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Fake news on digital media platforms and its impact on shaping public opinion

An analytical study of the published videos about the murder of George Floyd

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Abstract:

This study aimed to find out the impact of fake news, videos, and misinformation that spread after the killing of the African American citizen *George Floyd* in shaping American public opinion. The study sought to answer the main question, which is, to what extent did the publication of fabricated videos published in the wake of the murder of Mr. *Floyd*, affect the formation of American public opinion? To what extent did social networks contribute to spreading false news by publishing fabricated videos about the murder of Mr. *Floyd*? The study relied on the descriptive analysis method, to study the phenomenon of the spread of fabricated videos, that were published on social media platforms, after the murder of Mr. "*Floyd*".

The study reached a set of results, the most important of which are: *YouTube* and *Facebook* are among the most social networks, through which old video clips have been republished, considering that they are new clips, related to the killing of Mr. *Floyd*. The number of videos that were republished on *YouTube* and *Facebook* networks reached is (9) clips, out of a total of (11) clips, that were studied and analyzed, i.e. (81.8%). The publishers of old and fabricated clips took advantage of the state of confusion and uncertainty, that afflicted social network users, after the tragic killing of Mr. *Floyd*, to publish old videos unrelated to the *Floyd* killing, to mislead the American public opinion and promote their ideas and trends.

Keywords: - Fake news, digital platforms, social networks, *George Floyd*, videos, shaping American public opinion.

ملخص الدراسة باللغة العربية: -

هدفت هذه الدراسة لمعرفة مدى تأثير الأخبار ومقاطع الفيديو المفبركة والمعلومات المضللة التي انتشرت عقب مقتل المواطن الأمريكي من أصول أفريقية "جورج فلويد" في تشكيل الرأي العام الأمريكي، كما هدفت الدراسة إلى معرفة ردود أفعال الجمهور الأمريكي، واتجاهاته ومواقفه حيال مقاطع الفيديوها التي انتشرت. وسعت الدراسة للإجابة على تساؤل رئيسي وهي، إلى أي مدى أثر نشر مقاطع الفيديوها المفبركة التي نشرت في أعقاب مقتل السيد جورج فلويد، على تشكيل الرأي العام الأمريكي؟ وإلى أي مدى ساهمت شبكات التواصل الاجتماعي، في نشر الأخبار الكاذبة عبر نشرها مقاطع فيديوها ملفقة عن مقتل السيد جورج فلويد؟ واعتمدت الدراسة على منهج التحليل الوصفي، لدراسة ظاهرة انتشار مقاطع الفيديوها المفبركة التي نشرت عبر منصات التواصل الاجتماعي عقب مقتل السيد جورج فلويد.

وتوصلت الدراسة إلى مجموعة من النتائج، أهمها: تعتبر شبكاتي اليوتيوب والفيسبوك، من أكثر شبكات التواصل الاجتماعي، التي تم من خلالها إعادة نشر مقاطع فيديوها قديمة، على اعتبار أنها مقاطع جديدة ذات علاقة بمقتل السيد فلويد. بلغ عدد مقاطع الفيديوها التي أعيدت نشرها على شبكاتي اليوتيوب والفيسبوك عدد (٩) مقاطع فيديو من جملة (١١) مقطع تم دراستها وتحليلها، أي بنسبة (٨١,٨%). استغل ناشروا المقاطع القديمة والمفبركة، حالة الارتباك وعدم اليقين، الذي انتاب مستخدمي شبكات التواصل الاجتماعي، عقب مقتل السيد فلويد، الفاجعة، في نشر مقاطع فيديوها قديمة لا صلة لها بحادثة مقتل فلويد، بغرض تضليل الرأي العام الأمريكي والترويج لأفكارهم واتجاهاتهم.

الكلمات المفتاحية: - الأخبار المفبركة، المنصات الرقمية، شبكات التواصل الاجتماعي، جورج فلويد، مقاطع فيديو، تشكيل الرأي العام الأمريكي.

Chapter one

the theoretical framework of the study

1.5: Introduction: -

Fake news has become a common term used in media, political and social circles, and it is a term used to describe a group of false, misleading, and inaccurate news and information that is disseminated via the Internet, digital platforms, and various social networks, to achieve political, commercial, financial, or social gains or others, and some governments and ruling regimes publish fabricated news and information to publicize and promote their programs and policies or to fight their opponents. Fake news has been used by some politicians in the United States of America, the European Union, and many third world countries to criticize the independent, balanced, and legitimate media when they cover accurate topics and news they do not agree with. This term includes fake news, misinformation, rumors, and political narratives. Unreasonable, as well as false accusations of criminal activities can stir up ethnic or sectarian tensions, which in turn lead to violence between different communities. The promoters of fake news seek to convince the public that it is true and informative, but in fact, it is fake news. (*Khaldarova, I., & Pantti, M.2016:894*)

It is known that digital platforms and social media play an active role in shaping public opinion, as they contribute to the promotion of ideas espoused by the elite in society, to become of recognized social value, spread among ordinary people, and then influence their behavior, and shape their attitudes towards specific issues, and this role, according to social marketing theory, is very similar to marketing campaigns that aim to promote a specific product and convince consumers of it through publication and repetition, as these media present similar and repetitive media messages about an issue, so that this cumulative presentation leads to the long-term conviction of community members. (*Izdihar, Maatouk.,2017*). It seems that the issue of the spread of misinformation has become a global concern, so an international non-profit alliance was formed

in 2015 under the name “First Draft News” to combat the spread of misinformation through digital media, including the academic wing to research to investigate the environment of digital disinformation. It includes (32) academic institutions around the world, including the University of Hong Kong, Wits University in Johannesburg, UTS University in Sydney, Dublin City University, and a few educational institutions in the United Kingdom and the United States. The researchers in the "First Draft" project revealed that there is a diversity of methods of forgery and misinformation, in the information environment, such as fabricated content, which is mostly incorrect content and aims to deceive and harm, and forged content that impersonates the identity of real sources, and misleading content that misleadingly uses the information to falsely accuse, as well as manipulating false content and context, associating the false by placing headlines or images unrelated to the content, and finally, satire, which may also cause misinformation (*Fatima, Z. 2017*).

2.5: Study problem: -

Several studies indicate that digital media platforms have significant effects in shaping an industry's public opinion, whether directly through their followers, or indirectly through their influence on traditional and electronic media, and these platforms have become an active role in shaping local public opinion or an international unit towards specific issues, as a result of the interaction between its users who belong to different cultures, but they believe in a common system of values, and perhaps the clear example of the influence played by social media in directing international public opinion towards the terrorist attack that targeted two mosques in New Zealand in March in the year 2019, describing it as a terrorist act, and forcing the websites *Facebook* and (*Twitter*) to remove digital content that incites hatred and violence against Muslims in European countries. (*Donald et al., 2009:7*)

A study carried out by a team of researchers from Princeton University led by Professor (Andrew Jess), in 2018, and published in the *Journal of American Folklore*, on “The Problem of Amplification: Folklore and Fake News in the Age of Social Media”, argues that digital networks Fake news is enabled by amplification. Fake news happens by amplification when small events are amplified, by the convergent actions of ordinary users, mass media gatekeepers, and social media algorithms. The resulting fake news is difficult to deal with because it bypasses questions of facts and enters the world of interpretation. The study also indicated that the (*Facebook*) network comes at the forefront of the digital platforms that contributed to the dissemination of fake news, then *Google* and *Twitter*, then webmail providers such as *AOL*, *Yahoo*, and *Google*, and the study follows about (3000) American citizens who used digital media platforms, in the period leading up to the US presidential elections in 2016, found *Facebook* to be the referral site for untrustworthy news sources, at a rate of (15%) of the total referrals. On the other hand, the website referred *Facebook* only (6%) of users refer to trusted news sites, while the percentage of untrustworthy news on *Google* (3.3%) compared to (6.2%) on *Twitter*, and *Gmail* percentage of (1.5%) only, and

the researchers eventually concluded that *Facebook* was the "main carrier of unreliable sites suspected of spreading fake news.". (Andrew Peck. 2020:330)

Another study confirmed that *Facebook* spreads fake news faster than other social networking sites, such as *Twitter* and *Gmail*. Researchers noticed that between (100-and 130) people out of every (10,000) people, changed their existing beliefs, opinions, and choices. Indeed, during the last weeks of 2016, election campaign, when voting for a candidate, because of the fabricated news and information they obtained because of their search through Facebook and other referral platforms. The researchers also found that *Trump* supporters were more likely to visit untrustworthy news sites, with nearly (57%) of *Trump* supporters reading at least one fake news article in the month before 2016, election compared to only (28%) of Clinton supporters. The study also indicated that older Americans are more likely to visit untrustworthy news sites. (Flynn DJ, Nyhan B & Reifler J. 2017:132)

A team from the BBC to combat misinformation tracked the videos that were published after the arrest and detention of an African American citizen *George Floyd*, (*) by a white American police officer, *Derek Chauvin*, in Minneapolis, Minnesota, USA, on 25. May 2020, and conspiracy theories about the protests that spread across the Internet, as well as digital media platforms and various Internet sites, extensive coverage of the events, facts, and massive popular protests that erupted in most cities of the United States and the world, and many old videos were published, on the network *Floyd*, but by following, watching and investigating those videos, and the news and information that were published and transmitted about that incident, and the events, frictions, and clashes that accompanied it between protesters and demonstrators on the one hand, and the police and the US federal authorities and some citizens, on the other hand, it became clear that much of what was published of news, photos, videos, and information, could be classified under the category of fabricated news or undocumented source, which increased the confusion, and the lack of credibility of this news and information and its sources. Undoubtedly, the news and information requested from digital media platforms, social networks, and news websites have contributed to making many of the audience follow and participate in the events, forming opinions and adopting positions and trends, which have influenced the formation of public opinion. An American who is opposed, compliant, or even neutral, towards the murder of Mr. *Floyd*, and the events that followed, which took place during the period from 25. May to June 30, 2020, the date the events

*. George Floyd, a 46-year-old African American citizen at his died-on May 25, 2020. Born on October 14, 1973, in North Carolina, he grew up in Houston, Texas, in the neighborhood "The Third Ward", which is considered the heart of The African American community of downtown South. In 1914, Mr. Floyd moved to Minnesota, where he lived in St. Louis Park and worked in Minneapolis, as a security guard for a restaurant for five years. At the time of his death, Mr. Floyd had lost his job due to the Minnesota governor's stay-at-home order, as a quarantine measure due to the coronavirus pandemic. Floyd's family told the Houston Chronicle that Floyd moved to Minnesota in 2018 after friends encouraged him through the "Christian Work" project. Christopher Harris, Floyd's friend, and classmate, said he was looking forward to starting a new life and was "happy with the change he made." Floyd worked as a truck driver and security guard for a charity, and in a nightclub, where he was known as "Big Floyd".

receded, due to their viewing and following up on clips of the fake and misleading videos and news that accompanied these events, and therefore they built their opinions, positions, and viewpoints based on those views. (*BBC, revising team. 1 June 2020*)

The important and main question that can be asked here is, how did the dissemination of videos, fabricated news, and misinformation that followed the murder of the American citizen *George Floyd*, shape the attitudes of American public opinion, regarding the killing and the events that followed it? And to what extent is this reflected in the American citizen's view of the issue of racial discrimination in American society?

The issue of dissemination of fabricated news and information is one of the issues of controversy among those working in the media industry and the press, decision-makers, community leaders, and public opinion audiences, both followers and readers in many countries because the dissemination and transmission of false news from unknown sources affect directly and indirectly the awareness of the public and even decision-makers of positions, opinions, and decisions related to the issues and topics covered by inaccurate publication and transmission, which undoubtedly affects the formation of a supportive, opposing, or neutral public opinion, regarding those topics and issues, which are affected by inaccurate publication. (*Denise, Marie Ordway.2017*). Therefore, studying and researching this phenomenon and the topics related to it, and knowing the extent of its impact on shaping public opinion, becomes important and worthy of research and study. Some videos and fabricated news, about the incident and the incidents that followed, formed their attitudes towards the incident, which calls for research and investigation, to know the extent of the impact of fabricated news in shaping American public opinion about the incident. The importance of the study also comes from the seriousness of the circulation of false and misleading news, which is often intended to inflame the emotions of the public and push it to adopt extremist positions.

3.5: Study objectives: -

This study aims to discover and know the extent of the impact of fake news, videos, images, and misinformation in shaping public opinion, as well as to know the impact of fabricated news, videos, and images that were published and quoted on the events that followed the killing of the African American citizen *George Floyd*, in the city of Minneapolis in the United States. The study aims to know the reactions of American citizens after watching and following up on the videos and news that spread, and the attitudes and trends that emerged in the wake of the circulation of these fake news videos.

4.5: Study questions: -

The study attempted to answer several questions, namely: To what extent did the publication of videos, news, and fabricated information published in the wake of the killing of the American citizen *George Floyd* affect the formation of American public opinion regarding the killing and the events that followed it? Did the publication of videos and fake news about the murder of Mr.

Floyd change the view of the American people on the issue of racism in American society? To what extent did the killing of Mr. *Floyd* affect the trends of American public opinion? To what extent did social networks contribute to spreading fabricated news and videos about the murder of Mr. *Floyd*? Are there parties or interests that stood behind the publication of fabricated news and videos that followed the killing of Mr. *Floyd*?

5.5: The temporal and objective framework of the study: -

The study covers the period extending from the beginning of the events of the killing of Mr. *Floyd*, on 25. May 2020, until 30. June. 2020, the date the events recede, and in terms of the topic, the study covers the examination and analysis of the content of the videos that were published about the killing of Mr. *Floyd*, during the study period, the extent of their accuracy and relationship to the murder.

Chapter two

the theoretical background of the study and previous studies

1.2: Theoretical background of the study: (Theory of Signal Detection)

Signal detection theory is a suitable basis for researching error detection tasks. This theory provides a systematic view and terminology regarding the ability of the user (or system) to recognize or not recognize the error, and the fact that items and information can be incorrectly identified as an error, this allows the individual to evaluate the effectiveness of procedures to help users discover errors. (*Green et al., 1966: 522*) The theory distinguishes between two categories of events: “noise” and “signal.” Signal detection theory models the ability of individuals or systems to distinguish signal from noise, in the context of detecting deception and fake news on social media. Here it refers to news that has been disclosed as fake news that has been manipulated or deceived, while the term “reference” refers to messages and ordinary news that will be disclosed as fabricated news. (*Chen, Y., & others., 2015:16*). There are two main aspects of signal detection theory, they are: the concepts of discriminatory ability and decision threshold, these factors have an impact on the performance of individuals when trying to identify signals and noise, and discriminatory ability describes the ability to distinguish between noise and signal. In other words, the discriminatory ability is a decision variable that affects an individual's decision on whether a signal is believed to be present, and thus the discriminatory capacity of everyone depends on his competence in detecting errors. In the context of fake news, it can represent how easy it is for an individual to do their job correctly in distinguishing between fake news and real news, depending on the media culture of the user. Accurate factual data is also seen as manipulated, and in turn, high discriminatory capacity leads to further refinement, correction, and rejection, and discriminatory ability is affected by personal and situational characteristics. (*Jensen et al., 2011*)

In the context of fake news that may conflict with or match the information presented in an article, the ability to discriminate is high when individuals are well trained, experienced in detecting tasks, have appropriate tools, and have access to more information. The decision threshold refers to the point that leads to the presence of doubt and the individual declaring the detection of a signal, and the tasks of detecting the signal are often characterized by the ambiguity of situations, and everyone has his level of what he considers ambiguous. It ignores the given signal by mistake, and fake news may not be identified as such, but is seen as real news. Therefore, the detection task may result in fewer false alarms, and more valid rejections, but also may lead to fewer visits. The more errors, on the other hand, the lower the individual's decision limit, the more noise is perceived as a signal. However, this would also lead to an increased number of false alarms and a decrease invalid rejections. (*Nyhan, B., and Reifler, J. 2010:314*)

Also, in the context of fake news, an individual has become excessively suspicious and hesitant about the media and thus is often incorrectly considered without changing the manipulated information. The decision threshold should not be either too low or too high, because the setting of the threshold is also affected by the costs and benefits of the detected error, if the loss of the error is costly and the correct detection is associated with great benefits, the threshold should be low, since individuals can accept a large number of false alarms, when harmful or embarrassing false alarms, the threshold should be high, resulting in fewer hits, signal detection theory suggests that there are ways to increase sensitivity to deceptive data, and support mechanisms such as training and explicit warnings of decision limits can be lowered in judging ambiguous situations, increased warnings with tips on how to avoid harm and discriminatory ability to spot errors. (*Xiao, B. & Benbasat, I. 2015:798*)

2.2: Previous studies:

2.1: Gillian Murphy. (2019). Study

A study conducted by *Cork* College in Ireland, and details of which were published by the American magazine “Forbes”, about the dangers that fake news and stories can cause to human memory and their impact on decisions they make later in public and private affairs. Presenting fake news to people invokes false memories. The study dealt with cases of (3,140) people who were shown (6) news stories related to the abortion referendum that was conducted in Ireland in 2018, and two of the stories used in the study were fabricated, and the study stated that about half of the participants in the study said that a false memory came to their mind when they were exposed for fake news, she added that when participants were later warned about the truth of this false news, a few of them rethought their memories. The researcher said: In intense partisan political competitions, such as 2020, US presidential election, voters may remember events from completely fabricated news stories. Also, during the study participants falsely remembered the opposing party and were even able to recount details not included in the fake reports from the perceptions formed in their memories. (*Gillian Murphy.2019: 1454*)

2.2: Michael Barthel et al. (2016). Study

The American Pew Research Center had found in a previous study that (23%) of Americans shared a fake story on their accounts on social media, and about (14%) of those shared it after learning that it was fake, and *Google and Facebook* are trying to limit the spread of this false news on their platforms, while some believe that these efforts are not enough. However, researchers found that *Trump* supporters were more likely to visit untrustworthy news sites: Nearly (57%) of *Trump* supporters read at least one fake news article in the month before 2016, election compared to just (28%) of *Clinton* supporters. Older Americans were more likely to visit untrustworthy news sites. Perhaps most concerning is the perceived "stickiness" of fake news sites. Researchers estimate that people spend an average of (64) seconds on fake news articles compared to just (42) seconds on verified news stories. More research is needed to sort out the degree to which fake news can affect public opinion. Until then, the researchers concluded: "Our results about the relationship between unreliable website consumption and both voter turnout and voter selection are statistically inaccurate. We can only rule out very large effects." (*Michael Barthel., et al.,2016*)

2.3: David Lazer (2018). Study

The study was conducted by Professor *David Lazer*, in cooperation with *Twitter* users in the United States of America, that a small number of *Twitter* users spread the vast majority of fake news in 2018, with conservatives and the elderly participating in misinformation at a greater rate, and the study examined more than (16000) From *Twitter* accounts in the United States, and found that (9%) of those included in the study tweeted about (80%) of misinformation, that about (99%) of *Twitter* users published practically false information in the US elections in 2016. The study also showed that the dissemination of false information occurs with a small aspect on *Twitter*, that the volume of dissemination of misleading news on *Twitter* reached an average of (308) fake publications between August 1 and 6. December 2016, and that few people publish it, and few also read it, and that most people are exposed to a few fake news even though there are concerted efforts to push it to fake news. The study also indicated that the Arab public's trust rates in digital media declined at rates ranging between (39%) and (42%). In seven Arab countries, more than half of the respondents, who numbered (7000), believe that most of the political news is fabricated. "This is what makes this study more credible, because two groups of researchers, using different social media platforms, measuring different political affiliations differently, and with different committees of users, found that they found the same result." (*David, Lazer.2018:1095*)

2.4: Hunt Alcott, & others. (2016). Study

This study aimed to measure trends in content dissemination from (569) fake news websites, and (9540) fake news stories on *Facebook* and *Twitter* between January 2015 and July-2018. The study reached several results, including an increase in user interactions. False content, was steadily on both *Facebook* and *Twitter* until the end of 2016, but since then, interactions with false content sharply decreased on *Facebook* while continuing to rise on *Twitter*, with the percentage decreasing

by (60%) of Facebook links to *Twitter* posts. In comparison, interactions with other news, business, or cultural sites followed similar trends on both platforms and reached an important conclusion, which is that the relative size of the problem of misinformation on Facebook has decreased since its peak during the study period. (*Hunt Allcott et al., 2019:4*)

2.5: Edal Rodriguez. (2017). Study

A recent media study issued by a university in the United Kingdom said that the phrase “fake (false) news” is a phrase with multiple expressions that would destroy the role of the media as a fourth authority, and the study issued by Bournemouth University, in *Britain*, last March, showed, several researchers, including the *Egyptian Dalia Al-Sheikh*, contributed to it, that the concept of fake news, in practical and even terminological terms, is very harmful. The study sought to put several definitions of fake or fake news, which are either intentional lies to gain visitors to the site satirical news that explicitly reveals that it is fake and therefore does not aim to mislead but to laugh, or news that is considered a type of public relations so that it shows the bias that exaggerates some facts. Others withhold or deny reports as false, by a person or institution, because that news represents a challenge to their party, or what they say. The study suggested a few elements to combat the post-truth environment, the period in which fake news appears, by including the media literacy program in education and ensuring that the media adhere to the list of basic standards of journalism in building news. It also suggested adding pressure, on major players in the digital media environment, to verify news sources, and challenging the use of the term “fake news” to create a more supportive environment for the media. The last recommendation concerns political actors, who should provide arguments and analysis, and not just call the news fake, when it does not agree with their narrative, and citizens should be encouraged to judge these arguments. Moreover, the mainstream media must be openly supported, by politicians and all opinion leaders, thus maintaining its place at the heart of democratic culture. (*Edal Rodriguez.2017*)

2.6: Carme Colomina et al., (2021). Study

This study dealt with the impact of misinformation on democratic processes and human rights in the world, and the study focused on the spread of information disinformation, which has become a more complex phenomenon that depends on emerging technologies of deception, which can undermine human rights and many elements of good quality democracy but can Take countermeasures that have a prior impact on human rights and democracy. The study indicated the need for effective responses to disinformation at multiple levels, including official laws and regulations, corporate measures, and civil society action. The scope of the analysis was limited to legal content, which is shared online, and illegal content, which presents very different political and legal considerations. The study explores human rights violations caused by misinformation, as well as those caused by laws and measures aimed at addressing this phenomenon. The research covered both institutional perspectives and civil society in the European Union in detail.

The research methodology included a systematic review of the existing literature on disinformation, human rights, and democracy, based on four types of sources: official documents, communication from stakeholders, scholarly literature, and press articles. The study aims to achieve several objectives: defining the concept of fabricated news, its objectives, and risks, revealing the motives for relying on fabricated news and areas, shedding light on the methods of dealing with fabricated news, and identifying the impact of fabricated news on public opinion. The study suggests steps that the European Union can take to build smoother guidelines in its global policies to counter disinformation, to protect human rights and democracy. *Carme Colomina et al., (2021).*

Chapter three

The analytical study

1.1: Background of the events that accompanied the murder of the American citizen (George Floyd):-

Members of the American police, who were investigating the purchase of cigarettes with counterfeit money, arrested an American citizen *George Floyd*, "46 years old", on May 25, 2020, in Minneapolis, Minnesota, in the United States of America, and videos showed he was arrested, as a white police officer knelt on Floyd's neck for several minutes (approximately 8 minutes), and Mr. *Floyd* was pleading with the police officer saying he could not breathe. These protests were documented through videos, photos, and social media posts. But some of them are the opposite of what you claim. The BBC's anti-disinformation team tracked down those videos and conspiracy theories about the protests, which circulated online. *(Alex, Altman. JUNE 4, 2020)*

The mayor of Minneapolis, Minnesota, said Tuesday that the authorities have expelled four police officers involved in an incident that led to the death of a black man during his arrest. And the (FBI) has opened an investigation into the death of an African American, named *George Floyd*, after the spread of a video of a policeman putting his leg over the neck of a man lying on the ground, telling the policeman, "I can't breathe, I can't breathe, don't kill me." And the Minneapolis Police Department announced at the time. early Tuesday that the man later died in a "medical accident," after police responded to a criminal incident on Monday. Minneapolis Mayor Jacob Frey said during a press conference on Tuesday, "Being black shouldn't sentence you to death. For five minutes, we watched how he pressures a white officer with his knee on the neck of a black man, for five minutes, when you hear someone asking for help, you're supposed to help, this officer has failed the standards of basic human sense." Police say the man suspected of being wanted criminally under the influence of the anesthetic, first resisted the policeman and after he was placed in handcuffs, it was noticed that the man in his forties was suffering from health distress, so an ambulance was called and he was taken to the hospital, where he died shortly afterward. *(Elisha Fieldstadt. May 28, 2020)*

Eyewitnesses said the man was crying and his nose was bleeding, and that the police did not take his plea seriously, although a bystander begged the officer to lift his leg off Mr. "Brother, he doesn't even move!" A passerby called the police. "Get off his neck!" A bystander says in the video, while another says, "Did you kill him?" During the Minneapolis mayor's press conference on Tuesday, the city's police chief, *Medaria Aradond*, said he decided to ask the (FBI) to investigate after receiving "information Additional" about the incident, from a community source that "just provided more context than the initial information obtained," without revealing further, and Democratic Senator Amy Klobuchar described the incident as "another horrific and agonizing example of an African American man dying." It called for "immediate action", including a comprehensive external investigation into the incident, and for those responsible to be held accountable. With the escalation of the wave of protests in the cities of the United States of America against the background of the killing of Mr. *Floyd*, more videos, video materials, and false and fabricated news spread, which received hundreds of thousands of views, follow-ups, and interactions despite their incorrectness. (*Evan Hill, Ainara Tiefertaler, Christiaan Triebert, Drew Jordan, Haley Willis, and Robin Stein. May 31, 2020*)

1.2: The method used in the study: -

The descriptive-analytical approach is one of the most important and most common scientific research methods, through which the researcher identifies the causes that led to the occurrence of the phenomenon, monitoring and investigates it, and contributes to discovering solutions to it, and reaching results that contribute to solving the problem around which the research revolves. The descriptive approach is based on a careful study of the situation or phenomenon, in its true form that exists in reality, and then works to clarify its characteristics in terms of quality and quantity. The descriptive approach is used to study the phenomenon, stand on it, verify it, and know its causes and motives behind it. A descriptive approach is an in-depth approach, in which the researcher describes the various scientific phenomena, solves the problems and questions that fall within the scientific research department, and then analyzes the collected data so that the appropriate interpretation and results can be given about that phenomenon.

1.3: Methodological steps and procedures: -

The researcher followed the following methodological steps and procedures to conduct the analytical study: -.

2.1: defining the study population, through the following steps:

- Comprehensive inventory of all video clips related to the subject of the study, published on search engines, during the time specified for the study.
- Selecting the study sample, by selecting the videos that are directly related to the subject of the study.

- Reaching to a specific list of video clips, as a representative sample of the study community, which is (10) videos, which were subjected to study and analysis.

2.2: Determining the steps for verifying and checking the credibility of the videos and photos under study:

- The researcher watched and surveyed all the videos understudy, to get a perception of them, and not to read only the title of the video, which may not match the content, as one of the easiest ways to deceive people is with flashy titles, and according to the “Business Insider” website, only (59%) of the material posted on Twitter is clicked and read, while many users receive and share their information and news on a title basis only. (*AJ Willingham. November 18, 2016*)
- The links of the videos under study were examined, using the video verification function (Citizen Evidence) (*) and the performance of the image verification (Data Viewer) (*), to find other similar videos that confirm it, and this was confirmed by publishing other sites for the same videos, which is likely true or not. (Asma Hamdi Qandil. Oct 30, 2018)
- Verify the time of publication of the clip, and whether it is recent, or is it old and has been republished as fabricated information.
- Checking the link to the clip, “URL” after making sure that it has the same name as the media organization that published it and making sure that it ends with famous domains such as com. and .org
- Verify the entity or person who published the clip, by collecting detailed information about his identity, his previous publications, and his accounts on social networking sites.
- Verify the source of the clip’s publication, and ensure its reliability and reference ability, such as official data, government documents, and statistics.

*. Citizen evidence or "citizen's evidence" is a fact-checking tool for photos, videos, satellite images, massive data sets, and other materials that show potential human rights violations, collected by someone other than the official human rights investigator. This type of documentation is often shared publicly through social networks such as Twitter, Facebook, and YouTube <https://citizenevidence.org/about-us/>, Eye Link Data Viewer is a powerful and intuitive gaze analysis software and a powerful software solution for visualizing and processing recorded gaze data, using eye Link trackers. It is available for Windows, macOS, and Linux. The high-end, feature-packed data viewer enables eye Link data to be easily visualized, aggregated, processed and reported.

*. Data Viewer is an enhanced terminal emulation program that facilitates analysis of RS-232, USB, and TCP/IP communication with Extron devices. The software allows users to send commands to a device and view the device's responses in ASCII or hexadecimal format. Command and response logs can be saved in text or HTML format. The data display can be configured in several ways for improved analysis of data communication. Text colors and fonts are user-definable making it easy to differentiate between commands and responses. Four different screen view options are available for viewing commands and responses in the most effective configurations and formats. With the data Viewer Control Toolbar and Shift Toolbar, you can customize up to 20 shortcut keys. Shortcut keys can be used to automate repetitive communications tasks. data Viewer is ideal for troubleshooting device protocols and determining device timing.

- Check and scrutinize the quality and details of the clip, the place and time of its recording, its quality, and the extent to which it contains some details related to the event.
- Learn more about the entity, person, or media outlet that published the news, and make sure that it is not fake by visiting its website and getting to know the “About Us” or “Contact Us” corner.

2.3: The results of verification and analysis of the validity of the videos and photos subject of the study: -

To ensure the authenticity and credibility of the videos and photos understudy, related to the killing of an African American citizen *George Floyd*, on digital media platforms, the researcher verified and examined these clips, by using some well-known verification and examination tools, and researcher reached the following facts regarding them: -

3.1: Danny Wolfe. A video clip was posted on (May 29, 2020).

An old 35-second video was republished on *YouTube and Facebook*, on May 28, 2020, three days after the murder of Mr. *Floyd*, as a fire broke out in an American police building in the city of Minneapolis, where protests and demonstrations condemning the killing of Mr. *Floyd* are taking place, and the video gained more than (153,417) views on the first day. between the features of the building that appeared in the recording, with the features of the *Ohio State Building*, to conclude that the recording was filmed in front of the *Ohio State Building*. After the researcher verified and checked the authenticity of the clip by reverse search, using the "*Citizen Evidence*" and "*Data Viewer*" to detect the images, it was found that the video is old, and it was first published on *YouTube*, on August 12, 2015, and then republished on *Facebook*, in conjunction with the outbreak of protests against the killing of Mr. *Floyd*, and the video clip shows a huge explosion that rocked the coastal city of Tianjin in northern China, on Wednesday, August 12, 2015, leaving at least seven people dead. At least (300) others were wounded, according to the official news agency. Videos posted online showed a massive mass of flames rising into the sky, and at least two separate explosions.

3.2: Euronews. A video clip was posted on (Aug 12, 2015).

An old (54) second video was re-published on *YouTube and Facebook*, on May 29, 2020, as clashes between demonstrators and the American police in Minneapolis, coincided with the protests that erupted after the killing of Mr. *Floyd* The video has more than one million views. After the researcher verified and checked the authenticity of the video, by reverse search, using the “Citizen Evidence” and “Data Viewer” performance to examine the images, it turned out that it was old, first published on *YouTube*, on April 28, 2015, the clip shows riots that erupted in Baltimore, Maryland, USA, following the killing of an African-American man, 25-year-old Freddie Gray, and his death was on April 19, 2015, A week after his arrest. On May 01, 2015, the court ruled out Freddie Gray's death because of hitting his body against walls and issued

charges against six officers involved in the incident, and one count of attempted second-degree murder. Peaceful protests were organized after *Freddie Gray's* funeral, which quickly turned into unrest and civil disobedience, during which many police officers were injured, dozens of protesters were arrested, and because of the instability, a state of emergency was declared in the city, and thousands of policemen and guards were deployed. National Army.

3.3: CNN News. A video clip was posted on (July 05, 2016).

On-2830/May-2020, Crime News and Media, *YouTube*, and Twitter published an old video (2 minutes and 55 seconds) in conjunction with the protests that erupted after the killing of Mr. *Floyd*. The video clip shows, "Two US police officers in Louisiana, after a call received by the police, reported that a man threatened passersby with a pistol outside a store, throwing a black man in a red shirt to the ground, and they were kneeling on top of the man to control him, and the clip shows the policemen killing the man. The video was republished in conjunction with the demonstrations that erupted in Minneapolis, protesting the killing of Mr. *Floyd*, and the comments accompanying the clip said, "The American police kill another black citizen by shooting him during the recent demonstrations in the city of Minneapolis." Hundreds of thousands of views.

By checking and rechecking the authenticity of the video, by reverse search, using the "Citizen Evidence" and "Data Viewer" performance, to detect images, it turned out that the clip was old, and it was first published on *Twitter* and the CCN TV network, On July 5, 2016, shooting by the American police appears on the (37) year-old African-American citizen "Alton Sterling", in *Baton Rouge*, Louisiana, on July 5, 2016, after a call received by the police stated that a man threatened passersby with a pistol outside a store, and moments later, the video shows two officers beating a man in a red shirt on the ground, and one of them shouted, "He is armed." Then the two policemen drew their weapons, and several gunshots were heard, and one of the officers was seen picking up an object from the victim's clothes, and the police said that the dead man was armed and that she had been summoned to the scene of the accident because she had received a report about a person carrying a weapon. An examination of the body after the autopsy indicated that the victim had died of bullet wounds to the chest and back.

The video clip was broadcast on social media and local media, and immediately followed the outbreak and ignition of protests and demonstrations in the city, and large crowds gathered to protest the death of *Alton Sterling*, chanting "No justice, no peace." The clip got more than "one and a half million" views and thousands of comments, within days of its publication. And *John Bel Edwards*, the governor of Louisiana, called for calm after such events led to recent confrontations and riots in several American cities such as Baltimore and Ferguson. "When the police arrived, Sterling was armed and the ensuing fight led to his death," said *Carl Dabadie*, the local police chief.

3.4: WJZ. A video clip was posted on (May 01, 2015).

An old (51) second video clip was republished on *YouTube* and *Facebook*, on May 29, 2020, and in conjunction with the protests that erupted after the murder of Mr. *Floyd*, it appears in the video, a white American police officer is arrested a young boy, about (14) years old, violently, and the clip was republished in conjunction with the protests in the city of Minneapolis against the killing of Mr. *Floyd*. The video has more than (10) million views during the first three days of the protests in Minneapolis against the murder of Mr. *Floyd*. The republished tweet was misleading, saying that the clip related to a girl, not a boy, and did not indicate that the incident occurred before the current wave of protests in Minneapolis.

And after checking and checking the authenticity of the clip, by reverse search, using the “Citizen Evidence” and “Data Viewer” performance, to detect the images, it was found that the video was old, and it was published on Twitter on April 29, 2020, i.e. about a month before the murder of Mr. *Floyd*, documenting the arrest of a young boy by a white policeman in Rancho Cordova, Northern California, the boy’s mother wrote in a tweet on the *Twitter* site accompanied with the video, that she wanted justice for her son, and appealed to everyone to share the video widely, and sparked the clip at the time was widely criticized and prompted the police to investigate the officer's behavior. Meanwhile, real footage from the current protests indicates "police brutality." A video from the US shows police that has been retweeted more than (100,000) times.

3.5: Sky News Arabic. A video clip was posted on (May 17, 1995).

An old video clip (four minutes and ten seconds) was re-published on *YouTube* on June 02, 2020, in conjunction with the demonstrations and acts of violence and vandalism that accompanied the killing of Mr. *Floyd*, and in a funny scene, where an American citizen managed to steal A military tank, and he drove it in one of the American cities, while the police were chasing him to arrest him in a cynical and strange scene, and the police kept chasing him with caution for fear of any reckless act by the citizen while he was driving the tank, and the clip received more than (449,576) thousand views within hours of replaying it. It was published, in conjunction with the demonstrations and protests in the city of Minneapolis against the murder of Mr. *Floyd*.

To verify the authenticity of the clip, the researcher conducted a reverse search, using the “Citizen Evidence” video validation tool and the “Data Viewer” tool, to detect the images. Military M60A3 from a US National Guard weapons depot, in San Diego, California, by an American citizen named "Shawn Nelson", an unemployed US Army veteran, on May 17, 1995, he drove it in the street, smashing traffic lights and poles. The video dates to 1995, to drive it through the city streets, destroying many cars and public facilities on his way, and the American media stated at the time that the man was a former soldier in the American army, and he suffered many social problems in his life. The pioneers of social media commented

sarcastically on this scene, during the American demonstrations that erupted in most American states, due to the killing of Mr. *Floyd* by the American police.

3.6: Euronews. A video clip was posted on (Aug 12, 2015).

A (54) second video clip was published on Twitter and Facebook on May 29, 2020, and in conjunction with the demonstrations, protests, violence, and vandalism that accompanied the killing of *George Floyd*, American protesters stormed the Ohio State Building against the background of the killing of Mr. *Floyd*, and the recording was published by many American activists and news platforms on social networks, stressing that the recording was in front of the Ohio State Building. c

Using the "Citizen Evidence" and "Data Viewer" performance to reveal the images, it turned out that two days after the date of the original video's publication, the same video appeared on some social networking sites, and its publishers said that it depicts the storming of protesters over the murder of *George Floyd* the White House building in Washington, DC. Among those who republished a video of the storming of the Ohio government building as a video depicting the protesters storming the killing of Mr. *Floyd*, the "White House" building, the well-known social media star "Jackson" (*) of Australian origin, on his *Facebook* page, which reaches with more than (5) million followers, he is also known on *Instagram* and *YouTube* for creating comedy videos, blogs, and photos.

The posting of the video was accompanied by extensive comments such as "Angry chaos and riots sweeping New York City", "Dangerous chaos and riots in New York City", "Dangerous chaos and riots in New York City and Manhattan", "Absolute chaos in Manhattan the night before Governor Cuomo's curfew came into effect." Execution", "Looting spread across New York City", "National Guards were spotted unloading near Herald Square", "Shops looted frequently", "Undercover cops rushing out of nowhere to confront some rioters" "Many chased of police thieves and tackle them with a taser", "a stronger police presence with faster reaction times", "times square surrounded and closed", "a lot of fires were seen across the city". Sports journalist and writer for the New York Daily News *Chuck Modi*, in a tweet to him on his Twitter account, which is followed by more than (470) thousand followers, published the same video that shows the storming of the Ohio government building as a video depicting the storming of protesters on the killing of Mr. *Floyd* the White House Building". And this video, which was widely disseminated, was watched by millions of people inside and

*. Jackson O'Dherthy was born in the Australian city of Sydney in April 1994, and grew up there, where he attended university and obtained a Bachelor of Arts degree. He is one of the hottest Australian social media stars, and he gained great fame when he got millions of followers on Facebook and his own YouTube channel, which gathered millions of followers, where he uploads videos with pranks and comedy challenges. Con Jackson has also amassed a huge fan base on TikTok and Instagram.

outside the United States, and many treated it as a video depicting the storming of the "White House".

3.7: - CNN News. A video clip was posted on (Jun 22, 2017).

An old video (3 minutes) and 10 seconds has been re-published on many social media and local sites in the United States, and in conjunction with the demonstrations, violence, and vandalism, which accompanied the killing of the American citizen *George Floyd*, the American police shooting a man A black man was killed in Minnesota, on July 7, 2016, The incident is the second in (48) hours, after the killing of another black American at the hands of the police in Louisiana, where demonstrations continued to protest his killing.

To verify the authenticity of the clip, the researcher conducted a reverse search by using the "Citizen Evidence" and "Data Viewer" tools to detect images, so the researcher obtained many similar videos and images, and it turned out that the clip was old, published on YouTube The police in *Falcon Heights*, Minnesota, are shown shooting a person named "Philando Castile" in his car when he was about to show his driver's license, according to a video clip broadcast by "Castell" girlfriend live on *Facebook*, which received more than (3) Millions of views on the first day of its broadcast, and "Castelo" appeared in the video, drenched in his blood, while a policeman stood outside the car, drawing his weapon. The accident occurred in Falcon Heights, Saint Anthony, Minnesota. According to Castillo's friend, Damon Reynolds, Castillo told the policeman that he had a license to carry a firearm. In the video, he heard Reynolds' voice saying, "Sir, I shot him 4, oh my God, don't tell me he was killed, my friend left this way, he just wanted to show his driver's license." They check her fiancé's pulse after the shooting, and handcuffed her, that the officers involved in the incident did not give her fiancé first aid, and she and her daughter were interrogated separately by the police. She told reporters outside the statehouse, "They treated me like a criminal, they treated me like I did this. They were very racist towards me. They treated me like I was the culprit."

The video was accompanied by many comments such as "Every cop and member of law enforcement I spoke to emphasized that this is completely unnecessary and unacceptable. The people in these comments need to stop trying to justify it. Unbelievable. America needs to change," "This is Easily one of the most heartbreaking. I still feel disgusted and saddened", "This is one of the most tragic videos I have ever seen", "These are the types of cops who deserve jail time". Minnesota Governor Mark Dayton has asked the White House "that the US Department of Justice immediately open an independent federal investigation into the case." Police said they have opened an investigation into the incident. A *Facebook* page created under the title "Justice for Philando Castelli" posted the following: "Philando Castelli was shot dead by police on July 6, 2016, we demand justice." "We are chased every day," his mother, Valerie, told CNN.

3.8: MADDID.@PromNig. The photo has been posted on (May 22, 2019).

Spread on social media, a group of videos and photos, by computed accounts of conservative groups in the United States, and as part of a false support movement for African Americans, is to call for haircuts "with the aim of freedom from the distinctive white hair", in conjunction with the demonstrations and protests that accompanied the murder of Mr. *George Floyd*.

To verify the authenticity of the campaign clips, the researcher performed a reverse search by using the "Citizen Evidence" video validation tool and the "Data Viewer" tool, to reveal the images, and the researcher found that the story started with a message on June 4, 2020, on the forum "4 Chan" (*), by an anonymous user, posting a picture of the *Knights Templar flag*, a slogan associated with the far right in the United States, where several netizens seeking to cause controversy and conversations about an issue, and the message says: "Support the hashtag #JoeBald 4BLM (Shave your hair for Black Lives Matter campaign) on Twitter and Instagram. Through a reverse search for the clip and the image, the researcher found that this image has been frequently repeated on blogs since 2017, long before the murder of Mr. *Floyd*. The idea is for women, especially white-skinned people, to shave their hair in solidarity with the "*Black Lives Matter*" campaign, making them feel guilty, as a solidarity movement with black-skinned women. Since then, the hashtag #gobald4blm has been used more than (25,000) times on Twitter. The letter was accompanied by a photo of a young woman with a tattoo and a razor in her hand. On the same day, this photo was posted on a fake Twitter account.

A tweet also spread on Twitter from a fake account, which mainly follows the accounts of conservative personalities and media, accompanied by a comment saying: "By shaving my hair as a protest movement, I feel relieved." With the tweet, pictures of a woman shaving her hair were shown, and the tweet was widely circulated, as it was republished more than two thousand and one hundred times, and in the same way, this image was repeated on the Internet before the start of the demonstrations in June 2020, "Activist Jeremy Gardens says: I searched My take on the picture, and it goes back to at least 2019. All this work is trying to create confusion on the digital network."

3.9: The hate busters @thehatebusters. A video clip was posted on (May 22, 2015).

The pioneers of social networking sites, several websites, and a *Facebook* page called Liverpool on June 13, 2020, circulated video clips of (2 minutes and 56) seconds, the publishers of which claim that it is a banner on which was written a hadith of the Prophet Muhammad, peace be upon him, and was placed in the streets of New York in an attempt to calm down The

*. 4chan is an online English language photo forum. Users post their posts anonymously, and the most recent posts appear above the rest. The site is divided into 4 different forums, each with its content and directions. Registration is not required, and it is not available (except for staff). The site was launched on October 1, 2003, and the site quickly expanded and increased in popularity, although most of its content still bears features of otaku culture, anime, and other Japanese cultural influences. Fortune was instrumental in hacking the Internet as a joke, orchestrating attacks against other websites and Internet users, and posting responses to threats of violence on the site. The Guardian summarized the Fortune community as "crazy, childishly wonderful, ridiculous and disturbing".

situation, coinciding with the events in the United States, due to the murder of Mr. *Floyd*, where the New York Municipality used a sign roaming the streets of New York, on which was written an excerpt from the farewell sermon, "There is no preference for an Arab over a non-Arab, nor for a non-Arab over an Arab, nor a white over a black." And there is no black over white except with piety, people are from Adam, and Adam is from dust."

And to verify the authenticity of the clip, the researcher performed a reverse search, using the "Citizen Evidence" video search tool and "Data Viewer" and "Tin Eye" to detect images, so that the researcher obtained many similar images, the oldest of which was published on Tumblr on July 07, 2015, And the researcher found that an old clip, which is a sign with a hadith written by the Prophet Muhammad, peace be upon him, in the streets of New York, was set up to fight hate in 2015, and in the picture appears a phrase written in English that says: - "A white has no superiority over a black nor does a black have any superiority over a white except by piety and good actions." *Prophet Muhammad Except with piety, people are from Adam, and Adam is from dust.*" the truth of the picture is from the "the hate busters" initiative, which was launched in New York City in May 2015, to combat hatred towards Islam, and not to calm the situation considering the events accompanying the killing of Mr. *Floyd*, as alleged by those who published the clips and photos.

3.10: Verify, Jason P. & David, T. A video clip was posted on (October 19, 2019).

In the early days of the protests against the murder of *George Floyd*, the pioneers of social media circulated a post (two minutes and seven seconds) on Twitter and Facebook with hundreds of thousands of views, that the officer (*Derek Chauvin*) accused of killing *George Floyd*, was photographed wearing a "Make Whites Great Again" hat, standing on stage, and smiling at a rally for US President Donald Trump, in Minneapolis in October 2019. Trump" and holding a sign reading "Vote for *Trump*" was Chauvin's, but Bloomington-Minnesota Police Union President Lieutenant Bob Kroll put things right, telling The Associated Press that none of the officers involved in the day's incident Monday, at President Trump's rally in Minneapolis in October 2019. (*Ali Swenson. Thursday, May 28, 2020*)

And to verify the authenticity of the posts, the researcher conducted a reverse search, using the "Citizen Evidence" video search tool and "Data Viewer" and "Tin eye" to reveal images, and found that the circulating clip is old, recorded in a mass gathering of US President *Donald Trump* in Minneapolis in October 2019, and that these photos are of Mike Gallagher, president of the police union in Bloomington, Minnesota. He had nothing to do with the officer accused of killing Mr. *Floyd*.

Chapter four

the impact of the killing of George Floyd on the American national public opinion

Civil and social unrest provides an appropriate moment for fake news promoters to spread misinformation and disinformation and divide society. The feelings of fear, frustration, and resentment that accompany such unrest can create an environment for the spread of false news, during the initial peak of the protests that accompanied the killing of Mr. *Floyd*, on May 28, 2020, the hashtag (*#BlackLivesMatter*) has been tweeted 8.8 million times, making this moment a perfect storm of misinformation. In the weeks following *George Floyd's* death, the United States experienced an astonishing shift in public opinion, as more Americans said blacks faced serious discrimination, held anti-police views, and supported the Black Lives Matter movement. Opinions have dimmed somewhat, with reactions varying along with partisanship, and opinion polls have long shown that blacks, hopeful for a better future for the country, have a more negative or realistic view of race relations, and these issues have been a priority for African Americans for a while. For decades, the one thing that may have changed for African Americans is optimism. (*Aleena Khan.2020*)

The protest movement that erupted after the murder of Mr. *Floyd*, which was fueled by a lot of information and fabricated news, is undoubtedly unprecedented in many ways. The United States has lived in a highly polarized climate, since the election of *Donald Trump* as president in 2016, who sought to incite a section of the population to hatred and disobedience.” He strangles him with his knee on his neck, it all fell like a thunderbolt on a large part of the American public, and these photos and videos that were widely disseminated, through social networks, were the official who defused the detonator and unleashed the protests. But with this boom in the flow of information that accompanied the murder of Mr. *Floyd*, so too came a wave of fabricated information, says “*Jennifer Greigel*”, assistant professor of communications at Syracuse University: “When the country is in a state of tension, and a lot of disruption occurs, anything unusual, or that attracts attention will spread very quickly, and unfortunately untrue stories can be more bizarre and disturbing and can spread more quickly than the truth.” This means that all social media users are responsible for spreading false information that is being circulated as the truth. (*EJ Dickson & Andera Marks. 2020*)

The death of *George Floyd*, came at the height of the Covid-19 pandemic, which highlighted the great disparities that exist in the United States, as the epidemic has damaged the African American community, both in terms of the number of deaths, and the impact on the informal economy, which allows part or much of this population to survive. *Roman Harris*, a specialist in US affairs, analyzes the situation, recalling that US President *Donald Trump* symbolizes the absence of humanity, due to his disregard for events at first, and then through his tweets from a distance that worsened the situation. In his view, the lives of all human beings are not equal.” The US President has already called on *Twitter* to shoot protesters, to restore order, and urged local authorities to call in the National Guard, which prompted former President *Barack Obama* to express his condemnation. It

also increased the anger of the American left, which is already aroused and terrified by its management of the health crisis, and that the Americans will not accept what they saw, they are now facing a choice related to the social contract, but rather to civilization, and these demonstrations call for reconsideration, the means of living in common in the United States, what is acceptable and what is not.

The protests that erupted after the murder of *George Floyd*, came after a state of tension among the general American people, caused by the presidential failure in the face of multiple problems, such as policy violations, the spread of unemployment, the repercussions of the Corona pandemic, and the violations practiced by the police against Americans are not of the moment, And some of them have nothing to do with racism, which means that the desire to achieve justice among American public opinion, is not the demand of one group only. According to information collected by the Police Crime Maps website, which specializes in monitoring local police violence, 65% of respondents said that police officer Chauvin deliberately killed George Floyd, while (25%) of respondents said that his death was partial, because of excessive force used by the police officer, and only (10%) said it was a "tragic accident". ([Geoffrey Skelly.2020](#))

The white right was also present in the protests, whether its involvement was for private motives and a desire to exploit the wave of protests, or for general motives, and the authorities of the US Federal Office (FBI) in Los Angeles, on May 30, 2020, arrested several people from The Bungalow group, one of the far-right groups calling for the overthrow of the regime, while they were preparing Molotov cocktails to be used in the protests. Many Americans believe *George Floyd's* death was a mistake, and the police officers involved should be held accountable. There is also some support for the frustration and anger that fueled the protests, and many Americans now agree that there are wide racial disparities in policing, but public opinion about the protests themselves is more confusing and indicates that Americans have mixed views of the protesters, and their right to demonstrate. ([David A. Graham.2021](#))

1.2: American public opinion polls trend: -

Polls conducted during the first week of Mr. *Floyd's* murder showed that many Americans sympathized with the protests taking place across the country which may have led to public condemnation by police chiefs in Minneapolis, and other cities across the country, toward the officer who killed Mr. *Floyd*, led to greater public acknowledgment of biased police treatment in the United States, yet protests continued, with many cases of violent police crackdowns. A survey conducted by *Monmouth* University, from May 28 to June 01, 2020, found that (97%), that is, almost all Americans, had heard about the accident that led to the death of Mr. *Floyd* and that every eight out of every ten people, they believe that the anger that led to the protests was due to the brutal treatment of the Minneapolis police with Mr. *Floyd* and that (57%) of the respondents believe that the behavior of the public was completely justified and that (21%) believe that the behavior of the public It was partially justified, while (17%) of the respondents believe that some

actions and behaviors of the public can be considered violent. A Reuters-Ipsos online poll, during the first week of Mr. *Floyd's* murder, also found that (82%) of Americans say peaceful protests are an appropriate response to the killing of an unarmed man by the police, while (22%) think Among them, violence and unrest are appropriate, and eight out of ten respondents agree that property damage caused by some protesters undermines the original cause of the protests for justice. (*Dina Smeltz and Brendan Helm. 2020*)

The online news platform ACBS / *YouGov* also surveyed from May 29 – to June 01, 2020, stating that (57%) of Americans believe that the police in most societies treat whites better than blacks, while (39%) of them say they are treated equally, and 4% believe that blacks are treated better than whites. The *Monmouth poll* asked a similar question and found that more Americans now feel discriminated against by the police than they did in previous situations, and (57%) of Americans believe that police officer who faces a difficult or dangerous situation are more likely to use excessive force if the perpetrator is black, and (53%) of Americans say that race relations in the United States have worsened since US President *Donald Trump* took office four years ago and that three out of four Americans (74%) believe the death of Mr. (Floyd), is evidence of broader problems in the treatment of Americans by police. (*Kendall Karson. 2020*)

In an ABC News poll, Ipsos asked the audience: Do you think Mr. *Floyd's* recent death in Minneapolis is an isolated incident or a sign of broader problems in the police's treatment of African Americans? The answers of the audience were as follows: - (70%) whites, 94% of blacks, (75%) Latinos, (92%) Democrats, (55%) Republicans, and (71%) of the audience. Of the independents, they agree that what happened to Mr. *Floyd* represents a systematic drowning out of the law. And in answer to the question: Do you agree or disagree with the way President *Donald Trump* is handling the response to *Floyd's* death in *Minneapolis*? (96%) of Republicans responded approving of his response to Mr. *Floyd's* death. Unlike Republicans, Democrats are nearly identical in their disapproval, with (95%) taking a bleak view of *Trump* regarding his reaction to Mr. *Floyd's* death. *Floyd*. Many racial groups, too, do not agree with the president's reaction to *Floyd's* death, as the president's rebuke came most sharply from blacks, with (9%) of those who did not, compared to (59%) of whites and (74%) of Hispanics. (*Kendall Karson. 2020*)

According to a survey conducted by the Associated Press-NORC Center for Public Affairs Research, about half of American adults believe that police violence against the public is a very serious and serious problem, and about a third of Americans believe that a person's gender does not make a difference in the use of lethal force, (65%) say of Americans, that a police officer who causes injury or death to a person on the job is treated very leniently by the judicial system. The response to the killing of Mr. *Floyd* was almost unanimous (2%) of Americans believe that the use of force against him was justified, while (81%) consider it unjustified, and that the impact of Mr. *Floyd's* killing on attitudes towards maintaining security is much greater than it was in previous cases the use of force is controversial. After the murder of 12-year-old Tamir Rice in Cleveland in 2014, (33%) of Americans said that police were more likely to use excessive force against black

suspects, while (58%) disagreed that, two years later, the fatal shooting resulted in Philando Castile, near St. Paul, Minnesota, reported similar findings, but in the wake of *George Floyd's* death, (57%) of Americans came to believe that police were more likely to use excessive force against blacks.

Responses to police misconduct reflect broader attitudes about race relations, with (76%) of Americans now saying discrimination against racial and ethnic minorities in the United States is a "big problem," including (57%) of conservatives, and (71%) of eggs, and (69%) of eggs. *Americans* largely view peaceful protests as a justified response to the murder of Mr. *Floyd* and believe that the police use a lot of force against these protests, at the same time, they reject violence and say the police did not use enough force against him. But two-thirds of Americans blame "others," not the protesters themselves, for the outbreak of violence. (*Parker Quinn.2020:4*). Today, *Americans* are more concerned about police misconduct than they are about protesters' excesses, and according to an Associated Press-NORC poll, when asked, "What worries you most, police actions against Mr. *Floyd*, or protests that have turned into a business?" violence?" About 6 in 10 Americans answered that police actions were their greatest concern. Also, a large proportion of white Americans now support views on race relations that were previously largely restricted to African Americans. While Americans of all parties and races continue to oppose violent protests, pleas for "law and order" unbalanced with acknowledgment of deep injustice have lacked resonance for half a century, and this helps explain why barely a third of Americans support President *Trump's* handling of race relations, and why he says (53%) of Americans said that relations worsened during his tenure. (*Parker Quinn. 2020:5*)

Amid weeks of protests over the death of Mr. *Floyd*, which has drawn national attention to issues of institutional racism and police violence, a June 2020 Health Tracking (KFF) survey found that seven out of ten black American adults say they have experienced accidents. serious discrimination in their lives, including half of those who said they felt their lives were in danger because of their race or ethnicity, and about one in five (rises to (30%) of black men) who said they had been a victim of police violence, as well as about six in Ten black American adults report having been unfairly treated in different settings in the past 12 months, including four in ten who have experienced it while shopping (44%) or in a bar, restaurant or entertainment venue (41%) and (30%) have been subjected to unfair treatment in dealing with the police, as (45%) of Latin Americans reported having been unfairly treated in the past 12 months and (41%) of them reported having been subjected to specific serious forms of racial discrimination.

Most of the American public generally supports two main reforms, aimed at curbing the excessive use of force by the police, namely: prohibiting police from using chokeholds and fists, and prohibiting non-strike orders, although Republicans are less supportive, with (52%) supporting it. Among them, the ban on suffocation and (34%) support banning non-knockout orders. There is broad bipartisan support for many other police reform proposals, including requiring officers to intervene to stop excessive use of force by other officers, requiring verbal warnings before

shootings, mandatory public release of disciplinary records, and allowing individuals to sue police officers if They felt that they had been subjected to excessive force. And in the recent weeks following the death of *George Floyd* and the protests that followed, many reforms were proposed to address police violence and excessive use of force, like *New York* and *Iowa*, recently banned police from using chokeholds or fists, and Democrats in Congress introduced a police reform bill, to address racism and excessive force by police, US Representatives *Justin Amish* and *Ayanna Pressley* introduced a bill to end qualified immunity for police officers, making it easier for victims of police misconduct to successfully sue officers in civil court. Two-thirds of the public supported the recent protests against police violence, and (9%) said they had personally attended a protest or gathering in the past three months, either to protest police violence, to support the *Black Lives Matter* cause, or for other anti-racist reasons. Meanwhile, (56%) of the public expressed their concern, that the recent protests, may lead to an increase in cases of coronavirus infection in their area. (*BBC. revising team. (2020)*).

2.2: World public opinion Trends regarding the killing of George Floyd:

Mr. *Floyd's* murder has left America on the defensive across the world, and everything the murder indicates about race, values , and leadership, not to mention common decency in the US, and thousands defied a government shutdown in Britain to demonstrate in the streets of London, from the famous Trafalgar Square, passing the House of Commons, alongside and across the River Thames, to the US Embassy, to protest the killing of an unarmed black person, by white police in Minneapolis, four thousand miles away, London Mayor *Sadiq Khan* wrote on *Twitter*: "The death of *George Floyd* has fueled outrage. And the pain, not only in the United States but all over the world." The protests reflect the broader global desperation over the failure of the American experiment, and what that means for the rest of the world. "People all over the world are realizing that their fight for human rights, for equality and fairness," said the former *German ambassador* to Washington and current president of the Munich Security Conference, "Let us hope that the demonstrations around the world, remind Washington, that the soft power of the United States is a unique asset, which distinguishes America from other great powers, from China and Russia and even from Europe, it would be tragic for the *Trump* administration to turn a great opportunity for the United States into a moral concession. (*David Remnick. 2021*)

And in the city of *Mauer Park* in Berlin, a mural of *George Floyd* was painted on the remains of the Berlin Wall, along with the words "I can't breathe", protesters appeared in Berlin to denounce the killing because of discrimination in the United States, they marched to the American embassy near the Brandenburg Gate, and one of the signs appealed "Stop killing us." In a city in Copenhagen, two thousand appeared in an angry demonstration at the United States Embassy, and thousands came out in Toronto, Canada, to protest the death of *George Floyd*. "Many in Britain and other allied countries are saddened by the damage President *Trump* and his Republican supporters are doing to our shared values of free speech and the rule of law," said Sir *Peter Westmacott*, former British ambassador to the United States. Westmacott said the protests in

London and elsewhere "are related to society's continued failure to end the scourge of racism, and black and white youths are horrified by the video they have seen of a white police officer knowingly and unlawfully executing a black man being held in custody for a possible petty crime." The European Union also issued a statement calling for a speedy resolution of "all issues" that have emerged during a week of unrest in American cities, with "full respect for the rule of law and human rights." It used the kind of language usually directed at dictatorial governments. "We regret the loss of life. And we offer our condolences to those affected, and we condemn violence and racism no matter where it comes from," the European Union said. (*Isaac Chotiner & Bryan Stevenson. 2020*)

In Africa, American diplomats were quick to counter the damage done to America's image during the killing of *George Floyd*. A prominent media entrepreneur in the Democratic Republic of the Congo tweeted bluntly to Mike Hammer, the US ambassador to the Congo: "Dear Ambassador, your country is a shame, proud America, which has gone through everything from apartheid to the election of *Barack Obama*, has not yet conquered the demons of racism, how much How many blacks must be killed by white police officers, before the authorities can act seriously?" Hammer responded on *Twitter* in French, "I am deeply disturbed by the tragic death of *George Floyd* in Minneapolis. The Department of Justice is conducting a full criminal investigation as a top priority. Security forces around the world must be held accountable. No one is above the law." And in Iran, which has faced two years of mounting pressure from the *Trump* administration, the Supreme Leader's English-language account, *Ayatollah Ali Khamenei*, tweeted, "If you're dark-skinned walking in the US, you can't be certain you'll survive the next few minutes." In the holy city of Mashhad, a group of young people held a candlelight vigil for Mr. *Floyd*, with posters and a banner in English that read, "*Black Lives Matter*." In *Syria*, local artists painted a mural of Mr. *Floyd*, on the side of a destroyed building in Idlib province, and above it, they wrote in large pink letters "No to racism." *Ken Roth*, executive director of Human Rights Watch, wrote: "People are really horrified because A police officer could treat an African American man with such gratuitous, and ultimately fatal, violence. (*Robin Wright. June 1, 2020*)

Conclusion: -

The fabricated information and news, which is spread on the Internet, digital platforms, and social networks, is one of the most challenges facing users and those dealing with these platforms and networks, like all social groups and sectors, with all their divisions and classifications, have become more connected and in harmony with these networks, and Which represents for them the main source of information and news, and some of these networks in earlier times gained the trust of many users and those who deal with them, but with the spread and expansion of coverage of these networks and social platforms, and the wide use of all segments of society, these networks have turned into effective mechanisms in shaping the trends of public opinion, through its enormous ability to transmit information, fabricated and false news, and rumors, which undoubtedly have a significant impact on the trends of public opinion.

With the start of the massive protests and demonstrations, which followed the killing of the African American citizen *George Floyd*, and which pervaded most of the cities of the United States of America, and many capitals of the world, a huge amount of videos, photos, and publications spread on social networking sites, whose publishers claim to document those protests, However, through the research, investigation, and tracking carried out by the researcher, it was proven that many of them are old clips, unrelated to the current protests, and have been republished to mislead public opinion. Indeed, the spread of fabricated videos has increased public anger towards police officers and law enforcement institutions, but at the same time united the opinion and view of the American people in general with all their groups and affiliations, towards rejecting the unjustified violent behavior of police personnel, and their use of excessive violence with Suspects, or violators of the law.

Results Discuss: The study reached several important results, which are summarized in the following: -

- Users of digital platforms and social networks should deal with great caution with information and news published on these platforms and networks, before ensuring their credibility and validity, especially when dealing with video clips and images.
- *YouTube* and Facebook are among the most popular social networks in which old videos are re-posted, as they are new clips of recent events. The number of re-posted videos on *YouTube* and Facebook networks in this study was (9) out of (11) video clips, which were studied and analyzed, i.e. (81.8%).
- Individuals and entities who republish old videos as new, rely on the lack of knowledge and awareness of users and those dealing with digital platforms and social networks, that these clips are old and, on their inability, to distinguish between old and new clips.
- All users of digital platforms and social networks must not immediately accept the authenticity of the videos that are published on these networks, and they must verify their authenticity and ensure their true sources, before believing them or taking any decision to re-publish them again.
- Publishers of old and fabricated videos take advantage of the confusion, turmoil, and uncertainty that arise among users of social networks when tragic events occur, and they publish these clips that promote their ideas and trends and serve their purposes.
- Watching old and fabricated videos that spread on social media platforms, after the killing of Mr. *Floyd*, affected the trends of American public opinion, most of which expressed resentment and rejection of the violent behavior of policemen, which led to the killing of Mr. *Floyd*.
- The killing of Mr. *Floyd* changed the American people's view of the issue of racism in American society, especially among whites, and the people became more sensitive and rejected, the violent practices of the police directed towards blacks in general.

- It was not proven to the researcher that there were any direct or indirect parties or interests behind the publication of the old, fabricated videos that were re-published after the killing of Mr. *Floyd*.

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