

The Misinformation Ecosystem on Social Media: Its Spread, Impacts, and the Roles of the Southern Consumer Network

Background

False information that breaches consumer rights has become part of the ecosystem of misinformation that is spreading on social media.

Methodology

- **Analysis of 87 Misinformation Items:** Content analysis identifying recurring patterns and themes in false information.
- **Southern Consumer Network Focus Group:** Qualitative insights from targeted discussions with regional protection members.

Study Objectives

- To investigate the spread of consumer rights misinformation in Southern Thailand.
- To examine the impacts of misinformation on Southern consumers.
- To evaluate the role of the Southern Consumer Network in addressing consumer rights misinformation.

Dimension of Impact



Financial and Opportunity Loss.



Social & Psychological Impact.

The S-V-C-R Magement Model: A Strategic Solution

S: Surveillance

V: Verification

C: Communication

R: Resilience

The Landscape of Misinformation

Top threat: Finance and loans

Deceptive information on financial services and credit is the most prevalent issue.

Second threat:

Exaggerated health Claims

Over-promised benefits or miracle cures are the second most common category.



Third threat: Medical Products and Equipment

Exaggerated Claims of Curative Properties.

Primary Channels: Facebook & LINE

Main digital vectors for rapid spread among Southern communities.