% of the 12 people surveyed received false news, among the social networks used, 10 people received by WhatsApp what represents the 84% and Facebook received a person representing 8%, while of those surveyed a person representing 8% did not receive false news. In the interviews of the 12 interviewees, 11 people representing 92% stated that they did receive false news from the alpaca textile business sector, while one person representing 8% stated that they did not receive false news.

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Graph 4 Leaders and representatives' poll
Note: Own elaboration



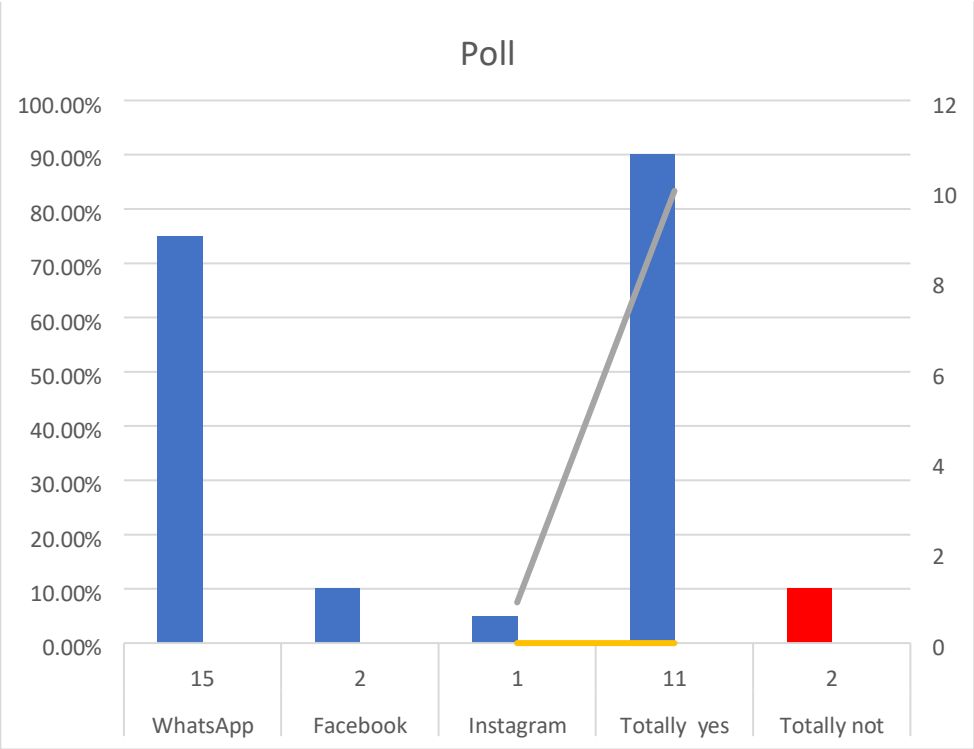
Graph 5 Interview leaders and representatives
Note: Own elaboration, the mumber of people has been considered

The frequency with which the information was received was sent daily by friends, alpaca fiber producers and people involved in the business sector of the alpaca textile industry, counting and reviewing every Saturday of each week, sharing on social networks received with all the people who are in the group, concluding that the social networks most used by Managers and Administrators are WhatsApp and Facebook.

From the survey carried out on health personnel (10 doctors and 10 nurses) of the Honorio Delgado Espinoza Regional Hospital of the Arequipa Region, it was determined that 90% of those surveyed 18 received false news through social networks 15 by WhatsApp, which

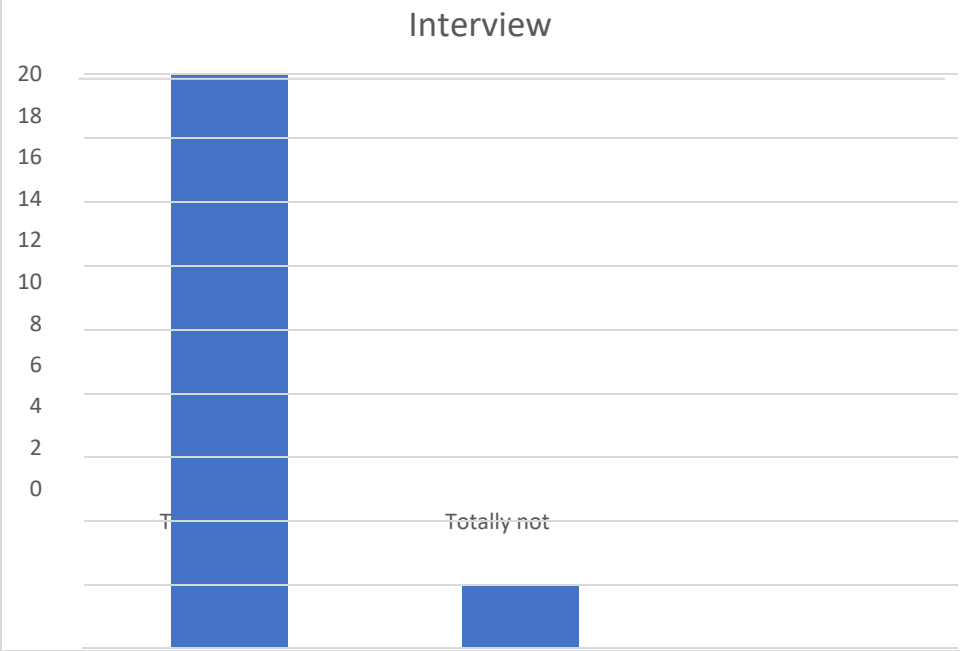
represents the 75% two people for Facebook representing 10% Instagram one representing 6%, while of the respondents two representing 10% did not receive false news.

In the interviews carried out with health personnel, 18 (10 doctors, 8 nurses), representing 90%, stated that they did receive false news, while 2 nurses, representing 10%, stated that they did not receive false news.



Graph 6 Personal health poll
Note: Own elaboration

URL: http://dx.doi.org/10.14738/abr.112.13833



Graph 7 Personal health interview
Note: Own elaboration, the mumber of people has been considered

The frequency with which the information was received was sent daily by friends, alpaca fiber producers and people involved in the business sector of the alpaca textile industry, counting and reviewing every Sunday of each week, sharing on social networks received with all the people who are in the group, concluding that the social networks most used by health personnel are WhatsApp, Facebook and Instagram.

CONTROL AND DISCUSSION

Control or Sanction Fake News

In the Political Constitution of Peru, as in other constitutions in the world, it refers to and supports the right to freedom of expression and consequently the right of access to information, in most countries it constitutes a strong barrier to the regulatory response. in relation to false information, which could be promoted by different social media.

Countries that are organized on the basis of the principles of Western democracies have taken into account the different freedoms as an essential foundation for the development of its inhabitants, within these freedoms the right to freedom of expression is considered. The philosophical framework is not new, Kant affirmed that it is an unconditional duty to always tell the truth and, in any situation, but this philosophy does not stop false information, which becomes a current element but difficult to control.

Grau, J (2019) Refers to Stuart Mill, the great theoretician of democracy, in the sense of satisfying the desires of the maximum number of people, the theory of freedom is based on the ultimate value of the individual and his desire for happiness, which in turn are a condition of social progress. In order to advance towards this double goal (happiness and social progress), each individual, group of individuals, the Government and the people must not interfere in the thought, expression or action of each one. But here there is a great contradiction because this puts pressure on individuals: the defense of individual rights is basic to maintaining freedom.

The UN Special Rapporteurs for Freedom of Opinion and Expression, the OAS Special Rapporteur for Freedom of Expression, the Special Rapporteur on Freedom of Expression and Access to Information of the African Commission on Human and Peoples' Rights (ACHPR) , and the Representative for Freedom of the Media of the Organization for Security and Cooperation in Europe (OSCE), formulated in Vienna in 2020, in a Joint Declaration on Freedom of Expression and Elections in the Digital Age argue the need for a public debate on matters of common interest and the contribution that digital technologies can make during electoral periods and general or ambiguous laws on disinformation should not be established, such as prohibitions regarding the dissemination of "falsehoods" or "nonobjective information".

If these organizations linked to the defense of freedom of expression and the right to information understand that the use of criminal sanctions can only be used very exceptionally, these organizations should take it to a plenary session of member countries and seek the solutions that best suit the member countries. In the world from the last decade of the twentieth century we entered a technological, cultural and social revolution that involves a set of Internet applications, social networks, which allow the creation and circulation of user-generated content. These networks have transformed the way we interact. Social media platforms allow users to interact with other users by sharing photos, videos, texts, opinions and information, within which false information is also filtered. (Argentine Symposium on Computer Science and Law, University of Salta 2019)

In addition to the difficulties in regulating or controlling the spread of false information is added its exponential increase and proliferation. The recent Covid-19 pandemic has accentuated the spread of false news, something that had already experienced sustained growth in previous years.

Governments must test strategies in order to deepen digital education measures that include both public and private programs to verify the authenticity of information and statements in the media, appealing to the development of pedagogical practices of teaching and training in the use of digital media. digital media, teacher training, development of critical thinking, awareness generation and training to detect and react to false information.

Organizations such as the UN, the OAS, among others, together with the governments of the countries, must also propose norms and laws that regulate the responsibility of the companies that own social networks so that they are responsible for the content that is published and shared, of Failure to comply with the agreement will result in fines being imposed and, if those responsible are required, custodial sentences in accordance with the legislation of each country.

Discussion

In the findings, it is observed that the personnel considered in the investigation receive false news, however, this information is not prepared by the operators of the alpaca fiberproducing business system, it is the product of Fake news, the same that using the Information technologies that support social communication networks become a concern for them even more in this time of pandemic that we continue to live in and that could last for a few more years.

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Diario Gestion (Lima, January 3, 2023), according to Cloudflare in 2021, TikTok surpassed Google as the most popular website in the world. This new way of reporting through social networks leads to being attentive to the development of new information technologies within which will always contain false information, in this case using this medium information is distorted, causing confusion to people and also to the business system of whatever category, so as soon as possible the State must assume its commitment to demand that the use of social media that are available is put to better use and avoid sending false information.

According to Statista, 83% of the European population thinks that Fake news is a real problem for democracy, and unfortunately, according to the Eurobarometer of the European Union, Spain is the country where the most Fake news circulates. Fake news becomes a global problem for which each country must take its forecasts in order to control this type of misinformation.

The study by Sinan Aral and colleagues at MIT that analyzed 126,000 tweet cascades, found that fake news cascades to 10 retweets 20 times faster than true news. The social communication media, in order to collaborate with truthful information, must take sanction measures in coordination with government institutions when it is verified that an institution or person has circulated false information.

(Ramón San Miguel, A., Sánchez-Gey Valenzuela, N., and Elías Zambrano, R. (2022). They argue that "the importance of journalism in times of crisis, and the pandemic is, is essential. In fact, Organizations that have so much to say on matters of this magnitude, such as the World Health Organization (WHO), have shown their concern about the misinformation regarding COVID-19.In this sense, the WHO published a policy brief called 'Disinfodemic' Decoding the disinformation about COVID-19' written by the Global Director of Research of the International Center for Journalists (ICJF), Julie Posetti and Professor Kalina Bontcheva, member of the Center for Freedom of the Media, hereinafter ICFJ, (2020)". In these reports presented by various personalities, the difference between what is called disinformation or 'disinfodemic' can be identified, this is exacerbated by the forms of action required by the pandemic and the technology achieved for trans send information to different public or private institutions, but that this information must be of quality

Trade (Lima January 13, 2022). YouTube is one of the tops 'Fake news' channels in the world, according to more than 80 verification organizations, in response to this news, YouTube claimed that “only around 0.21% of all views are of infringing content that is then we delete”. It is true that it is a lower percentage, but to prevent its growth, legal control measures must be taken, in order to stop these distortions, it is up to the State and public and private institutions to make this decision.

Jiménez Escalante, J. T.., & Guerra Moreno, D... (2022). The civil liability that may derive from false publications has various complexities from the very configuration of the elements that compose it, such as those related to: i) the determination of the passive subject of responsibility when it comes to anonymous issuers or as a result of advertisements or publicity programmatic advanced by artificial intelligence systems, ii) the active legitimation of the subject affected in the face of the damage suffered, to the extent that the collective or social damage caused by the misinformation derived from these news does not seem to be the object of reparation based on the prohibition of imposing limits that could constitute censorship and iii) the difficulties in the

definition and scope of the mechanisms aimed at the cessation of the damage and non-material compensation for the damages caused. The degree of responsibility of public or private institutions in disclosing false information must be determined, resorting to a pecuniary or custodial sanction, since this creates distortions in their activities and can lead to economic losses.

The trade (Lima August 27, 2021). YouTube has removed more than 1 million videos with misinformation about COVID-19, The video platform has detailed in a statement its strategy to combat misinformation, which currently leads YouTube to remove 10 million videos every quarter. This form of misinformation can cause many people to make mistakes and have an impact on their daily work.

McGonagle (2017) comments that fake news is of concern to international organizations, national law and policy makers, the media and media actors, civil society and academia. It affects the business system and different professionals have to deal with fake news, which can lead to distorting certain behaviors.

Mendiguren, Pérez Dasilva & Meso Ayerdi (2020) have recognized, for example, that young university journalists who get information through the online environment confess to having fallen into the fake news trap on some occasion. Despite the fact that university youth are up to date with the information, even though they are part of the journalistic area, they are victims of false information.

Gonzalez, M.; Lovon, M; & Arellanos, R (2020). He maintains on the case that in order to combat lies and deception it is necessary for citizens to opt for media literacy and adds that the work of journalists must be promoted "and guarantee accurate information and in accordance with the criteria of transparency, precision and impartiality". It is urgent to take measures to stop fake news, it is not convenient for this type of information to continue expanding, it also depends a lot on people knowing that there is a possibility of false information, they should make sure that the information is true.

As Montes, J (2022) describes: referring to the Russian invasion of Ukraine «This is the first conflict in which we have lived through a live lie, from minute one of the invasions. Winning public opinion became a primary objective for both sides from those first moments; in which, for their part, the media needed images». The role of the media must be recognized, in these times it is essential, many times misinformation is given, arguing aspects that are not reality, but this does not happen to ensure certain interests that are convenient for the media

According to companies dedicated to cybersecurity, fake news and misinformation increased by more than fifty percent after the confinement resulting from the Covid-19 pandemic. And they did so around political, governmental and health issues with the consequence of a drop in confidence in governments, companies and the traditional media. Bugallo, R. (2022). The pandemic has destabilized communication, false information has increased, which still entails serious danger for various people and public or private institutions, so it is the job of the State through government institutions to supervise and provide security to information.

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Gonzales, T (2022), The Ministry of Agrarian Development and Irrigation (Midagri), will invest 8.7 million dollars for the execution of the project "Improving the coverage of services to increase the genetic value of alpacas in the regions of Arequipa, Puno, Cusco, Huancavelica, Ayacucho, Pasco, Junín and Apurímac". "Peru is the largest producer of South American camelids, the population of alpacas is around 3.7 million specimens, the domestication of this species dates back more than 7,000 years.

Mateus, J. (2021) Researcher and teacher at the Faculty of Communication of the University of Lima, explains how much damage false content does and how to combat it with a critical reading and searching for primary sources. In the COVI-19 pandemic, false news has increased, only the fact of being locked up has not made it possible to identify whether the news flows orderly and honestly on social networks, making them more likely to accept false truths.

Aguado & Bernaola (2020). The Peruvian government, in the pandemic, ordered the use of a platform that also served to expose the false news that circulated through social networks, this campaign was promoted by the Ministry of Health and the Ministry of the Interior of Peru. Technology must be provided to these institutions to improve results.

Fake news, according to Cavazos and CHEQ (2019), is "affecting everything from stock markets to the media, reputation management, election campaigns, financial reporting, and healthcare." This way of informing the business system and people with false information can lead to making unwise decisions, so control of this type of information must be foreseen

Rodríguez-Fernández (2019, p. 1727) concludes in his study: "The greatest concern at present lies in the intentional dissemination of false information through social networks." It is evident that to receive false information you have to use social networks.

Rodríguez Pérez (2019, p. 73), "processes such as the verification of sources and data, the disintermediation of traditional media by social networks and the current speed form the new informational state of the last hour and constant updating". The sources from which the information comes must be identified, through the Ministry of Transport and Communications and the Ministry of the Interior.

Conclusions

The risks of the fake news that have occurred as a result of COVI-19 have led the alpaca textile business system to make forecasts and verify the information by consulting experts in order to detect false news in order to prevent its spread and seek to implement teams that provide some technological security since the universe of disinformation is unlimited.

Fake news becomes a danger for health personnel, since it indirectly gives legitimacy to this type of information and is transmitted to their network of contacts, if it is true that due to the work, they do they doubt all types of information, this It is not enough to fall for this type of misinformation, especially in the context of COVI-19 and other deformations presented.

In the context that society has been developing where there are informative disorders as a result of fake news, the action of the Peruvian State is necessary to regulate and control in order to avoid this type of information and, if detected, act with the necessary corrective measures.

In the investigation carried out, as a result of the surveys, it has been determined that 88.9% of the Executives of the companies in the alpaca textile sector receive false information, 99% of the leaders and representatives of the alpaca fiber associations receive false information and 90 % of the health personnel of the Honorio Delgado Hospital who are related to COVI-19 receive false information, in a very similar way occurs with the personnel interviewed where 94% of the people who represent the alpaca textile business sector state that they received false news, which becomes a concern for the business system and people in general, to control this problem it is the responsibility of the Peruvian State to find a solution to disinformation.

It is likely that false news always existed, but we must take into account the empowerment that the social media have and as promoters of access to information, they allow it to be produced and disseminated and received by people and public and private institutions and if they are false information distorts the way of acting, but we must also take into account that since the second half of the twentieth century the human right to information has been recognized worldwide, if the information we receive is partial, malicious or directly false, it is likely that our Decisions can also be wrong.

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