

# Uncovering the Factors That Influence the Public to Spread Infodemic in Indonesia

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# Uncovering the Factors That Influence the Public to Spread Infodemic in Indonesia

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## ABSTRACT

The coronavirus outbreak, which has spread throughout the world since late 2019, turned out to be accompanied by an infodemic, which is abundant information but makes it difficult for people to find reliable and reliable sources when the public needs it. Infodemic is a serious problem because it is misleading and even life-threatening. Researchers say the infodemic arises because the correct dissemination of COVID-19 information is still lacking. However, research has also found that education does not guarantee that someone can distinguish hoax information from Covid-19. Other studies say that a person's high digital literacy remains a behavior that spreads hoaxes. This phenomenon raises an interesting question, namely what factors influence people to continue to spread infodemic despite their high digital literacy? This research uses qualitative methods. Data was extracted through in-depth interviews with expert sources. The results of the study said there were 12 factors, namely; Ownership of social media, Critical attitude to information, Information seeking skills, Emotional maturity in receiving information, Busyness in daily life, Frequency of social media use, Network of friends in social media, Capacity building related to digital literacy, Lazy attitude to seek clarification of information; Understand religious teachings in a short-sighted way; Belief in conspiracy theories; and there are reasons in the form of certain motives. Infodemic is so dangerous that it must get the attention of all parties and be addressed seriously. Infodemic can interfere with the efforts of the government and all parties in handling the spread of Covid-19. In Indonesia, even though people have good digital literacy, they still cannot guarantee not participating in spreading infodemic.

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## 1. Introduction

The outbreak of the coronavirus throughout the world since the end of 2019 has been accompanied by the spread of false information about COVID-19 known as the infodemic. The infodemic phenomenon is rife in the community through the public information space and spreads very easily and quickly on social media and digital ('Ancaman Infodemi Merebak, Menkominfo Imbau Masyarakat Cek Sumber Terpercaya – Ditjen Aptika', n.d.). Infodemic is abundant information but makes it difficult for people to find reliable and reliable sources when the public needs it (WHO, 2020). Infodemic is a serious problem because it is misleading and even life-threatening. Researchers say the infodemic arises because the correct dissemination of COVID-19 information is still lacking (Shereen, Khan, Kazmi,



Bashir, & Siddique, 2020). However, research has also found that education does not guarantee that someone can distinguish hoax information and not about Covid-19 (Abdulai, Tiffere, Adam, & Kabanunye, 2021). Other studies say that a person's high digital literacy remains a behavior of spreading hoaxes (Kominfo, 2020). This phenomenon triggers an interesting question, namely what factors influence people to continue to spread infodemic despite their high digital literacy? To address the spread of the infodemic through social media, it is important to engage in media literacy education which includes critical skills in checking the veracity of information, recognition of trusted sources, and awareness of the effects of infodemic.

Social media has a significant role in the dissemination of the infodemic. Social media allows information to spread quickly and reach the wider community in a short time. Identification performed by (Bridgman et al., 2020) there is a strong link between exposure to social media and misperceptions about Covid-19 and social media and is associated with public non-compliance due to increased misperceptions about Covid-19. False or unverified content can easily be posted and shared by social media users, creating a wider circle of false information spread. Social media offers a platform that provides users with freedom of expression. Social media plays a role in influencing people's behavior and views. When social media users see people in the user's circle sharing false information, social media users tend to believe it and continue spreading it without further verification. Digital media ecosystems that are not critically screened by netizens will easily increase the spread of the infodemic (Teluma, 2020).

Developing a critical attitude in social media users requires a process to continuously improve media literacy and critical skills. It aims to facilitate smart and responsible social media users in consuming and sharing information in the digital age. The abundance of information as part of the infodemic form makes it difficult for people to determine valid sources (Dharma & Kasim, 2021). Information is abundant on social media in times of crisis, potentially causing individuals to behave in whatever is deemed appropriate (Yohanida & Herdiana, 2021). Emotion regulation skills can help social media users to maintain composure and clarity in the face of the infodemic. Steps such as researching further to verify information, consulting media experts, or seeking emotional support from trusted people can be solutions to avoid resentment, anger, or panic that can worsen the situation. Some researchers state that the infodemic arose because the correct spread of COVID-19 information was still lacking (Shereen et al., 2020). Researchers suspect this phenomenon occurs because infodemic is not easily identified.

The spread of infodemic occurs because of the low ability of the public to detect hoaxes. General public knowledge to identify hoaxes is caused by inadequate digital literacy (Al Zou'bi, 2022; Fardiah, Rinawati, Darmawan, Abdul, & Lucky, 2020). The lack of digital literacy can make people more vulnerable to hoaxes and difficult to distinguish accurate information from false ones. It will be more difficult for the public to detect hoaxes originating from groups or individuals who actively spread hoaxes with a specific purpose, such as creating chaos or influencing public opinion. Hoaxes can also be a source of information, even though the information provided is fake news, which then becomes knowledge and underlies public opinion (Rahmawati et al., 2023). The importance of media literacy that involves training in critical skills, the use of trusted sources, and awareness of hoax signs can help improve people's ability to detect and avoid hoaxes. Data from research (Cholifah & Adrianto, 2023) shows that only 54.9% of the population is willing to be vaccinated because of fake news or hoaxes. According to "Gugus Tugas Percepatan Penanganan COVID-19", data on disinfodemic findings in Indonesia produced by the AIS team of the Directorate General of Aptics shows that 1,471 spread of pandemic hoax concerns were detected from various digital platforms (Astuti, Attaymini, Sandra, Dewi, & Zuhri, 2023).

This article is the result of an investigation of the questions contained in the first paragraph of the introduction. Therefore, this article has significance because it can help formulate policies related to digital literacy in dealing with the infodemic. In addition, research on digital literacy in audiences related to a relatively complete infodemic is still rare (Apuke & Omar, 2021). Previous research tended to focus on mastering information

technology, computers, and networks for educational purposes, not research on infodemic (Sumiati & Wijanarko, 2020; Tejedor, Cervi, Pérez-Escoda, & Jumbo, 2020).

## 2. Method

This research uses a qualitative approach. Researchers mined the data using interview techniques and literature studies. Interviews were conducted to explore data on factors influencing society to disseminate infodemic while literature studies were used to explore relevant data and support the findings revealed through interviews. Interviews result in different interactions and then influence the recorded information (Creswell & Poth, 2018).

Researchers conducted in-depth interviews with key sources selected from experts who have several certain criteria. These criteria are; Communication Science Expert, Religious Expert, Social Media Activist, and Health Expert. Researchers interviewed all interviewees online using semi-structured interviews. In semi-structured interviews, researchers have compiled several questions as a guide, but are flexible.

## 3. Finding and Discussion

As a result of interviews with informants, researchers found that the spread of the infodemic still occurs in highly educated people. There are 12 influencing factors, these factors contribute either partially or jointly to the highly educated society, hence they continue to spread the infodemic. Infodemic dissemination occurs either intentionally or unintentionally. All informants believe that all factors contribute to the spread of the infodemic. However, all informants say that it is difficult to determine which factors are more influential than other factors, except through scientific research. Researchers describe the results and discuss 12 factors that influence the public to spread the infodemic through the points below.

### 3.1. Social Media Ownership

Social media ownership is the first aspect of infodemic dissemination. If someone does not have social media, then the circulation of infodemic does not occur. The informant of this study said that social media ownership is very high on the other hand, social media is the largest channel for the spread of infodemic. This factor is in line with Mastel's research which calls social media the largest hoax channel with a percentage of 87.50% and mainstream mass media such as television media are not included in being referred to as hoax channels (Mastel, 2019). Mainstream media does not enter as hoax distributors, perhaps because mainstream media has a good check and re-check tradition so that it is relatively free from hoaxes. The rapid, massive, and unrestricted spread of information on social media platforms during the COVID-19 pandemic has become fertile ground for fear, uncertainty, and the rise of fake news and virus-related conspiracy beliefs. In the context of this infodemic, the role of social media exposure and related conspiracy beliefs on vaccination intentions is not well understood (Ghaddar, Khandaqji, Awad, & Kansoun, 2022).

Social media use increased by 20–87% worldwide during the crisis (Launa, 2020). The impact of this use of social media can affect the infodemic, which is the massive spread of false or inaccurate information that spreads rapidly through social media platforms. Social media has algorithms that determine what content is shown to users. Social media ownership centralized in one or more entities can influence these algorithms to serve certain content more dominantly. If such entities have certain interests or political affiliations, they can manipulate algorithms to promote certain types of content. This can reinforce the spread of false information or limit the spread of accurate information. Hoaxes tend to spread the ideology of their spreaders from time to time (Rodríguez-Ferrándiz, Sánchez-Olmos, Hidalgo-Marí, & Saquete-Boro, 2021).



### 3.2. Critical Attitude to Information

All informants in the study said that critical attitudes towards information greatly influenced the behavior of infodemic dissemination. A critical attitude helps a person be able to find answers to doubts of a problem (Changwong, Sukkamart, & Sisan, 2018). A person's critical behavior will manifest through the search for evidence to support claims and evaluation of the validity of arguments (Machete & Turpin, 2020; Shutaleva et al., 2021). Research informants say that "People who are critical of information are less likely to disseminate infodemic than those with low critical power" (NS interview, 2021). The literature study is in line with these findings where a critical attitude helps the public better analyze and evaluate information (Heard, Scoular, Duckworth, Ramalingam, & Teo, 2020). A person who has a critical attitude will examine the source of information before they believe it. They will find out whether the source is credible or reputable. A critical person will look for additional facts, match them with other sources, and look for evidence that supports the information before drawing conclusions and spreading it on social media.

A critical person will try to understand the background of the information, including the time, place, and conditions under which the information appears. A critical attitude also provides perspective enrichment in creating and producing media content or what is often called critical presuming (Muannas & Mansyur, 2020). A critical person will not carelessly spread unverified information. They will be careful not to be part of the infodemic spread which could worsen the situation. Critical in assessing all information is one of the main keys to counteracting the spread of hoaxes in the community (Sari, Hermayanti, Rachman, & Faizi, 2021). A critical attitude involves the use of common sense in evaluating information. A critical person will consider the consequences, logic, and rationality of information before they accept it. A critical attitude towards infodemic information becomes very important in protecting yourself from false or misleading information. With a critical attitude, people can make better decisions, avoid panic, and disseminate true and useful information to others.

### 3.3. Information Search Skills

Information skills are the ability to search, select, and assess information on the internet (Miranda, Marmawi, Linarsih, & Amalia, 2022; Mota & Cilento, 2020; van Deursen & van Dijk, 2010). In this study, all informants agreed that the ability to find information helps someone distinguish between hoaxes and non-hoaxes. When evaluating information, it is necessary to pay attention to signs that indicate a potential hoax, such as sensational titles, glaring spelling or grammatical errors, inconsistencies in the narrative, or the presence of unverifiable sources. However, information search skills must be accompanied by a critical awareness of information because social media has an algorithm to form an Echo Chamber (Dubois & Blank, 2018; Grömping, 2014; Terren & Borge, 2021; Vicario et al., 2016). When searching for information, social media 'sorts' similar information so that it continues to appear so that users only find information that matches and supports their opinions of social media users themselves, otherwise known as the Filter Bubble phenomenon (Chen, 2022; Grömping, 2014; Indriani, Prasanti, & Permana, 2020a; Wulandari, Rullyana, & Ardiansah, 2021).

The filter bubble phenomenon is where a person is trapped in a finite circle of information and often in line with his or her views and preferences. This happens because of the algorithms and personalization mechanisms used by social media platforms and search engines to tailor the content presented to users based on their search history, interactions, and previous preferences. Researchers and critics fear the bubble filter phenomenon could isolate people from obtaining information about what they want, rather than about what they need (Indriani, Prasanti, & Permana, 2020b). In other words, users tend to only be exposed to points of view that they already know and agree with, while alternative or different viewpoints are often overlooked or avoided. The results of research conducted by Kartanegara et al, the skills of seeking information the respondents studied tend to have media literacy skills at a basic level (Kertanegara et al., 2020).

### 3.4. Emotional Maturity in Receiving Information

Emotional maturity influences the dissemination of infodemic delivered by the majority of research informants. They say that people who have weak emotional maturity, generally tend not to think long and are easily ignited by emotions to spread hoaxes, especially if the information is wrapped in religious issues. Emotions are the tendency to have distinctive feelings when dealing with certain objects (Fitri & Adelya, 2017). Researchers say unstable emotions cause people to be careful so they can't think well so it's easy to be tempted to share infodemic (Bungsu & Rosadi, 2021; Rezapour, Dehzangi, & Saadati, 2022). Emotional maturity is a person's ability to control their emotions and understand and express feelings healthily and productively. The results of the study conducted by Tandon et al showed that there are four dimensions of emotional maturity determined by emotional stability, emotional development, social adjustment, and personality integration (Tandon, Chand, & Mittal, 2021).

Based on the results of research conducted by Agustini et al, the older a person is, the more emotionally mature they will be because they have greater adaptability to anxiety (Agustini, Swarjana, Negara, & Rahyanti, 2022). When a person experiences high emotional maturity, they are better able to evaluate information wisely and are not affected by negative emotions. A person will be more critical of the information they receive and think objectively before sharing the information with others. On the other hand, if a person has low emotional maturity, they will be susceptible to the influence of negative emotions, such as anxiety or anger. This can affect the way they interpret and disseminate information. Therefore, each needs to develop emotional maturity in receiving information. In addition, technological advances are also a determining factor, because users can easily access information through the Internet (Masfufah, 2020).

### 3.5. Busyness in Daily Life

Nowadays, a person's busy life affects his social media usage activities. The informant argues that busyness generally affects his digital activities, thus reducing the possibility of participating in spreading the infodemic, as represented in the following snippet: "Busy People have a low likelihood of participating in spreading the infodemic. More thought and time are consumed with work and other activities so that they do not pay attention to the infodemic" (Interview, NK, 42 years). A person's busy life factors in the possibility of having little time to read or disseminate information without verification. When a person has other responsibilities and priorities such as work, family, or other daily activities, they have no desire or time to engage in spreading hoaxes. These priorities help keep one's focus on the more important things in life.

Busyness in everyday life can affect the development of a person's critical skills. Although the busy factor can help reduce the spread of hoaxes, it is also important to see that busyness is not always a guarantee that someone will not spread hoaxes. Other factors such as lack of digital literacy, lack of understanding of how to verify information, or certain motivations can also influence a person's behavior related to the spread of hoaxes. The cause of many fake news circulating in digital media is the tendency of people to easily believe in information or news and people's habits are lazy to read so the information received is only a piece or wrong (Wastujaya, Nathania, Claudia Rumayar, Debora, & Sirait, 2022). Therefore, education, awareness, and critical skills remain important in countering the spread of hoaxes in society.

### 3.6. Frequency of Social Media Use

All informants agreed that the frequency with which social media use influenced the spread of the infodemic. But the behavior has a double meaning. Some can have a higher impact in spreading the infodemic, and some have the opposite effect. "Hoax information is often difficult to detect easily, even by people who often use social media, so they are not aware of participating in disseminating infodemic. Fake checks are always published after hoaxes spread. The public may have rushed to disseminate the infodemic earlier than the

bantahnya. On the other hand, people who often use social media may receive a lot of fact-check information about infodemic, to provide awareness not to participate in spreading infodemic" (Interview, NS, 42 years). Another alternative is to use existing public sentiment data prediction models on social media that are useful as research domains including public health as well as providing research paradigms based on social media infodemic to build real-time prediction and early warning models in the future (Yan et al., 2022).

Active users of social media today are generally teenagers. Teenagers are used to commenting, sharing, and giving criticism on social media. This habit can trigger hoaxes because the delivery of news is uncertain of the truth and tends to do hate speech for content that he doesn't like (Rahmadhany, Aldila Safitri, & Irwansyah, 2021). The character of social media allows information to spread quickly and easily without going through a rigorous verification process. An uncertain piece of information can quickly go viral before its truth can be confirmed. This is because the like, share, and hashtag features make the information disseminated can be trending in a short time like a disease outbreak spread by a virus (Arifuddin, Apriadi, & Hidayat, 2020). Other studies have also found that it is still difficult to distinguish between hoaxes or not, even though the informants studied show a desire to verify the information received (Nurrahmi & Syam, 2020).

### 3.7. Networks of Friends on Social Media

All informants agree that the network of friends influences the spread of the infodemic, as RD (54 years old) argues: "The dissemination of the infodemic is often influenced by the network of friends. If the network of friends consists of people who are not aware of the infodemic, then that person will become more and more in spreading the infodemic, because no one reminds him." Literary studies reinforce this opinion, that social media networks can be negative group thinks, where group members become uncritical and only support thoughts in the group (Akhmad, Chang, & Deguchi, 2021; Kanthawongs, Jiwajaroenchai, & Boripun, 2010). A group has the potential to become a group think if there is illusive unanimity, does not question the ideas proposed, always gives justification reasons, and stereotypes, self-censorship appears, and members are pressured (Lunenburg, 2010). Social media, as one of the public spaces, is very open and not taboo if there are differences in views and opinions (Nurhajati, Wijayanto, & Fitriyani, 2022).

A social media network of friends refers to the relationships and connections between users on social media platforms. Social media allows users to connect with people from different backgrounds, geographical areas, and even similar interests. With the existence of social media, the number of friends owned can increase because users can add anyone to become friends (Pratidina & Mitha, 2023). Users can search, add, or follow people they know and even those they don't know in real life. Networks of friends within social media make it possible to spread content quickly and widely. When users within a friend network share false or misleading information, it can easily spread to other people in the network. This speed of spread can increase the risk of infodemic spreading rapidly before misinformation can be corrected or verified. This risk is due to a lack of awareness that causes things to happen that we can anticipate (Fajarlie & Ngadzimah, 2021).

### 3.8. Capacity Building Related to Digital Literacy

The informant in this study said that capacity building through various digital literacy pieces of training also influenced the dissemination of infodemic. "In digital literacy pieces of training, generally participants will get material on how to recognize hoaxes so that they do not fall into spreading them" (Interview, NS 42 years). This finding is in line with literature studies that say high digital literacy can help recognize hoaxes and reduce the possibility of spreading infodemic (Sya'diyah, 2021). Capacity building in digital literacy refers to efforts to improve the understanding and skills of individuals or groups in using digital technology effectively and responsibly. Increasing digital literacy is very important because digital technology increasingly affects various aspects of life, including education, work, and participation in society.



Support training programs, both formal and non-formal that focus on technology skills such as the use of hardware, software, internet navigation, online security, and information analysis, can assist users in better understanding and using digital technology. In addition, it will also increase the awareness of social media users about security threats and online risks. The position of media is prone to be trapped as perpetrators and victims of information chaos, one of the things that can be done is to increase its role in the digital literacy movement (Widiantara, 2020). Training in skills such as digital security practices, such as using strong passwords, avoiding phishing, and maintaining the privacy of personal data is very important and needed in the digital age. Digital literacy training for social media users by identifying fake news, understanding information bias, and developing critical thinking when consuming online content is one way to anticipate the infodemic. This kind of digital literacy training is successfully run by community organizations, including public libraries (Detlor, Nasery, & Julien, 2019).

### 3.9. Lazy Attitude to Seek Clarification of Hoax Information

Informants say that being lazy to clarify information will affect the dissemination of the infodemic. "Laziness will make someone unwilling to search for comparative information and still spread hoaxes even though they may not share much infodemic. This lazy attitude may be because you feel bothered and achieve looking for fact-check hoaxes" (interview, RD). The informant's opinion is in line with literature studies that say laziness still affects the spreading of hoaxes, even though the person has good enough digital literacy (Assidik, 2014; Nurrahmi & Syam, 2020; Ulya, 2018). Being lazy to verify the information before disseminating it can have a devastating effect on others who may be affected by the misinformation. If social media users carelessly spread hoax information without clarifying, it can also damage the reputation of a person or even an agency. This can result in financial losses, legal problems, or even damage to social relationships, especially for users as perpetrators of spreading hoax information.

The information age continues to grow rapidly like today, hoaxes often appear that can confuse the community. The importance of clarification can avoid confusion and clearly understand the facts. Clarification is one of the obstacles to hoaxing information spreading even more widely on social media (Nurcholis Majid, 2020). As a wise user of social media, it is mandatory to have a responsibility to disseminate accurate and responsible information. According to researchers, the effect of being lazy to seek clarification becomes one thing that does not fulfil these responsibilities and can cause unnecessary chaos or anxiety.

### 3.10. Understanding Religious Teachings Narrowly

The informant said that understanding religious teachings narrowly influenced the spread of the infodemic. "People who have a narrow understanding of religion tend to still believe in hoaxes. They believe that a person's life and death are in God's hands, so they keep spreading covid treatment info even though it's a hoax" (interview, BS). On the other hand, religion also emphasizes the existence of sin when spreading hoaxes. This statement aligns with literature studies that say that religious teachings prohibit the spreading of hoaxes and can be subject to severe torture (Ahmad & Hotimah, 2019; Alisyahbana, 2019; Mazaya, 2019; Siburian, 2021). People with a narrow understanding of religion only seek and disseminate information about their beliefs. They can also reject information that contradicts the teachings of their religion, without conducting objective research or verification. Phenomena such as these can lead to the spread of inaccurate data or limit broader perspectives.

A short-sighted understanding of religion can discourage people from accepting or considering new information that may contradict their beliefs. This can hinder their ability to access a broader range of knowledge and can trigger the spread of misinformation or superficiality. A narrow understanding of religion can sometimes lead to scientific knowledge or research conflicts. A person with a shortsighted outlook may reject or ignore scientific evidence that does not match their beliefs. This can affect the dissemination of the



infodemic because the information that is based on facts and research can be ignored or deemed invalid. If society is apathetic toward ethical responsibility in spreading hoaxes, this can hurt community harmony (Seran & Ludji, 2022).

### 3.11. Belief in conspiracy theories

Informants say belief in conspiracy theories influenced the spread of the infodemic. A conspiracy theory is a belief about a group of actors colluding secretly to achieve nefarious ends (van Prooijen & Douglas, 2018). Many conspiracy theories are circulating on the internet, for example; Covid is a conspiracy of global elites, Covid is China's biological weapons program; Covid is Bill Gates' attempt to sell vaccines; Covid is the result of 5G generation internet radiation; Covid is a conspiracy of doctors and local governments, and so on. In schemes, people match various information to support their beliefs. "They believe Covid is a conspiracy, so they do what they think is right, including continuing to spread the infodemic" (NK interview). The informant's opinion aligns with literature studies that say that belief in conspiracy theories affects the spread of infodemic (De Coninck et al., 2021; Garfin, Silver, & Holman, 2020; Nadzir, 2020).

Infodemic refers to the spread of excessive, false, or misleading information, primarily through social media and other digital platforms. Conspiracy theories are often part of an infodemic, where information not verified or supported by obvious facts is associated with nefarious plans, manipulations, or conspiracies involving powerful parties. The massiveness of fake news that can obscure the facts and result in a decrease in public trust in the programs that the government has prepared can aggravate the situation with various kinds of conspiracy theories that exist and cause public unrest (Nabila & Santoso, 2021).

### 3.12. Have a Specific Motive

In addition to ignorance and accident, some people deliberately spread infodemic. They spread the infodemic with several motives. Motive is the reason for doing something (Armstrong M, 2014). All informants agree that the motives for applying an endemic vary greatly, as NS (42 years old) states: "Sometimes people deliberately spread infodemic. The motives range from politics, pranks, religion, and others." This opinion is in line with literature studies that say the motives for spreading hoaxes vary, including economic motives, ideology, and politicization, pleasure, joking and mocking, muddying the atmosphere and destroying, and religious motives (Maimun, 2019), as well as satisfaction motives (Rahadi, 2017).

A person uses an infodemic to influence political views or achieve specific goals. The motive is spreading false information or manipulating facts to strengthen their opinions or damage the reputation of political opponents. Some individuals or groups spread infodemic for financial gain, for example, by promoting fake products or services, deceiving people, or taking advantage of fears and worries to gain economic growth. Spreading infodemic with such specific motives is unethical behavior and can hurt society. Misinformation provided to the public, ultimately determines how they act and disseminates certain moral judgments to those who read the disinformation (Bafadhal & Santoso, 2020). It can be essential for us always to be vigilant in verifying information before trusting it and sharing it. Seek to obtain information from reliable sources and consider it from different points of view to avoid spreading the infodemic.

## 4. Conclusion

Infodemic is so dangerous that it must get the attention of all parties and be addressed seriously. Infodemic can interfere with the efforts of the government and all parties in handling the spread of Covid-19. In Indonesia, even though people have good digital literacy, they still cannot guarantee not participating in spreading infodemic. Based on this qualitative research, twelve factors influence the public to keep crossing the infodemic even though they have good digital literacy. The twelve factors are; 1. Social media ownership,

2. Critical attitude to information, 3. Information search skills, 4. Emotional maturity in receiving information, 5. Busyness in everyday life, 6. Frequency of social media use, 7. Networks of friends in social media, 8. Capacity building related to digital literacy, 9. Lazy attitude to seek clarification of information; 10. Understand religious teachings insularly; 11. Belief in conspiracy theories; and 12. Have a specific motive. Of these twelve factors, the motive factor still needs a more profound study, considering that motive is the reason for doing something comprehensive. Therefore, other researchers interested in exploring this can focus more on the motive aspect. In addition, other researchers are advised to analyze these factors further using statistical tests in quantitative research. The test is believed to produce a more in-depth analysis in the form of an analysis of how much influence is contributed by each of these factors.

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