



**SCHOOL OF GRADUATE STUDIES AND RESEARCH  
FACULTY OF PUBLIC RELATIONS, MARKETING AND ADVERTISING.**

**EXAMINING SOCIAL MEDIA IN MANAGING MISINFORMATION BY MARKETING  
COMPANIES IN ACCRA, GHANA.**

**SUBMITTED BY**

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**A DISSERTATION SUBMITTED TO THE UNIVERSITY OF MEDIA ARTS AND  
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FOR THE AWARD OF A MASTER OF ARTS DEGREE IN STRATEGIC PUBLIC  
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**NOVEMBER, 2025**

## STUDENT'S DECLARATION

I do hereby declare that the work presented is the result of my own effort, original research and findings and that no part of it has been presented for another degree or diploma in this University or elsewhere. All references to other people's work have been duly acknowledged. Therefore, I will be held responsible for any error detected in this project work.



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Candidate's signature

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DATE: 30<sup>th</sup> NOVEMBER, 2025

## **SUPERVISOR'S DECLARATION**

I hereby declare that the preparation of this long essay was supervised in accordance with the guidelines for the supervision of dissertations as laid down by the University of media, Arts and Communication - Institute of Journalism.



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Supervisor's signature

DR. IKE TANDOH

DATE: 30<sup>th</sup> NOVEMBER, 2025

## **DEDICATION**

This research work is dedicated to my family who have supported me throughout my entire program and to my beloved husband for his constant encouragement, support and prayers.

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I appreciate the management and leadership of all the marketing companies whose employees were allowed to participate as research subjects of this study. The data contributed were relevant in addressing the objectives of this study and I say thank you to all those who volunteered data.

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## ABSTRACT

The digital age has introduced innovative interventions that has redefined our social engagements particularly in the areas of communication. Today, most organizations are utilizing social media – to reach diverse markets and meet varied needs of consumers. The objectives of this study were; to examine which social media platform(s) marketing companies in Accra adopt to address Misinformation, to explore the social media activities of marketing companies in Accra in managing Misinformation and, to examine the relationship between social media and managing misinformation. To address these objectives, a quantitative research approach was adopted to purposively sample 105 respondents including heads of departments their deputies and senior officers across 35 marketing companies in Accra. The marketing companies were selected using the snowballing sampling technique. Data was gathered using a five-point Likert scaled questionnaire and analyzed with the Statistical Package for Social Sciences (SPSS) version 30. The results showed that marketing companies in Accra experience misinformation across various media. Subject to this, the most utilized social media platforms by marketing companies in Accra include X, Facebook, Instagram and TikTok. Again, several social media activities such as posting of videos and pictures, engaging the public in live online discussions, sharing of update in emerging public concerns as well as hosting of Q&A session were being undertaking by marketing companies in Accra. This notwithstanding, 86.9% variation in the capacity of marketing companies to manage misinformation was found to be facilitated by social media. Social media has therefore become an imperative channel by which organizations communicate crisis to customers and use same means to address misinformation. The study recommends that the leadership must liaise with the government and business regulators to help in coming up with standardized guidelines on how to act when false information is being disseminated. It was also

recommended that future studies should focus on other regions to offer more detailed national outlook as it will draw up regional similarities and differences in misinformation impacts in businesses. There is also the need for future studies to apply qualitative research methodology to offer more information about how marketing firms experience, sense and react to misinformation.

# CHAPTER ONE

## 1.0 Introduction

This chapter discusses the background of the study, statement of the problem, the research objectives and research questions. The chapter also provides insight on the significance of the study and the how the entire study is structured (organization of study).

## 1.1 Background of the Study

Contemporary organisations have become reliant on social media to advance their interest in marketing, technologies, entertainment and lifestyle, governance and sports (Špoljarić, 2021; Bukar et al., 2022). According to Bukar et al. (2022), social media establishes open information-sharing where individuals and organizations electronically share seamless information in text, photos, videos and infographics. Various studies have widely recognized social media as a viable tool through which organizations address misinformation and prevent the spread of false information while they sustain stakeholder trust (Bahri, 2021; Duzen et al., 2023; Oladokun et al., 2024).

Misinformation according to Bukar et al. (2022), is the promotion of untrue statements concerning the services, offers and nature of operations of an individual or organization across various media platforms. Managing misinformation requires planning and sharing information based on a schedule to ensure consistent feedback to stakeholders, identifying the type of social media platforms to adopt, demonstrating understanding in responding to clients' enquiries and directing clients to visual evidence to support information shared. Špoljarić (2021) notes that through social media platforms such as Facebook, Twitter, Instagram and LinkedIn, users and organizations are able to modify the manner they communicate which leads to immediate response capabilities.

According to Rehman et al. (2022) prior to the emergence of social media in the early 2000's, organizations responded to misinformation about their brand by resorting to newspapers, television and radio. This suggests the limited scope of reach by organizations due to weak digital structures, limited access to internet and smart phones by citizens. The advancement in technologies, the evolvement of social media and the growth in the use of smart phones with internet access has made social media a coercive resource in modern interactions (Amoah & Jibril, 2021; Ghazwani & Alzahrani, 2024). The use of social media now influences classic methods of reputation and perception management by bringing new risks and advantages to organizational operations. According to studies, social media promotes extensive marketing, visibility and branding as it exposes organizations to diverse communities and consumer networks creating the opportunity for organizations to clarify information on the scope of services, product designs, variety offered, distribution points and pricing (Oksa et al., 2022; Brambilla et al., 2023; Laradi et al., 2023). Social media turns out to be essential for communication strategies since it allows fast information sharing while generating real-time audience feedback with broader reach.

Madnick et al. (2023) however argue that, the digital space is increasingly becoming unsafe due to the growth in cyber-attacks and hidden irregular activities that exposes organizations to various of data breaches. Madnick et al. (2023) expressed that most people are hiding behind social media to access the logos, and motto of organizations to mislead and exploit some citizens by providing them with fake products and sometimes not even delivering the ordered product. This creates anxiety which disorients people's expectations of an organization and worsens the market value of innocent organizations. Khanom (2023) however, expressed that organizations through social media have extensive visibility and customer base that create viable markets at all times. This network of customers has the potential to defend the interest of organization being discredited by

some users on social media. Social media therefore positively contributes to influencing people's perception on emerging issues and offer a unique platform to validate official communication such as in communicating crisis situation.

Ghana has seen the growth in the emergence of different organizations due to its population growth and the need to meet diverse demographic needs. Organizations persistently compete for market share with extensive presence on social media. Social media has become an official channel where most firms communicate to their diverse consumers on emerging developments, changes and address public concerns to clarify information. Though there is a large body of literature suggesting the role of social media in crisis communication among Ghanaian firms, there is however little empirical studies on its role in managing misinformation particularly among marketing companies. This study will focus extensively on the use of social media by marketing companies in Accra in managing misinformation.

## **1.2 Statement of the Problem**

Various studies have indicated that the inclination of businesses to digitalization in Ghana has influenced the way they communicate especially about crisis to their varied stakeholders (Demuyakor, 2021; Al-Habsi et al., 2021; Bans-Akutey & Ebem, 2022). They emphasized that the increased adoption of digital communication technologies such as social media by organizations expose them to fraudsters who distort the intended meaning of information for stakeholders. This limitation creates gaps in communication efficiency. These studies emphasize that organizations are therefore faced with the challenge of choosing communication channels particularly to communicate crisis. There is however lack of understanding on the specific social media platform adopted by organizations across industries particularly marketing organizations in managing misinformation. With a plethora of social media platforms flooding the Ghanaian market, there is

need to investigate which is adopted by marketing companies in Ghana to communicate crisis. This will highlight the social media platforms adopted by firms in specific industries for purposes of communicating crisis.

Mare et al. (2019) expressed that social media has become an avenue where individuals propagate fake news to divert public attention. Macarrón-Máñez et al. (2024) added that most organizations are increasingly becoming victims of being discredited about the product designs of their brands, undermining their market share. Consequently, social media is becoming unattractive due to these developments despite its potential to empower organizations to increase their access to different markets. The growth in fake news across the media makes it difficult for organizations to create a desired network of loyalists for their products and services, affecting sales and profitability (Mare et al., 2019; Macarrón-Máñez et al., 2024). Existing studies elaborate on the potential danger (spread of fake news) associated with the use of social media. However, studies on specific social media activities implemented by organizations of industries in specific countries remain unexplored. In view of this, there is the need to address this gap by investigating the social media activities undertaken by marketing organizations in Ghana in responding to misinformation associated with their organization.

Ikášová and Klepek (2024) conclude that digitalized operations of organizations such as the use of websites to promote sales is increasingly becoming vulnerable to security breaches due to persistent exploitation of customers by unknown marketers. In effect, the relationship between websites and sales growth has been describe us uncertain as tightened security measures may improve sales and weak systems may hinder sales growth. The use of diverse electronic services has become an imperative choice to streamline operations. However, the distinct relationship between social media and managing misinformation remains unclear among researchers. Some

studies emphasize a dynamic relationship between the variables (Enders et al., 2023; Bhattacharya & Singh, 2025) whereas others highlight a positive relationship (Ruiz, 2023; Nannini et al., 2024; Jian et al., 2025). This notwithstanding, Mangold et al. (2021) indicated no relationship at all between them. In view of this, this study focuses on establishing the relationship between social media and managing misinformation in the context of marketing organizations.

### **1.3 Research Objectives**

1. To Examine which social media platform(s) marketing companies in Accra adopt to address Misinformation.
2. To explore the social media activities of marketing companies in Accra in managing Misinformation.
3. To examine the relationship between social media and managing misinformation.

### **1.4 Research Questions**

1. Which social media platform (s) do marketing companies adopt to address misinformation?
2. What social media activities are implemented by marketing companies in managing misinformation?
3. What is the relation between social media and managing misinformation?

### **1.5 Significance of the Study**

The research holds great value for Ghanaian marketing organizations because it demonstrates usable strategies to handle crisis misinformation through particular social media channels. The quick spread of misinformation on digital systems leads to negative impact on brand reputation which damages trust levels and reduces sales. Through the results of this research, organizations

can gain knowledge on effective social media crisis management techniques that protect their brand reputation and market standing against misinformation.

The digital public sector-both online consumers and social media users will gain advantages from this research because it advances digital competency along with misinformation recognition knowledge. The findings of this study will demonstrate how marketing companies can handle false information to empower consumers for better understanding and purchasing decisions. This study creates conditions for better accountability measures and increased misinformation controls from social media platforms that result in a more trustworthy internet environment.

This research adds to academic understanding of crisis communication in today's digital age through specific empirical evidence about social media. The study emphasizes the continuous effects social media has on misinformation management systems of marketing companies in developing economies specifically Ghana. The research will enable development of academic marketing and communication programs through the integration of modern digital crisis management techniques in educational curricula.

## **1.6 Scope of Study**

This study was conducted in the Accra. Accra is the most populated in Ghana and widely recognized as the most economically viable city. Considered to be seat of the central government and the capital of the country, Accra has become the home to most headquarters of organizations. In view of this, it is appropriate to consider it for this study given the potential of it being flooded by various marketing companies in the wake of population growth.

## **1.7 Organization of the Study**

This study is organized in 5 separate and interrelated chapters. Each of the chapter offer a distinct focus of the research process and indicates a system procedure in answering the research questions.

The organization of study provides details characterizing the focus of each of chapters.

Chapter one discusses the background of the study, statement of the problem, research objectives and research question. It also highlights the significance and scope of study.

Chapter two of this study reviews literature. The review emphasizes the theory underpinning the study, conceptual framework and the hypothesis of the study. The chapter also reviews concepts of the study in the light of the research objectives.

Chapter three highlights the methodology of the Study. This chapter describes and justifies the use of various methods in accessing and analyzing data. Prior to this discussion, the chapter offer detail overview of Ghana's marketing industry. The chapter describes and discusses the research design, research approach, population of study and sampling technique, data gathering tool and ethical considerations.

Chapter four of the study present, analyzes and discusses the result of the data gathered. This chapter is thematically organized to allow for systematic understanding of the data presented, analysis and discussions offered in the context of literature and the theoretical implication of the results.

Chapter five discusses the key findings, conclusions and recommendations (practice and future studies). The chapter concludes the study and provides the limitations in undertaking the study.

## **1.8 Definition of Operational Terms**

Social media: For purposes of this study, social media refers to all the social media platforms adopted by marketing companies in Ghana in engaging with the public as well as market their goods and services.

Misinformation: This refers to false information about a marketing company in Ghana across various media platforms intended to mislead the public about its offers, services and nature of operations.

## **1.9 Conclusion**

Social media remains credible in empowering organizations to manage information intended for the public. Organizations thrive to ensure the spread of accurate and consistent information to all stakeholders on social media. Given its structure, studies have emphasized that social media has become an imperative communication technology in modern business activities despite the potential for cyber-attacks to mislead the public.

Considering the role of social media and the findings of scholars, empirical studies on how marketing companies in Ghana manage misinformation using social media remain unexplored providing the rationale for this study. Subsequently, the problem statement revealed significant gaps such as social media usage by marketing companies in Ghana, activities performed on social media in managing misinformation on social media and the relationship between social media and managing misinformation of existing studies is prevalent prompting the focus of this study. The findings of this study will have significant impact on Ghanaian marketing companies, digital public sector-both online consumers and social media users and academia.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviews extant literature on social media and misinformation and the relationship between them. The chapter accordingly reviews literature with a focus on the underpinning theory, concepts, conceptual framework and empirical studies. Theoretically, the Technology-Organization-Environment (TOE) Framework and the diffusion of innovation theories provides understanding on organizational choice of social media in crisis situation. Concepts such as social media platforms, social media activities, misinformation, social media activities and misinformation, relationship between social media and misinformation are subsequently reviewed and relevant gaps identified. This chapter also highlights the conceptual framework and the study's hypothesis. This chapter also reviews empirical studies to evaluate emerging development in the field of enquiry.

#### **2.2 Theoretical Review**

Theories offer a perspective to understand the characteristics of a variable and its dynamics in the context of social endeavor (Dickson et al., 2018; Crawford, 2020). In public relations and communications, several theories including the stakeholder theory, social exchange theory, critical theory, attribution theory and the situational theory emphasize how organisations sensitise and update the public. In the context of this study, technological-organisation-environment framework and the diffusion of innovation theory were adopted to emphasise organisations' adoption of social media to address key organisational needs and ensure credibility in their public engagement.

### **2.2.1 Technology-Organization-Environment (TOE) Framework**

This study relies on the Technology-Organisation-Environment (TOE) Framework to provide a comprehensive theoretical understanding of how organisations utilise social media in crisis response and misinformation management. Adade and Vries (2025) notes that the acceptance of technology depends on three fundamental conditions according to this theory which include available tools and platforms in technological context, leadership and organizational resources and cultural norms as well as market trends and regulatory requirements in environmental context. The relationship between multiple elements determines organizational strategies in their social media tool usage during emergency periods (Toukola & Ahola, 2022; Adade & Vries, 2025).

The TOE framework serves modern organizations to interpret the diverse digital tool adoption patterns which emerged during the COVID-19 pandemic emergency response period (Szeto et al., 2024). Yaqub and Alsabban (2023) noted that public and private sector organizations employ social media platforms for both quick messaging and false information detection based on their technology strength and institutional preparedness and societal demands. AI tools and analytics operating on social media platforms track false content through integrated systems which demonstrates practical application of TOE framework (Di-Lauro et al. 2025).

The theory of TOE stands essential to this study because it explains how social networks are used to make choices in addressing misinformation in public situations. Through TOE we can identify both assets and barriers that affect digital communication strategies which also offers a structured system to investigate organization-level improvements for enhancing social media usage in managing misinformation.

### **2.2.1 Diffusion of Innovation (DOI) Theory**

According to this theory, new technologies or practices are gradually adopted in a society through social interaction (Guo & Huan, 2024). The foundation of this model is to classify adopters (innovators, early adopters, early majority, late majority and laggards) and to study how innovation attributes (relative advantage, compatibility, complexity, trialability and observability) affect how people adopt innovations (Xu et al., 2023; Guo & Huan, 2024). By implementing DOI, social media tools and platforms like Facebook, Twitter and TikTok become means for entities to address misinformation. According to Xu et al. (2023), some companies are quick to leverage AI for content verification, while others may still opt to verify all content manually. Bashar et al. (2024) indicated that people believe social media is better than traditional media because it allows real-time interactions, reaches many people and engages users which leads to its use in addressing misinformation. The ability to align with current communication forms and test them through experiments is another reason this approach to communication is incorporated into crisis management. Nowadays, organizations in public health, commercial sectors and government offices call attention to wrong information by showing new facts, refuting them and responding to users (Lee & Romdhane, 2025).

Why and how organizations adopt and use social media to fight misinformation is explained by the DOI theory which is why it is important for this study. It also reveals why misinformation management is different depending on the industry sector. Understanding the process and elements of innovation in this theory can inform targeted steps to enhance social media strategies and ensure reliable communication during a crisis.

Both Technology-Organization-Environment (TOE) Framework and Diffusion of Innovation (DOI) Theory do offer useful standpoints through which adoption of social media in the

management of misinformation can be analyzed. Technology adoption within the TOE Framework is based on three important contexts namely: technological, organizational and environmental. Within the framework of this research, the TOE Framework had given the option to evaluate the impact of technological readiness, organization resources, leadership, and external pressures in the use of social media tools in crisis communication between the marketing firms in Ghana. It provides a wide systematic perspective to study various internal and external issues determining adoption. TOE has however, been attacked based on its generalization and lack of close instructions on the manner in which innovations are diffused to people within organizations.

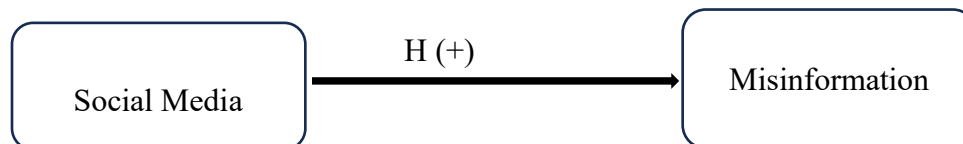
On the other hand, Diffusion of Innovation (DOI) Theory dwells on the communication and adoption of innovations with time between people in a social system. DOI theory refers to five attributes namely, relative advantage, compatibility, complexity, trialability and observability as the factors that determine the rate of adoption. DOI was used in this study to illustrate perception and action of marketing companies to fight misinformation using social media tools by focusing on individual adjustment and social pressure to adopt the tools. Nevertheless, DOI has also been criticized as carrying an overemphasized focus on the external environmental and organizational structure.

Although both theories have limitations, they were appropriate in this study. TOE gave a clear structure to analyze the organizational and environmental factors impacting the use of social media whereas DOI gave an understanding of the internal process of diffusion and acceptance of innovations in social media use by users. The pooling together of them enabled a more profound investigations of the multidimensional aspects of shaping the strategic dynamics of social media use in crisis communications and informational demagoguery.

## 2.3 Conceptual Framework

This illustrates the relation between the variables of this study. This study highlights the dependent variable (crisis communication) and the independent variable (social media). The conceptual framework visually illustrates this relationship indicating the nature of relation between the variables. This study's conceptual framework is presented below.

**Figure 1: Conceptual Framework**



Source: Author's own construct

### 2.3.1 Hypothesis of the Study

Rizza (2023) noted that the rapid response capabilities of organizations during misinformation stem from social media which also allows them to distribute real-time information to their stakeholders effectively. When facing crises, organizations need to share open information to protect their public trust factor as well as guard against reputation degradation (Eriksson, 2018). Through Twitter and Facebook along with LinkedIn, organizations maintain stakeholder interaction to directly deliver responses and correct false information and provide real-time updates (Tan, 2022; Hameleers, 2024).

Hameleers (2024) noted that organizations can use social media to establish interactive exchanges with their audiences because they receive feedback alongside broadcasting their messages. Credibility and trust between organizations and their stakeholders develop through the

combination of immediate delivery and interactive functions that improve crisis response effectiveness (Rizza, 2023).

Social media serves as an asset in managing misinformation because it offers both wide-reaching capabilities and dynamic adjustment options. The targeted adjustment of managing misinformation works best for different audiences because organizations use multimedia platforms which include videos, infographics and live updates to create clear and more engaging content. Through the insights obtained from analytical tools in social media, organizations achieve better communication strategy performance by tracking immediate audience reactions. The effective use of social media by businesses during corporate crisis situations allows them to dominate public perception while reassuring their stakeholders and speeding up their recovery processes.

*H: Social media enhances the capacity of marketing companies to manage misinformation.*

## **2.4. Conceptual Review**

The study introduces key concepts including social media platforms, social media activities and misinformation. These concepts have widely been explored in relation to organizational context with scholars expressing various perspectives based on their findings and in the course of their study. The concepts as noted are reviewed accordingly.

### **2.4.1 Social Media Platforms**

Studies have shown a plethora of social media platforms across the globe (Nwagwu & Akintoye, 2023; Ali et al., 2025; Kopf, 2025). Some social media platforms are country specific whereas others are regionally (continentally) based (Vangani et al., 2023). Setiawan et al. (2024) however noted that there are more generic and universal social platforms which is largely used by businesses

and individuals across the globe. These studies have indicated that the most popular universal platforms that have individually proven their reliance in supporting trade, businesses and transnational interactions as well as creating economic value for their usage are X (formally Twitter), Instagram, Facebook and TikTok.

#### **2.4.1.1 X (formally Twitter)**

Various studies have indicated that X allows people to connect and receive current information using a brief and quick message format (Labudová, 2024). An important feature of X is that every update (tweet) must be under 280 characters which pushes users to keep their messages straightforward (De-Mello et al., 2024). Features of X include hashtags for sorting by subject, retweets (RTs) to help content spread, mentions for talking to others directly and threads for longer discussions (Labudová, 2024; De-Mello et al., 2024). Users are able to use images, videos and stream live events on the platform.

Cripps et al. (2020) expressed that organizations depend on X for customer service, public relations and addressing crises. According to Cripps et al. (2020), because it is real time, companies are able to address new matters fast, provide timely reports and stay in touch with the public. Labudová (2024) concluded that businesses using X to advertise their goods, launch marketing campaigns, check what the public thinks and protect and improve their reputation. All in all, being immediate, open and widely used, X has emerged important for both official updates and popular opinions during quick-changing events.

#### **2.4.1.2 Instagram**

Instagram focuses on allowing people to share images and videos (Mele et al., 2023). Key parts of its design are a visually appealing interface, adaptability for mobile devices and a big focus on

design (Casaló et al. 2021; Aondover et al., 2022). Some main features are Stories (temporary posts for 24 hours), Reels (brief videos lasting up to 30 seconds), IGTV (lengthy videos) and a main feed full of curated photos and videos (Aondover et al., 2022; Mele et al., 2023). Items on Instagram are shared among users through likes, comments, exchanging direct messages (DMs) and hashtags to discover content.

Akin-Odukoya and Muhammad (2024) opined that branding and connecting with users is possible for organizations through Instagram. Because it relies on visuals, it is well suited for fashion, food, travel and entertainment businesses (Mele et al., 2023; Akin-Odukoya and Muhammad, 2024). Firms use Instagram to display their products, share private details and tell their brand stories (Shah, 2025). Brands can view information and statistics through the business profiles to see how their content is performing and make needed improvements. The shopping and paid promotion features create smooth shopping and advertising which turns the platform into a complete e-commerce channel (Shah, 2025).

While its benefits are obvious, Instagram's feed might make it challenging for some brands to reach their audience organically and keeping posts consistent visually takes time and resources (Akin-Odukoya and Muhammad, 2024; Shah, 2025). Even so, because of its high engagement and ability to show stories visually, Instagram has become vital for today's organizations, especially in the lifestyle industry.

#### **2.4.1.3 Facebook**

According to Wut et al. (2022), Facebook offers a wide variety of tools that is suitable for communication for all kinds of people and businesses. Its main features are a simple interface, use of different types of media and a smart algorithm that finds content needed by individual users

(Wut et al., 2022; Dhanesh et al., 2022). Some of the most important features are the News Feed, Groups, Pages, Messenger, Events and Marketplace which all help people stay connected and share information (Wut et al., 2022).

For branding, marketing, customer relations and crisis management, organizations use Facebook. Cao et al. (2020) highlighted that through Facebook pages, businesses keep a public identity, post updates and address customer questions immediately. Targeted advertising is very useful on the platform, helping organizations to reach specific people based on their demographics, interests and actions (Statista, 2024). Facebook Live allows for instant audience interaction which is handy for launches, webinars or events involving crises.

#### **2.4.1.4 TikTok**

TikTok is becoming very popular social media platform because of its 15- to 3-minute short-form video clips (Akbari et al., 2022; Wahid et al., 2022). Akbari et al. (2022) expressed that what makes TikTok stand is its exciting and personalized feed (For You Page), easy-to-use video editing, music and viral challenges. The platform therefore enables people to create, entertain and share their real thoughts which resonates mostly with Gen Z.

Features you can use are video filters, various effects, side-by-side video sessions with friends, streaming live and adding popular hashtags to receive more viewers (Bhandari & Bimo, 2022; Schellewald, 2023). Even new accounts or brands on TikTok can experience going viral because the app displays videos matched to the habits of each user (Schellewald, 2023).

More companies are relying on TikTok for spreading their brand, improving their visibility globally and connecting with diverse customers (Bhandari & Bimo, 2022; Schellewald, 2023). Its

ability to be found without spending money is a reason why using it for ads is efficient. Collaborations with influencers or hashtag challenges encourage people to post about the brand and interact more (Tan, 2024).

But TikTok also experiences issues due to concerns about content moderation, debates about data privacy and difficulties aligning brands with the informal environment of the app (Tan, 2024). Even so, adapting to TikTok's style has helped some organizations succeed in making their brand well-known among young people which makes TikTok a useful platform for modern marketing plans (Tan, 2024)

#### **2.4.2 Social media Activities**

Many organizations now depend on several social media activities to boost their communication, marketing and relationships with clients (Marthinus et al., 2025). Their main purpose is to improve awareness, engage the right audience and create a positive brand image (Marthinus et al., 2025). People often set up videos and images to highlight their products, services, office life or events (Jamil et al., 2022; Marthinus et al., 2025). With visual content, people become more interested and interact with social media more which makes it important in any social media plan (Marthinus et al., 2025).

Li et al. (2020) expressed that most organizations choose to leave voice recordings on their social media handles, helping companies customize their updates and grow closer to their audience. Details or explanations can be made more accessible with infographics which are easy to understand and can be online (Mousavi et al., 2020). They are very helpful when communicating about crises, informing the public and supporting advocacy campaigns.

Hacker et al. (2020) emphasized that organizations are now using virtual streaming and online meetings because they make it possible to reach a large audience at the same time. According to Vuchkovski et al. (2024), organizations are now resorting to social media to organize webinars, question and answer sessions, product introductions and keep stakeholders updated. They increase how clear things are and give people easy, instant access.

Responding to customer feedback helps sustain the credibility of the brand (Wibowo et al., 2021). Today, organizations focus on answering messages and comments right away which helps develop trust and higher customer satisfaction (Yum et al., 2024). Posting regular updates, covering promotions and changes in services or crises, means people are always aware and involved.

According to Gündüzyeli (2025), social media relies on multimedia and real-time communication which make it essential in today's business world. Gündüzyeli (2025) highlighted that social media actions help companies act quickly, be transparent and interact with users. These activities enhance relationships with the public, boost how crises are handled and increase recognition of the organization.

The views of Marthinus et al. (2025), Jamil et al. (2022), and Li et al. (2020) suggest that organizations use various visual and audio tools to make their brand recognized, communicate better with their audience, and present complex data in a simple manner. Mousavi et al. (2020) and Vuchkovski et al. (2024) emphasizes the adoption and usage of virtual tools and infographics by organizations to address misinformation concerning their scope of activities and regain public trust. Emphasis was made to webinars and livestreams where various stakeholders receive electronic links to participate for free.

Studies by Wibowo et al. (2021) and Yum et al. (2024) highlighted up-to-date responses and ongoing updates play a vital role in ensuring a brand is trusted and all stakeholders remain involved. Gündüzyeli points out that social media can only be dismissed for proactive engagement and transparency if it lacks multimedia features and the ability to happen in real time. While a lot of research has covered different aspects of social media, there is still a lack of discussion on using these activities together and measuring them within business communication.

Most of the time, researchers examine single actions rather than considering how all aspects interact to influence crisis management, how the public perceives agencies, and the recognition those agencies earn. However, scholars provided no specific activities undertaken by marketing companies. This gap becomes significant in the study since it stops researchers from understanding how everything marketing companies do online forms its communication outcomes. Each component of visual, audio, and interactive aspects needs to be included in order to make communication solid, transparent, and effective against recent crises and spread of misinformation online.

### **2.4.3 Misinformation**

Misinformation means providing people with false or questionable information that is not meant to deceive, but it regularly leads to confusions, scares and false understanding among people (Turel & Osatuyi, 2021; Wang et al., 2022). Wang et al. (2022) emphasized that false information can appear as wrong statistics, changed pictures, twisted words from individuals or distorted facts and people usually share it using social media platforms. Misinformation may be used for political reasons, to benefit businesses or to reduce trust in society or push attention away from key topics (Dwivedi & Sen, 2025). Dwivedi and Sen (2025) adds that sometimes, certain groups or people share false or misleading information to trigger strong emotions, spread their opinions or get more

attention online. Anyone can be the victim of misinformation such as governments, businesses, famous individuals and communities at risk (Adams et al., 2023).

Various studies have indicated that misinformation can harm the reputation and trust of an organization from its stakeholders (Vraga & Bode, 2020; Adams et al., 2023). Public trust, a good reputation and financial or operating stability can rapidly decline for any brand or company when misinformation is spread about what it does across the media (Yang et al., 2020). Broda and Strömbäck (2024) indicated that social media facilitate the spread of misinformation quickly which makes these challenges even more serious when responses are delayed or inconsistent.

According to Wang et al. (2022) dealing with the negative effects means companies should use proactive and well-planned communication methods. As part of this, accurate information needs to be shared through various means and digital chats have to be watched in real time to notice and deal with any incorrect information promptly (Whyte, 2020). According to Lan and Tung (2024), following using particular spokespeople, providing visual examples and reaching out to audiences, can increase credibility for the company. Clearly communicating, offering empathy, responding quickly and being transparent can help a company dispel false rumors and restore people's belief in its legitimacy (Whyte, 2020; Lan & Tung, 2024). Fighting against misinformation has become a must today since it is always occurring and requires constant effort, fast reactions and presence everywhere people get their news.

All of the scholars agree that when misinformation (false or questionable info not aimed at deceiving) spreads, it tends to confuse and mislead people. Both Wang et al., Dwivedi and Sen, and Adams et al. (2023) state that misinformation is used by various agents for political, economic, or emotions things, but Adams et al. also highlights that it affects many areas of society and in

particular, governments, businesses, and vulnerable people. Vraga and Bode (2020) and Broda and Strömbäck (2024) point out that fast and widely spread messages on social media are riskier for organizations when they hesitate in how they respond.

Yang et al. (2020) noted that misinformation negatively affects the reputation of organizations which undermines their credibility in engaging them in profitable ventures. This they acknowledge depletes organizations finance and interfere with its operational efficiency. Wang et al. (2022) expressed transparency should be a key value in organization engagement with the public. In view of this Wang et al. (2022) highlighted truthfulness in organization's report to the public. Lan and Tung (2024) also promote these methods by suggesting that organizations rely on credible individuals, attractive visual materials, and meaningful communication to win back people's faith. Although experts describe causes, discuss outcomes, and propose numerous solutions, little is said about how social media platforms collaborate to respond as a unified entity during crisis management. Social scientists have not studied how marketing companies in Ghana make use of all social media tools to address misinformation. This gap necessitate enquiry in the present study, as it delivers useful advice to companies on how to create strong and consistent routines to guard against ongoing spread of false messages.

#### **2.4.4 Social Media Platforms for Misinformation**

Wallace and Llewellyn (2024) noted that Facebook is mostly used by organizations to maximize their reach to target markets. They emphasise that Facebook by virtue of its earlier development has a lot subscribers and information shared on this platform reaches a larger section of the population. Waters and D'Urso (2021) argue that that X has emerged as official social media platforms for most organizations making the platform more credible. Déchène et al. (2024) expressed that X has become a verifiable social media platform for most individuals and

organisations making it a preferred option for official communication as hashtags are used to create awareness.

According to Gazi et al. (2024), Instagram offer virtual speciality to highlight product features and marketing opportunities. They note that Instagram is recognized as a marketing digital tool where organizations create network online consumers. Schellewald (2023) noted that Titok has become the most preferred social media platform given its tailored support for all category of persons and organizations. Schellewald (2023) expressed that Tiktok has various feature that can be accessed for automatic pop-up videos and picture across account users. The platform has the largest subscribers in recent times making it a preferred choice among individuals for all kind of information.

The scholars emphasize various social media platforms such as Facebook, X, Instagram and Tiktok being used by individuals and organizations. The scholars highlight the different opportunities these platforms offer to individua and organizations considering their features and noted purposes. The use of these platforms has been acknowledged to offer different experiences to adherers irrespective of characteristics they bear as social media platforms.

A major gap in these studies lies in its specificity since the results could not apply across industries with varied administrative protocols and internet network frameworks. The current literature lacks proper evaluation of how these social media platforms incite preference among organizations particularly in Ghana for crisis communication. Filling this gap will emphasize the underlining circumstances that makes a particular social media platform widely preferred by organizations within a given industry.

#### **2.4.5 Social media Activities and Misinformation**

Various studies have emphasized that social media activities such as video and picture uploads, voice recording messages, posting of infographics (Banet-Weiser, 2021; Griffith, 2023; Tanner & Gillardin, 2025). Virtual streaming and meetings, responding to feedbacks and sharing of updates are being used by organizations (Karl et al., 2021). According to Mishnick and Wise (2024) most organizations are interested in posting videos and picture to enhance the understanding of target population. The video and picture offer clarity to information and leave a virtual memory with consumers making it an addictive force in influencing attitudes. Karl et al. (2021) expressed that the dominant social media activity has been reading and responding to messages in real time. This provides relevant information in a timely manner helping to dissolve any possible doubt that may erupt across wider geographical area and mal reputation.

The studies emphasize various activities from posting of videos and pictures to responding to feedback in real time. A significant identified in that none of these studies relate the activities noted to a particular organization or industry. There is general emphasis on activities performed across social media. It is important to fill this gap and highlight how organizations conduct themselves on social media with respect to addressing misinformation.

#### **2.4.6 Relationship between Social media and Misinformation**

Duan (2023) conducted a study to investigate six distinct forms of false news: propaganda and advertising, satire, parody, fabrication, manipulation, and the motivations of the propagandists. He concluded that social media fastens information distribution yet it intensifies false information spread. Social media networks including Facebook and Twitter introduced fake news suppression features yet their capabilities to stop this problem remains under discussion.

Cohen et al. (2020) by investigating the ways in which different social networking sites now facilitate the dissemination of false information and how well a few certain artificial intelligence multiagent trust modelling algorithms could be able to identify that false information concluded that detection of misinformation needs AI solutions made specifically for individual platforms because of their unique characteristics. The study demonstrates how both users and organizations need reliable training about trust mechanisms.

Despite both authors examining fake news on social media, the examination by Duan (2023) omits technological trust solutions using artificial intelligence which forms an essential part of Cohen et al. (2020) research. The main focus of Cohen et al. (2020) is AI detection techniques rather than the broader societal elements that maintain misinformation according to Duan (2023). The significance of this gap rises from the need for both AI-powered platform solutions and clear awareness of misinformation operations inside social networks. Implementation of this crucial gap will help develop acknowledge the relationship between social media and crisis communication that offer an all-encompassing strategy that substantiates the reliability of social media in handling misinformation under crisis situation.

## **2.5 Empirical Review**

Researchers undertake systematic steps in establishing facts and arriving at a conclusion in a given study. The empirical reviews highlight the purpose or hypotheses of related studies and the methods accordingly applied to arrive at objective findings. A review of these studies acknowledges ongoing studies in the field of investigation and how this study contributes to the theoretical and practical values in its adoption by organizations across different industries.

### **2.5.1 Social Media and Misinformation**

Hilary and Dumebi (2021) conducted a study to investigate the methods through which Facebook, Twitter, and YouTube enable fake news distribution while studying user behavior with misleading content. They found out that social media creates conditions for misinformation to disseminate quickly throughout the network thus requiring better comprehension about information deception.

Adjanova et al. (2022) explained how a complex, highly gendered, and socioeconomically stratified media ecology is formed by social, conventional, and pavement media. Their study also examines the effects it may have on how people differently encounter, process, and react to false information. According to Adjanova et al. (2022), in terms of their susceptibility to false information and response behaviours, direct and indirect social media users differ significantly. Indirect users typically learn about "fake news" via what they perceive to be quite reliable sources, such as conventional or mainstream media. Once again, social media content may seem more credible to indirect users, and because of social conventions and popular expectations, it may also be harder for them to openly challenge the information presented.

Hilary and Dumebi (2021) analyze the fake news distribution on social media while Adjanova et al. (2022) explore this phenomenon through separate scopes and research topics. Hilary and Dumebi (2021) concentrate on the technical and behavioral aspects of misinformation spread across Facebook, Twitter, and YouTube. Social media networks enable fast fake news dissemination which requires understanding information deception systems better according to the study findings. Through a socio-cultural analysis Adjanova et al. (2022) examine the influence of social along with conventional and informal "pavement" media on the strata of modern media systems. The research demonstrates how direct and indirect social media users react differently to misinformation since they depend on mainstream media sources and societal viewpoints.

Both scholars emphasize the use of social media as a tool to address misinformation. Hilary and Dumebi's (2021) study face an important limitation because it excludes socio-demographic factors that Adjanova et al. (2022) properly incorporate. Adjanova et al. (2022) concentrate on how users choose their news sources but fail to analyze platform algorithms that generate false information. Both analyses emphasize the process of digital misinformation, yet a little attention is paid to the African experience of marketing. Little studies on the empirical aspects have been conducted on the question of marketing companies in Ghana to wade through the sea of misinformation along the different media levels. The importance of this gap becomes evident because researchers should analyze both technological misinformation limits and different cultural patterns in misinformation reception.

It becomes essential to address this gap because it allows the development of comprehensive fake news combat strategies that combine platform management with user behavior analysis and global social culture knowledge. This research addresses this gap by examining the use of social media as a means of crisis communication by marketing firms in Ghana. This study will help develop better policies and user training approaches that suit users from different media communities.

### **2.5.2 Managing Misinformation using social media**

Duan (2023) critically reviewed literature to investigate six distinct forms of false news: propaganda and advertising, satire, parody, fabrication, manipulation, and the motivations of the propagandists. Additionally, it discusses the role that social media platforms like Facebook and Twitter play in thwarting fake news, misinformation, and disinformation while using the COVID-19 epidemic as a backdrop. He concluded that social media fastens information distribution yet it intensifies false information spread. Social media networks including Facebook and Twitter

introduced fake news suppression features yet their capabilities to stop this problem remains under discussion.

Cohen et al, (2020) by investigating the ways in which different social networking sites now facilitate the dissemination of false information and how well a few certain artificial intelligence multiagent trust modelling algorithms could be able to identify that false information concluded that detection of misinformation needs AI solutions made specifically for individual platforms because of their unique characteristics. The study demonstrates how both users and organizations need reliable training about trust mechanisms.

Despite both authors examining fake news on social media, Duan (2023) and Cohen et al. (2020) analyze the problem differently and reach dissimilar conclusions. Duan (2023) systematically identifies six different forms of false news—propaganda, advertising, satire, parody, fabrication, and manipulation—as well as examines Facebook and Twitter functions that help restrict misinformation during COVID-19. Social media operates with a dual effect according to Duan because it promotes fast information exchange yet simultaneously increases the distribution of false information and its suppression features. The researchers from Cohen et al. (2020) investigated how artificial intelligence (AI) multiagent trust modeling algorithms could enhance misinformation detection through their technological study. Different social media platforms need distinct AI solutions since each platform has its own structure and unique methods of misinformation spread.

The examination by Duan (2023) omits technological trust solutions using artificial intelligence which forms an essential part of Cohen et al. (2020) research. The main focus of Cohen et al. (2020) is AI detection techniques rather than the broader societal elements that maintain

misinformation according to Duan (2023). These researches are mainly dedicated to the developed economies, ignoring the gap between technological and digital literacy in developing countries such as Ghana. Hardly any studies can be found about possible solutions to this issue on how Ghana marketing companies incorporate platform-specific tools to combat misinformation. The significance of this gap rises from the need for both digital platform solutions and clear awareness of misinformation operations inside social networks.

This research is aimed at filling this gap by looking at the efficacy of social media interventions and organizational strategies in the marketing industry of Ghana through its digital constraints. Addressing this gap will help develop an all-encompassing strategy linking programmed artificial intelligence systems with both governance standards and educational initiatives. Future investigations need to unite technological progress with social political approaches to maximize the success of misinformation elimination programs.

## **2.6 Conclusion**

Scholars have expressed significant concerns on how misinformation can undermine the reputation of organizations. The purpose and advantages identified with the use of social media has been widely recognized by reviewed articles to potentially support organizations to combat misinformation about their brand. Social media has been recognized a key tool in mitigating the risks associated with misinformation such as harmed reputation, evading of public trust, falling patronage and declining profitability. Conceptually, scholars have highlighted a plethora of social media platforms available on the market which organization can adopt and customize to their benefit their operations as well as address misinformation. However, the scholarly reviews helped identified relevant gaps to initiate this study and emphasis its need in the operations of marketing companies in Ghana.

The emphasis on the need for organizations to adopt social media to handle misinformation satisfies the assumptions of the Technology-Organization-Environment (TOE) Framework as well as the diffusion of innovation theories as they highlight how social media informs their relevance and adoption in modern markets. The theories offer understanding on the growing emphasis by scholars concerning the potential of social media to maximize organization reach to diverse customers and thereby could be aligned to the demands of addressing misinformation.

Reviewed empirical studies offered showed that, misinformation needs to be addressed using digital resources such as social media. The review points the easy accessibility and use of social media with scholars encouraging organizations to adapt its features, integrate it in their activities and advance its flexibility by directing its usage to manage misinformation.

The chapter therefore provided a succinct review of extant literature. The chapter discussed the underpinning theory of the study highlighting the Technology-organization-environment theory and the diffusion of innovation theory. These theories offered a comprehensive discussion to guide the understanding of organization's use of social media in addressing misinformation. The chapter also discussed the conceptual framework of the study and highlighted the hypothesis of the study illustrating the relationship between the dependent (social media) and the independent (misinformation) variables.

The underling concepts of the study including social media platforms, social media activities, and misinformation were reviewed accordingly and how they reinforce each other discussed. Empirical studies were subsequently reviewed to emphasize findings of related studies that provide support to the current study.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

The previous chapters have highlighted the research objectives and reviewed relevant literature to identify gaps. The gaps facilitated the formulation of the objectives. The researcher in addressing the objectives adopted systematic methods emphasized in this chapter. The research methodology discusses the research design and the methods that employed in gathering and analyzing data. In view of this, the methods highlight the research approach, population, sampling strategy, data gathering tool, data analysis and ethical considerations.

#### **3.2 Research Design**

The blueprint guiding the entire study is the research design. Design such as correlational, explanatory descriptive and experimental have widely been adopted by researchers in addressing diverse objectives (Perez, 2024; Obczovsky, 2025). This study adopted the descriptive research design considering the objectives stated. Various studies have indicated that the choice of research design should be influenced by the study's objective (Perez, 2024; Obczovsky, 2025).

The adoption of the research design for this study was subsequently guided by the study's objectives. This allows researchers to describe social phenomena and their characteristics without manipulating related variables. Social media is widely used by organizations across different industries. The descriptive research design enabled the researcher to satisfactorily describe the

social media platforms being used by marketing companies and the activities of interest in addressing misinformation.

### **3.3 Research Paradigm**

The paradigm emphasises the researcher's belief in what constitutes reality and knowledge. Studies have emphasized paradigms including positivism, interpretivism and pragmatism (Soto & Eduardo, 2023). This study is undertaken within the perimeter of the positivism paradigm. This paradigm indicates the researcher's believe that reality is objective and measurable including the use of the empirical observation (Tasci et al., 2025). Positivism was suitable since the study aimed at analyzing the observable frequencies that showed the use of marketing firms in Ghana in using social media to control misinformation across crisis.

Compared to interpretivism, which focuses on subjective phenomena and meanings (Chafe, 2024), positivism allowed a quantifiable data, which was used to expand the relationship and generalise results of various organizations. This paradigm was structured, and its organization was quite compatible with the purposes of the study, which involved determining the particular social media activities, their effectiveness, and the effects that they have on the credibility of the organizations. This usage of positivism increased the reliability, objectivity and replicability of the study and it therefore fits into answering the research questions in a manner that is both consistent and would be applicable even in other sections of the marketing industry.

### **3.4 Research Approach**

The approach to the study emphasises the data type of interest to the researcher in context of the objectives and paradigm. Researchers choose either quantitative, qualitative or mixed approach depending on the aim of objective of their study (Ghanad, 2023; Lim, 2024; Soicher et al., 2024).

This study adopted the quantitative research approach. This approach is underpinned by the researcher's positivist paradigm. The approach enabled the researcher to gather numerical data about the population of marketing organisations in Ghana. It permitted employing objective measures and statistical methods in analysing the connection between social media use and misinformation control in case of a crisis. The systematic process of collecting, analyzing, and interpreting the data was guaranteed by the researcher using a structured procedure which includes measures of survey instruments.

This approach also facilitated hypothesis testing allowing for proving or rejecting the previously developed assumptions regarding the efficacy of social media use in crisis communication. In contrast to the qualitative methods that help obtain only subjective meanings and interpretations, the quantitative methodology allowed gathering generalizable results and contributing to increases in reliability and validity of various conclusions that could be made in various organizational settings within the digital communication environment.

### **3.5 Population of the Study**

The population of this study comprise of all marketing companies in Ghana. An enquiry from the registrar General's Department indicates an unreliable number of marketing companies at any particular time, making the number unknown. This was because of the free entry and free exit nature of the industry. In view of this information, the population of the study was unknown. However, the researcher mathematically determined a workable sample size to gather data.

### 3.6 Sampling

In view of the circumstance of unknown population size, the researcher applied the Andrew Fisher's formula indicated below to derive the sample size of 105 marketing companies.

$$\text{Sample size} = \frac{Z\text{-Score}^2 * \text{StDv} * (1 - \text{StDv})}{\text{Margin of error}^2}$$

Margin of error/Confidence interval ( $C_i$ ) = +/- 8%

Confidence Level ( $C_L$ ) = 90% (Z-score = 1.64)

Standard deviation (StDv) = 0.5

$$\begin{aligned}\text{Sample size} &= \frac{1.64^2 * 0.5 * (1 - 0.5)}{0.08^2} \\ &= \frac{2.6896 * 0.25}{0.0064} \\ &\approx 105.0625 \\ &= 105\end{aligned}$$

With this sample size and population unknown, the snowball and purposive sampling techniques were applied to select marketing companies and respondents. The snowball by definition allowed the researcher identify active marketing companies through referrals given by respondents. The purposive technique allowed the researcher to select personnel with insight on their organization's use of social media. In view of this, personnel including the head of department, deputy and one senior officer within the sales and promotion unit were sampled for this study in this study. These units were identified during interaction with representatives selected marketing companies.

To select existing and functioning marketing companies, the researcher identified one marketing company from the list of registered marketing companies at the registrar general's department and enquired about their operation. Information received confirmed they actively in operation. The researcher then inquired about their location and visited the company. The researcher humbly

requested to see the Human Resources (HR) manager and in this meeting, the researcher highlighted the objectives and significance of the study and the need to select key employees to contribute data since social media communication was a predefined and assigned responsibility in the company. A consensus was reached to involve employees from the sales and promotion unit. Another meeting was scheduled with the manager of the recommended unit or department where consent was given for their participation. An overview of the study was provided and targeted respondents in the context of this study were convened at the unit head's office.

The procedure discussed in the previous section was repeated to obtain personnel to make up the estimated sample size. In effect, 3 employees from the identified units were selected across 35 marketing companies in Accra.

### **3.7 Data Collection Method**

This study made use of a questionnaire where respondents completed a document containing questions. In the context of this study, a Likert-scaled questionnaire (5-point) was used to gather primary data. The questionnaire was developed by the researcher and entailed closed-ended questions. The questions were phrased after carefully reviewing literature and organized under each research objective. The questions on the questionnaire involved statements concerning the study's variables that applied to the activities and operations of marketing companies. Questions on the questionnaire captured the demography of respondent and their respective responses on statements about the objectives using a measuring scale from 1-5 to indicate their level of agreement, as indicated in table 1 below.

**Table 1:Scale of Measure**

Scale	Interpretation
-------	----------------

1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

For purposes of this study, data was gathered electronically by relying on email of respondents. This medium was ideal given that it allowed the researcher to monitor responses and follow-up on non-completed questionnaires carefully. The email address made it easy to identify those with feedback on the questionnaire and those who have sent it.

The researcher in discussing the data collection tool that will be employed during the briefing, indicated the need for each respondent to submit their personal email address and receive the questionnaire. A sheet of paper was provided to take these details with columns such as email address and mobile number. The data was subsequently entered into an excel sheet for control purposes. The developed questionnaire was then shared with each respondent via their email address and also notified them with a text message.

### **3.8 Reliability and Validity**

Issues of validity and reliability of the research were addressed to ensure that the research is credible and trustworthy. Validity entails the capacity of the research instrument to measure what it supposed to measure (Slater & Hasson, 2024). In order to increase the content validity, the items of the questionnaires were well designed as a result of a thorough investigation of related democracies, which all the items were directly linked with the aims of the study. A pilot study with 10 respondents exhibiting similar features with the target population was also carried out. The pilot

study was employed to perfect questions on the questionnaire by detecting the ambiguity, enhancing clarity, and ensuring that the questions resonated with the intended concepts.

On the other hand, reliability was measured to ascertain a consistent and stable instrument across time (Storey, 2024). Cronbach alpha, a statistical measure of assessing the internal consistency of a set of questions (Hussey et al., 2025) was used to measure the internal consistency of the questionnaire. A Cronbach alpha of 0.70 or above was acceptable which implied that items in each construct held mutual measurement of the composite concepts. All these validity and reliability checks strengthened the findings of the study both with respect to robustness and generalizability.

### **3.9 Data Analysis**

Data was analyzed using the Statistical Package for Social Sciences version 30. This software is an analytical software that operates with inputted data. To apply this tool, attention was given to the variable and data view of the software. Responses provided on the question were coded in the variable view and the entered in the data view where a questionnaire was treated as a case.

The data derived through the questionnaires were interpreted by means of descriptive and inferential statistical methods to make inferences in line with the objectives of the study. First, descriptive statistics were used to summarize the fundamental characteristics of the data. Frequencies, percentages, means, and standard deviations were applied in describing the demographic attributes of the respondents and determining their degree of concurrence with the various items on the use of social media in handling misinformation. Frequency distribution tables gave a clear picture of the patterns in which the responses will be distributed between the 5 points

Likert scale, the researcher was able to reveal overriding trends and patterns in the information. It was also possible to create charts and graphs, including bar chart and pie charts to offer clarity to respondents' agreement or disagreement to statement on the questionnaire related to their social media endeavours.

After describing the data through analysis, an inferential statistic was used to evaluate the given hypothesis and ascertain whether a given correlation between variables was statistically substantial. Analysis against correlation and regression was employed to determine the extent of such relationships between the usage of the social media tools and effectiveness of organizations in fighting misinformation in times of crisis. These tools of inference enabled the researcher to make generalizations of the findings on the sample to the general population of marketing companies in Ghana. The analysis of data was carried out by bridging the gap between inference and descriptive clarity to provide a vivid account of the manner in which social media activities are being deployed strategically in addressing misinformation in an era of digitization.

### **3.10 Ethical Considerations**

This study complied with ethical conduct in gathering and analyzing the data gathered. The researcher ensured voluntary participation and confidentiality and anonymity. These considerations were verbally exercised by the researcher as all participants were informed about the objectives and significance of this study.

Voluntary participation allowed every participant to participate in the research out of free will. They were also assured there would be no obligation to par-take in the study and they could quit the study at any given time without any sort of punishment or penalty. This methodology complied with the concept of autonomy and there were no pressurized respondents.

Confidentiality and anonymity were also strictly ensured to preserve the identity and the personal data of the participants. Although the email addresses were only utilized as a means of distributing the questionnaire electronically, none of them were connected with data when analyzing them or reporting. The information was safely saved, and only the researcher could access it. In the quest to maintain anonymity, organizational titles were all coded, and no names or organizational titles, as well as contact details were published or revealed. These were taken to establish trust, give the perceptions of honesty in answers and coincide with ethics that regulate academic studies, especially those that involve humans in a digital and professional.

### **3.11 Chapter Conclusion**

This chapter discussed the research design and methods that were systematically employed to gather and analyze data. The methods included, the research paradigm, the research approach, the population of the study and sampling. The chapter also discussed the data collection method, the reliability and validity of the study, data analysis and the ethical considerations observed in undertaking this study. These methods ensured objective procedures were employed to access relevant data to address the research objectives.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSIONS**

## **4.1 Introduction**

This chapter highlights and discusses the results of the study in relation to the research objectives. The purpose of this study is to emphasize how social media has become the most influential communication resources in contemporary times in addressing misinformation. This study subsequently reviewed literature, identified relevant gaps and formulated three research objectives. A five-point Likert scaled questionnaire was designed to access data from 105 employees across 35 marketing companies in Accra to address the research objectives. The objectives of the study were:

1. To Examine which social media platform(s) marketing companies in Ghana adopt to address Misinformation.
2. To explore the social media activities of marketing companies in Ghana in managing Misinformation.
3. To examine the relationship between social media and managing misinformation.

The chapter provide results on respondents' demography, descriptive statistics of the measuring construct, test of model with emphasis on the test of model, correlation analysis and regression analysis. The results are broadly discussed and the role of theories in explaining emerging use of social media by marketing companies. The discussions also address the implication of the results and how it will shape the choice of digital resources by marketing companies to address misinformation.

## **4.2 Respondents' Demography**

This indicates results on respondents age, sex and number of years in their current organization. This demography justifies the legitimate sources of data accessed to address the research objectives.

**Table 2: Respondents' Demography**

<b>Demography</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>		
18- 25 years	24	23
26 – 35 years	44	42
> 35 years	37	35
Total	105	100
<b>Sex</b>		
Male	74	70
Female	31	30
Total	105	100
<b>Number of years in the organization</b>		
<1 year	12	11
2-6 years	42	40
>6 years	51	49
Total	105	100

From table 2, age shows that 24 out of the 105 sampled respondents were between the ages of “18-25” representing twenty-three percent (23%), 44 were between the ages of “26-35” representing forty-two percent (42%) and 37 were aged >35 representing thirty-five percent (35%). The data on age shows that none of the respondent was less than 18 and satisfied the ethical requirement of not directly engaging minors in research. It also shows that seventy-seven percent of the respondents were aged above 26 years.

The table also shows data on the sex (male or female) of respondents. Out the 105 sampled respondents, 74 were males representing seventy percent (70%) whereas 31 of them were females representing thirty percent (30%). The result shows the dominance of males in leadership positions across institutions in Ghana as emphasized by Kyei (2024).

The table also shows data on respondents' number of years in the organization. 12 out of the 105 sampled respondents indicated they have been in the organization less than a year representing eleven percent (11%), 42 of them indicated being in the organization between "2-6" years representing forty percent (40%) and 51 of them indicated they have been in the organization for more than 6 years representing forty-nine percent (49%). The data concerning this demography shows that eighty-nine percent of the respondents have been their respective organizations for more than a year indicating adequate period to understand their organizations use of social media in facilitating various operational demands including addressing misinformation. The individuals engaged in this research were resourceful to contributing relevant data to address the research objectives.

#### **4.3 Descriptive Statistics**

This summarizes the collective responses of all the respondents considering the scale provided with respect to each of the study's variable. The variables included use of social media, social media activities and misinformation. The descriptive statistics highlights the mean, standard deviation as well as the minimum and maximum responses as defined by the scale (1-5). In summary the estimated mean ( $\pi$ ) score was used to indicate the general agreement or disagreement of respondents concerning a given item (statements) of a variable. In view of this  $\pi \geq 4.0$  indicates a general agreement,  $3.0 \leq \pi < 4.0$  indicates neither agree nor disagree and  $\pi < 3.0$  indicates general disagreement.

### 4.3.1 Social media platform(s) Marketing companies in Accra adopt to address Misinformation.

Various studies have shown a plethora of social media platforms across the globe (Nwagwu & Akintoye, 2023; Ali et al., 2025; Kopf, 2025). The social media platform being used by marketing companies in Accra was measured using a 13-point item after reviewing extant literature. The table below emphasizes this result.

**Table 3: Social media platform used by Marketing companies in Accra to Address Misinformation**

Items	Min	Max	Mean ( $\pi$ )	S. Dev.
We use X	4	5	4.87	.342
X gives us credibility as an official page	4	5	4.68	.470
Facebook is our preferred social media platform	4	5	4.46	.501
Facebook maximizes our customer reach	3	5	4.07	.286
Facebook gives us higher visibility due to larger subscription	4	5	4.04	.237
We have created a WhatsApp group to facilitate consistent sharing of information	2	4	2.82	.978
WhatsApp gives us a scope for tailored information.	2	4	2.02	.137
We prefer being on Instagram	2	3	4.09	.441
We use Instagram to create online network of marketers	3	5	4.21	.432

We use Instagram to offer tailored advertisement for different demography	3	5	4.24	.450
TikTok is our preferred social media platform	3	5	4.85	.361
We use TikTok to clarify product features using short video reels	4	5	4.86	.352
We use TikTok to maximize our global recognition	4	5	4.85	.361
Composite score	3	5	4.16	.411

From table 3 above, the item “We use X” had a mean ( $\pi$ ) score of 4.87 and a standard deviation (S. Dev) of .342 which indicates a general agreement among the respondents that the use X. The Item “X gives us credibility as an official page” had a mean score of 4.68 and standard deviation of .470 which indicates a general agreement among the respondents that their use of X gives them credibility as an official page. The item “Facebook is our preferred social media platform” had a mean score of 4.46 and a standard deviation of .501 which indicates a general agreement among the respondents that Facebook is their preferred social media platform. The item “Facebook maximizes our customer reach” had a mean score of 4.07 and a standard deviation of .286 which indicates a general agreement among the respondents that Facebook maximizes our customer reach. The item “Facebook gives us higher visibility due to larger subscription” had a mean score of 4.04 and standard deviation of .237 which indicates a general agreement among the respondents that Facebook gives us higher visibility due to larger subscription. The item “We have created a WhatsApp group to facilitate consistent sharing of information” had a mean score of 2.82 and a standard deviation of .978 which indicates a general disagreement among the respondents that they have created a WhatsApp group to facilitate consistent sharing of information. The item “WhatsApp gives us a scope for tailored information” had a mean score of 2.02 and a standard

deviation of .137 which indicates a general disagreement among the respondents that WhatsApp gives them a scope for tailored information. The item “We prefer being on Instagram” had a mean score of 4.09 and a standard deviation of .441 which indicates a general agreement among the respondents that they prefer being on Instagram. The item “We use Instagram to create online network of marketers” had a mean score of 4.21 and standard deviation of .432 which indicates a general agreement among the respondents that they use Instagram to create online network of marketers. The item “We use Instagram to offer tailored advertisement for different demography” had a mean score of 4.24 and a standard deviation of .450 which indicates a general agreement among the respondents that they use Instagram to offer tailored advertisement for different demography. The item “TikTok is our preferred social media platform” had a mean score of 4.85 and a standard deviation of .361 which indicates a general agreement among the respondents that TikTok is their preferred social media platform. The item “We use TikTok to clarify product features using short video reels” had a mean score of 4.86 and a standard deviation of .352 which indicates a general agreement among the respondents that they use TikTok to clarify product features using short video reels. The item “We use TikTok to maximize our global recognition” had a mean score of 4.85 and a standard deviation of .361 which indicates a general agreement among the respondents that they use TikTok to maximize our global recognition. The composite mean of 4.16 suggest a general agreement among the respondents that they use social media to address information. However, the most utilized social media platforms by marketing companies in Accra include X, Facebook, Instagram and TikTok.

The results align with studies that the most popular universal platforms that have individually proven their reliance in supporting trade, businesses and transnational interactions as well as creating economic value for their usage are X (formally Twitter), Instagram, Facebook and TikTok

(Nwagwu & Akintoye, 2023; Ali et al., 2025; Kopf, 2025). According to Wang et al. (2022) dealing with the negative effects means companies should use proactive and well-planned communication methods. As part of this, accurate information needs to be shared through various means and digital chats have to be watched in real time to notice and deal with any incorrect information promptly (Whyte, 2020). According to Lan and Tung (2024), following using particular spokespeople, providing visual examples and reaching out to audiences, can increase credibility for the company.

#### 4.3.2 Social media Activities of Marketing Companies in Accra

Marthinus et al. (2025) notes that many organizations now depend on several social media activities to boost their communication, marketing and relationships with clients. The social media activities of marketing companies in Accra were measured using a 11-point item after carefully reviewing literature. The table below emphasizes this result.

**Table 4: Social media Activities of Marketing Companies in Accra**

Items	Min	Max	Mean ( $\pi$ )	S. Dev.
Posting of videos and pictures to deepen understanding	4	5	4.70	.463
Assess video and picture evidence shared by the public	4	5	4.72	.449
Reading of Comments and messages expressed by the public	4	5	4.70	.463
Replying to clients' enquiries	4	5	4.68	.470
Engaging in live discussions with the public	4	5	4.62	.488
Virtual streaming of programs	1	4	1.71	.781
Sharing of updates on emerging public concerns	4	5	4.56	.499

Uploading infographics to clarify product designs and services	1	4	1.64	.695
Providing update on developed product features and scope of services	4	5	4.70	.458
Recording of voice messages to meet diverse cultural background	4	5	4.55	.500
Hosting Q&A sessions	4	5	4.48	.502
Composite score	3	5	4	1

From table 4 above, the item “Posting of videos and pictures to deepen understanding” had a mean score of 4.70 and a standard deviation of .463 which indicates a general agreement among the respondents that their organization post videos and pictures to deepen understanding. The item “Assess video and picture evidence shared by the public” had a mean score of 4.72 and a standard deviation of .449 which indicates a general agreement among the respondents that they assess video and picture evidence shared by the public. The item “Reading of Comments and messages expressed by the public” had a mean score of 4.70 and a standard deviation of .463 which indicates a general agreement among the respondents that they read the comments and messages expressed by the public. The item “Replying to clients’ enquiries” had a mean score of 4.68 and standard deviation of .470 which indicates a general agreement among the respondents that they reply clients’ enquiries. The item “Engaging in live discussions with the public” had a mean score of 4.62 and a standard deviation of .488 which indicates a general agreement among the respondents that they engaging in live discussions with the public. The item “Virtual streaming of programs” had a mean score of 1.71 and a standard deviation of .781 which indicates a general disagreement among the general the respondents that they organize virtual streaming of programs. The item “Sharing of updates on emerging public concerns” had a mean score of 4.56 and a standard

deviation of .499 which indicates a general agreement among the respondents that they share updates on emerging public concerns. The item “Uploading infographics to clarify product designs and services” had a mean score of 1.64 and a standard deviation of .695 which indicates a general disagreement among the respondents that they uploading infographics to clarify product designs and services. The item “Providing update on developed product features and scope of services” had a mean score of 4.70 and a standard deviation of .458 which indicates a general agreement among the respondents that their organization provides update on developed product features and scope of services. The item “Recording of voice messages to meet diverse cultural background” had a mean score of 4.55 and a standard deviation of .500 which indicates a general agreement among the respondents that they record voice messages to meet diverse cultural background. The item “Hosting Q&A sessions” had a mean score of 4.48 and a standard deviation of .502 which indicates a general agreement among the respondents that their organization host Q&A sessions. The result revealed several social media activities being undertaking by marketing companies in Accra.

Th results align with the conclusions by existing studies that people often set up videos and images to highlight their products, services, office life or events (Jamil et al., 2022; Marthinus et al., 2025). By engaging in live discussions, replying comments and leaving audio messages with the public, the result affirms Li et al.’s (2020) assertion that most organizations choose to leave voice recordings on their social media handles, helping companies customize their updates and grow closer to their audience. It also aligns with the conclusion by Gündüzyeli (2025) who notes that social media relies on multimedia and real-time communication which make it essential in today’s business world.

### 4.3.2 Misinformation

Studies have shown that organizations experience misinformation across media platforms. Misinformation means providing people with false or questionable information that is not meant to deceive, but it regularly leads to confusions, scares and false understanding among people (Turel & Osatuyi, 2021; Wang et al., 2022). A six-point item were used to measure marketing companies experience of misinformation. The table below emphasizes this result.

**Table 5: Misinformation**

Items	Min	Max	Mean	Std. Dev.
There have been instances of wrong statistics in some media	4	5	4.46	.501
We have reviewed issues of unsupported claims among the public	4	5	4.70	.463
Pictures used for advertising have been seen to be misleading across divers social media platforms	4	5	4.54	.501
Persons involved often indicate using it as a tool to misdirect attention	4	5	4.89	.320
Misinformation affected our profit margin	4	5	4.30	.458
We experienced decline in sales	4	5	4.84	.370
Composite score	4	5	4.62	.435

From table 5 above, the item “There have been instances of wrong statistics in some media” had a mean score of 4.46 and a standard deviation of .501 which indicates a general agreement among the respondents that there have been instances of wrong statistics in some media concerning their company. The item “We have reviewed issues of unsupported claims among the public” had a

mean score of 4.70 and standard deviation of .463 which indicates a general agreement among the general public that they have reviewed issues of unsupported claims among the public with respect to their company. The item “Pictures used for advertising have been seen to be misleading across divers social media platforms” had a mean score of 4.54 and a standard deviation of .501 which indicates a general agreement among the respondents that pictures used for advertising have been seen to be misleading across divers social media platforms. The item “Persons involved often indicate using it as a tool to misdirect attention” had a mean score of 4.89 and a standard deviation of .320 which indicates a general agreement among the respondents that persons involved often indicate using it as a tool to misdirect attention. The item “Misinformation affected our profit margin” had a mean score of 4.30 and a standard deviation of .458 which indicates a general agreement among the respondents that misinformation affected their profit margin. The item “We experienced decline in sales” had a mean score of 4.84 and a standard deviation of .370 which indicates a general agreement among the respondents that they experience decline in sales. The composite or average mean of 4.62 suggest the general agreement by the respondents that they experience misinformation across the media.

The result is in agreement with existing studies that emphasize the growth in misinformation across social media. Wang et al. (2022) emphasized that false information can appear as wrong statistics, changed pictures, twisted words from individuals or distorted facts and people usually share it using social media platforms. The result of item “Persons involved often indicate using it as a tool to misdirect attention” aligns with the conclusion by Dwivedi and Sen (2025) who notes that sometimes, certain groups or people share false or misleading information to trigger strong emotions, spread their opinions or get more attention online.

Marketing companies experience of declined sales and profitability affirms the impact of misinformation on an organization. These results align with the findings of various studies that emphasize that misinformation can harm the reputation and trust of an organization from its stakeholders (Yang et al., 2020; Vraga & Bode, 2020; Adams et al., 2023; Broda & Strömbäck (2024).

#### **4.4 Test Model (Inferential Statistics)**

This study hypothesized that “*Social media enhances the capacity of marketing companies to manage misinformation*”. This was determined in a single regression model. This model involved series of activities including test of reliability and correlation analysis. The internal consistency of the measuring construct was determined by the test of reliability whereas the nature of relationship between the variables of the study; independent variable – social media (platform and activities) and the dependent variable- capacity of marketing companies to manage misinformation.

##### **4.4.1 Test of Reliability**

This measures the ability of the measuring construct to provide similar findings under similar situations. This was determined using the estimated Cronback alpha ( $\alpha$ ) values of related to variables as indicated on the questionnaire. A measuring construct is considered internally consistent when the estimated  $\alpha \geq 0.7$  (Hussey et al., 2025). In the context of this study, the estimated  $\alpha$  values for the variable were above .7 suggesting the internal consistency in the adopted measuring construct. The test of reliability is presented in table 5 below.

**Table 6: Test of Reliability**

Construct	Cronbach's Alpha Value	Number of items
Social media Platform	0.861	13
Social media Activities	0.881	11
Misinformation	0.911	6

#### 4.4.2 Correlation Analysis

The estimated correlation coefficient ( $r$ ) was used to determine the nature of relationship between the dependent and independent variables social media and the capacity of marketing companies to manage misinformation. This estimate can either be positive, negative or no relationship depending on the absolute sign of  $r$ . A positive relationship indicates that a change in one variable leads to a proportionate change in the other variable. A negative relationship indicates that a change in one variable leads to an opposing change in the other variable. The strength of this relation largely depends on the value of  $r$  approach to 0 from -1 or +1. Statistically,  $r$  ranges from -1 to 1 where  $r = 0$  suggests no relationship between the variable,  $r = 1$  suggests a positive relationship and  $r = -1$  suggests a strong negative relationship (Gao et al., 2025). An estimated  $r \geq 0.5$  is interpreted as strong positive relationship whereas  $0 < r < 0.5$  is interpreted as a weak relationship. Conversely an estimated  $r \geq -0.5$  is interpreted as strong negative relationship whereas  $0 < r < -0.5$  is interpreted as weak negative relationship. The correlation between the variables is present in table 6 below where SM denotes social media, MS denotes misinformation and SA denoted social media activities.

**Table 7: Correlation between the Variables**

	<i>SM</i>	<i>SA</i>	<i>MS</i>
<i>SM</i>	1		
<i>SA</i>	** 0.711	1	
<i>MS</i>	** 0.621	** 0.777	1

Note: \*\* Correlation is significant at the 0.01 level (1-tailed).

The table reveals a strong positive relationship between social media and social media activities indicating that an increased use of social media results in increase social media activities. Similarly, there a strong positive relationship was established between social media and misinformation as well as between social media activities and social media activities. This relationship suggests that with increased usage in social media comes along increased social media activities of posting videos, replying public comments, engaging in live discussion, recording messages and updating public which in turn enhances marketing companies' capacity to manage misinformation. It is evidenced that social can be used as a channel to address misinformation. However, the degree of its predictiveness required assessment to substantiate the hypothesis formulated. The regression model integrated these finding to ascertain the strength of social media in this regard.

#### **4.4.3 Regression Analysis**

This was performed by predicting the capacity of marketing companies to address misinformation by social media. To achieve this, priority was given to the estimated p-value and the R<sup>2</sup> value. The p-value suggest the acceptance or rejection of the stated hypothesis (p-value < 0.05 = accept; p value > 0.05 = reject) whereas the R<sup>2</sup> value indicates the degree of variation of company's capacity

enhanced by social media (platform and activities). The ordinary least Square (OLS) regression was used in this model and is presented in table 4.7 below.

**Table 8: Regression Model**

<b>Model</b>	<b>Variables</b>	<b>Capacity of marketing companies to manage misinformation</b>
<b>1</b>	<b>Social media</b>	.0109 (4.219) **
	<b>R<sup>2</sup></b>	0.869
	<b>F-Statistics</b>	1.192
	<b>p-value</b>	0.021

From the regression model above, the R<sup>2</sup> value of 0.869 suggests that 86.9% variation in the capacity of marketing companies to manage misinformation is facilitated by social media. Accordingly, the model supports the hypothesis of the study given p-value < 0.05.

#### **4.5 Discussion of Findings**

The research found that, marketing firms in Accra are faced with misinformation in various forms within social media, and the challenges directly affect the performance of their sales, profitability, and reputation. Misinformation in the form of false product claims, manipulated imagery and deceptive customer reviews were identified to be prevalent manifestations of misinformation which not only misleads consumer perception but also negatively affects brand trust. But such threats do not go unchallenged by such companies. The findings showed that marketing companies in Accra are proactively using social media platforms including X, Facebook, Instagram, and Tik Tok to combat fake news. The social media activities were characterized by things like posting videos and pictures to explain product information, responding fast to the comments made by the

people, sending voice messages and frequent updates, tracking the shared public videos, and participating in live conversations. These moves indicate a conscious effort to deal with fake news by being transparent, responsive and engaging. The results therefore showed that social media enhances the capacity of marketing companies in Accra to address misinformation evidenced by a  $p\text{-value} < 0.05$  in the regression analysis. The variation of 86.9% strengthens the hypothesis of the study.

The finding highlights the theoretical assumptions (Technology-Organization-Environment Framework and the Diffusion of Innovation Theory) underpinning this study. In the light of the Technology-Organization-Environment (TOE) Framework, the use of platforms like Tik Tok and Instagram is informed by their affordances, visual storytelling, real-time communication, and analytics which help companies to identify, respond and counter misinformation promptly. The availability of financial resources, presence of leadership support, and skilful communication teams are some of the organizational factors that define how far companies may go in order to marshal strong responses. Companies that are more digital and have a crisis communication plan are in a better place to deal with misinformation. The environmental aspect is another very important aspect; the demands of consumers to be transparent, the impacts of competitions, and the overall regulatory environment in Ghana, give a reason why firms should implement active social media approaches. Nevertheless, there were also flaws in the results: not all companies were equipped with enough technical infrastructure or employee competence to track misinformation on a regular basis, which placed them in the position of reputational risks.

The Diffusion of Innovation (DOI) Theory also justifies the differences in adoption and use of the social media among marketing firms. Marketing innovators and early adopters in the Accra marketing community are exploring the newest state-of-the-art social media tools like live

streaming, influencer relationships, and interactive Q&A sessions as a way of regaining trust and building consumer confidence. These methods capture the DOI constructs of relative advantage, trialability and observability with firms demonstrating publicly how taking initiative in managing misinformation can safeguard brand reputation and customer base. On the other hand, the late adopters are very skeptical, as they give reasons like uncertainty over costs, complexity of technology and the efficacy of these interventions. This indicates that diffusion of social media practices is a common trend, but the levels and advanced degree of use remain high according to the organizational preparedness to embrace them, and the perception of risks. Notably, DOI makes it clear that social impact of successful adopters within the Ghanaian marketing space drives additional firms to adopt; hence, quicker adaptation to the best methods.

These implications are important. To start with, misinformation is a critical strategic threat to marketing firms in Accra and hence it is imperative to design multi-channel communication strategies. Companies shouldn't just react to customers. They should set up systems that combine live tracking and kind messages. Also, to last, companies should invest in employee trainings on the dynamics that characterizes modern technological landscape which will enhance their problem-solving skill at all time. There is also the need for marketing companies to team up with regulators, fact-checkers, and online platforms. In order to build better system-wide solutions. In theory, both TOE and DOI have an explanatory strength that is justified by the findings: TOE explains the pressure exerted on the environment and the organization, and DOI explains the speed and differences in the diffusion speeds of firms. Combined, they highlight the importance of marketing firms in Ghana to institutionalize their strong social media strategies to protect profit, build a stronger level of trust among people, and counter the ongoing risk of fake news.

## CHAPTER FIVE

### SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter highlights the summary of the findings, conclusions in relation to the research objectives and recommendation based on the findings.

#### 5.2 Summary of Findings

The research findings suggests that misinformation is a big problem affecting marketing companies in Accra and can take many forms including false assertions about products, doctored pictures, deceptive reviews, and falsified information that can be found on social media. These sources of misinformation were identified to influence brand credibility negatively, consumer trust as well as sales and the overall profitability. Companies are also currently utilizing social media teaming X, Facebook, Instagram, and TikTok as a counter to these threats. They have such strategies as videos and pictures to explain product features, voice messages and updates timely, respond to customer comments in a timely manner, monitor and evaluate shared public videos, and discuss with audiences live. Such activities are emphasized to promote transparency, work in an interactive way, correct misconstrue the facts in real time, etc.

The findings also showed that the social media activities undertaken by marketing companies were informed by technological ability as well as organizational preparedness. The companies demonstrated that good leadership and resources and skilled communication units were more competent in using social media to counter misinformation. These strategies were also influenced by environmental pressures like demands of trust by consumers in Ghana and stiff competition in

the marketing industry. Furthermore, practice dispersion among firms was not even, with innovators and early adopters becoming profitable by using tools like live streaming and influencer partnerships, and late adopters being reluctant because of the complexities and cost increase.

In general, the evidence shows that misinformation considerably derails marketing activities and drives the companies towards digital innovation as well. The use of social media has emerged as not only a marketing tool, but also an essential crisis communication tool. This is indicative of the Technology-Organization-Environment theory and the Diffusion of Innovation theory, and demonstrates how external forces, internal capabilities, and adoption processes influence the response to misinformation across marketing firms in Accra.

### **5.3 Conclusions**

In conclusion, this paper has shown that despite the fact that misinformation will always be a persistent and perpetually evolving challenge, marketing firms in Accra have the ability to turn these burdens into an opportunity to grow, innovate, and strengthen their relationship with their audiences. The fast-digitizing process and the preeminence of social media platforms have presented threats and opportunities. False information disseminates on one hand and destroys consumer trust and brand credibility. Conversely, the identical platforms provide the marketing firms with opportunities to communicate to large groups of people in real-time, demystify the confusing stories, and enhance transparency. Organizations can use real-time responses, interactive content, and live conversations as the main methods of engaging customers to transform misinformation crisis into the situations that demonstrate their sincerity and dedication to stakeholders.

The implications of this persuasion are that investment in the social media strategies is no longer a business option but a mandatory business survival and competitiveness requirement. Companies that focus on being responsive, transparent, and consistent with their communications are in a better position to safeguard their reputations, win back customer confidence and strengthen their presence in the market despite misinformation. In addition, the capability to innovate with a variety of content including videos, infographics, and live streams enables companies to be unique and resilient to crisis.

The struggle against misinformation, as far as Ghana marketing industry is concerned, is not simply damage control but maintaining credibility and gaining competitive edge in the highly dynamic and globalized marketing environment. Those companies that adopt the social media as a strategic crisis communication tool will not just preserve the image, but also spur more engagement, customer loyalty and profitability. Generally, misinformation, despite being disruptive can lead to the implementation of sound communication behaviors that will characterize the future of marketing firms in Accra.

#### **5.4 Recommendations**

Based on the research findings, this study makes recommendations for policy and future studies. These recommendations combined can reinforce policy responses and open opportunities to more substantive scholarly work that will capture a more diverse and dynamic communication context in Ghana.

#### **5.4.1 Recommendation for Policy**

The management or leadership of marketing companies should come up with clear guidelines on how to use social media in corporate communication especially in crisis management and avoiding misinformation. The leadership must liaise with the government and business regulators to help in coming up with standardized guidelines on how to act when false information is being disseminated as well as make sure that marketing firms in Ghana act in a consistent, accurate and transparent way with regards to how they communicate their messages. This would not only save the confidence of the consumer but also help stabilize the market condition in which misinformation is now leading to doubt and undermining of credibility.

Second, there should be policies to promote capacity building and training of organizations as well as the population in digital literacy. Marketing firms usually have a twofold task of dealing with false information as well as making their listeners and readers comprehend and have faith in their actions. Thus, they should be encouraged by government and professional associations to enhance organizational competences in the area of monitoring online spaces, content checking, and utilization of real-time communication tools. Such a policy intervention would enable the companies to take advantage of the social media in a responsible manner and reduce the negative reputation associated with the social media.

#### **5.4.2 Recommendation for Future Studies**

In the future, a qualitative research methodology would be useful in offering more information about how marketing firms experience, sense and react to misinformation in non-numeric form. The researchers can gain an in-depth insight into the perception of the effectiveness of social media interventions by managers, employees, and consumers through interviews, focus groups, and case studies. This would include the real-life experience of organizations, and it would help in

describing the motives, difficulties, and strategies underlying their crisis communication behaviors.

Also, further studies need to be extended past Accra and explore other major Ghanaian cities like Kumasi, Takoradi and Tamale where there are marketing businesses. This will offer a more detailed national outlook as it will draw up regional similarities and differences in misinformation impacts in businesses. The various cities can be unique in terms of their cultural, technological, and economic backgrounds that affect the dissemination of misinformation as well as methods of countering misinformation. The analysis of these various contexts will contribute to the comprehension of the role of social media in addressing misinformation and contribute to the creation of more specific intervention in the wider Ghanaian market.

## Appendix

### SURVEY QUESTIONNAIRE

I am a student at University of Media, Arts and Communication – Institute of Journalism Department of Public Relations, Advertising and Marketing. This survey instrument has been designed to enable me carry out research required for my Master’s degree on the topic- Examining social media in managing misinformation by marketing Companies in Accra, Ghana. Any information provided will ONLY be used for general information, and it will be treated as HIGHLY CONFIDENTIAL.

Please tick where appropriate.

#### SECTION A: DEMOGRAPHY

1. Age

a) 18- 25 years

b) 26 – 35 years

c) > 35 years

2. Sex

a) Male

b) Female

3. Number of years at the company?

a) <1 year

b) 2-6 yrs

c) > 6 years

**SECTION B: USE OF SOCIAL MEDIA PLATFORM (S)**

What is your level of agreement with the following statements that relates to your use of social media platform(s) to address misinformation.

Use a scale of 1-5 where, *1-Strongly disagree; 2-Disagree; 3- Neutral; 4- Agree; 5-Strongly agree.*

Qn	Statements	1	2	3	4	5
1	We use X					
2	X gives us credibility as an official page					
3	Facebook is our preferred social media platform					
4	Facebook maximizes our customer reach					
5	Facebook gives us higher visibility due to larger subscription					
6	We have created a WhatsApp group to facilitate consistent sharing of information					
7	WhatsApp gives us a scope for tailored information.					
8	We prefer being on Instagram					
9	We use Instagram to create online network of marketers					
10	We use Instagram to offer tailored advertisement for different demography					
11	TikTok is our preferred social media platform					
12	We use TikTok to clarify product features using short video reels					
13	We use TikTok to maximize our global recognition					

## SECTION C : SOCIAL MEDIA ACTIVITIES

Indicate your level of agreement with each of the following statements with regards to your social media activities in addressing misinformation.

Use a scale of 1-5, Where *1-Strongly disagree; 2-Disagree; 3- Neutral; 4- Agree; 5-Strongly agree.*

Qn	Statements	1	2	3	4	5
1	Posting of videos and pictures to deepen understanding					
2	Assess video and picture evidence shared by the public					
3	Reading of Comments and messages expressed by the public					
4	Replying to clients' enquiries					
5	Engaging in live discussions with the public					
6	Virtual streaming of programs					
7	Sharing of updates on emerging public concerns					
8	Uploading infographics to clarify product designs and services					
9	Providing update on developed product features and scope of services					
10	Recording of voice messages to meet diverse cultural background					
11	Hosting Q&A sessions					

## SECTION D : MISINFORMATION

Indicate your level of agreement with each of the following statements with regards to identified misinformation regarding your operations. Use a scale of 1-5, Where *1-Strongly disagree; 2-Disagree; 3- Neutral; 4- Agree; 5-Strongly agree.*

Qn	Statements	1	2	3	4	5
1	There have been instances of wrong statistics in some media					
2	We have reviewed issues of unsupported claims among the public					
3	Pictures used for advertising have been seen to be misleading across divers social media platforms					
4	Persons involved often indicate using it as a tool to misdirect attention					
5	Misinformation affected our profit margin					
6	We experienced decline in sales					

**THANK YOU**

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