

gucci bag black friday

[Image] Price: \$7.

A mini hot air brush for helping you get the -air- in all of your hair.

I love it!" -Nadine 6.

A set of silicone straws that'll save you money in the long run and help you keep your drink hot without actually using them.

[Image] Promising review: "These are great.

I bought them for my boyfriend because he is an oil slick person and the plastic straws are good.

But my boyfriend loves them.

I can just wash them and reuse them and not waste money on refills!" -Pam 8.

The impact of fake news on business

While even the term itself has become politicized, there is no room to doubt that the publication and dissemination of false information across the internet has become a major concern as of late. The rise of fake news affects not only individuals, narratives, and the platforms that publish them, however. There are also ways that fake news is impacting businesses and jobs across all manner of industries, as well. Here are some of the instances of fake news putting livelihoods at risk.

The further politicization of facts

There is an undeniable and inherent political bent to spread of fake news across the internet. In many cases, political actors, such as influencers, online publications, and the like will challenge commonly known facts in a result to further polarize their base, incentivizing them to continue to subscribe to a shared set of beliefs. As such, many businesses may inadvertently find themselves taking a political position by simply acting on the fact as they are known. This has been seen to be the case with many businesses that require masks to be worn in the building, even when mandated by law, as shown by The Guardian. As such, fake news can risk businesses alienating portions of their target market through no fault of their own.

The increasing risk of libel

The fake news epidemic that has been consistently growing as digital technology gets more widely and frequently adopted has effectively cemented the fact that anyone can post any falsehoods they want online. False negative reviews and hit pieces can, for instance, not only impact the online reputation of a business, but also the effectiveness of marketing platforms such as Google, which can decrease the ranking of pages based on the review scores of the businesses that own them. Thanks to Removify and other reputation management tools, companies do have a tool to help them fight against the spread of false reviews against them. However, many business owners are not aware that these tools exist and so have to suffer the consequences of fake news.