

## **Understanding why People Share Fake: Insight From An Arab Perceptive**

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### **Abstract**

Fake news has received considerable attention during the COVID-19 pandemic. However, notable gap, though, exist in the extant literature: the combined influence of perceived involvement, feelings of injustice, and the perceived intensity of social network usage on fake news sharing behavior—as opposed to mere intention—has not received sufficient scholarly attention. To address this gap, this study develops a research model grounded in the Theory of Reasoned Action and Theory of Social Influence. The model is validated using data from 613 heavy social networks users in an Arab country. Analysis of the data shows that the three independent factors—perceived involvement, feelings of injustice, and perceived social network usage—significantly influence fake news sharing behavior through the mediating effect of perceived influence on others. This study discusses these findings and their implications for policymakers and future research aimed at mitigating the impact of fake news