

INDIVIDUAL CONTRIBUTIONS TO INFOLLUTION (INFORMATION POLLUTION): TRUST AND SHARE

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ABSTRACT

Information, from the rawest condition to the most valuable form, is the most important and undeniable power of the age we live in. However, gaining this power is quite difficult because of many reasons. For example, information cannot be used in the way it is obtained or it cannot be effectively accessed in a way to fulfill the need. The individuals, who have the capacity to process limited information, struggle with certain problems such as excessive increase regarding information or information overload. As a result, they are exposed to infollution (information pollution). When the role of the individuals on producing and spreading information is taken into consideration, it is possible to accept that they are also effective in the concept of information pollution. The general purpose of this study is to understand the contribution of individuals to information pollution. The special purpose of the study is to identify the main criteria that make individuals effectively using social media believe the trueness of the shared information and the driving forces behind sharing the abovementioned information whose trueness they believe in. In line with this purpose, sample group consisting of 541 individuals was asked open-ended and likert-type questions and their contributions to information pollution were analyzed through a case study. The obtained data were analyzed by using descriptive statistics. As a result of the study, it was understood that high school students constituting the majority of the sample group were very effective on information pollution and they did not have consciousness level regarding not sharing inaccurate information on digital world.

Keywords: Information Pollution (Info Pollution, Infollution), Polluter, Digital Natives, Information Overload.