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Titolo	Fact-Checking in the Digital Age : How Media Firms Integrate Different Fact-Checking Methods into their Strategy // by Madhura Dumbre
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Nota di contenuto	Introduction -- Literature Review -- Theoretical Framework -- Hypothesis Framing -- Methodology -- Findings -- Hypothesis Testing.
Sommario/riassunto	This book examines the fact-checking strategies adopted by major platforms such as Meta, X, TikTok, and YouTube to combat misinformation, including third-party verification, AI tools, community-based systems, and government initiatives. Drawing on survey data and expert interviews from the US, Nigeria, India, and Lithuania, the study finds that human-led approaches are generally more trusted than AI or government-driven methods, particularly when transparency and independence are emphasized. The research highlights the trade-offs platforms face between content integrity and engagement, and calls for more transparent, inclusive, and psychologically informed fact-checking systems to strengthen credibility online. About the Author Madhura completed her management studies in Global Strategy at the Frankfurt School of Finance & Management. Her academic interests center on business and corporate strategy, a field she also investigated

in her master's thesis.

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